

Hearing Health Matters!

What you should know about hearing loss and Saying "YES!" to Hearing Aids

According to the Hearing Foundation of Canada, hearing loss is the fastest growing, and one of the most prevalent, chronic conditions facing Canadians today. As noted by Statistics Canada, there were more than one million Canadians reported to have hearing problems in 2002: this number tripled to more than three million Canadians in 2012. In Ontario alone, the number of older adults aged 65 and over is projected to be 4.1 million by 2036. Therefore, the incidence of hearing loss will climb significantly as our population ages.

The effects of untreated hearing loss are numerous. Hearing loss interferes with our ability to understand speech clearly, especially in the presence of background noise; leads to social isolation and depression; can significantly affect cognitive function in older adults; can negatively affect relationships with family members and caregivers; etc. And yet, the hearing aid adoption rate continues to remain low. Only one in six hearing-impaired people wear hearing aids, despite the fact that numerous surveys have shown that hearing aids improve hearing and quality of life. Why?

You can help! Many patients see their primary care physicians for advice on hearing health care services. When physicians report positive experiences with hearing instruments, a hearing-impaired individual will be more motivated to seek treatment.² Hearing devices (instruments and implants) are the only treatment alternatives for sensorineural hearing loss (cochlear hair cell loss) that affect 90-95% of all hearing-impaired individuals.³ You need to encourage your patients to have their hearing tested. If permanent hearing loss is found, encourage them to say "YES!" to hearing aids!

Refer your patients to an OAPAC audiologist. OAPAC Audiologists practice independently from retail chain stores or those operated by hearing aid manufacturers. With 10 different hearing aid manufacturers to choose from, rest assured that your patient will be fit properly and benefit from all applicable manufacturer discounts.

"...There is compelling evidence that more harm can be done by not treating hearing loss than was ever believed before."⁴

References

¹ Canadian Hearing Society. Facts & Figures. (2013, November 18). Retrieved from <https://www.chs.ca/facts-and-figures>

² Popp, P., & Hackett, G. (2002). Survey of primary care physicians: Hearing loss identification and counseling. *Audiology Online*.

³ Hall, J., Freeman, B., Bratt, Q., "Audiology in Health Care Reform, Perspectives on Models and Medical Referral Guidelines." *Audiology Today*, 6,6:16-19. (1994). Goldstein, D.P, "Hearing Aids and Technology." *ASHA* (1984), 26, 24-38.

⁴ Lin, Frank R., "Hearing Loss in Older Adults Who's Listening?" *JAMA*, Vol 307, No. 11 March 21, 2012

⁵ Hopper, T. and Hinton, P., Hearing Loss among individuals with Dementia: Barriers and Facilitators to Care, *Canadian Journal of Speech Language Pathology and Audiology* Vol. 36, no.4, Winter 2012/2013)

With so many places to refer your patients, it becomes difficult to choose what is best for your patient.

"As independent practices, we are not limited. When your patient has a permanent and irreversible hearing loss, we can prescribe from 10 different hearing aid manufacturers."



Ontario Association of Professional Audiology Clinics

Your Hearing Deserves An Audiologist

Greater emphasis is being placed on hearing health.



Encourage your patients to say "YES!" to hearing tests and hearing aids. "Amplification is, indeed, an effective, evidence-based treatment strategy for the sensory deficit of hearing loss."⁵

The Ontario Association of Professional Audiology Clinics (OAPAC) represents independent audiology practices in Ontario.

Like Physicians, Audiologists of OAPAC

- ✓ Own and manage their practice
- ✓ No quotas, no franchises, no conflict of interest
- ✓ Assess and make appropriate recommendations
- ✓ Share the licensed Act to prescribe hearing aids
- ✓ Offer full scope of practice to all ages
- ✓ Are regulated...No misleading advertising, no testimonials

**To find an OAPAC Clinic near you, call
1-844-41-2-HEAR (4327)**



Audiologists spend 7 to 9 years in University. The minimum requirement to practice in Ontario is a Masters Degree in Audiology or equivalent.

Sudden hearing loss? Call us immediately!

1-844-41-2-HEAR (4327)

www.oapac.ca