


Our Evolving Understanding of Aging

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Learning Objectives:

- ... Recognize the classic responses to age-related body change in older adults
- ... Identify ways in which these reactions may evolve as the generations change
- ... Identify how patient counseling may need to evolve as the generations change

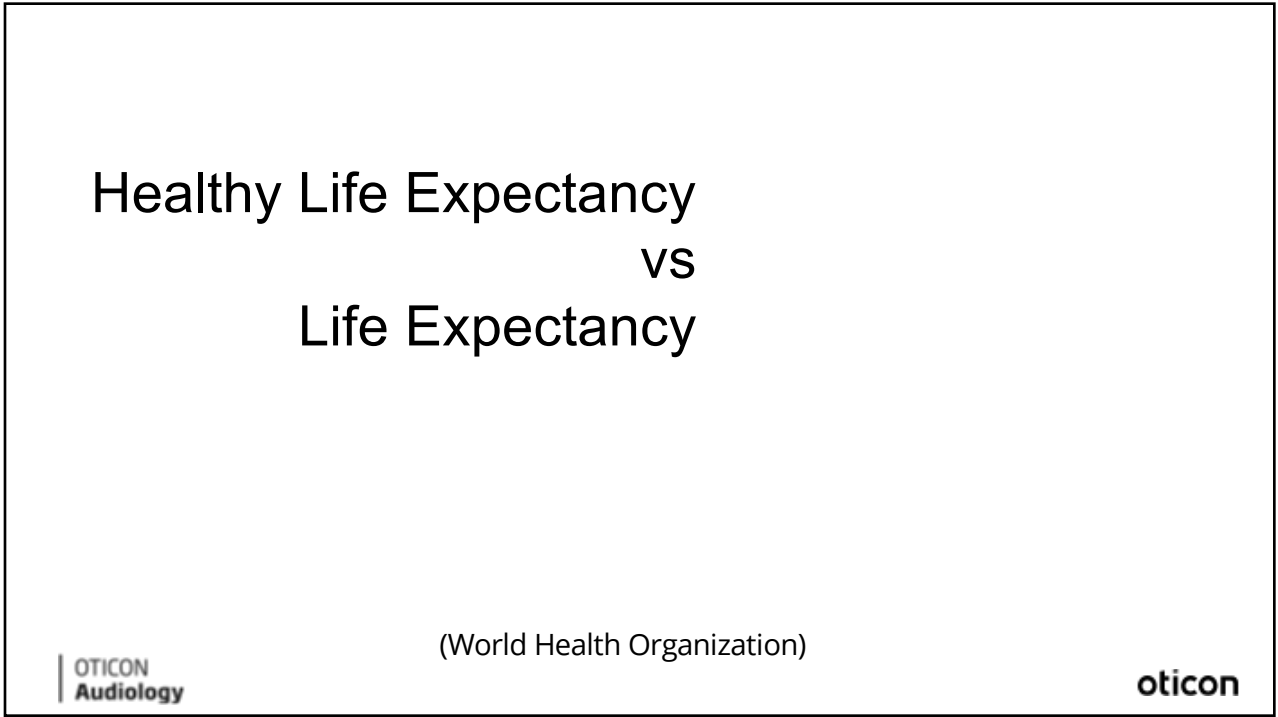
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3



4

Healthy Life Expectancy	69 years
vs	
Life Expectancy	79 years

(World Health Organization)

5

Has the average age of first fittings gone down?

6

Readiness Management

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Denial

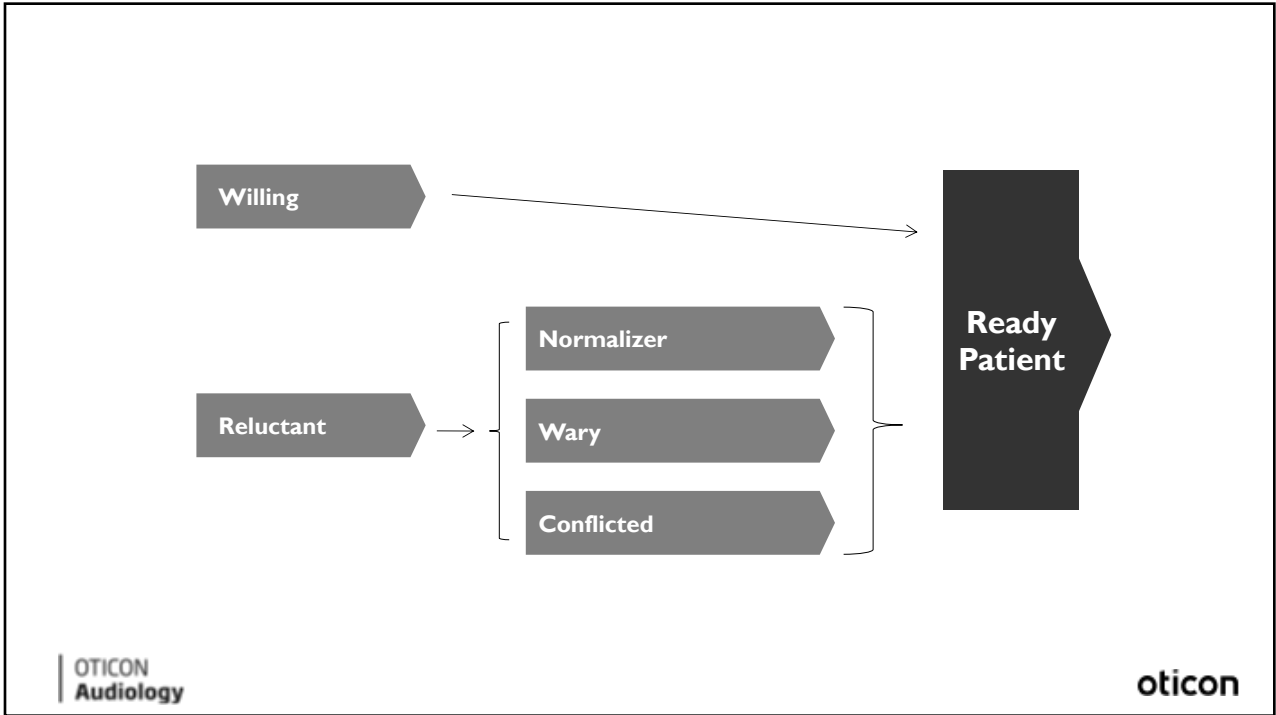
8

Normalization & Passive Acceptance



"This is just what happens when you get older . . ."

9



10

What makes a patient ready?

- Trust
 - Professional
 - Product
 - Self
- Emotionally feels the effects of the hearing loss
- Takes ownership
- Realistic expectations

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Baby Boomers: What do we know about them?



12

Baby Boomers: Observations

- They are here
- Not all wealthy, spoiled, vain



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13

Who raised the Baby Boomers?

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14

Baby Boomers: Observations

- They are here
- Not all wealthy, spoiled, vain
- Happy to redefine the world
- Creating a new life stage: Third Age



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Baby Boomers: Observations

- They are here
- Not all wealthy, spoiled, vain
- Happy to redefine the world
- Creating a new life stage: Third Age
 - (Fourth Age = loss of functional independence)

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Baby Boomers: Observations

- They are here
- Not all wealthy, spoiled, vain
- Happy to redefine the world
- Creating a new life stage: Third Age
 - More positive outlook about older years
 - Higher expectation of “no limits” (amortality)
 - Strong desire to maintain independence

Still work hard to hide the effects of aging

Baby Boomers: Observations re: Health Care

- Healthier, higher “health expectancy”
- More informed about health



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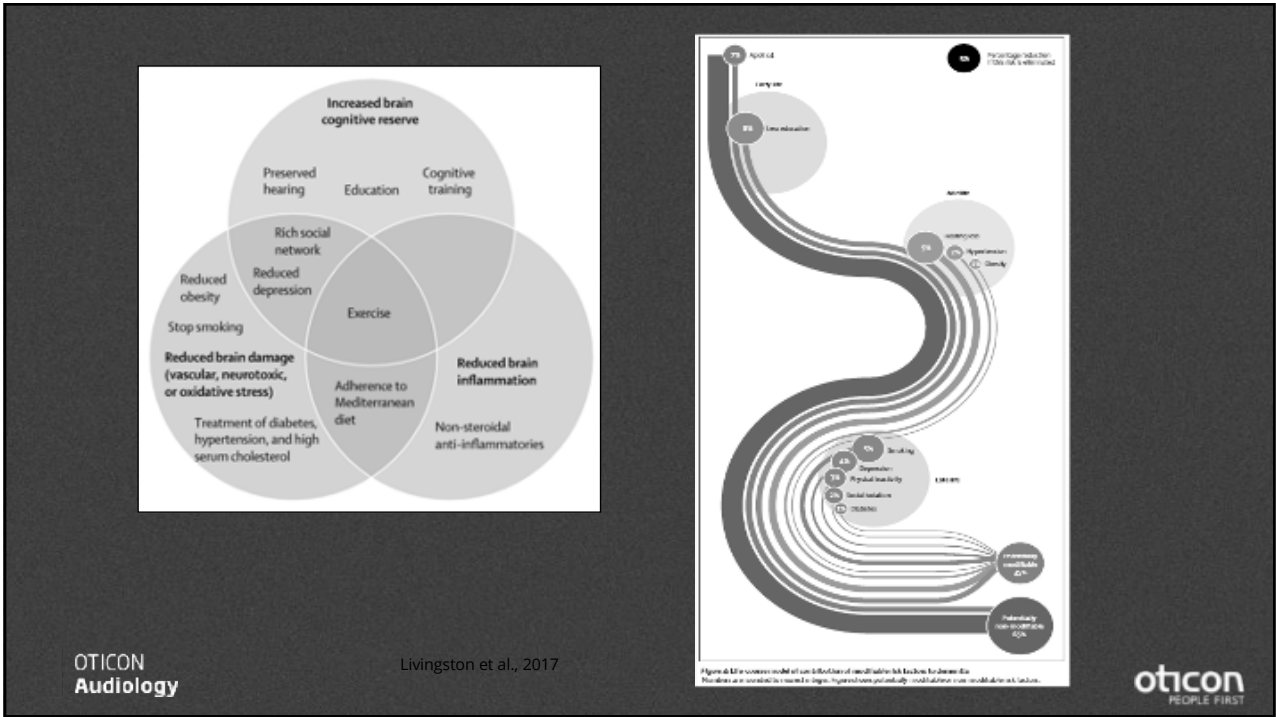
Baby Boomers: Observations re: Health Care

- Healthier, higher “health expectancy”
- More informed about health
- Have witnessed cognitive decline

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20



21



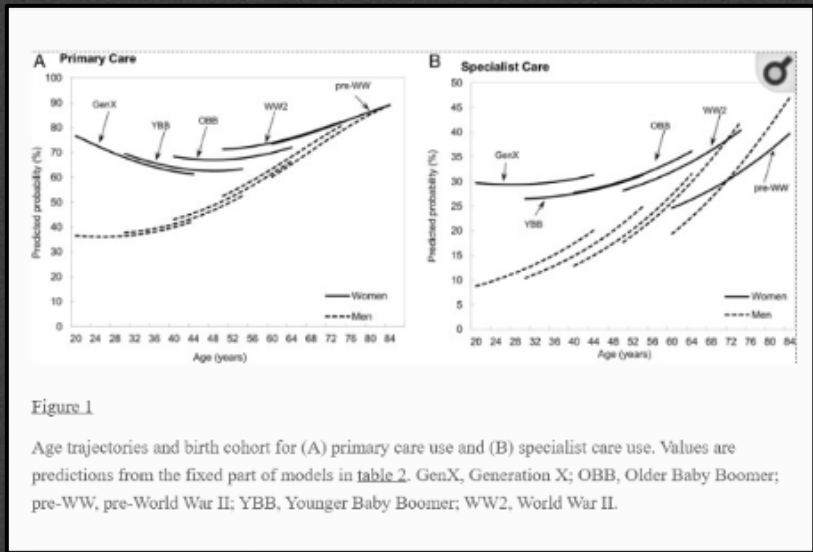
22

Baby Boomers: Observations re: Health Care

- Healthier, higher “health expectancy”
- More informed about health
- Have witnessed cognitive decline
- Expect more of an “equal partner” relationship with their health care providers

Baby Boomers: Observations re: Health Care

- Expect more of an “equal partner” relationship with their health care providers
 - Researching more
 - Taking more control
 - Want more frequent communication using modern channels
 - More assertive about patient-defined outcomes



Canizares et al, 2016

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Baby Boomers: Big Question

Will drive to be active over-power denial/vanity?



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Identity in the Older Person (after Whitbourne, 2002)

- Identity Assimilation
 - New data is worked into existing identity
- Identity Accommodation
 - New data alters existing identity

Identity in the Older Person (after Whitbourne, 2002)

- Identity Assimilation
 - New data is worked into existing identity
- Identity Accommodation
 - New data alters existing identity
 - *Danger is passive acceptance*

Identity in the Older Person (after Whitbourne, 2002)

- Identity Assimilation
 - New data is worked into existing identity
 - *Important for maintaining self-esteem*
 - *Withdrawal is a self-protection mechanism*
- Identity Accommodation
 - New data alters existing identity

Identity Balance



**What does
wearing a
hearing
aid mean?**

31

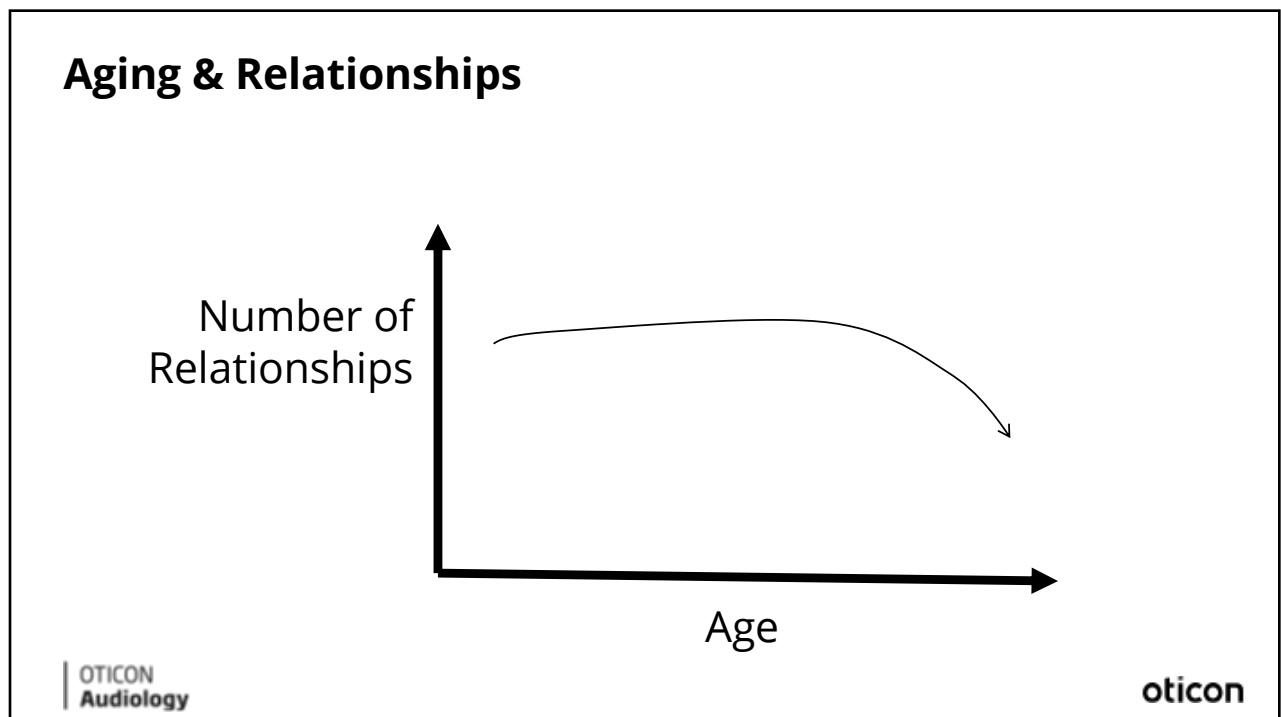
The Symbolism of Hearing Aids



32

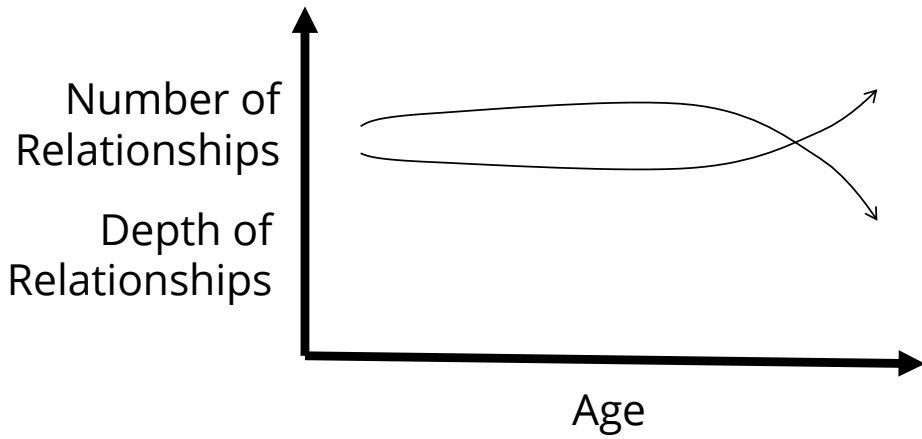


33



34

Aging & Relationships

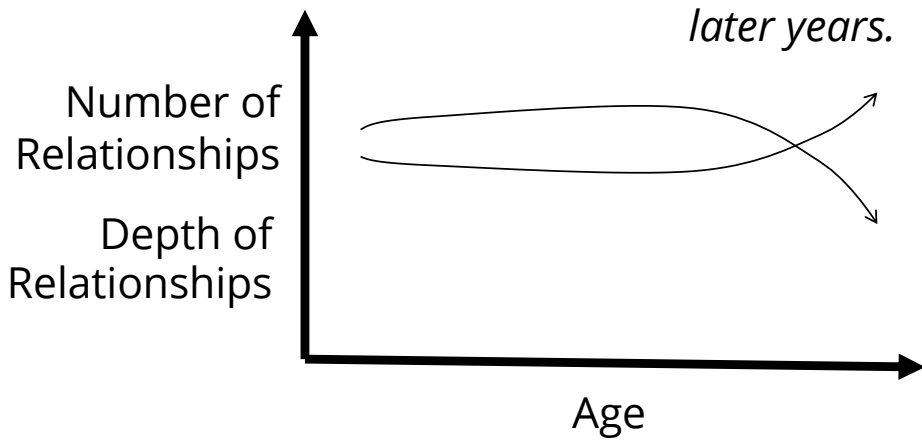


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Aging & Relationships



*Preserving
harmony takes on
a bigger role in the
later years.*

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Better Expressiveness = Stronger Relationships



37

Relationships: Friends versus Families



38

Baby Boomers: Observations

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- Not all wealthy, spoiled, vain
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- Creating a new life stage: Third Age
- Less children . . . More siblings



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39



40

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- Creating a new life stage: Third Age
- Less children . . . More siblings
- Better late-life marriage satisfaction

Convoy Model

Convoy Model

The Danes

Convoy Model

The Hijacking of Facebook

Implication: nature of the
support network is changing

(e.g., more shared experiences, less paternalism)

Implication: nature of the
support network is changing

Better Support = Better Health

A Few Thoughts on Patient Counseling

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Suggestions on Counseling Strategy:

Is this caused by
aging or disease?

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Suggestions on Counseling Strategy:

Refer to The Third Age:
Participation without limitations

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Suggestions on Counseling Strategy:

Hearing loss as a disruptor of
socialization...

...not just communication

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Suggestions on Counseling Strategy:

Focus on depth of relationships
(especially with friends) . . .

. . . not amount of social activity

Suggestions on Counseling Strategy:

Move the discussion from how they
FEEL about their hearing loss . . .

. . . to what they **MISS** because of
hearing loss

Suggestions on Counseling Strategy:

Focus on the “WHO”



53

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54