

85% of British adults consider that hearing counselling would benefit those with hearing difficulties

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Cubex, Independent hearing aid audiologists, commissioned Ipsos MORI to conduct a programme of online research into British adults' views on hearing rehabilitation. The findings show that 85% consider that hearing counselling, which would include advice, information, and methods of maintaining quality of life when experiencing hearing loss, would benefit those with hearing difficulties at least a fair amount. This is surprising given that very few people in this country undergo any form of rehabilitation when they are diagnosed with hearing loss.

The survey also shows that British adults consider that "paying attention to what is being said" is as important as "having good hearing" in order to be able to hear conversations well (98% and 97% important respectively). This confirms the importance of listening – the process of hearing with intention and attention – in effective communication. However, if one cannot hear, it is difficult to listen. A hearing aid can help a person detect sounds, but if the wearer is a poor listener, the communication fails.

Cubex have included an auditory training tool as part of their patient journey - **Listening and Communication Enhancement** training. This tool aims to improve the skill of listening and is a valuable exercise that helps people get the best out of their hearing devices. This auditory training, interactive and adaptable to individual performance, presents challenging and enjoyable tasks with immediate feedback on personal progress.

Speaking about the findings Adam Shulberg, hearing aid audiologist and Managing Director of Cubex comments: "It was fascinating to note from our survey that whilst 92% of British adults believe that if they did or were to experience hearing problems it would be important to seek professional advice quickly, the reality is that most people with a developing impairment will wait many years before doing anything about it. It is imperative that a hearing impairment is dealt with as quickly as possible. The longer you deprive your Central Auditory Nervous System of sound, the greater the effect on cognition and the more difficult it will be to achieve the best results with amplification."

In their continued quest to gain a deeper insight into the physical, anthropological, psychological and social aspects of hearing loss, Cubex have worked closely with the Ida Institute, a non profit educational institute, whose mission it is to foster a better understanding of the human dynamics associated with hearing loss. The challenge is to provide greater insight into the complex journey of hearing loss to better assist hearing care professionals and hearing impaired persons.

Adam says: "The fitting of a hearing aid is not enough. Hearing loss is a communication disorder. It affects the person with hearing loss **and** the person they are talking to. One needs to look at the whole process of communication when developing an appropriate program"