

Hearing Loop

NEWSLETTER

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ISSUE №10



Focus Topic

The social-emotional benefits
of hearing well, even in the
noisiest of environments

Technology

Delivering 2-3 times more
speech understanding

Dear partner,

Welcome to our latest issue Hearing Loop in which we look into how hearing aids can help patients not only hear better but also enhance their social-emotional well-being. We also look at new scientific findings on the lingering stigma surrounding hearing loss and hearing aids. Find out how Apple's AirPods Pro 2 could help overcome reservations and break down barriers, and why customised, state-of-the-art hearing solutions and audiological care are still the best choice for patients with hearing loss. If you missed our most recent symposium, listen to the recording to learn more about the potential uses of AI in hearing healthcare.

Happy reading!

The Triton Hearing Team

FOCUS TOPIC

The social-emotional benefits of hearing well, even in the noisiest of environments

Hearing is about so much more than our ears. It is our social sense, connecting us to the world and to the ones we love. We know that if left untreated, hearing loss can lead to cognitive decline¹² and social-emotional challenges, including isolation³. The good news is: studies have shown that hearing aids not only help us hear better but can also help empower our brain¹ and enhance our social emotional well-being⁴.

Hearing enables us to communicate and engage in conversations.³ Not hearing on the contrary often results in communication difficulties, not least in social gatherings and especially in noisy environments.⁵

Consequences can be:

- Misunderstandings and embarrassment⁶
- Additional listening effort and fatigue⁷
- Social withdrawal and isolation³
- Cognitive decline¹²

Expertly fit hearing aids can make all the difference: not only in the moment, but for life. Let us help boost the hearing and overall health of your patients, too.



Learn
more.



PRODUCT

Apple's new AirPods Pro 2 hearing feature: Door opener or game changer?

The introduction of a hearing aid feature in Apple's AirPods Pro 2 has put hearing loss into the spotlight and, with the majority of AirPod users being young people up to the age of 35, addresses a relatively new target audience for hearing care.

According to the WHO, by 2050, more than one billion of young adults will be at risk of preventable hearing loss due to unsafe listening practices.⁸ An easily accessible hearing test might help drive awareness

about the importance of monitoring hearing among this younger audience. It could also be another step in reducing the stigma of hearing loss and even encourage more people with hearing loss to seek professional audiological help earlier on.

Personalised hearing solutions and care, still the best choice

Apple's Air Pods Pro 2 offer a low-threshold approach to hearing healthcare. However,

with their limited battery life, limited personalisation options and without accompanying professional hearing care services, they cannot replace prescription hearing devices.



Taking the opportunity to jointly educate your patients about the benefits of professional hearing healthcare and individual hearing solutions can help even more patients hear their best again.



Phonak Audéo Sphere™ Infinio

Phonak Infinio: Introducing next level hearing, powered by AI Delivering 2-3 times more speech understanding

Speech understanding in complex and noisy environments is one of the top priorities of people with hearing loss – and still one of the largest challenges remaining. With Spheric Speech Clarity (SSC), Phonak has recently introduced a proprietary AI-powered solution that applies large-scale Deep Neural Network (DNN) processing to significantly improve speech understanding from any direction and reduce listening effort.⁹ The Phonak Audiology Research Center (PARC) in the US has conducted a clinical study to further validate the technical results and evaluate the patient benefits of this unprecedented implementation of DNN- based signal processing. The investigators found that it results in an exceptional improvement of up to 10 dB SNR. This means that patients are an impressive 2 to 3 times more likely to understand speech in noise*.

Featuring Spheric Speech Clarity, Phonak Audéo Sphere™ Infinio, the latest generation of Phonak hearing aids, outperforms any existing hearing solution in the market in speech clarity and listening effort.⁹

i The signal-to-noise-ratio (SNR), expressed in decibels (dB), is an important measure in science and engineering to quantify how much a desired signal (e.g. speech) stands out from background noise.

Learn more.



Recap Virtual Physician Symposium

“How can AI support hearing healthcare?”

In our September virtual physician symposium, Johanna Bailey-Stark Au.D., Vice President of Audiology and Medicalization at Sonova Audiological Care, welcomed renowned researchers to explore the role of artificial intelligence in hearing health. Prof. Björn Schuller, Prof. Timo Gerkmann and Prof. Padraig Kitterick shared latest scientific insights on audio intelligence for healthcare, artificial intelligence for speech enhancement and the benefits of artificial intelligence in hearing technology for patients.

Missed the symposium and interested in exploring the potential of artificial intelligence in hearing healthcare?

Listen



EVENTS

Upcoming events:



• Tinnitus Awareness Week

(3-9 February)

• Word Hearing Day

(3 March)

• Noise Awareness Day

(23 April)

• Virtual Physician Symposium:

The Power of a Proactive Approach: Improving Health Outcomes through Hearing Loss and Tinnitus Management!

(May, exact date to follow)

All eyes on hearing this coming spring

Several international awareness days and events will put a spotlight on the topic of hearing health.

First up is **Tinnitus Awareness Week (TAW)**, from February 3-9, 2025, which aims to educate the public about the symptoms of tinnitus and how it affects the 10-15% of the population who suffer from it.

An important message to all those affected: tinnitus is not actually a disease, but a symptom of an underlying condition, in many cases hearing loss.

Following World Hearing Day in March, and International Noise Awareness Day in April, we invite you to join us educating more patients about different aspects of their hearing health. Also stay tuned for the invitation to our upcoming virtual symposium on “The Power of a Proactive Approach: Improving Health Outcomes through Hearing Loss and Tinnitus Management”

Learn more about TAW.



STUDY

Key study finding

When do we finally break the stigma of hearing loss?

According to an RNID survey, one in three people would try and hide their hearing aid if they needed one.¹⁰

Although the stigma surrounding hearing loss and hearing aids has a long history, there has not been a

comprehensive understanding of what leads to it and how to tackle it.

A recent study suggests new ways how to reduce the stigma which has long been cited as a main reason

adults with hearing loss wait several years to seek help.^{11 12}

The study sheds light on the social process of stigma¹³ and its impact on adults with hearing loss, their families and hearing care professionals. It further studies how stigma is managed in everyday life and how these experiences relate to the decision to wear hearing aids.¹⁴ Key findings indicate that hearing loss itself remains the most important issue for adults with hearing loss and that support and education on how to best meet their communication needs would be of great benefit.¹⁴

Let's create a continuum of care that educates and supports patients with personalised solutions to improve their hearing health and overall well-being.



Read the full study.

*compared to no SSC/to two leading competitors

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Any questions?

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