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The Emergence of Hearing Loss in the Adult Patient

Donald J. Schum, Ph.D., Vice President of Audiology and Professional Relations, Oticon Inc.

Moderator:
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AudiologyOnline Seminar Series Presenter: Donald J. Schum, Ph.D.

Hearing Loss from the Inside Out: The Patient's View

January 11th:
The Emergence of Hearing Loss in the Adult Patient

May 9th:
What Determines Speech Understanding?

August 15th:
Does the Fitting Satisfy the Patient?

November 14th:
The Nature of Sound Quality Preferences

The Emergence of Hearing Loss in the Adult Patient

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“When did you first notice trouble with your hearing?”

Normal Aging

• Which Skills Are Affected?

- motor skills
- sensory sensitivity & acuity
- short term memory
- sensory-motor reaction time
- processing & decision speed
- selective attention

• Which Skills are Retained?

- Long-term memory (recall)
- intelligence
- linguistic skills

“I have a hearing loss”
versus
“I don’t hear as well as I used to”

Denial

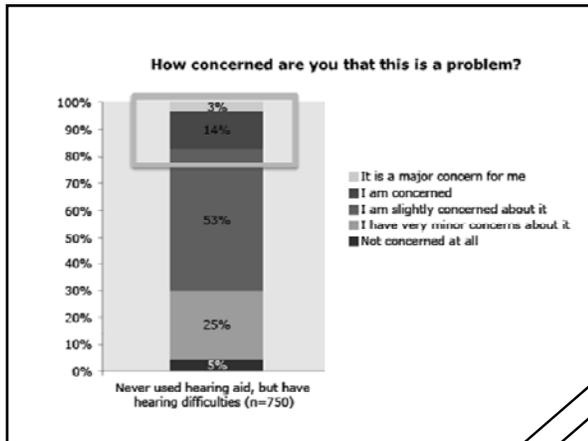
It’s illogical, but so what.

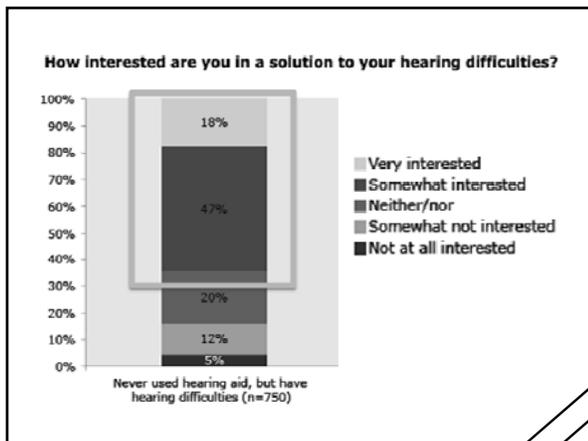
International 2010 Patient Survey

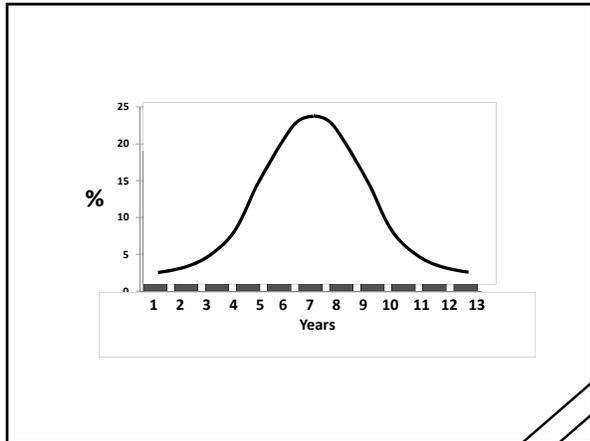
Patient Readiness

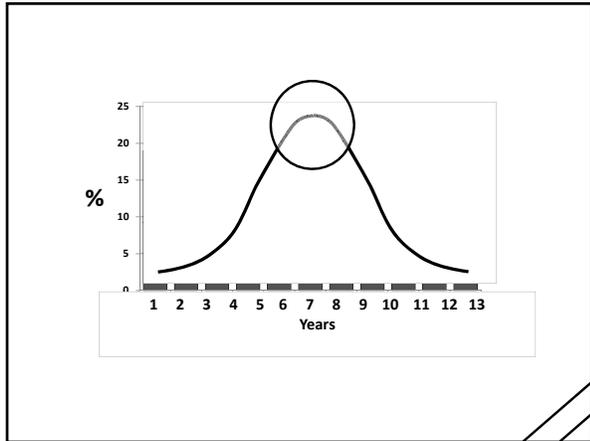
- 1,450 respondents
 - 750 first time users, 700 experienced users, recruited through local web panels
 - US, CAN, GER, FRA and ITA
 - Web-based survey with stimuli material (visuals, messages).

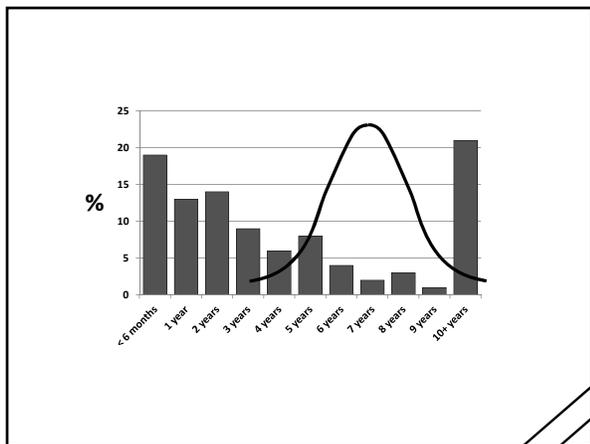
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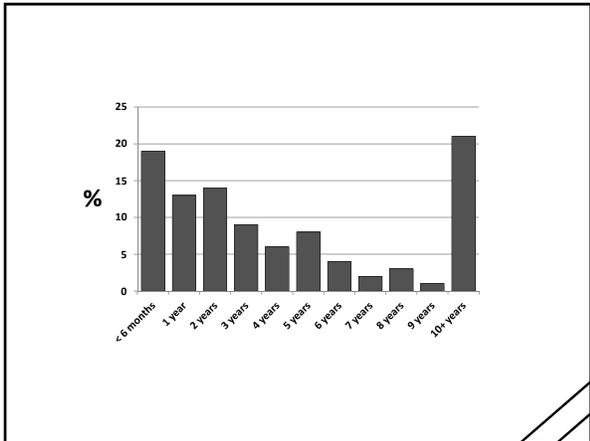


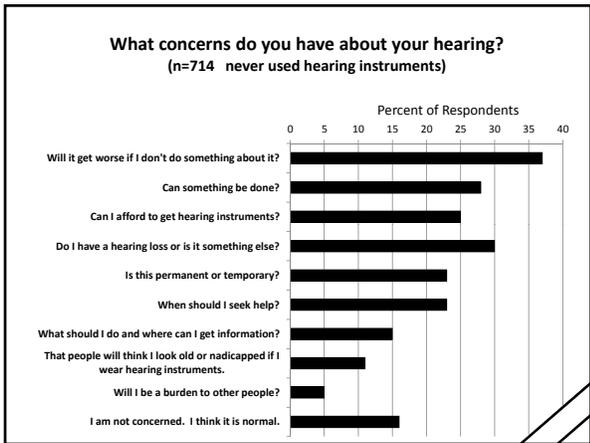












Is this a hearing loss?

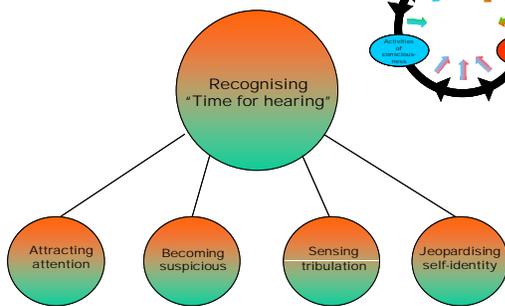
Or

Hearing loss? Really?

Gitte Englund

**'TIME FOR HEARING' –
RECOGNIZING HEARING LOSS**





Garstecki & Erler (1998)

Garstecki & Erler (1998)

- Factors associated with adherence:
 - higher internal locus of control
 - higher ego strength
 - fewer depressive tendencies
 - assumed responsibility for communication success
 - higher acceptance of hearing loss
 - perceive hearing aids less stigmatizing

Eriksholm Ear Miles Project

What predicts entry, purchase & benefit?

**Factors not consistently related to Help Seeking,
Obtaining HAs or Benefit with HAs :**

- Age
- Gender
- Measured Hearing Loss
- Duration of Loss
- Socio-economic Status
- Health
- Expectations
- Activity Level
- Etc.

**Only factor consistently related to Help Seeking,
Obtaining HAs and Benefit with HAs:**

- Self-perceived Hearing Difficulties

Patient Readiness

“This is just what happens when you get older . . .”

Patient Readiness

Discounting / Misinterpretation / Normalization / Passive Acceptance

- Many health issues evolve over time
- Body change is expected
- Definition of "do I need to talk to a doctor about this" is unclear
- Symptom minimization has a positive aspect: helps protect self-image
- Can't fix every little thing
- "Growing old gracefully"

What does it take for an older person to make a health change?
(Leventhal et al, 2001)

- Proper Motivation
- A Plan
- Confidence that change is achievable
- Support system/barrier reduction

What factors predict that an elderly person will seek out medical attention?
(L. George, 2001)

- Susceptibility (can it really happen to me?)
- Symptom severity
- Perceived (expected) benefits
- Perceived (expected) costs
- Self-efficacy (confidence in own self)

Knarr project

WHEN IS A HEARING LOSS RELEVANT?

The researcher's perception of acoustic environments

A horizontal timeline with three segments labeled 'Kitchen', 'Car', and 'Work'. A vertical tick mark is at the end of the 'Work' segment. Below the timeline, the word 'Time' is written with an arrow pointing to the right.

Petersen, Jensen & Nielsen, 2005

The researcher's perception of acoustic environments

A horizontal timeline with three segments labeled 'Kitchen', 'Car', and 'Work'. A vertical tick mark is at the end of the 'Work' segment. Below the timeline, the word 'Time' is written with an arrow pointing to the right.

The test subject's perception of situations

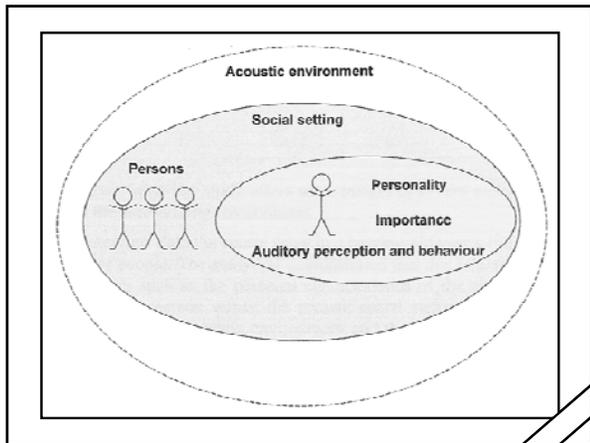
A horizontal timeline with three segments labeled 'Kitchen', 'Car', and 'Work'. Above the timeline, there are several star icons: two in the Kitchen segment, two in the Car segment, and two in the Work segment. Below the timeline, the word 'Time' is written with an arrow pointing to the right.

Petersen, Jensen & Nielsen, 2005

Us: what & where

Them: who & why

PASSIVE LISTENING VS. ACTIVE COMMUNICATION



Lessons Learned:

- Hearing loss? Really?
- It's just what happens.
- Just looking.
- Who & why, not where.

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