

The Hear Share App

Keeping Hearing Aid Wearers and
Caregivers Connected

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Hear better. Live better.

Webinar FAQs

The Hear Share App:

Keeping Hearing
Aid Wearers and
Caregivers
Connected

How to Ask a Question

Click Q & A, type your question,
click Send

Where to get the Handout

A PDF handout for this presentation
may be accessed through your
Pending Courses on Audiology
Online or by clicking on the link in
Chat within the classroom

Webinar FAQs

The Hear Share App: Keeping Hearing Aid Wearers and Caregivers Connected

How to Earn CEUs

- CEUs are available with a paid Audiology Online Unlimited CEU Access membership. After completing the course, go to your Pending Courses on Audiology Online and pass the multiple-choice exam

Assistance or Tech Support

- Call Audiology Online at 800-753-2160
- customerexperience@continued.com
- Use the Q & A window

Learner Outcomes

1

Participants will be able to identify the health and wellness information that can be shared with a care provider via Hear Share.

2

Participants will be able to describe the setup process for Hear Share.

3

Participants will be able to identify 2 benefits of Hear Share for patient and caregiver.

Patients Seek Our Services

TO HEAR BETTER



Patients Seek Our Services

TO LIVE BETTER



A photograph of two women, one younger with dark curly hair and one older with white hair, both smiling and looking towards the left. They are holding rolled-up yoga mats. The background is softly blurred, suggesting an indoor setting with large windows.

Healthable Hearing Technology

Hearing health is directly connected
to overall health and well-being



Senior Health

Older Americans are optimistic about their health and say they are healthier than ever



3 out of 4 people

60-69-year-olds expect their quality of life to stay the same or get better over the next 5-10 years



8 out of 10 people agree

“ I have a strong sense of purpose and passion about my life and my future. ”



Older Americans give high marks

for maintaining their own physical and mental health



Hearing loss is connected to other health conditions



Diabetes

Hearing loss is twice as common in people with diabetes as their peers without.



Cardiovascular Disease

People with low-frequency hearing loss are considered at risk for cardiovascular events.



Ototoxicity

200+ medications may be harmful to ears.



Safety/Balance

People with mild hearing loss are 3x more likely to have a history with falling.



Hypertension

High blood pressure can be an accelerating factor of hearing loss in adults.



Obesity

Higher body mass index (BMI) and larger waist circumference are associated with increased risk of hearing loss in women.



Alarming Fall Statistics

Approximately 28-35% of people age 65+ fall each year **increasing to 32-42%** for those over 70 years of age.

WHO Global Report on Falls Prevention in Older Age. (2007).
Geneva, Switzerland: World Health Organization.

EVERY

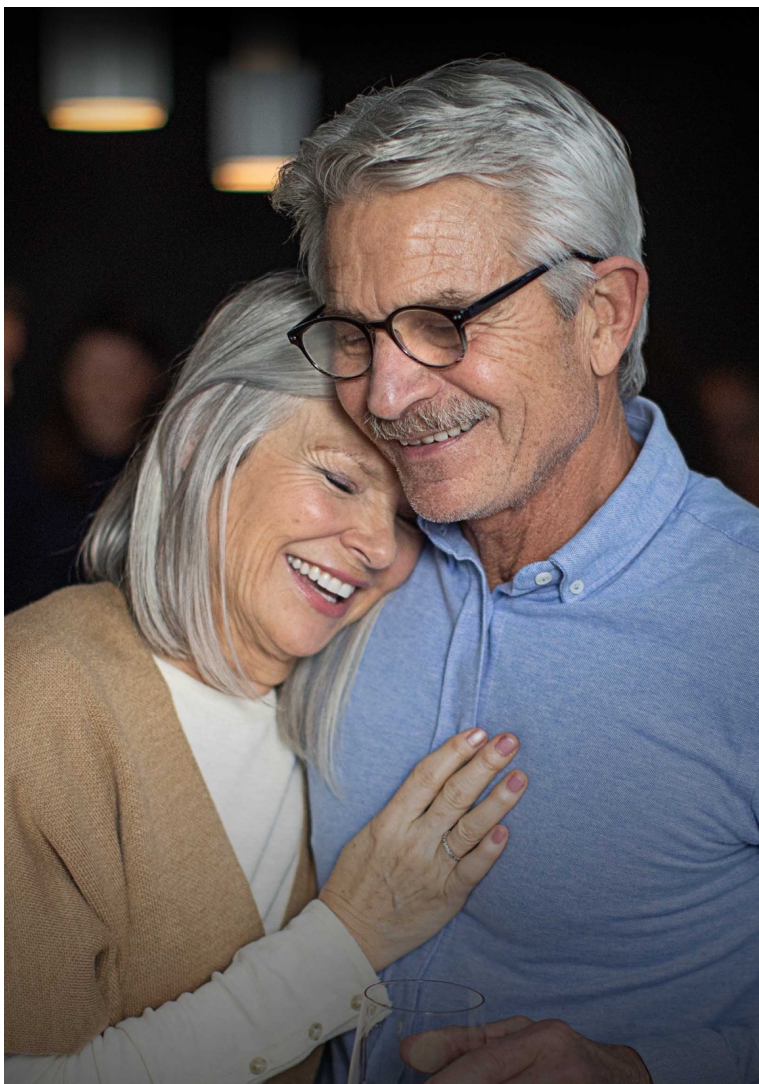
11 seconds

an older adult is seen in an emergency department for a **fall-related injury**.

U.S. Centers for Disease Control and Prevention

Increased incidence of falls
for every 10 dB of measured hearing loss.

Lin, F. R., & Ferrucci, L. (2012). Hearing Loss and Falls Among Older Adults in the United States. Archives of Internal Medicine, 172(4), 369. <https://doi.org/10.1001/archinternmed.2011.728>



Hearing loss and brain health



Cognitive Decline & Hearing Loss

Older adults with hearing loss experience a 30-40% faster decline in cognitive abilities than peers with normal hearing

Source: John Hopkins Medicine



Isolation

Untreated hearing loss can contribute to social isolation, anxiety and depression.



Cognitive Decline Ranks High Among Boomer Concerns

70% OF BOOMERS

Fear Dementia and Alzheimer's
more than any other life
threatening disease

OVER 50%

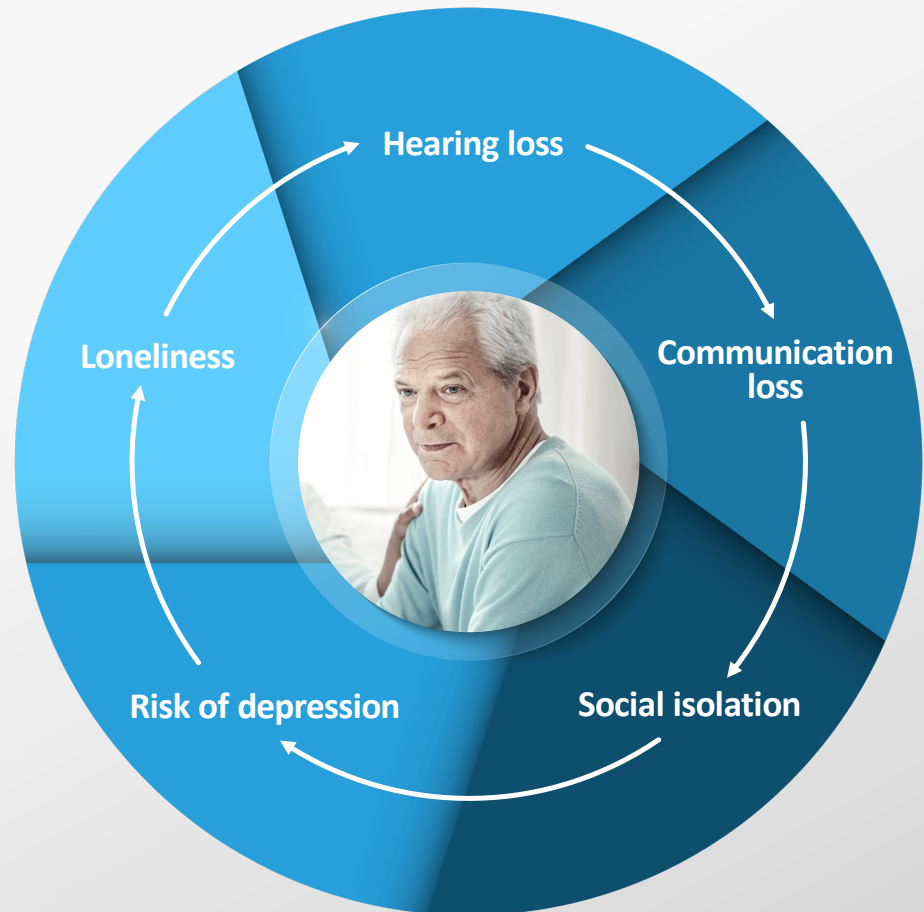
**Say they would put off their
retirement** if they thought that
would protect their brain health

Source: Alzheimer's Association, Generation Alzheimer's

"Hearing loss is really linked with loneliness; you may not want to be with people as much and when you are, you may not engage in conversation. These factors may contribute to dementia."

Frank Lin

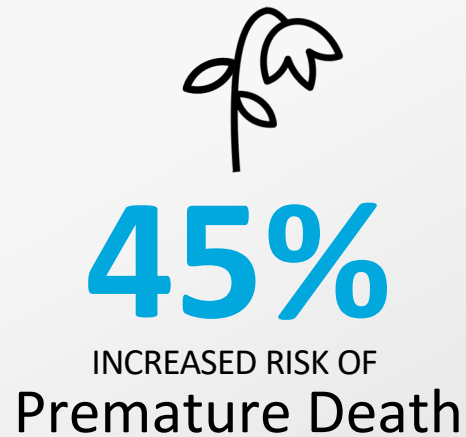
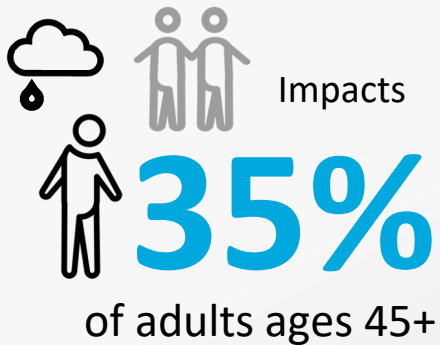
Director of Johns Hopkins' Cochlear Center
for Hearing and Public Health



“Loneliness is a health crisis.”

— Dr. Vivek Murthy, former U.S. Surgeon General

Loneliness





DEPRESSION

Hearing loss can lead to social isolation, a risk factor for depression¹

Increased odds of depressive symptoms varies by degree of hearing loss:²

Self-reported Degree of Loss	X-fold Increase in Depression Risk
Good hearing	1.4
A little trouble hearing	1.7
Moderate trouble hearing	2.4
A lot of trouble hearing	1.5
Deaf	0.6

¹National Institute on Aging. (2019). Social isolation, loneliness in older people pose health risks. Retrieved from <https://www.nia.nih.gov/news/social-isolation-loneliness-older-people-pose-health-risks> ²Li, C. M., Zhang, X., Hoffman, H. J., Cotch, M. F., Themann, C. L., & Wilson, M. R. (2014). Hearing impairment associated with depression in US adults, National Health and Nutrition Examination Survey 2005-2010. *JAMA Otolaryngology - Head and Neck Surgery*, 140(4), 293-302.



SIGNS OF DEPRESSION

- Feelings of sadness, anxiety, hopelessness, guilt, worthlessness
- Irritability
- Restlessness
- Decreased energy
- Moving or talking slowly
- Difficulty concentrating
- Difficulty sleeping
- Appetite change

Source: National Institute on Aging. (2017). Depression and Older Adults. Retrieved from <https://www.nia.nih.gov/health/depression-and-older-adults>

ACHIEVE Study

Aging and Cognitive Health Evaluation in Elders

landmark randomized controlled trial
to determine how hearing intervention
affects brain health in older adults

MAIN
FOCUS



Cognitive
Decline

OTHER
AREAS



Brain
structure



Mental
health &
well-being



Physical
function



Healthcare
use

High adherence
& satisfaction with
hearing intervention
sustained over 3 years

Positive effects* in
communication
impairment, loneliness,
& social network size
and diversity

Hearing intervention
reduced 3-year global
cognitive decline by 48%
in the ARIC cohort†

*self-perceived

†Atherosclerosis Risk in Communities (ARIC) study is to
investigate the causes of atherosclerosis and to measure how
cardiovascular risk factors, medical care, and outcomes.

How does this
impact us as
hearing
healthcare
providers?



For Every 20 Patients You See

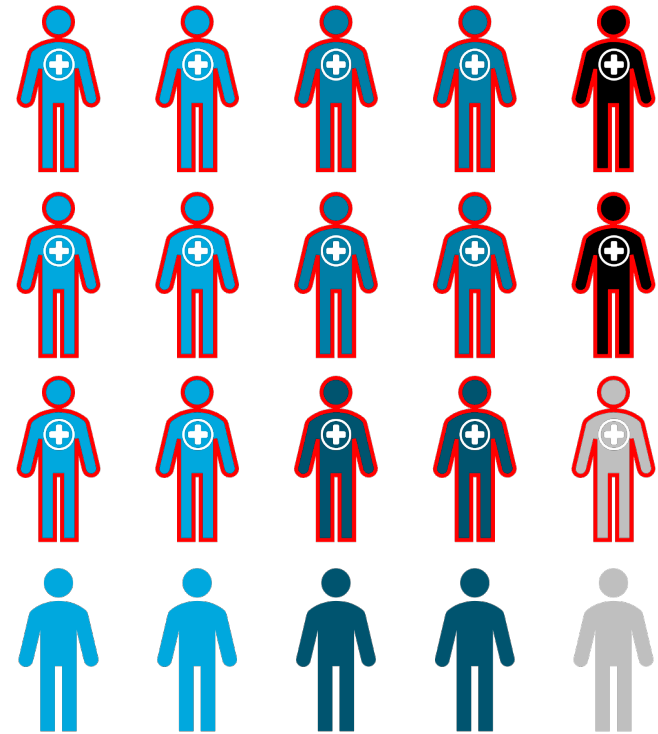
■ 8 have high blood pressure

■ 4 are lonely

■ 4 have diabetes

■ 2 have depression

⊕ 15 will have a future fall



*“ The very focus of our healthcare system must shift from only treating disease to also **treating health and wellbeing.**”*

Center for Innovation, Mayo Clinic

Start Treating The Person

not the disease to create
more engagement with
patients

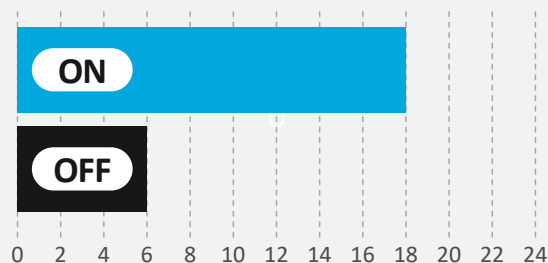
Are you considering
your patient's
hearing health and
overall health?



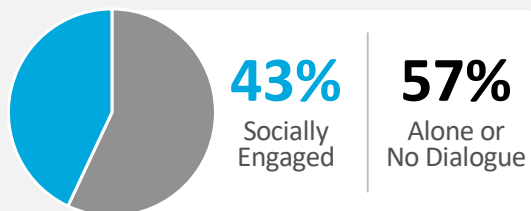
Beyond Hearing Health

Today we have the data to give you meaningful information about your patient's hearing health and some about overall health.

Overall Usage Time



Social Engagement



Steps **8,049**

Exercise **51**
Min.

Last updated: 03/11/2020

Falls

1

Did the patient bring a loved
one/caregiver to the
appointment?





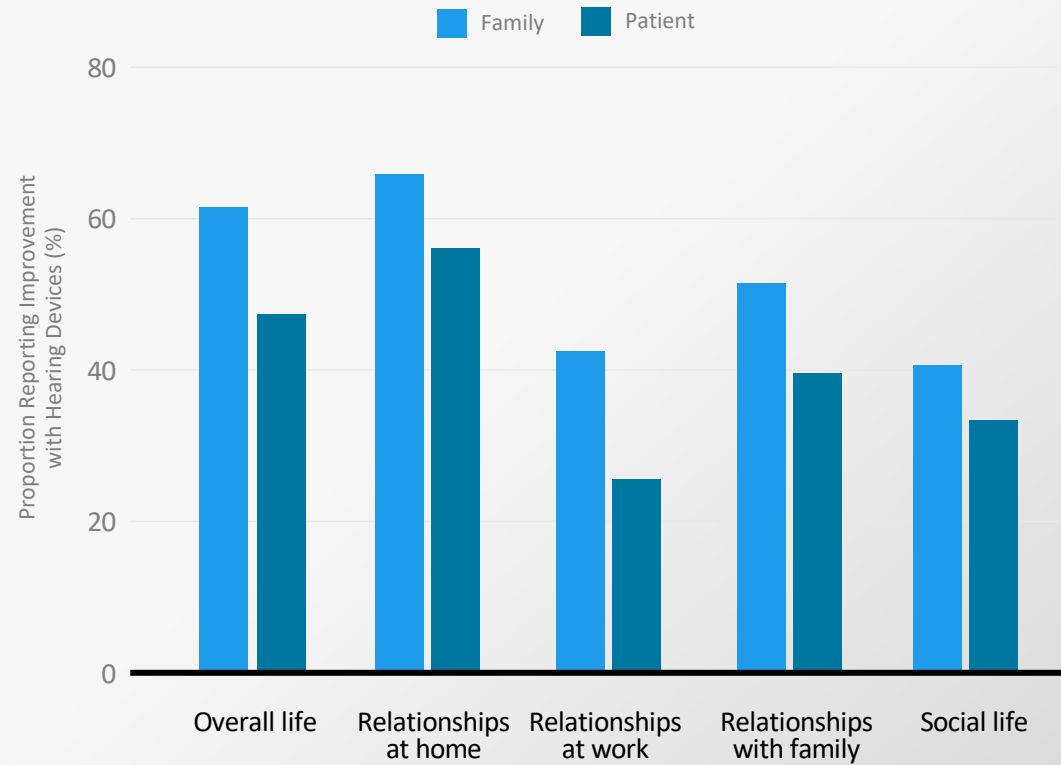
Loved One/Caregiver

A valuable member of the team

Patients and Family

DISAGREE

on Improvement

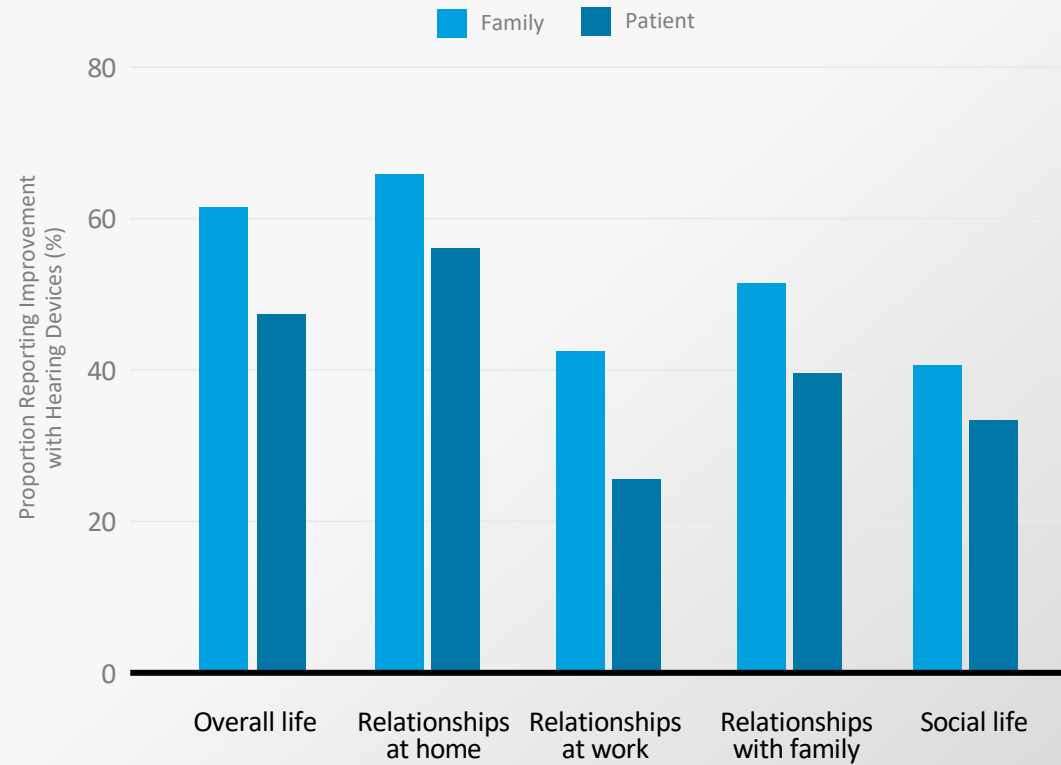


Source: The National Council on Aging (1999). The Consequences of Untreated Hearing Loss in Older Persons.

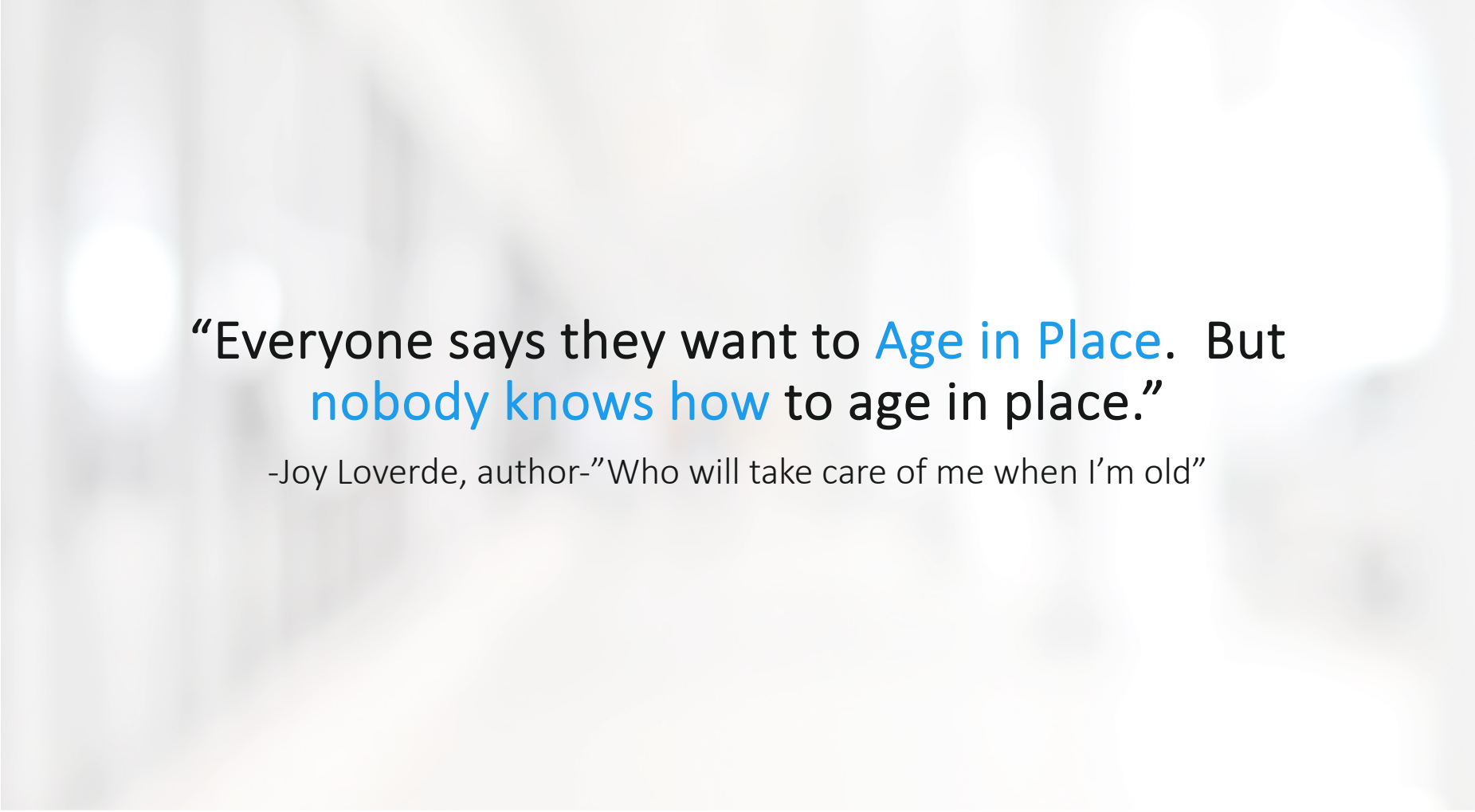
Patients and Family

DISAGREE

on Improvement

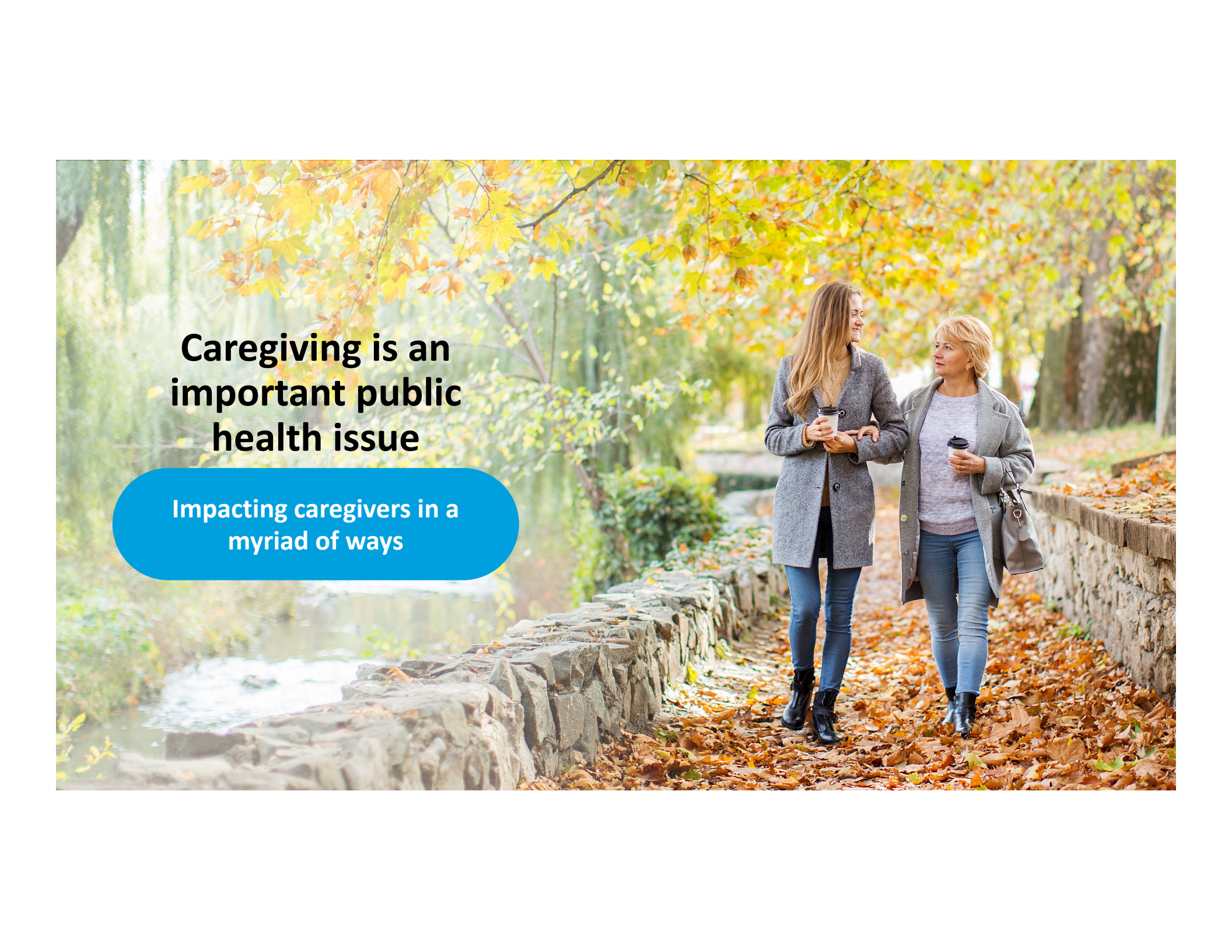


Source: The National Council on Aging (1999). The Consequences of Untreated Hearing Loss in Older Persons.



“Everyone says they want to Age in Place. But nobody knows how to age in place.”

-Joy Loverde, author-“Who will take care of me when I’m old”

A photograph of two women walking along a stone-lined path in a park during autumn. The path is covered with fallen yellow and orange leaves. To the left of the path is a small stream with water flowing over rocks. The background is filled with trees whose leaves are in various stages of autumn color, from green to bright yellow. The woman on the left has long brown hair and is wearing a grey coat over a tan sweater and blue jeans. She is holding a white coffee cup. The woman on the right has short blonde hair and is wearing a grey coat over a light purple sweater and blue jeans. She is also holding a white coffee cup and has a grey shoulder bag. They are both smiling and looking at each other as they walk.

Caregiving is an important public health issue

Impacting caregivers in a myriad of ways



CAREGIVER ROLE

Most caregivers are family

caring for a parent, spouse or partner

Most caregivers spend 24.4 hours/week

for an average of **4 years**, unpaid and without the assistance of paid help

Help with basic daily living

bathing, dressing, running errands and managing finances

Conduct medical or nursing tasks

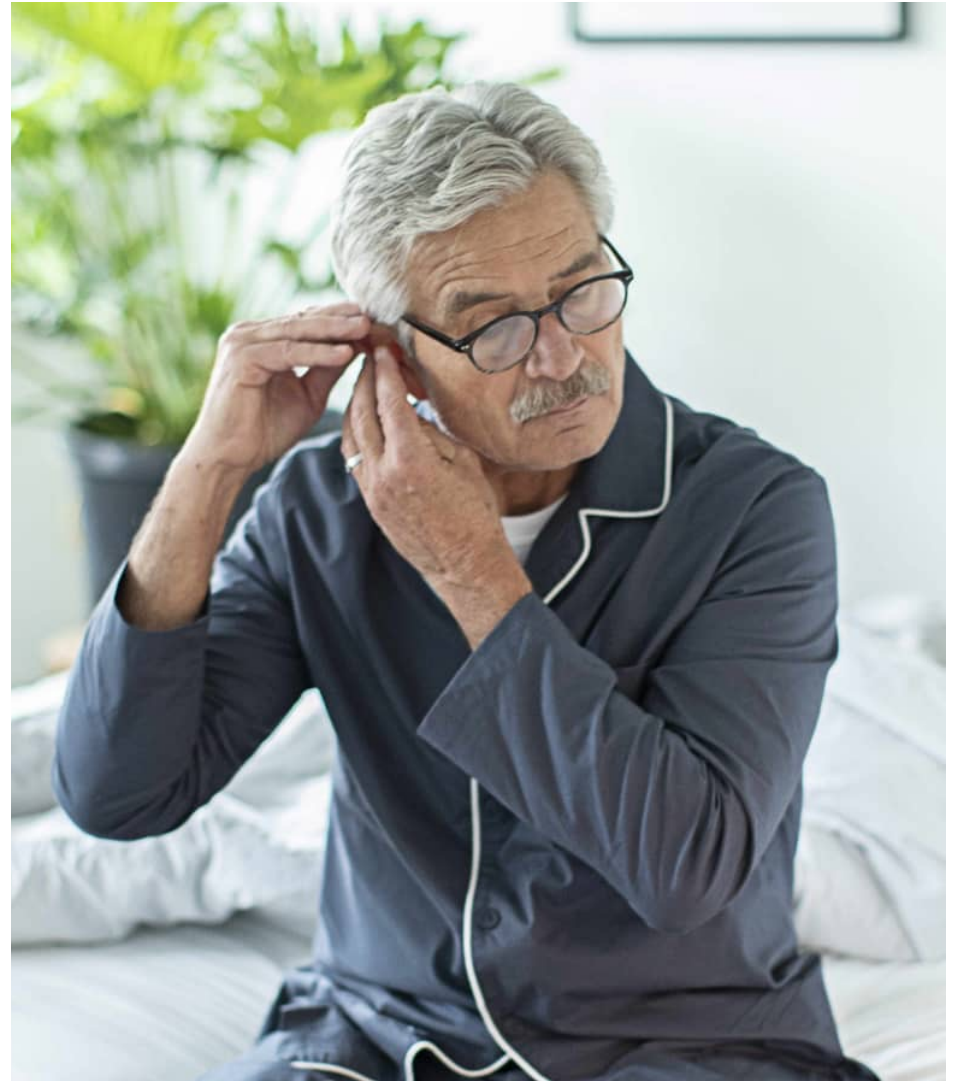
wound care, giving injections, or managing medications

15% of caregivers are long-distance

which is projected to double by 2020 and has the highest annual expenses



What role can
technology play in
aging in place?

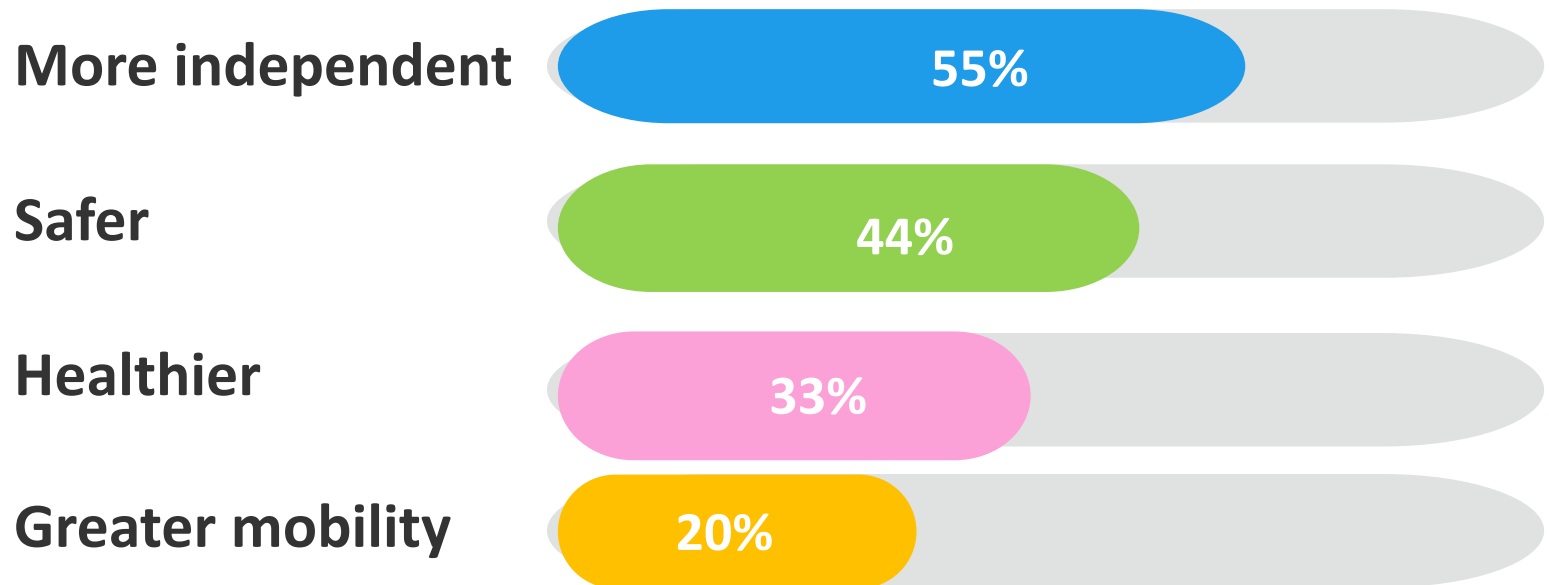


Devices which have made it easiest to age in place

- 1. Medical or health-related mobile apps**
- 2. Service-related apps (i.e. grocery delivery/food delivery apps)**
- 3. Wearable medical or health-related trackers**
- 4. Assistive smart home technologies**
- 5. Hearing assistance-related devices**
- 6. Medical alert system/devices**

U.S. News &
World Report

When using assistive or health-related technologies from their homes, respondents feel:



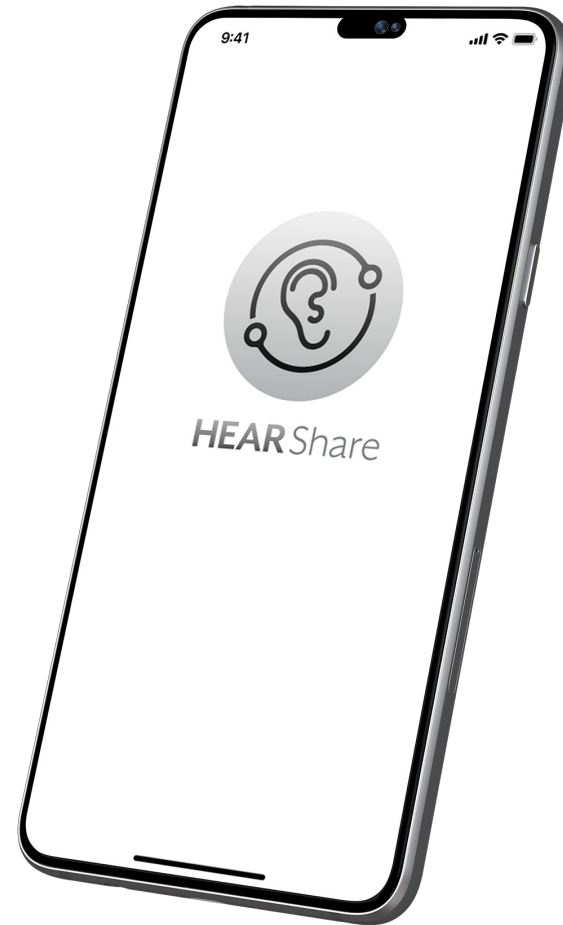
U.S. News &
World Report

Help your patient see hearing aids as a **solution**; show them/caregiver how they will **improve** their **lives**.





Supporting health and wellness
HEARShare
through connectivity





Patient Benefit

Non-Intrusive Health and safety monitoring

May help to remain independent longer

Active participant in their caregiving approach

Support as needed or desired



Caregiver Benefit

Stay informed in a non-intrusive way

Get alerts if they fall or need help

Convenience to provide care
anytime and anywhere

Enjoy peace of mind



Benefit to Providers

Increase patient satisfaction

Reduce unnecessary appointments

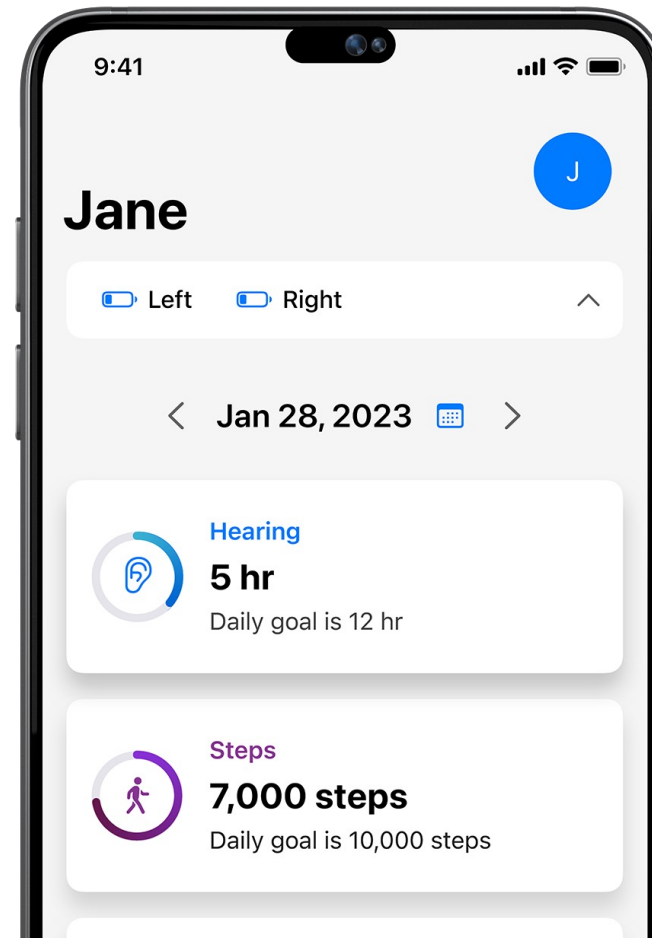
Reduce Return Rate

Adds additional value and incentive
to purchase advanced technology

HEARShare

Caregiver App formerly known as 'Thrive Care'

Supports Genesis AI, Evolv AI and Livio Edge AI technologies



HEARShare

Connected State

Jane Doe

L 15% R 15%

JD

Battery Levels

Hearing Related



Health/Wellness



Notifications





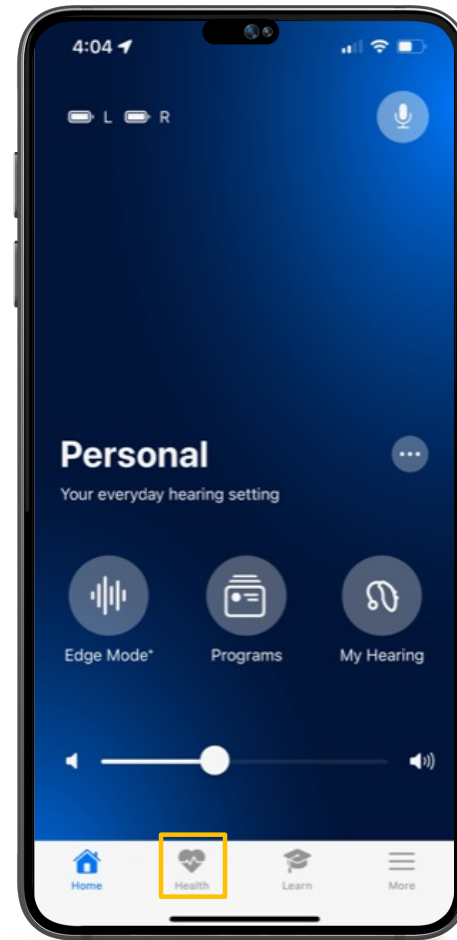
Hearing Aid Wearer

Setting up HearShare

My Starkey

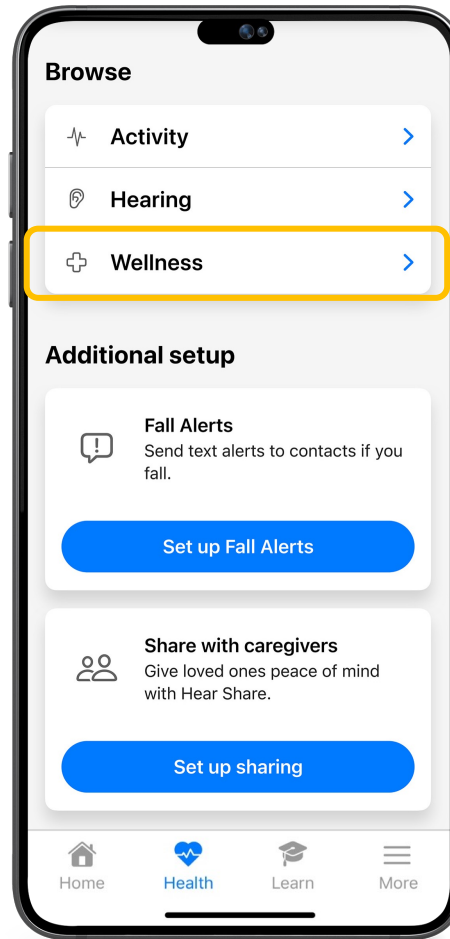


Home



My Starkey

 Wellness



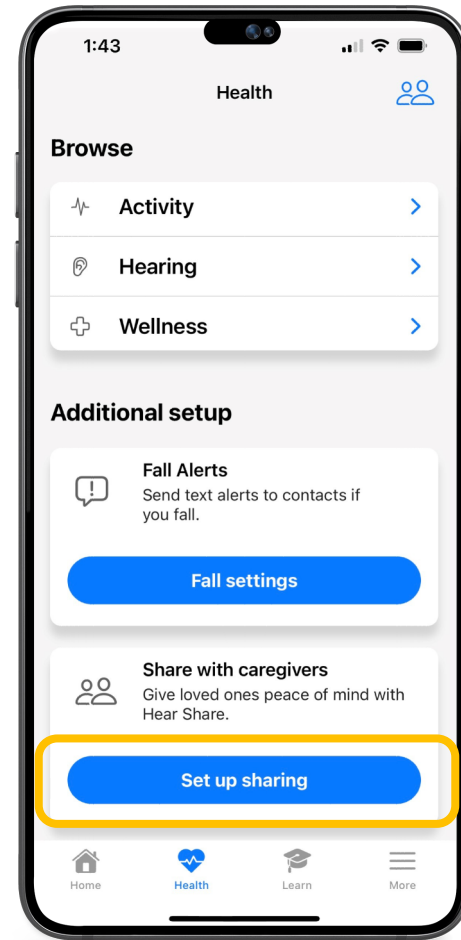
MyStarkey



Additional Setup

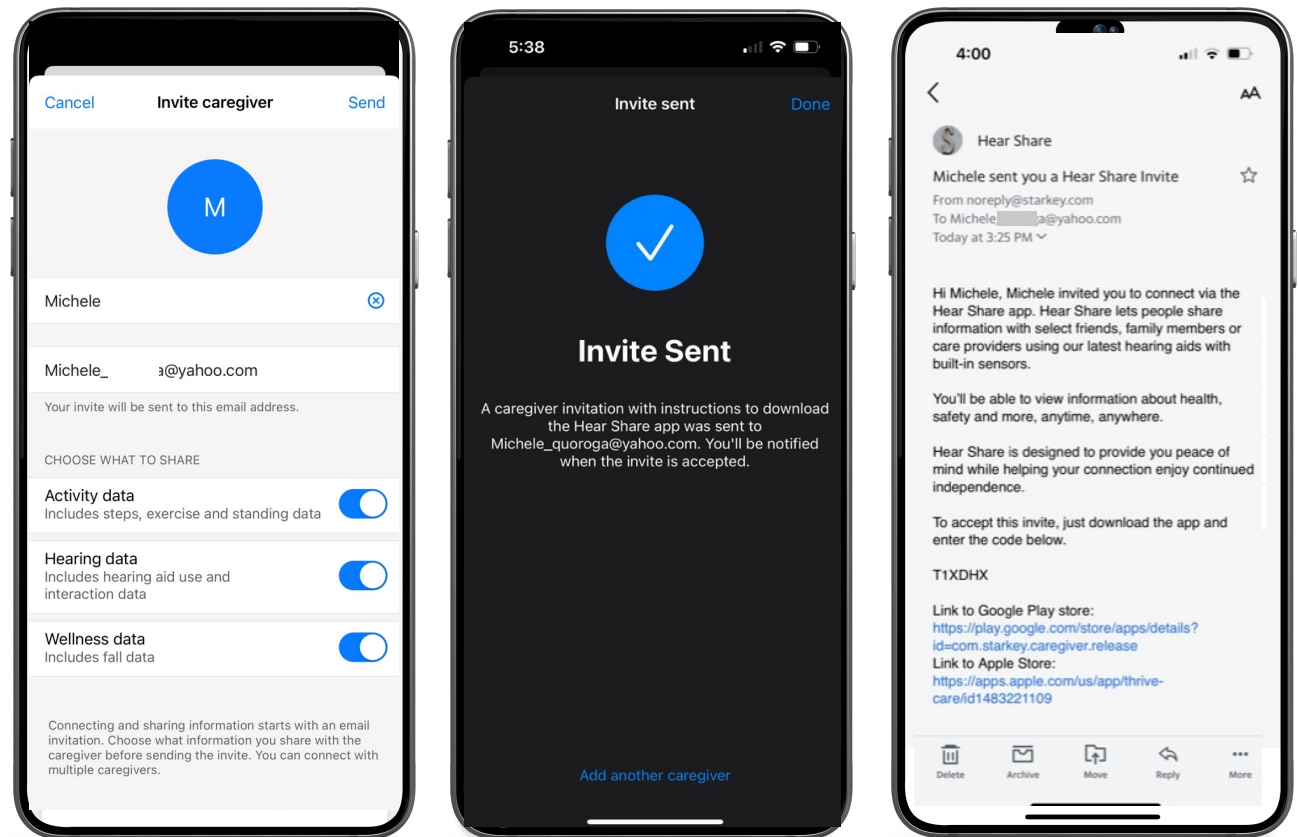
Features to support health:

- Set up Fall Alert
- Set up sharing with Caregivers



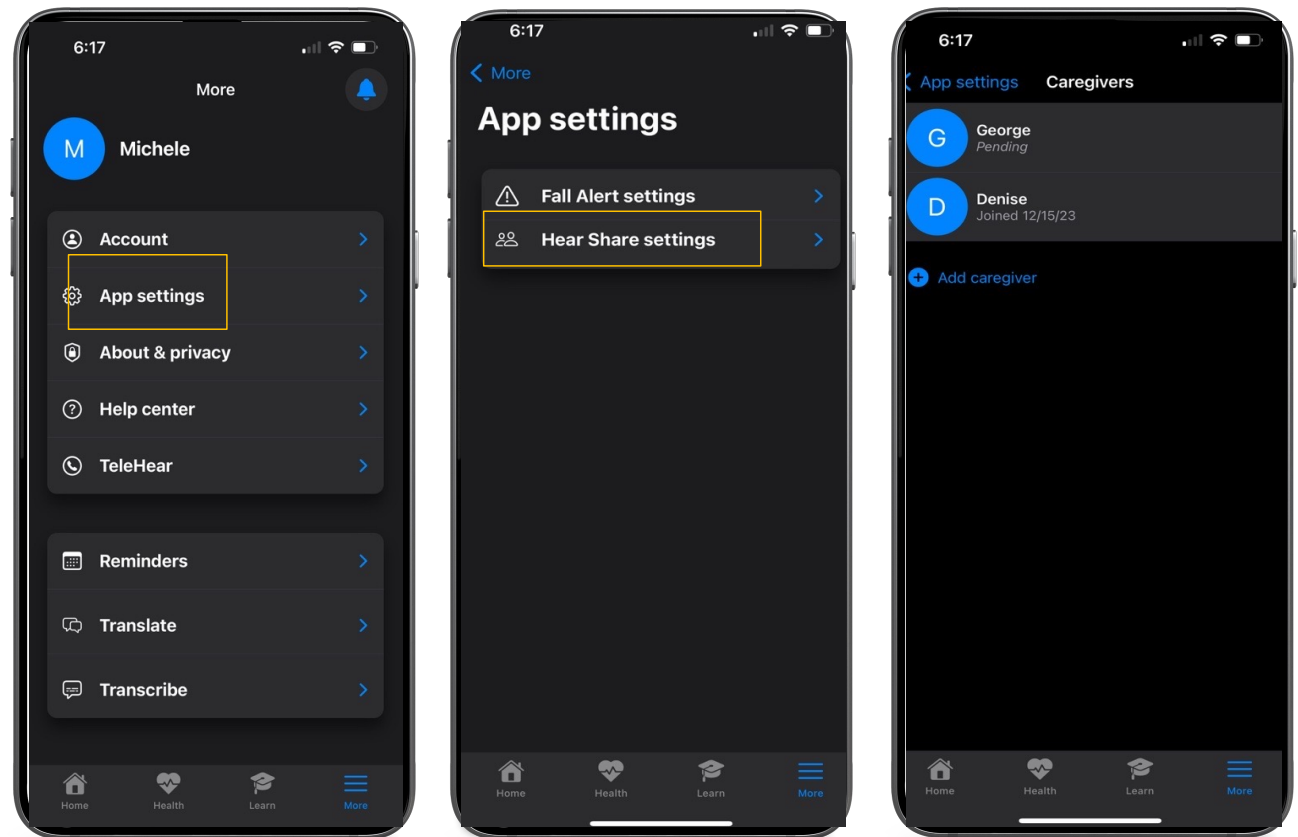
My Starkey

Inviting caregivers



My Starkey

View Caregiver Status



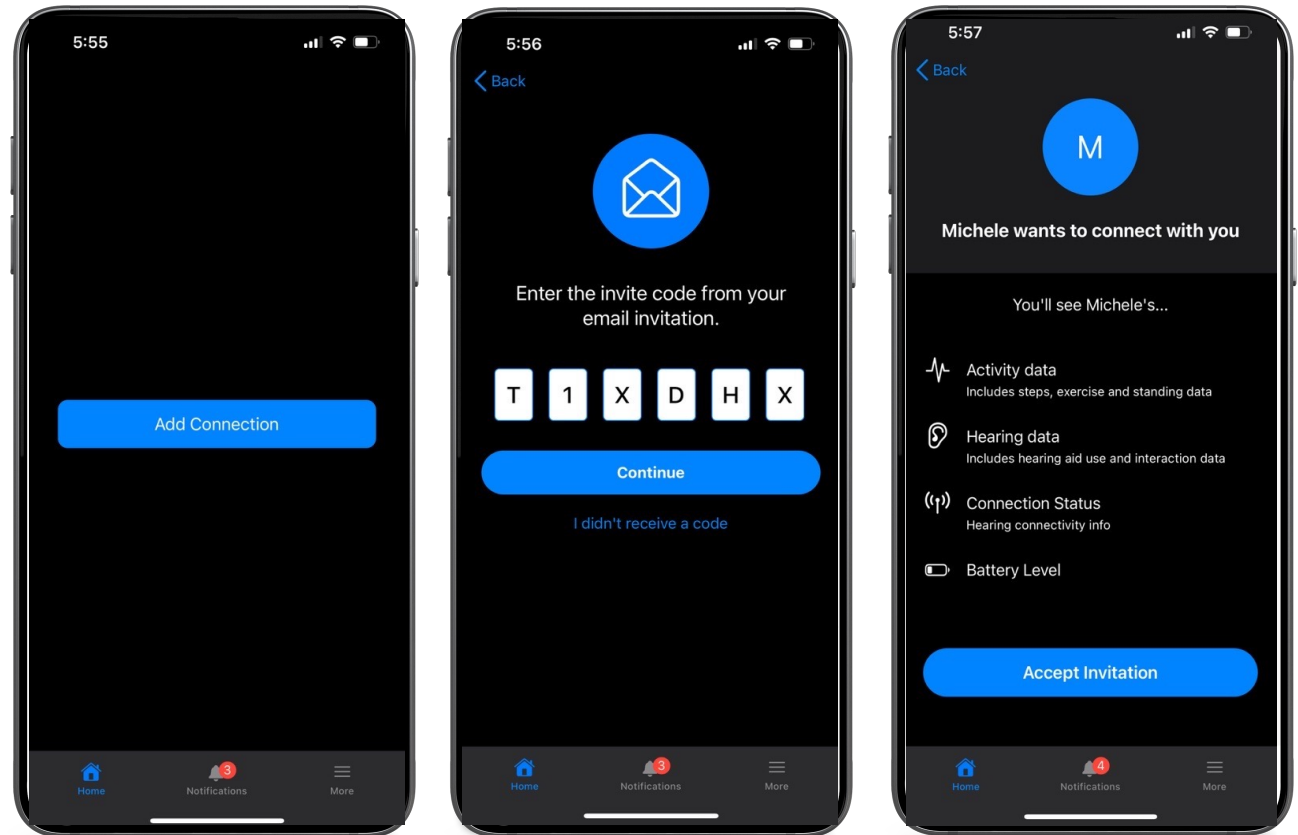
Caregiver

DOWNLOADING
HEAR Share



HEAR Share

Accepting Invitation



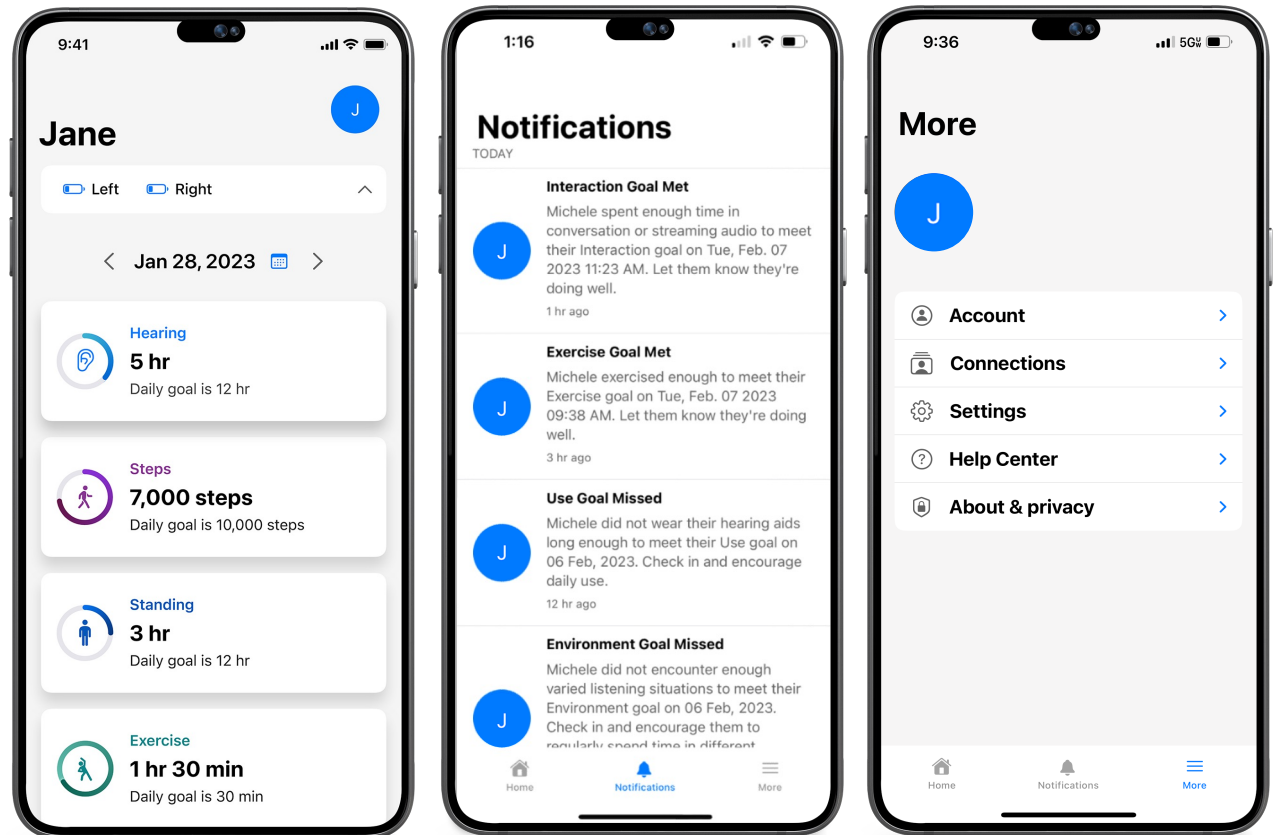
HEAR Share

Navigation bar

 Home

 Notifications

 More



Tips and Tricks

PATIENT PERSPECTIVE

- Patient **MUST** invite Caregiver
- Patient can invite more than one “caregiver”
- My Starkey app needs to be open (at least in the background)
- Patient must be signed into the cloud and connected to the internet.

CAREGIVER PERSPECTIVE

- Caregiver **MUST** accept invite
- HearShare app can be refreshed by pulling down the screen
- The HearShare app *does* receive notifications of *falls*, but it is **NOT** the same as Fall Detection and Alerts.
- Caregiver does not have to be signed into cloud, but does need cellular signal/data

Summary

HearShare assists the hearing aid wearer in maintaining an independent lifestyle by sharing hearing, activity and safety information with designated caregivers



Thank You



Hear better. Live better.