

LISTEN

CAREFULLY

Hearing plays a major role in our emotional well-being, physical health, and overall quality of life. Yet millions of people with hearing loss let it go untreated, despite research showing increased risk of falls, depression, anxiety, and dementia.

Like a fingerprint, each ear is unique to the individual. Individuals with hearing loss are best served by FDA-regulated hearing aids that are fit and adjusted by licensed and trained hearing health professionals.

Our mission is to advocate on behalf of the **44 million Americans** with hearing loss and work with lawmakers and the hearing industry to find the best possible solution for them.

President Biden's recent executive order calls on the Department of Health and Human Services (HHS) to issue proposed rules for hearing aids to be sold over-the-counter (OTC) within 120 days. While we support President Biden's efforts to proceed with the OTC rule in order to alleviate marketplace confusion, **we need to ensure that the administration is taking accurate facts into consideration before promulgating a decision that directly impacts the long-term health of millions of Americans with hearing loss.**

MYTH



Cost is the sole factor as to why Americans do not get hearing help.



There is a lack of competition in the hearing health industry.



The industry model inflates prices for consumers.



Hearing aids are not covered by insurance.

FACT

While there is no question that cost influences a person's decision to seek hearing aids, there are many **other factors have a much stronger influence than cost** on hearing aid consumers' decisions, including:

- Physical comfort
- Hearing aids' inability to restore natural hearing
- Sufficient hearing in most situations
- Lack of severity in hearing loss
- Having more serious priorities

The hearing industry consists of more than 90 FDA-registered hearing aid manufacturers.

An entry-level hearing aid fit by a hearing health professional is around **\$900**, and an advanced hearing aid averages **\$1,600**, a cost that can include clinical evaluations, ear impressions, hearing aid fitting, three-year care and warranty plans, follow up consultations and adjustments, and ear and hearing aid cleanings.

30 states provide Medicaid coverage of hearing aids, and another **23 states** require insurance to cover some portion of hearing aid costs.

Greater access to hearing aids, adequate hearing health professional involvement, and sufficient hearing protection are vital to Americans living fuller, healthier lives. We look forward to working with the administration, members of congress and the hearing industry to ensure Americans are provided the proper hearing help and access they deserve.