

**January 12, 2017**

***2017 - A Wonderful New Year***

***For You to***



# **HEARING SOLUTIONS SIG**

***“A New Year & New Developments in Hearing Technology”***

**by Dr. Natasha Dewald, Doctor of Audiology**

22 Years experience & specializes in amplification &  
rehabilitation of hearing disorders.



# Latest Developments in Hearing Technology

Dr. Natasha Dewald, AuD

Hears To You

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MOBILE

AUDIOLOGY

EXPERTS

## Hearing Loss Facts

- Hearing loss is the third most common chronic health condition after arthritis and heart disease.
- 10% of the U.S. population suffers from some degree of hearing loss.
- Hearing loss is not just for the elderly; the majority (65%) of people with hearing loss are younger than age 65.

# Dr. Natasha Dewald

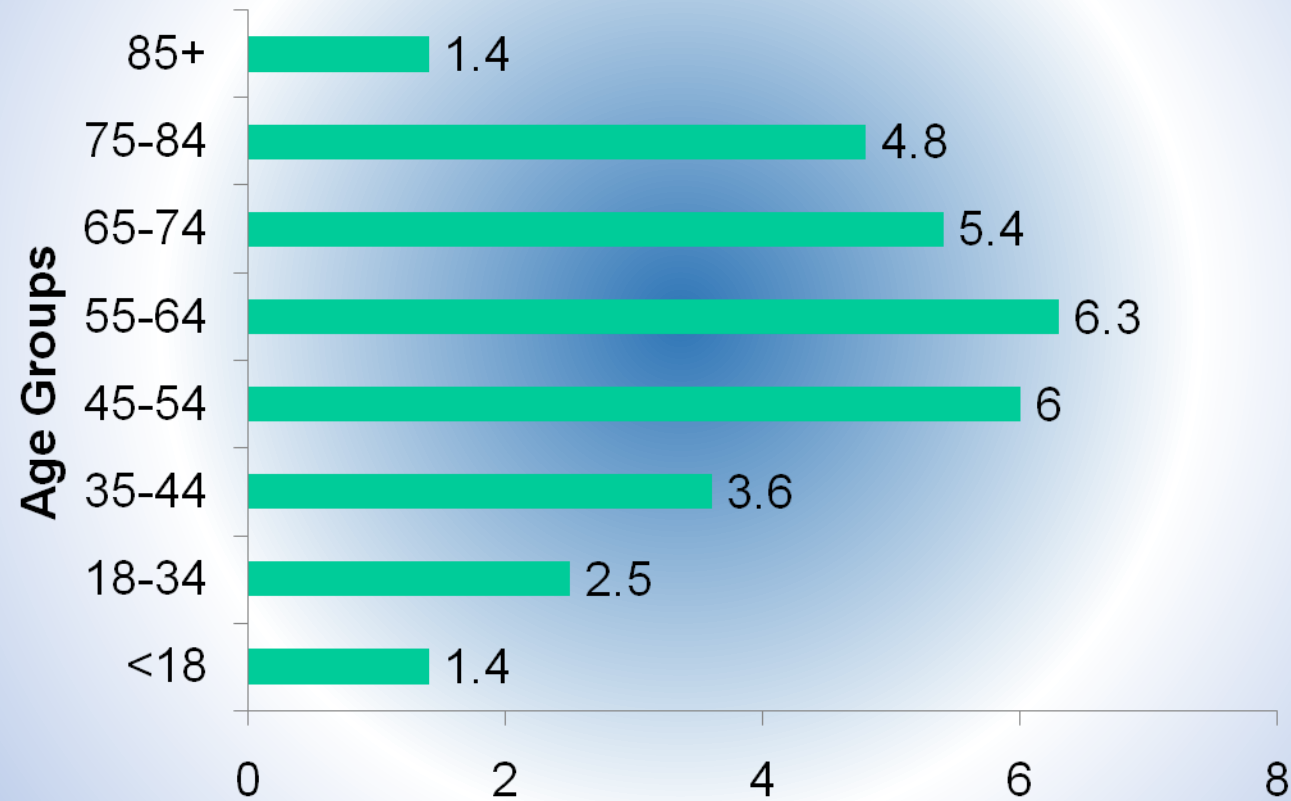
## Education

- Undergraduate in Speech Pathology:
  - University of Regina
  - University of Alberta
  - Minot State (1992)
- Master of Audiology
  - University of Washington (1994)
- Doctorate of Audiology
  - University of Florida- Gainesville (2002)

## Experience

- Health Dept in Vancouver treating all ages
- Hospital in San Diego working with Neuro-Otologists treating balance disorders and hearing aids
- Owned hearing aid dispensing practices in Palm Springs

# Incidence of Hearing Loss by Age Group



Kotchkin, MarkeTrak VII (2005)

Millions of People

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# A Little History of Hearing Aids

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# Vacuum Tube Hearing Aid

## 1930s



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## The Hearing Aid Purse - 1935





## The Hearing Aid Camera 1930



# The Hearing Aid Tie Clip 1950s



## The Hearing Aid Barrette 1950s



## Eyeglass and Body Aids



# Custom Hearing Aids



Full shell (In-the-ear)



Half shell



In-the-canal



Completely-in-the-canal

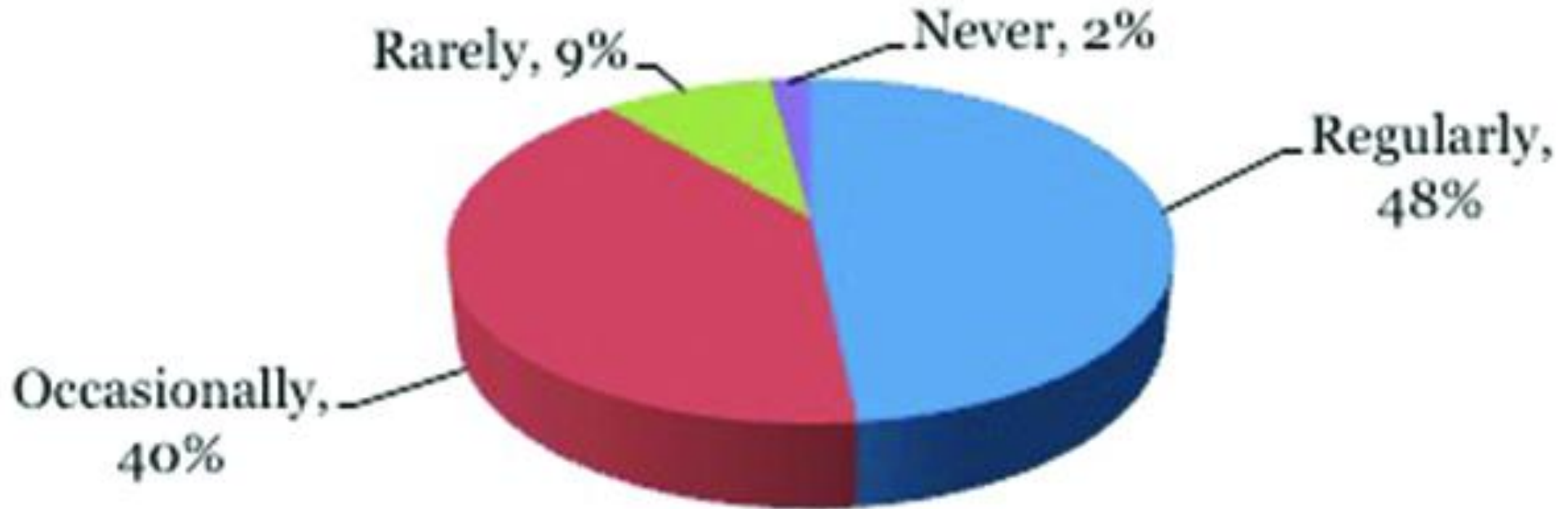


## RIC and RITA and Their Friends - New “Form Factors”



## Improves quality of life

(owner/wears (n=765 who got in the last 5 years)



*The extent to which hearing aid owners perceive that their hearing aids improve their quality of life (n=765 with hearing aids < 5 years old).*

## How to Make your Hearing Aid wearing 'Successful'

- Get your hearing checked once a year
- GO FOR FOLLOW-UPS!
- Keep your hearing aids clean
- Seek a professional who verifies your Rx
- WEAR your aids everyday
- Use listening strategies
  - Good lighting
  - Reduced noise
  - Be assertive
  - Paraphrase and repeat back – don't just say HUH!

# What's New!?

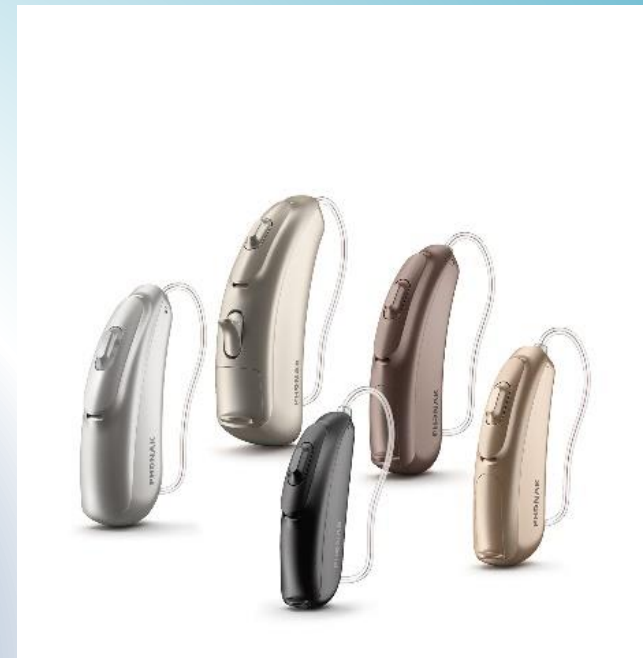
# Phonak

## Belong Platform

- Tinnitus Masker
- Frequency Lowering Technology

## One version is a Rechargeable Hearing Aid

- Unlike the other rechargeable aids, no battery door
- Any time the aid goes in for repair, they replace the battery
- Claim the battery cell will last for 4 years
- No T-Coil
- Great option for those with limited dexterity or low vision





# Phonak

## Assistive Technology

Goal: improve speech over distance and noise

- Roger Pen, Roger Pen Table Mic, Remote Mic



## Blue Tooth

- Requires a streamer, Connects to any BT device, not just iPhone
- Can also act like a remote to add functions like volume and programs
- If you have the streamer, you can use their smart phone app to control aids

# Starkey

## Newest Aid is Halo 2

- Extended high frequencies, reach more high frequencies without distortion feedback
- Direct to iPhone, no streamer
- Use their app to use your smartphone as a remote control
- Working on Direct to all other smartphones, no release date
- Tinnitus masker and frequency lowering technology



## TUNITY:

- App to download
- Stream your TV –then-- iPhone --then– aids
- Might be best of sound is not turned on the TV, might have a delay



# Oticon



Newest Aid is Opn

- Direct to iPhone
- Can use your iPhone mic as a remote mic, no streamer needed.
- No t-coil, no ability to use a streamer

Other Devices they carry do have streamers and T-coils

# Oticon

IFTTT connection (If **T**his **T**hen **T**hat):

“Oticon ON enables your new Oticon Opn hearing aids to interact with other Internet-connected devices and services. Trigger your lights, home alarm or smart thermostat when you turn your hearing aids on or off. Tell your hearing aids to notify you when your battery is low, the laundry is finished, or someone's at the door.”





Many other great Manufacturers:

Too many to go into detail, but worth a mention:

ReSound – Linx2 – Direct to iPhone

Widex – Beyond – Direct to iPhone

Unitron – North- “Smallest Wireless Aid”, still requires a streamer

# HOW DO YOU CHOOSE?!

- No 2 brains think alike
  - What your neighbor loves, doesn't mean you will love it
- Seek a professional who carries more than one brand
- Is the brand nationally and internationally recognized?
  - If you travel or move, can you get service on it!?
- Have the Rx verified
  - Functional Speech Testing
  - Live Speech Mapping or Real Ear Testing
- Remember, there's a trial period!

# In the News!

## **S.9 Over-The-Counter Hearing Aid Act of 2016**

On December 1, 2016, Senate Bill S.9 was introduced by Senators Elizabeth Warren (D-Mass.) and Chuck Grassley (R-Iowa) to provide for the regulation of over-the-counter (OTC) hearing aids.

### **WHY?**

- Affordability: Cost of hearing aids too great for most
- Medicare and most insurances don't have hearing aid coverage

## Quote from HLAA:

“....availability of OTC devices will intrigue people who would not otherwise get help for their hearing loss. These devices may even end up being purchased through an audiologist or hearing aid specialist. Further, once people have tried an OTC device they might look to upgrade to traditional hearing aids through the care of an audiologist. To give consumers access to the entire spectrum of hearing assistive devices, we hope to see audiologists turn to transparent pricing that unbundles the cost of the hearing aid from the cost of services....

## Points to pull from this statement:

- It's a good starting point for many
- Some stimulation of hearing is better than nothing
- May create appreciation for better technology on their next purchase



# The Over-the-Counter Hearing Aid Act of 2016

The Over-the-Counter Hearing Aid Act of 2016 implements recommendations from PCAST (President's Council of Advisors on Science and Technology) and the National Academies to help the millions of Americans affected by hearing impairment. The Act:

- Makes certain types of hearing aids – those that are intended to be used by adults to compensate for mild to moderate hearing impairment – available over the counter.
- Removes an unnecessary and burdensome requirement that consumers obtain a medical evaluation or sign a waiver of that examination in order to obtain an OTC hearing aid.

# **The Over-the-Counter Hearing Aid Act of 2016**

- Requires the FDA to issue regulations containing safety and labeling requirements for this new category of OTC hearing aids.
- Requires the FDA to update its draft guidance on Personal Sound Amplification Products (PSAPs), consumer electronics products that may use similar technology to hearing aids, but are intended for use by individuals with normal hearing

# **OTC Concerns**

- Without an exam, a serious medical condition may be missed
  - Infection
  - Acoustic tumors

# Medical Waiver Withdrawn

## FDA Eliminates 'Physician Waiver' System in Hearing Aid Dispensing

- Effective December 7, 2016
- Doesn't include Children (under 18)
- Dispensers are still required, at this point, to make available, and provide consumers the opportunity to review, the User Instruction Brochure that contains information about possible [Red Flags](#) prior to the sale of a hearing aid.

# Loop Austin

Talks between a few groups of how to Loop Austin.

- Goal is to make Austin a more senior friendly, accessible city.
- Otojoy, Austin Up, Hears To You and Local Chapter of HLAA
- Loop Georgetown Project- we're looking for information





Thank you for your time!

Next Month on February 9<sup>th</sup>, 2017

## Two Meetings

**10:00 a.m.** - Our Regular Meeting in the Atrium

**3:00 p.m.** – Special Meeting for everyone who wants  
to know more about Cochlear Implants  
in the Annex