

OTC Hearing Aids Expand Hearing Health

U.S. Hearing Loss Statistics:

More Common Than You Might Think



American adults age 20 and older, (or 15%) have some degree of hearing loss



Hearing loss is expected to **grow by over 66% by the year 2060**, 44.1M vs. 73.5M



of people with hearing loss are adults **age 70 and older**



About two-thirds

have “mild” hearing loss, or 29 million American adults aged 20 and older

Source: <https://jamanetwork.com/journals/jamaotolaryngology/fullarticle/2606784>

Hearing health is important...

Hearing health is about so much more than ears—it can impact social-emotional, cognitive, and physical well-being. **Prioritizing hearing health and treatment can impact quality of life** and connection to the world.



Social-emotional well-being

Hearing is the main sense we use for communicating and connecting with other people.



Physical well-being

Hearing provides us with information about what is happening around us and alerts us to danger.



Cognitive well-being

Good hearing keeps our brain healthy.

In the U.S., untreated hearing loss costs an average of \$22,434 (46% higher total health care costs) more than people without hearing loss over a 10-year period. *Source: Trends in Health Care Costs and Utilization Associated with Untreated Hearing Loss over 10 Years*

What are Over-the-Counter (OTC) hearing aids?

To increase the public's access to hearing aids and improve hearing, **the FDA established a new category of over-the-counter (OTC) hearing aids** for adults 18 years of age and older with perceived **mild to moderate hearing loss** that went into effect on October 17, 2022.



CMS Guidance started placing OTC hearing aids as a hearing benefit in Medicare Advantage plans in 2024 which will **enable positive outcomes** of:

- Removing the barrier of high costs for hearing aids for both payers and members
- Unbundle the cost from professional services, fitting, adjustment, or maintenance
- Reduce the time it takes for members to obtain a hearing aid
- May reduce long-term costs associated with other health issues such as dementia, falls, cognitive decline, isolation, anxiety and depression

The better hearing journey



Online hearing screening



Device selection and purchase



Onboarding process
(approximately 45-60 days)
which includes:

- **Live support** center outreach to each member for setup
- **Depending on the product, an in-app hearing test can then customize the hearing aids** to each member's unique hearing profile, either automatically or through manual adjustments.
- **Regular email outreach with support articles and videos**, to guide members through all facets of adjusting to life with hearing aids.
- **Follow-up calls with members** who seem to be having issues or haven't yet downloaded the companion app.
- **Rewards program**, within the companion app, guides members through all facets of their new hearing aids one feature at a time, and rewards them upon completion with points to use for discounts on hearing aid accessories.



Regular updates on usage so the healthcare plan can monitor usage and adjust the program as necessary



Free, lifetime product and app support for members