



Hearing Industries Association (HIA) Team

The start of a new job is always an exciting and challenging time. My first months at HIA have flown by as we worked to establish a new office here in Washington, DC, hire a new staff member, Lindsay Robinson, become acquainted with our members and partners, and of course dive deeply into the hearing health care issues. I am excited to have this opportunity to work with the members of this association to continue the legacy of serving as a trusted voice for people with hearing problems/impairments.

This is a time of great change in our industry. Rapid advancements in technology and continued innovation are affording consumers new opportunities to improve the quality of their life in ways that were only a dream just a few years ago. Our top priorities for 2018 include launching the MarkeTrak 10 survey with results expected in early 2019. We will also continue to focus on FDA's requirement to create and regulate a category of OTC hearing aids to ensure they meet the same high standards for safety, consumer labeling, and manufacturing protection that all other medical devices must meet. The FDA has a mandate to establish the OTC category for adults with perceived mild-to-moderate hearing loss within three years of passage. We are almost one year into that time frame and you will read more about the work of our Technical and Regulatory Committee efforts below.

I am pleased to have the support of Carole Rogin who continues to serve as a trusted advisor through this transition period. If you visit Washington, D.C. please come visit us at our office.

***Hearing Industries Association
700 Pennsylvania SE
Suite 2001
Washington, DC 20003
(202) 975-0905
kcarr@hearing.org | lrobinson@hearing.org***

Board of Directors

On July 10, the HIA Board of Directors met at our new office. The Board Members, HIA staff, legal counsel, and committee representatives had a productive day of conversation, charting out key priorities for HIA throughout the remainder of 2018 and beginning of 2019. Ed Keller, President of EarQ and chair of HIA's Market Insight Committee, presented on the committee's priorities with an immediate focus on the MarkeTrak 10 (MT10). Jan Kihm, A to the Power of Z market researcher, and Carole Rogin, HIA's strategic advisor, reviewed the history of MarkeTrak studies and the new goals and focus of MT10. Tom Tedeschi, Chief Clinical Advisor at Amplifon and secretary of the Technical and Regulatory Committee, presented a review of the Committee's work on over-the-counter (OTC) hearing aids regulation and standards. The Committee is eager to ensure consumer safety and efficacy of new hearing assistance products. The Board of Directors enjoyed lunch together with guest speaker Barbara Kelley, Executive Director of Hearing Loss Association of America (HLAA). During the discussion of HIA's go-forward strategy, a new mission statement was adopted:

"Trusted voice on hearing health care for product innovation, patient safety and education, and public policy"



*Pictured: Gary Rosenblum (Oticon), Jeff Geigel (Widex), Kate Carr (HIA), Barbara Kelley (HLAA), Jan Metzdorff (Sonova), Carole Rogin (HIA advisor), Brandon Sawalich (Starkey)
Not Pictured: Kim Lody (GN), Steve Mahon (Sivantos)*

MarkeTrak 10

“Knowledge is power.”

Attributed to Sir Francis Bacon
Born January 21, 1561

In looking back through the history of the hearing industry’s thirst for knowledge, I found that in the early 1980’s, HIA created a comprehensive study to better understand what hearing aid owners and hearing-impaired persons who did not own a hearing aid thought about their experience. According to a May 1990 editorial by William J. Mahon, then Editor & Publisher of The Hearing Journal, this ground-breaking report “refuted a few of the industry’s conventional wisdoms: that most hearing-impaired people refuse to admit the problem; and that price, along with ‘cosmetics,’ are primary obstacles to hearing aid use.” The study served for years as the foundation of the industry’s knowledge of consumer behavior.

In 1990, Knowles Electronics supported the launch of a new survey known as MarkeTrak providing current data on “hearing aid satisfaction” and “intent to purchase” and much more. These efforts led to a longitudinal study with subsequent research published in 1991, 1992, 1994, 1999, 2001, 2005, 2009 and 2015. You can find the reports [here](#).

This year we are launching MarkeTak 10 and anticipate the release of results at the start of the new year. Our key objectives will be to continue to track adoption rates, hearing aid usage, hearing difficulties and loss, and to gain consumer insight into the journey. We will look to understand the relationship between hearing loss and other comorbidities and the impact on quality of life.

We expect MT10 will prove to be another excellent resource for the industry. As I said at the start, knowledge is power.

Technical and Regulatory Committee

Following the passage of the Over-the-Counter Hearing Aid Act of 2017, the FDA now has until August of 2020 to create a new category of hearing devices that will be available over-the-counter. Individuals over the age of 18 will be able to access hearing devices without consulting a licensed professional.

The Technical and Regulatory Committee is chaired by Amplifon’s Marc Lundeberg, with valued support from Tom Tedeschi. The committee met on May 30th in Minneapolis for a discussion of OTC regulation specification. There is a coordinated effort of manufacturers and professional associations to agree to a set of recommendations on standards and regulations for this new category of hearing devices. The recommendations will be supported with scientific evidence and data. HIA is a strong supporter of this approach.

HIA and Affiliates

On July 12, the U.S. Senate kicked off its annual wellness fair. This event for senators, their staff, and all Capitol Hill employees allowed local associations and practitioners to showcase the benefits of their trade. HIA once again teamed up with ASHA to conduct hearing tests for attendees of the fair. A total of 146 individuals were screened for hearing loss with 114 passing and 32 recommended to seek professional help. Having a mini-hearing booth and audiometer at HIA has provided an opportunity to represent the hearing industries and partner with other organizations to better hearing health.



ASHA's audiology booth prepared with hearing health literature and a free hearing test for employees on Capitol Hill



A graduate student from Gallaudet gives hearing tests on HIA's GSI audiometer

Moving Forward

HIA's success in all of our endeavors is made possible by the support of our members. We thank you and look forward to restarting this communication on a monthly basis. And if you have important news that should be shared, please contact either Lindsay or Kate at LRobinson@hearing.org or KCarr@hearing.org.

Thank You