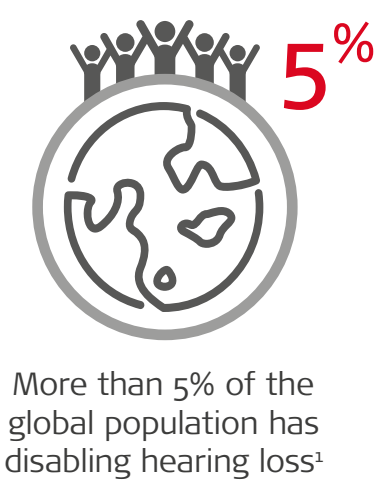


Hearing loss statistics

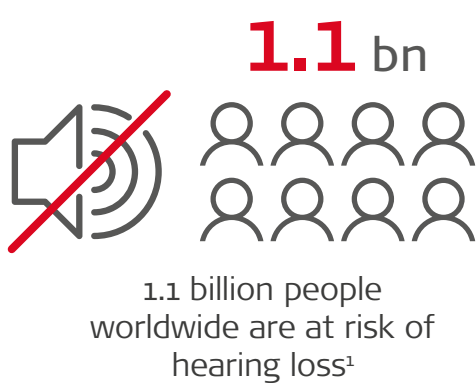
The present



That's 360 million people worldwide have disabling hearing loss including:



The future



The future global annual cost of unaddressed hearing loss is estimated to be 750 billion international dollars¹

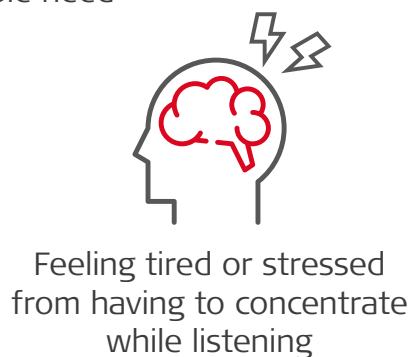
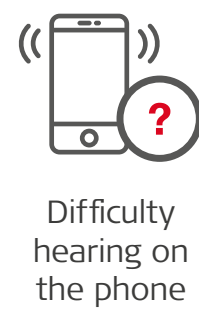
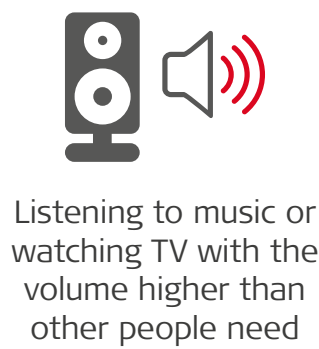
Life without a hearing solution

Untreated hearing loss can lead to...



How to recognise the symptoms

It is important you can spot the signs of hearing loss. If you recognise any of the following symptoms then be sure to visit your doctor for a hearing test:



References:

- 1 The World Health Organization. Deafness and hearing loss. Available at: <http://www.who.int/mediacentre/factsheets/fs300/en/>. Last accessed: September 2017.
- 2 Bidadi, S., Nejadkazem, M. and Naderpour, M. (2008). The relationship between chronic otitis media-induced hearing loss and the acquisition of social skills. *Otolaryngology - Head and Neck Surgery*, 139(5), pp.665-670.
- 3 Gopinath, B., Hickson, L., Schneider, J., McMahon, C., Burlutsky, G., Leeder, S. and Mitchell, P. (2012). Hearing-impaired adults are at increased risk of experiencing emotional distress and social engagement restrictions five years later. *Age and Ageing*, 41(5), pp.618-623.
- 4 Lin, F. (2012). Hearing Loss and Falls Among Older Adults in the United States. *Archives of Internal Medicine*, 172(4), p.369.
- 5 Jopling, K. (2017). Hearing Loss and older people. [online] Royal Voluntary Service, p.13. Available at: https://www.royalvoluntaryservice.org.uk/Uploads/Documents/Reports%20and%20Reviews/hearing_loss_and_older_people.pdf [Accessed 8 Sep. 2017].
- 6 Raine, C., Atkinson, H., Strachan, D. and Martin, J. (2016). Access to cochlear implants: Time to reflect. *Cochlear Implants International*, 17(sup1), pp.42-46.