



Factors Associated with Hearing Aid Adoption

Unitron US

Learner Outcomes

As a result of this course, participants will be able to:

- ☐ Identify how some contextual variables influence hearing aid adoption
- ☐ Identify how some intra-personal variables influence hearing aid adoption
- ☐ Identify how some interpersonal variables influence hearing aid adoption

What does “hearing aid adoption” mean to you?

Hearing aid adoption refers to the process where an individual with hearing loss decides to purchase and commit to using hearing aids as part of their treatment and rehabilitation.





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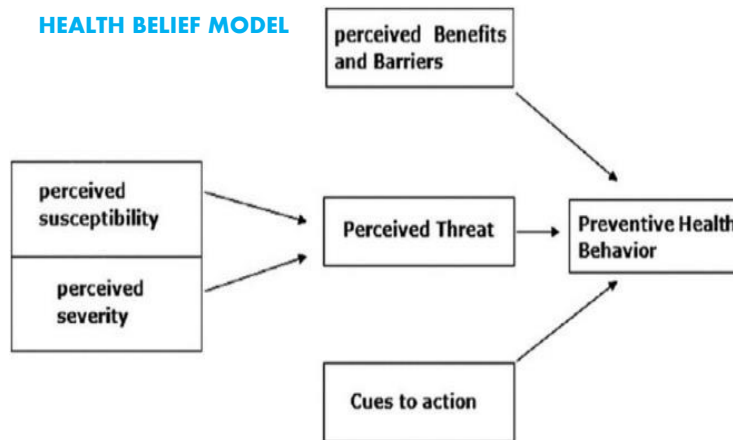
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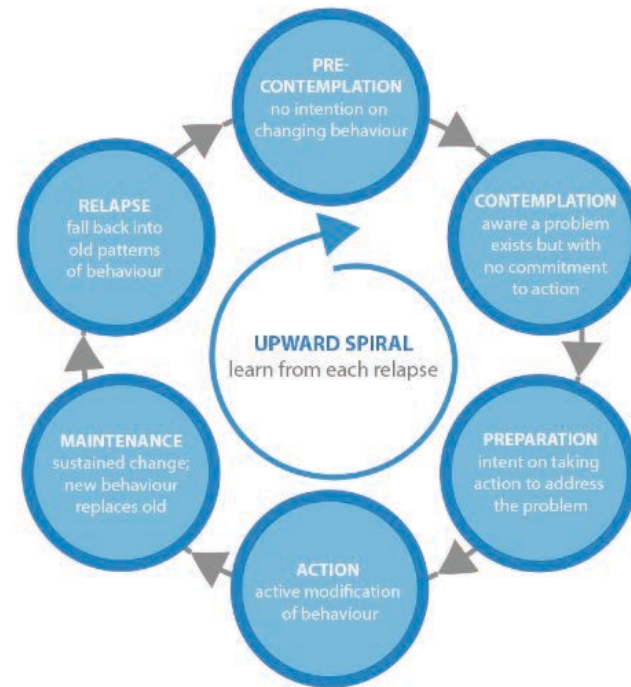


Theoretical Approaches to Understanding Hearing Aid Adoption

HEALTH BELIEF MODEL

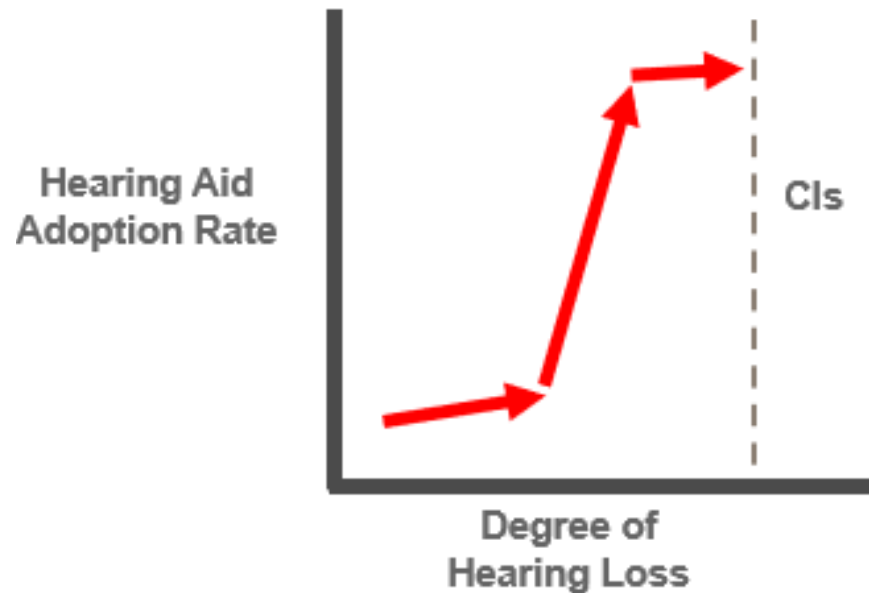


STAGES OF CHANGE





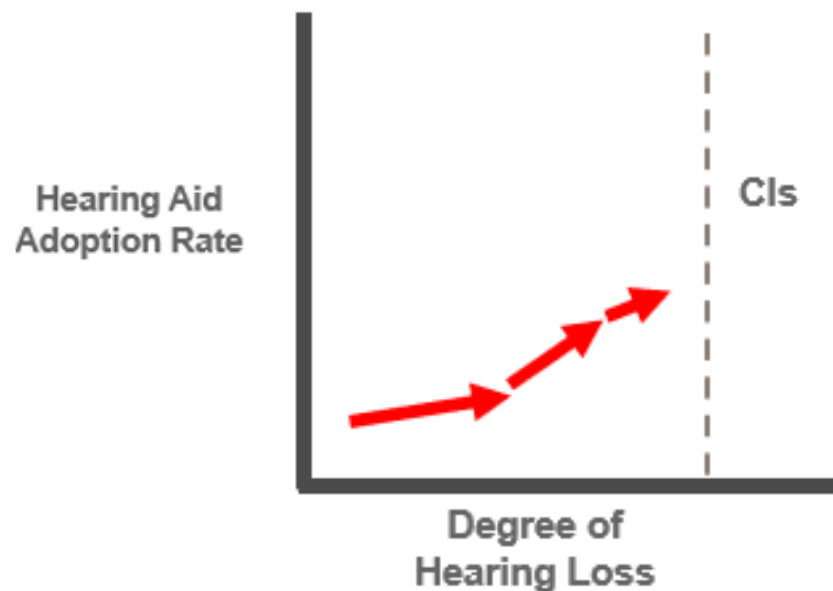
What drives hearing aid adoption?



Kochkin, 2009, Hearing Review; Gopinath et al., 2011, An. of Epi; Chien & Lin, 2012, Arch Intern Med

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What drives hearing aid adoption?



Objective hearing loss does not fully predict hearing aid adoption.

Kochkin, 2009, Hearing Review; Gopinath et al., 2011, An. of Epi; Chien & Lin, 2012, Arch Intern Med

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And the winner is...self-perceived hearing ability!

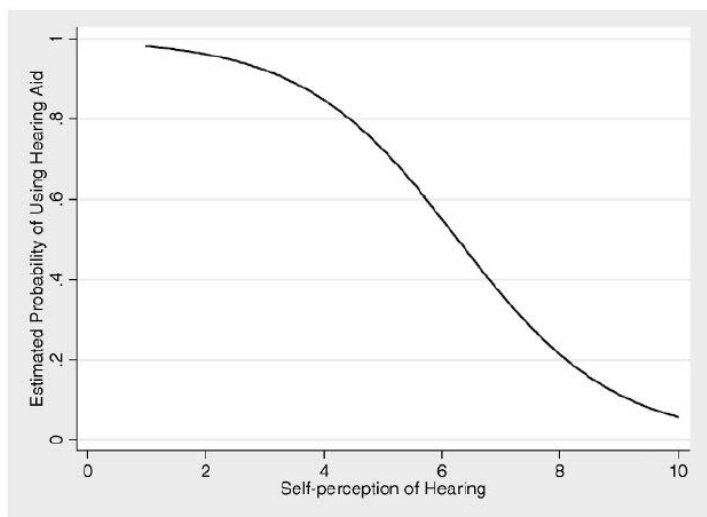
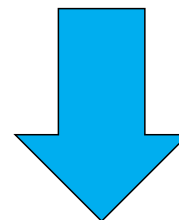


Figure 4. Probability of using a hearing aid vs. self-rating of hearing ability.

“On a scale of 1 to 10, with 1 being the worst, and 10 being the best, how would you rate your overall hearing ability?”



Self-reported hearing difficulty is the single best predictor of hearing aid adoption.

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(Palmer et al., 1999, JAAA; Sawyer, Dawes, Singh, & Munro, in press, E&H)

The Impact of Self-Perceived Hearing Ability

Palmer, et al. study results

0% of Individuals with a self-reported hearing ability of 9 or 10 out of 10 pursued hearing aids

50% of individuals that rated their hearing ability as a 5 or 6 out of 10 pursued amplification

82% of individuals who rated their hearing ability as a 3-5 out of 10 pursued amplification

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Clinical Takeaways



Utilize case history forms to determine your patient's perception of their own hearing ability.



If they rate their hearing ability as a 5-6 out of 10 or below, you know they are much more likely to be ready to adopt a hearing aid.



The Role of Social Relationships in Hearing Aid Adoption

Why study social relationships?

- Humans are a pack species
- We care what others think of us
- Relationships are critical to our overall well-being

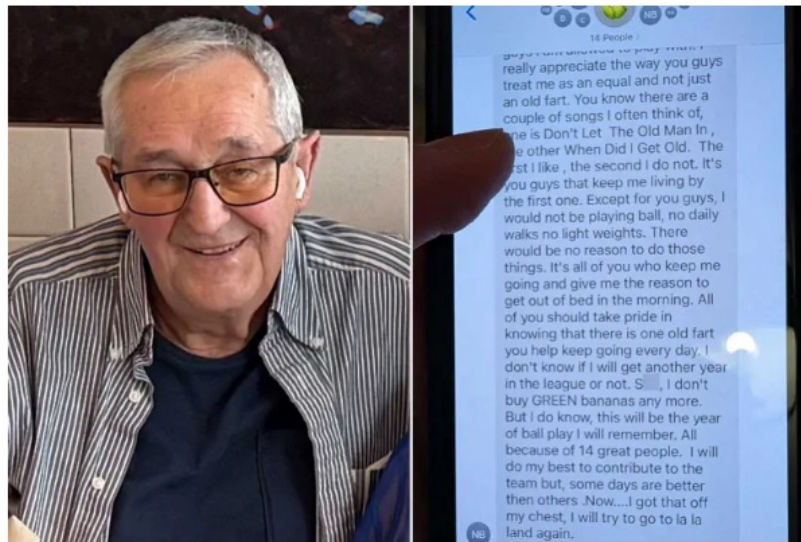


Softball Player Wakes Up to Unusual Text from 80-Year-Old Teammate in the Middle of the Night (Exclusive)

A heartfelt message from one team's eldest member reminded everyone of what makes sports truly special

By [Tereza Shkurtaj](#) | Published on September 21, 2025 05:00PM EDT

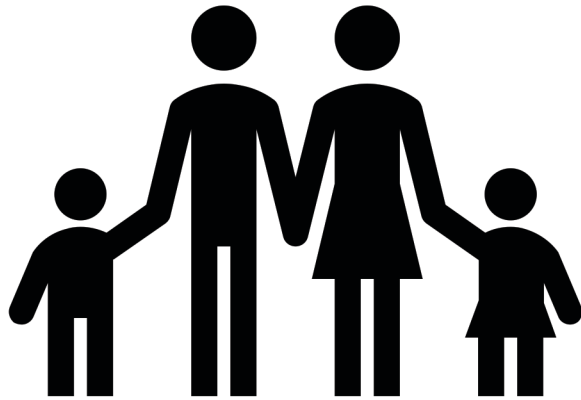
[LEAVE A COMMENT](#)



John Nelson Bradbury and the group text message he sent at 2:30 a.m.

Credit : Nelson Bradbury; [s.evanz/TikTok](#)

Why involve significant others?



Published in final edited form as:

Soc Indic Res. 2014 June 1; 117(2): 561–576. doi:10.1007/s11205-013-0361-4.

The Relationship Between Social Support and Subjective Well-Being Across Age

Karen L. Siedlecki,

Department of Psychology, Fordham University, 113 West 60th Street, New York, NY 10023, USA

Timothy A. Salthouse,

Department of Psychology, University of Virginia, Charlottesville, VA, USA

Shigehiro Oishi, and

Department of Psychology, University of Virginia, Charlottesville, VA, USA

Sheena Jeswani

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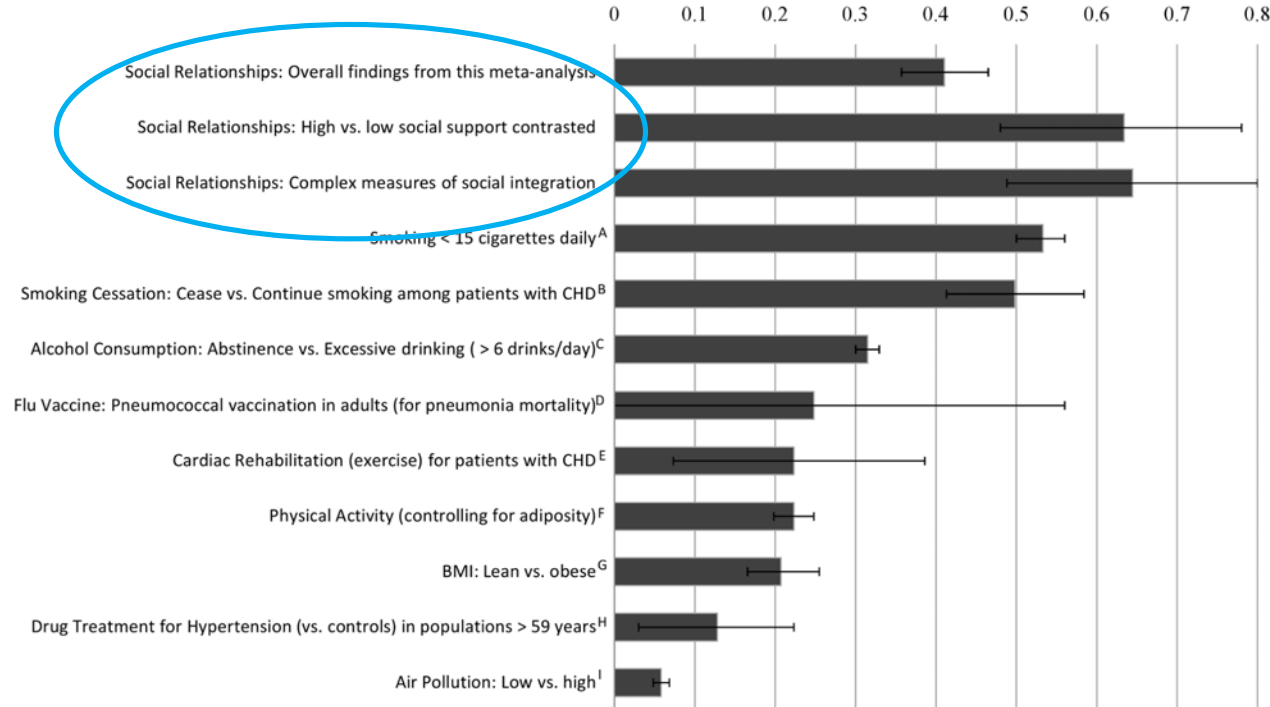
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Why study social relationships?

Social Relationships and Mortality Risk: A Meta-analytic Review

Julianne Holt-Lunstad , Timothy B. Smith , J. Bradley Layton

Published: July 27, 2010 • DOI: 10.1371/journal.pmed.1000316



Why study social relationships?

It matters who
sits by us in
clinical
appointments

Significant others
inform decision-
making

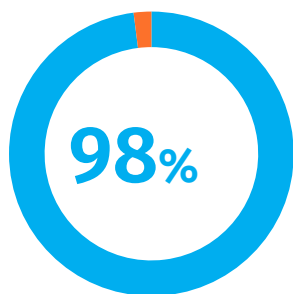
Significant others
influence one's
experience

**Who, besides the clinician and
the patient, affects the
decision-making process?**



Hearing loss and third-party disability

Hearing loss can affect a spouse's social-emotional health



of the spouses
reporting at least
a mild disability

- Less involvement in **social activities**
- Greater **loneliness**
- Less engaged **social participation**
- Smaller **social networks**
- Less intimate **spousal relationships**
- Greater **unemployment** and less **income**
- Miscommunication during **medical care**

The role of others in hearing aid adoption

60,964 patients

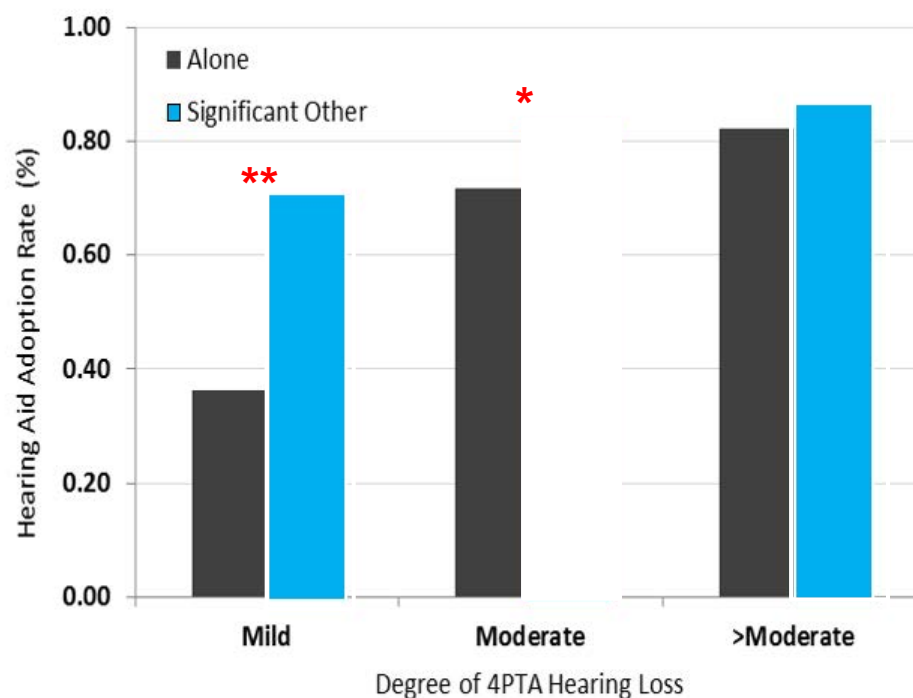
Hearing aid adoption **with**
significant other present:

63.8%

Hearing aid adoption **without**
significant other present:

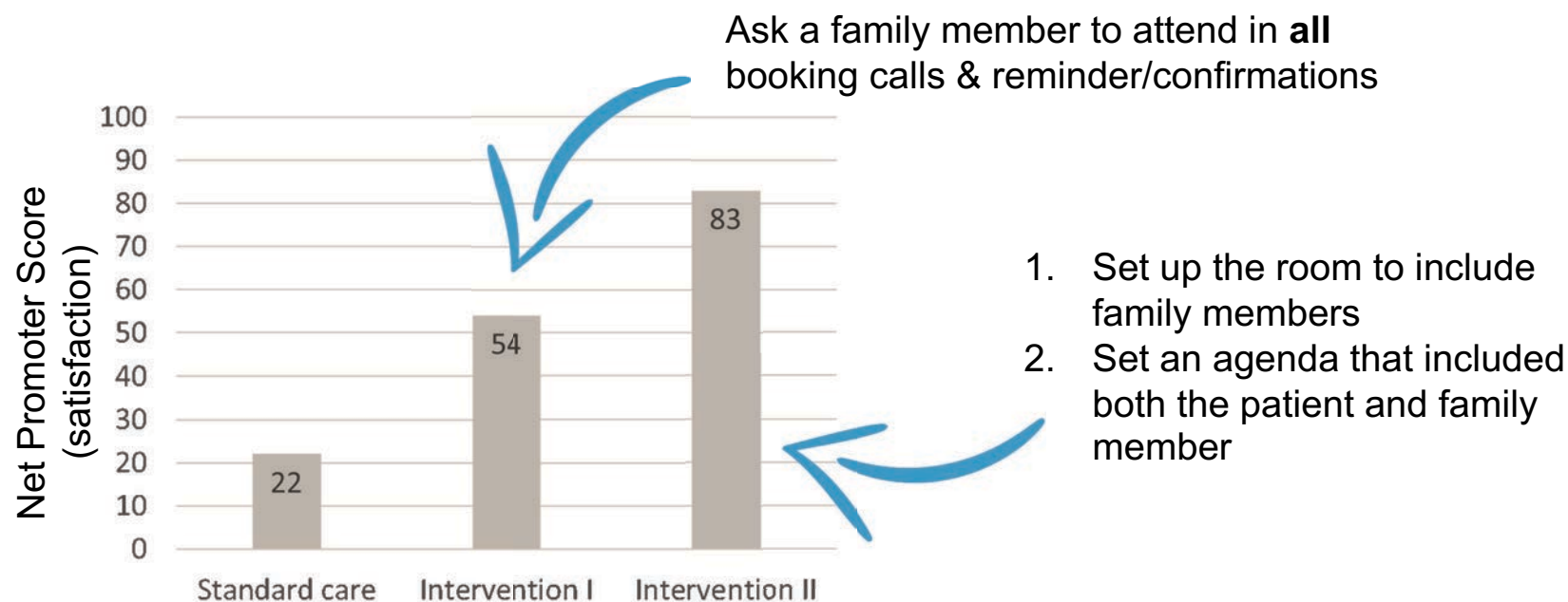
50.6%

$p < .0001$



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Family Centered Care increases patient satisfaction



Ekberg, K., Timmer, B., Francis, A., & Hickson, L. (2022). Improving the implementation of family-centred care in adult audiology appointments: A feasibility intervention study. *International Journal of Audiology*, DOI: 10.1080/14992027.2022.2095536.

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**How do you engage a patient's
loved one in your practice?**

Clinical Takeaways



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The Role of Emotion in Hearing Rehabilitation

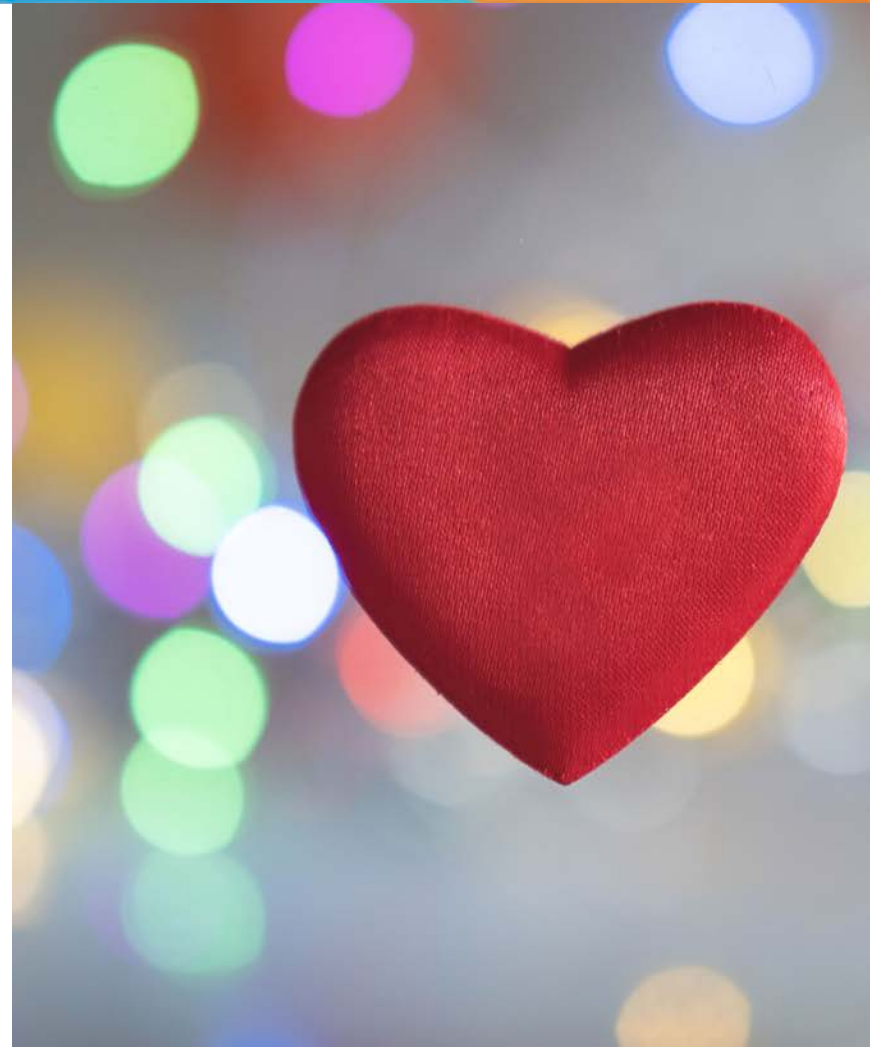
“One of the most significant things ever said about emotion may be that everyone knows what it is until they are asked to define it.”

Joseph LeDoux (1996)

Why study emotion?

We study emotion in hearing care because

- Hearing loss can be an emotional experience, bringing with it a range of emotions.
- Emotion has implications for decision-making.
- Although hearing aids process sound, they do not preserve emotional information in the incoming speech signal



The Impact of Emotion on Hearing Aid Adoption- What does the literature say?

Emotion in Hearing Aid Adoption Study

Grenness et al. (2015) explored the influence of emotion on hearing aid adoption.

Study Focus: Analyzed 63 initial audiology consultations to explore how emotional factors affect hearing aid decisions.

Key Findings:

- Emotional concerns were rarely addressed during hearing aid consultations.
- Audiologists often felt discomfort when discussing emotions.
- Emotional readiness influenced hearing aid uptake.





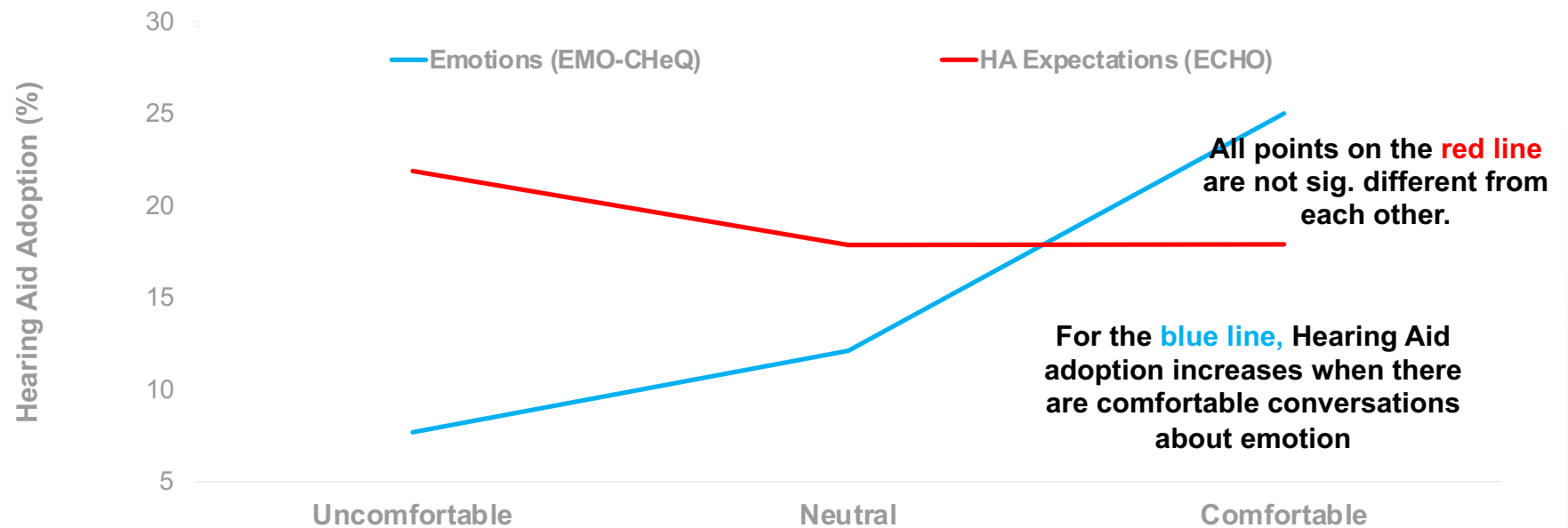
Singh et al. (2017) Study of Emotion and Hearing Aid Adoption

Question: Do conversations about emotion facilitate hearing aid adoption?

Methods:

- 439 adults who attended audiology clinics in Canada
- Participants were randomly assigned to complete 1 of 2 questionnaires in the waiting room
 - **The EMO-CHeQ**: The patient's responses were used as a prompt to discuss the emotional experience of hearing loss with the clinician
 - **The ECHO**: The patient's responses were used as a prompt to discuss potential hearing aid ownership (if appropriate for the patient)
- After the conversation about the questionnaire, clinicians rated the level of perceived **comfort** of the conversation about emotion/expectations between themselves and the participant (1 = completely uncomfortable; 4 = neutral; 7 = completely comfortable)

Study Results – Emotion and Hearing Aid Adoption



Clinical Takeaways

Patients that are comfortable discussing their emotions with their provider are more likely to adopt hearing aids.

Emphasize a patient-centered approach with your patients.

In clinical interviewing, use questions that probe a patient's emotional experiences.

What Influences Decision-Making?



Why study decision-making in hearing care?

- There is uncertainty about hearing care among the general population.
 - Trust, efficacy, cosmetics, and cost are examples.
- Biases affect decision-making, including decisions made about hearing rehabilitation.
- People cannot always explain their behaviors and motivations.

The decision to pursue
hearing aids?

SAFETY

RISK



What does the literature say about factors that impact decision-making when it comes to hearing aid adoption?

Always Gamble on an Empty Stomach: Hunger Is Associated with Advantageous Decision Making

Denise de Ridder*, Floor Kroese, Marieke Adriaanse, Catharine Evers

Department of Clinical and Health Psychology, Utrecht University, Utrecht, The Netherlands

October 2014 | Volume 9 | Issue 10 | e111081

Research Report



Glucose Increases Risky Behavior and Attitudes in People Low in Self-Control

A Pilot Study

Michaela Pfundmair, Eva Lerner, and Dieter Frey

Department of Psychology, Ludwig-Maximilians-University of Munich, Germany

Social Psychology (2017), 48(1), 47–53
DOI: 10.1027/1864-9335/a000290

Time of Day & Hearing Aid Adoption Rates

Original Article

Time of Day and Hearing Aid Adoption

Gurjit Singh^{1,2,3,4} and Stefan Launer^{5,6}

Trends in Hearing
Volume 22: 1–14
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sagepub.co.uk/journalsPermissions.nav
DOI: 10.1177/2331216518769789
journals.sagepub.com/home/tia

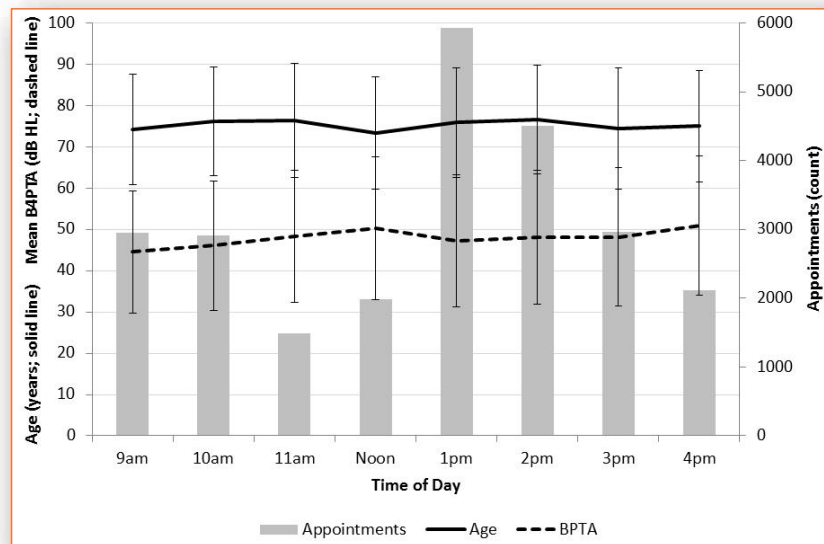


Abstract

To date, there is little understanding of how contextual factors may influence the decisions individuals make regarding the adoption of options for hearing rehabilitation. This explorative retrospective study investigated whether hearing aid adoption and return rates are associated with the time of the day at which an appointment takes place. The study sample consisted of 24,842 patients experiencing their first audiology appointment. It was observed that hearing aid adoption was significantly associated with appointment times whereby lower hearing aid adoption rates were observed at noon and 4 p.m. It was also observed that hearing aid return rates were significantly associated with appointment times whereby lower return rates were observed at noon and 4 p.m. In light of the methodology employed in the study, it is not possible to unequivocally determine why time of day is associated with hearing aid adoption and return rates. Several possible explanations for the patterns of associations are discussed. In light of previous research observing that hunger lowers risk tolerance and glucose consumption increases risk tolerance, the results are consistent with an interpretation based on risk-aversion resulting from hunger. To establish causality between hunger and decision-making in audiology, additional research employing experimental methodologies are necessary.

Time of Day & Hearing Aid Adoption Rates

Singh G, Launer S. Time of Day and Hearing Aid Adoption. Trends in Hearing. 2018;22. doi:10.1177/2331216518769789



Retrospective analysis of 24,842 patient records

Singh and Launer analyzed first-time patients with no reported hearing aid experience.

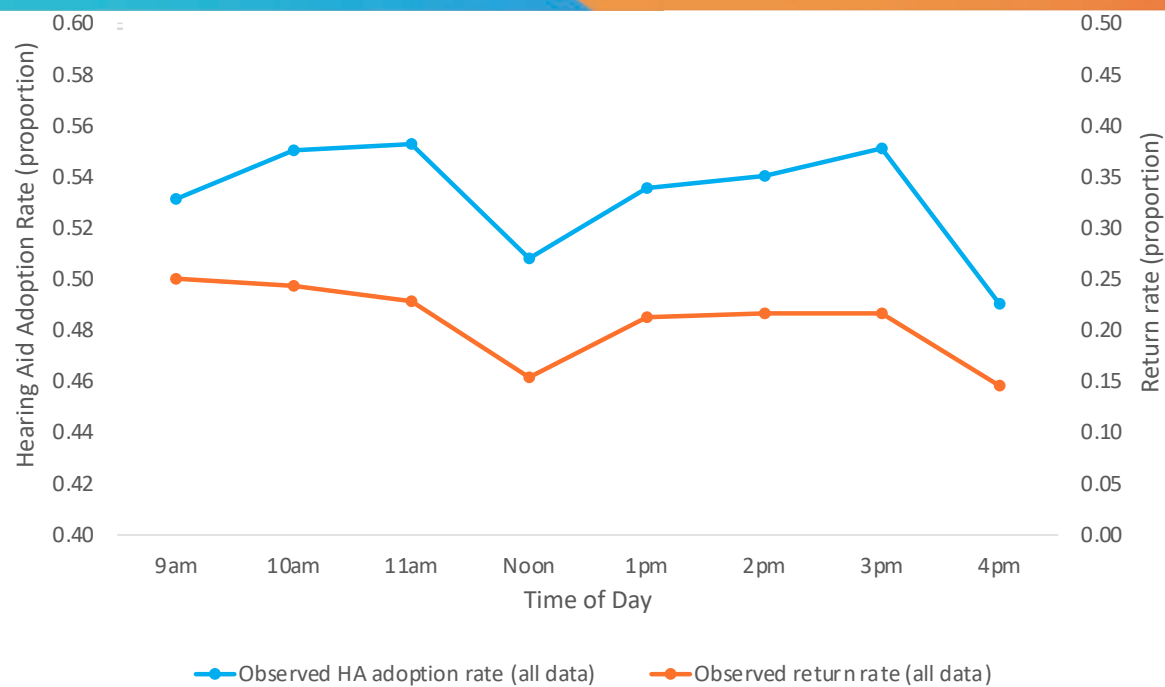
They analyzed the time of the patient appointment and the hearing aid adoption outcomes.

Appointment times adjusted to account for time zone variations.

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Time of Day, Adoption and Return Rates

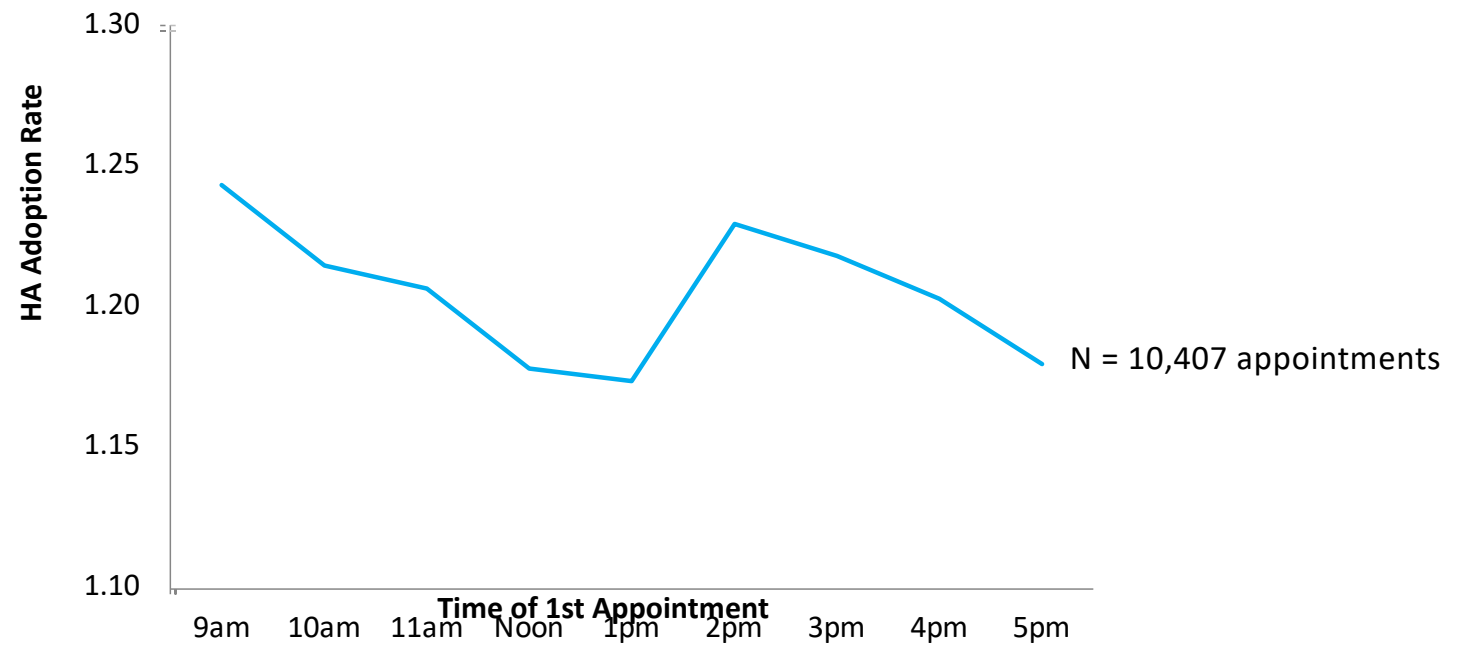
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Singh G, Launer S. Time of Day and Hearing Aid Adoption. Trends in Hearing. 2018;22. doi:10.1177/2331216518769789

And in Belgium?

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Clinical Takeaways



Optimize appointment timing for hearing aid consultations.



Recognize when patients might have decision fatigue.



Keep in mind the retention insights from this study.



What about price unbundling?

How is hearing aid adoption impacted by price unbundling?

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Picou, et al. (2024) studied adult patients without hearing aid experience who completed a hearing aid consult.

- They found that when services were unbundled, a higher percentage of patients adopted hearing aids.
- They concluded that unbundling and charging for hearing aid consults resulted in more efficient consultations and less time spent with patients who did not have perceived hearing difficulty.

*Picou, E. M., Wiacek, R., Ricketts, T. A., & Roberts, R. A. (2024). Hearing aid adoption rates among adults without hearing aid experience in an audiology clinic before and after price unbundling. International Journal of Audiology, 1–10.
<https://doi.org/10.1080/14992027.2024.2443532>*

Summary



Hearing aid adoption remains low.



Objective hearing loss predicts HA adoption, but perceived hearing loss is a much better predictor.



Understanding factors that contribute to perceptions of hearing loss is necessary to increase hearing aid adoption.

Summary

Adopt a “whole-person” perspective.

Considering your patient’s

- Social world
- Emotional world
- Cognitive processes



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