

Hearing loss will affect more and more people – but there's something that can be done

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Copenhagen, Denmark, 3 March 2017: Hearing Loss is the number one cause of years lived with disability for people over 70¹. In Europe, more than 51 million people suffer from hearing loss, and these numbers will only continue to grow². On World Hearing Day, Oticon (<http://www.oticon.global/>), an industry leader in advanced audiology and hearing aid technology, raises awareness of how treatment for hearing loss can have a positive effect on quality of life in both everyday and work situations.

Our hearing has a significant influence on the quality of our lives. We all know the feeling of not being able to hear what's being said and for a big part of the world, this is a daily concern. Hearing Loss is the number one cause of years lived with a disability in people over 70 in Western Europe and Globally³.

And we are living for longer. In 2050 the number of people aged above 65 will have doubled compared to today . However, in many cases, we will still start to develop debilitating conditions that are synonymous with age – and this is especially the case with hearing.

On World Hearing Day, March 3rd, hearing aid manufacturer Oticon looks to raise awareness of the huge difference hearing aids can make to the lives of people with hearing loss.

“We live longer and that put demands on our physical condition. Studies show that our hearing is possibly a big problem for us when we get older. Hearing is crucial for us to function in life and in order to deliver our best in work situations. Since hearing loss is such a huge cause of disability, and since the amount of people with a hearing loss will continue to grow, we need to bring more attention to the problem. This is possible through initiatives such as World Hearing Day,” said Ole Asboe Jørgensen, VP, Global Sales & Marketing, Oticon.

Huge impact on working life

Most people spend around one third of their lives at the work place. In order to perform at their best, it is necessary to have well-functioning hearing. “The negative impact of increased hearing loss affects more than just our social lives, but for those who do suffer from hearing loss, neither your social nor your work life needs to be over. We bring attention to the opportunities we have in order to extend our working life through hearing aids. We know from research that 90 percent of people with hearing loss experience a positive difference at their workplace when they use hearing aids,” said Ole Asboe Jørgensen.

On World Hearing Day, Oticon brings attention to the challenges individuals experience with hearing loss, and invites interested media to their headquarters in Denmark to explain more about hearing loss and the effect it has on people's lives.

ABOUT OTICON

500 million people worldwide suffer from hearing loss. It is Oticon's ambition that our customers – hearing clinics throughout the world – prefer to use our products for people with impaired hearing. The majority of people with hearing loss are over the age of 50, with 8 percent under the age of 18. Based on passion, dedication and professional expertise, Oticon designs and manufactures hearing aids for both adults and children. Oticon supports every kind of hearing loss from mild to severe and we pride ourselves on developing some of the most innovative hearing aids on the market. Headquartered out of Denmark, we are a global company and part of William Demant Holding Group with more than 12,000 employees and revenues of over DKK 12 billion. www.oticon.global

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¹ Spend to save, Investing in hearing technology improves lives and saves society money by The Ear Foundation

² Spend to save, Investing in hearing technology improves lives and saves society money by The Ear Foundation

³ Hearing Loss is the number one cause of years lived with disability (YLD) in both sexes over 70 in Western Europe and Globally, source: Spend to save, Investing in hearing technology improves lives and saves society money by The Ear Foundation, page 4

US Census Bureau data estimates and US Bureau An Aging World 2015

The survey EuroTrak Denmark 2016, done by Anoyum Leverandørforeningen for Høreapparater (LFH), Private Audiologiske Klinikkers Sammenslutning (PAKS), Høreforeningen (Danish Hearing Association) and in cooperation with European Hearing Instrument Manufacturers Association (EHIMA).