

# HEARING LOSS. SILENCE IS NOT AN OPTION

Support standard-of-care for optimal hearing health<sup>1</sup>



**~400  
MILLION  
ADULTS**

are living with with unaddressed disabling (moderate or higher level) hearing loss<sup>2</sup>

Untreated hearing loss in adulthood can have substantial and far-reaching negative impacts on many aspects of an individual's social, physical and mental health leading to:<sup>1,3</sup>

social isolation | loneliness

loss of independence | reduced quality of life



What if you could take adults with disabling hearing loss from here to hear?

Cochlear implants (CI) are effective in restoring functional hearing loss in those with severe–profound sensorineural hearing loss<sup>4</sup>



**ONLY 1 IN 20** adults who could benefit from a CI have one<sup>1</sup>



## GUIDELINE RECOMMENDATIONS: Improving the standard of care for adults with hearing loss and the role of cochlear implantation<sup>1</sup>



Primary care physicians

### SCREENING

Screen adults aged ≥50 years:  
*Do you feel you have hearing loss?*

SCREEN EVERY 1–3 YEARS



Primary care physicians  
Hearing professionals (eg audiologists)

### SPECIALIST REFERRAL

For any level of hearing loss:

- full examination, history
- refer for full audiological assessment

### SPECIALIST EVALUATION

Assess criteria for CI candidacy (≥60/60 dB HL + difficulty with speech understanding) and refer to a CI specialist for further evaluation

REASSESS EVERY 1–3 YEARS



Hearing professionals (eg audiologists)



Cochlear implant professionals

### DEVICE PROGRAMMING & REHABILITATION

Activation and programming: in first 28 days

Initial rehabilitation: 4–6 appointments in first 12 months post-activation



### CI SURGERY

Cochlear implant professionals  
Refer to existing guidelines

### OUTCOMES & MEASURES

Evaluate outcomes 6–12 months post-activation:

- Hearing-specific quality of life (NCIQ or CIQOL)
- Speech perception (in quiet and noise)



Cochlear implant professionals



The guidelines support **healthcare professionals** to know what actions to take, and when, to ensure **standard-of-care best practice** for adults with hearing loss



**ADAPT and ADOPT** these guidelines locally to play your part in helping adults with hearing loss achieve their full hearing potential and live a full life



Scan QR code to access

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Access the full guidelines [here](#)