

# Professional Hearing Care in the interest of the User ... European Perspective.



*Together we are stronger – how the  
joined AEA-EFHOOH-EHIMA activities  
lead to better results in Europe*

# The A.E.A.

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The European Association of Hearing-Aid Professionals (AEA) represents the interests of more than 8,000 small and medium-sized enterprises and more than 20,000 employees. It is the only European umbrella organization for “Hearing Aid Professionals” and was founded in 1970.

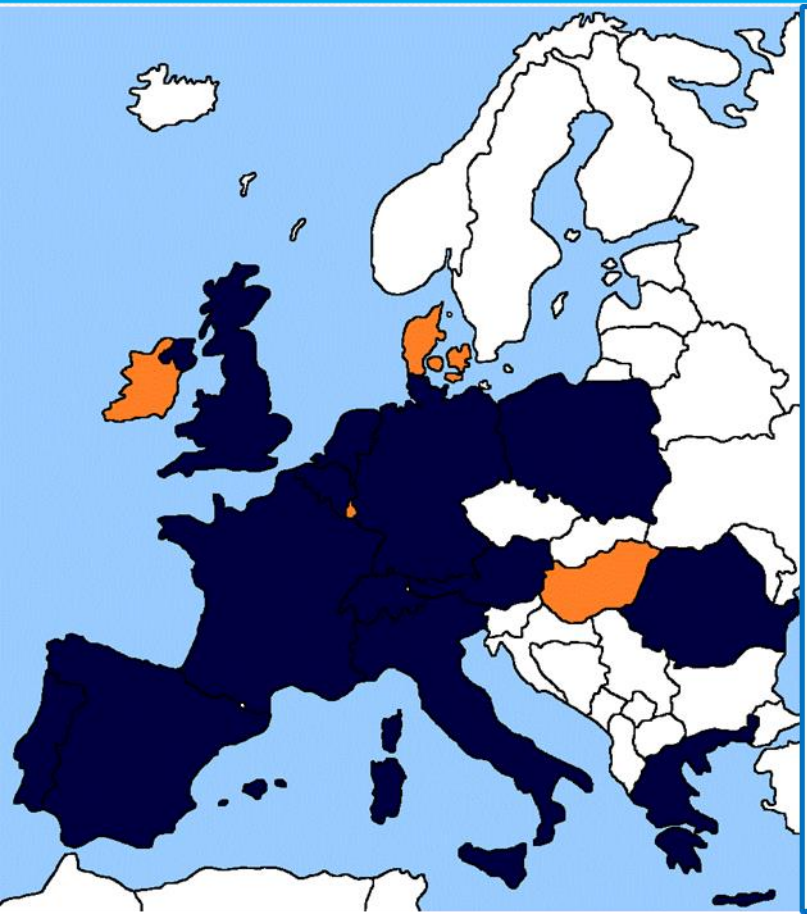
The aim is to improve the quality of services in hearing care, ensure a transparent, fair and competitive market and freedom of choice in the interest of the end-user.



# AEA member countries

HOME | AEA - THE ASSOCIATION | CODE OF ETHICS

Austria	Belgium	France	Germany
Greece	Italy	Netherlands	Poland
Portugal	Romania	Spain	Switzerland
UK			



2016  
future

# The AEA

Art. 17

In the General Assembly and in all other bodies, the debates shall be held in English



Every General Assembly is held in Brussels

Board meeting in line with European Congresses or by Videoconference



A.E.A. Board Meeting - 15th of October 2014 – EUHA Hannover

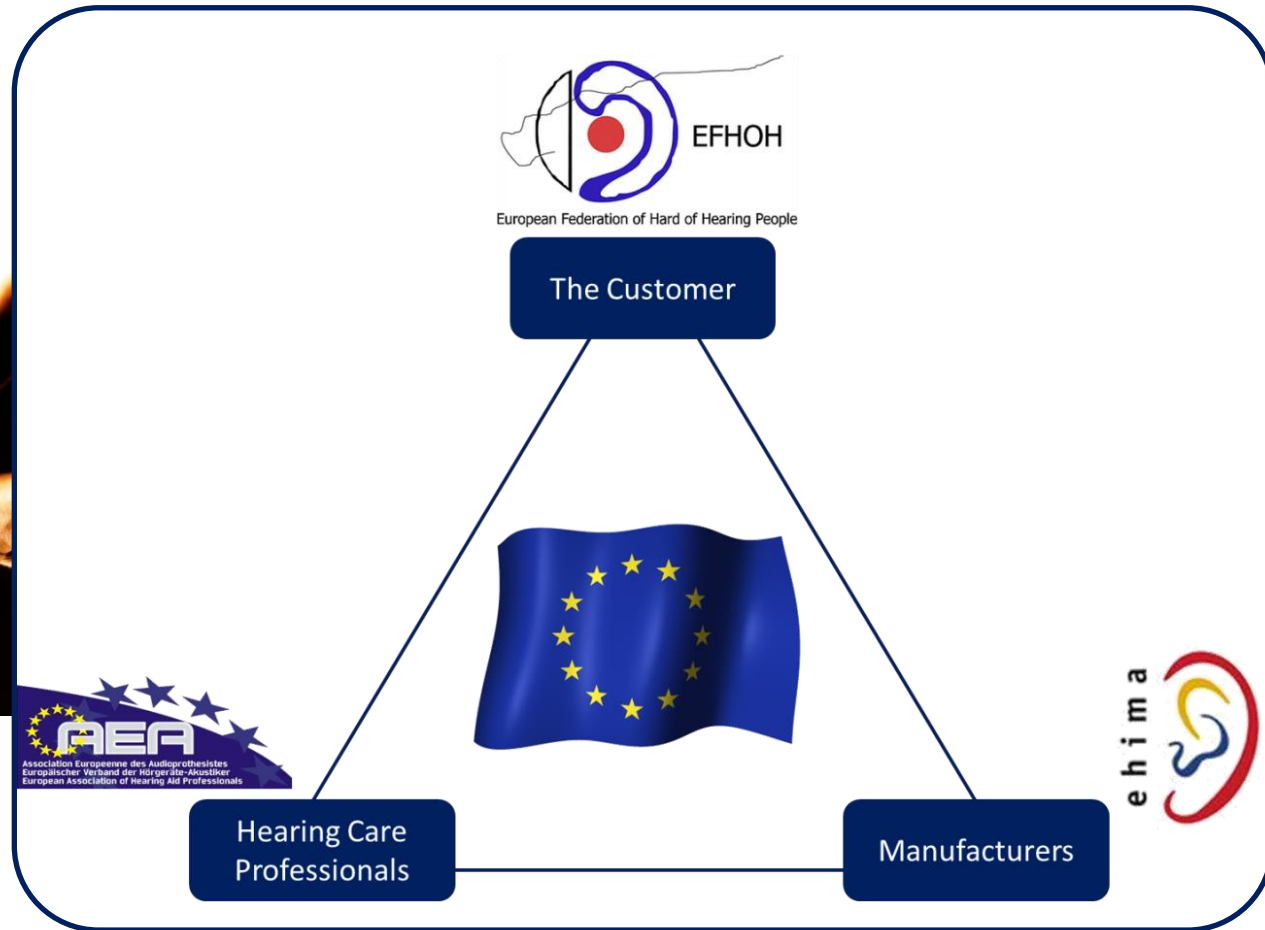


A.E.A. Board Meeting - 15th of October 2014 – EUHA Hannover



# Join forces with EFHOH & EHIMA

Our 3 associations have 80% of the key priorities in common



# AEA – ECAT – EFOH → PSAP's



**The 27 Personal Sound Amplifier Products PSAPs**

level	Noise source	Health effects
140dB	Jet plane take off, firecracker, gun shot	Sudden damage to hearing
130dB	Pain threshold exceeded	
120dB	Ambulance siren, pneumatic drill, rock concert	
110dB	Night clubs, disco	
100dB	Motor cycle at 50km/h	
90dB	Heavy goods vehicle at 50km/h	
85dB	Hearing protection recommended in industry	Hearing loss, tinnitus
75dB		Cardiovascular effects
70dB		Sleep disturbances
65dB		Stress effects
60dB		Annoyance
55dB	Desirable outdoor level	
50dB	Normal conversation level	
40dB	Quiet suburb	
30dB	Soft whisper	
20dB	Normal conversation level	



Source: Nopher, a European Commission concerted action to reduce the health effects of noise pollution.  
<http://www.ucl.ac.uk/noiseandhealth/EC%20Brochure1.pdf>

Product Name	Max Output	Max Gain	Analysed by	Country of purchase
LoudNClear (Headset)	135,1 dB SPL	48,5 dB	THOMAS MORE	Romania
Melody Acustica (BTE)	135,0 dB SPL	52,0 dB	DHI (G)	Italy
Mini Sound Amplifier (BTE)	134,8 dB SPL	63,0 dB	THOMAS MORE	Greece
Sanitas (Lidl) SHA 15 (BTE)	134,0 dB SPL	49,0 dB	DHI (G)	UK
TOPSOUND (Headset)	131,9 dB SPL	48,8 dB	THOMAS MORE	Italy
Earzoom (Headset)	130,1 dB SPL	40,7 dB	THOMAS MORE	Belgium
Invisi Ear (BTE)	130,0 dB SPL	47,0 dB	DELTA (DK)	UK
Powertone F-138 (BTE)	130,0 dB SPL	47,0 dB	DHI (G)	Greece
Acustika Melody (BTE)	129,1 dB SPL	47,9 dB	THOMAS MORE	Italy
INFACTORY (Headset)	129,0 dB SPL	40,4 dB	THOMAS MORE	Italy
Sanitas (Lidl) (BTE)	129,0 dB SPL	42,4 dB	THOMAS MORE	UK
Vitalcontrol (Lidl) (BTE)	129,0 dB SPL	42,4 dB	THOMAS MORE	Spain
WELLYS MINI 7720 (ITE)	129,0 dB SPL	42,8 dB	THOMAS MORE	Italy
WELLYS 8511 (BTE)	127,1 dB SPL	52,9 dB	THOMAS MORE	Italy
Axon X-168 (BTE)	126,0 dB SPL	43,3 dB	THOMAS MORE	Italy
Axon X-168 (BTE)	126,0 dB SPL	43,3 dB	THOMAS MORE	Romania
Axon X-168 (BTE)	126,0 dB SPL	43,3 dB	THOMAS MORE	Greece
HAPI-090D (ITE)	126,0 dB SPL	38,0 dB	DHI (G)	Germany
Sokio X-168 (BTE)	126,0 dB SPL	43,3 dB	THOMAS MORE	Germany
Zinbest (BTE)	125,5 dB SPL	45,6 dB	THOMAS MORE	Austria
BTE K202S (BTE)	125,5 dB SPL	45,7 dB	U Castilla La Mancha	Spain
HAPPY SHEEP HP680 (ITE)	125,3 dB SPL	43,3 dB	THOMAS MORE	Italy
WELLYS RECH 8515B (BTE)	125,2 dB SPL	46,4 dB	THOMAS MORE	Italy
Zinbest HAP-20 (BTE)	125,0 dB SPL	40,0 dB	DHI (G)	Greece
AXON K80 (ITE)	123,4 dB SPL	40,8 dB	THOMAS MORE	Greece
Acutrue (ITE)	120,9 dB SPL	30,4 dB	THOMAS MORE	Romania
AB 900 (ITE)	120,7 dB SPL	36,2 dB	U Castilla La Mancha	Spain

level	Health effects
140dB	Sudden damage to hearing
130dB	
120dB	
110dB	
100dB	
90dB	
85dB	Hearing loss, tinnitus
75dB	Cardiovascular effects
70dB	Sleep disturbances
65dB	Stress effects
60dB	Annoyance
55dB	
50dB	
40dB	
30dB	
20dB	

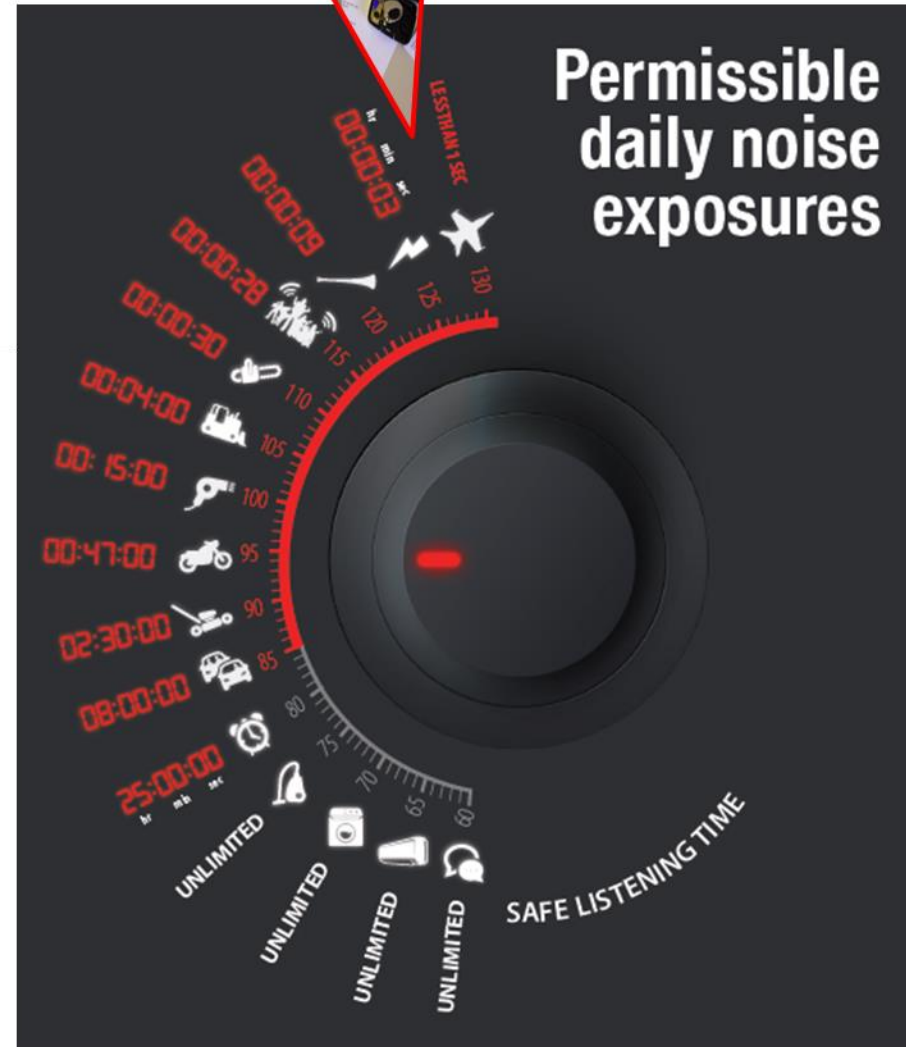




*Make Listening Safe*

International Ear Care Day 2015

[www.who.int/ebal/deafness/acd15/en/](http://www.who.int/ebal/deafness/acd15/en/)





**AEA: European Association Of Hearing Aid Professionals**

**EFHOH: European Federation of Hard of Hearing People**

Paper on the potential risk of using "Personal Sound Amplification Products" PSAPs

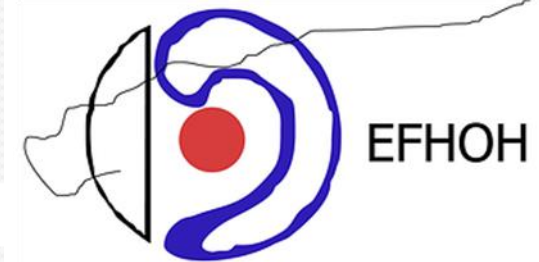
December 2015

### I. Introduction

The **European Association of Hearing Aid Professionals (AEA)** was founded in 1970 as the European umbrella organisation for "Hearing Aid Professionals". AEA membership is open to all national associations of hearing aid professionals in Europe that have been officially recognised by their relevant national authorities. We currently represent the interests of more than 8,000 small and medium-sized enterprises (SMEs) and more than 20,000 practitioners in the following 13 European countries: Austria, Belgium, France, Germany, Greece, Italy, the Netherlands, Romania, Poland, Portugal, Spain, Switzerland and the United Kingdom.

The **European Federation of Hard of Hearing People (EFHOH)** is a non-profit European non-governmental organisation consisting of/hard of hearing and late deafened people, parent organisations and professional organisations. EFHOH has been registered as a charitable organisation and has its registered office in London, UK (Action on Hearing Loss offices). EFHOH's aim is a Europe where hard of hearing people can live without barriers, and have the opportunity to participate on all levels in society. EFHOH realises this vision through a series of actions, contacts and campaigns, involving the EFHOH members and partners.

**AEA and EFHOH want to inform all relevant stakeholders on the potential risks of using Personal Sound Amplification Products – PSAPs. This with the aim to prevent such products from resulting in permanent noise induced hearing loss by the user.**



European Federation of Hard of Hearing People



**World Health Organization**



*Make Listening Safe*



**EFHOH Annual Conference - 2<sup>nd</sup> of April 2016 Paris**



## COMMISSION DECISION

of 23 June 2009

on the safety requirements to be met by European standards for personal music players pursuant to Directive 2001/95/EC of the European Parliament and of the Council

(Text with EEA relevance)

(2009/490/EC)



### Requirements

1. For the purpose of Article 4(1)(a) of Directive 2001/95/EC, the safety requirement for personal music players shall be the following:

**Personal music players shall be designed and manufactured in a manner that ensures that, under reasonably foreseeable conditions of use, they are inherently safe and do not cause hearing damage.**

2. The requirement set out in paragraph 1 shall include in particular the following:

1. **Exposure to sound levels shall be time limited to avoid hearing damage. At 80 dB(A) exposure time shall be limited to 40 hours/week, whereas at 89 dB(A) exposure time shall be limited to 5 hours/week.** For other exposure levels a linear intra- and extrapolation applies. Account shall be taken of the dynamic range of sound and the reasonably foreseeable use of the products.

2. **Personal music players shall provide adequate warnings on the risks involved** in using the device and to the ways of avoiding them and information to users in cases where exposure poses a risk of hearing damage.

# Are some PSAP's and Personal Music Players respecting this?

## The Dash Master Volume & External Devices

The Dash is an »active« audio system, meaning that it does not just reflect the volume level of a connected external device but it also amplifies audio signals itself so that you can listen to music on the Dash Music Player and hear notifications.

The Master Volume of the Dash is independent of the volume level of a connected external device (e.g. your phone). Thus the audio volume level of a connected device will affect the volume of what you can hear on The Dash (e.g. when your external devices volume is low, the transferred sound will also be low even when the Dash Master Volume is set to high).

**The maximum volume level in which The Dash can be used is currently at 85 dB according to European Regulations. For safe use we recommend to use The Dash at medium volume levels.**



# WHO - Geneva

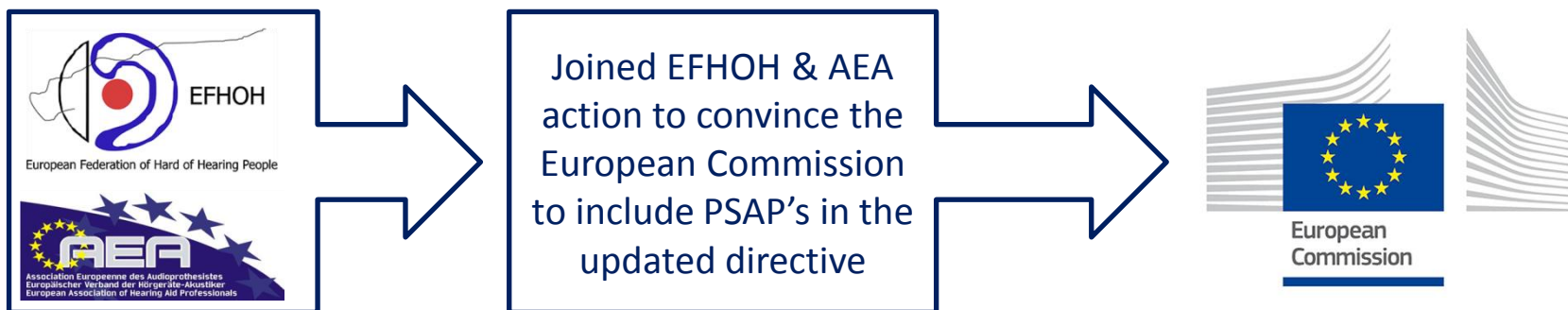
**WHO-ITU Joint Stakeholders' Consultation  
on Safe Listening Devices  
1st of October 2015**



**World Health  
Organization**

## MEETING REPORT

- Safe listening devices could possibly be defined as “a personal audio device in compliance with standards which serve to minimise the users' risk of acquiring hearing loss (as a consequence of its use)”. The scope of which specific devices this terminology should cover was raised. **Personal sound amplifiers (devices used to facilitate listening for people with *normal* hearing) were also noted as an important device, which could be considered for inclusion in this initiative.**



# 1<sup>st</sup> of March – European Parliament

European Parliament  
**MEPs**

Search Full list Incoming / Outgoing Assistants

**Helga STEVENS**

European Conservatives and Reformists Group  
Vice-Chair

Belgium  
Nieuw-Vlaamse Alliantie  
Date of birth: 9 August 1968, Sint-Truiden

European Parliament / **MEPs**

Search Full list Incoming / Outgoing Assistants Directory

**Ádám KÓSA**

Group of the European People's Party (Christian Democrats)  
Member

Hungary  
Fidesz-Magyar Polgári Szövetség-Keresztény Demokrata Néppárt  
Born on 1 July 1975, Budapest

**Mark Laureyns**  
President, European Association of Hearing Aid Professionals

**EFHOH**  
European Federation of Hard of Hearing People

**AEA**  
Association Européenne des Audioprothésistes  
Europäischer Verband der Hörgeräte-Anwender  
European Association of Hearing Aid Professionals

**European Hearing Instrument Manufacturers Association**



<b>AEA members (Hearing Care Professionals)</b>	<b>9</b>
<b>MEP's / Politicians / Stakeholders</b>	<b>18</b>
<b>EHIMA (Manufacturers) Cabinet DN related</b>	<b>10</b>
<b>EFHOH (Hard of Hearing) related participants</b>	<b>9</b>
<b>Communication related (media)</b>	<b>10</b>
<b>Total</b>	<b>56</b>

# 1<sup>st</sup> of March – European Parliament

## Program:

12:30 Opening remarks by **MEP Ádám Kósa** and **MEP Helga Stevens**.



12:35 **Dr Shelly Chadha**, WHO Hearing Officer: **Why “Get Smarter & Healthier through Professional Hearing Care” is important for young children.**



12:45 The Cost of Untreated Hearing Loss  
**Paul Breckell & Sue Archbold**



13:10 **Professor Hélène Amieva** : **Hearing Care Helps Reduce Cognitive Decline**

13:25 **Quality Hearing Care – What does it mean?**

**Lidia Smolarek-Best & Mark Laureyns**



13:45 **Laszlo Gabor Lovász**, **The Rights of Persons with Disabilities and Hearing Loss:**

13:55 **Concluding statement by co-hosting MEPs - MEP Helga Stevens.**



14:00 **End of the meeting**



# 1<sup>st</sup> of March – European Parliament



Hearing Awareness Week  
8 – 10th of April 2013



8-10th of April 2013 → 1st of March 2015 → 1st of March 2016 → 1st of March 2017

# 3<sup>rd</sup> of March 2016 – World Hearing Day

3rd of March 2016 - World Hearing Day

Joined EFHOH - EHIMA - AEA hearing awareness campaign.

Download your country specific poster or flyer here

Austria Belgium France Germany

Greece Italy Netherlands Poland

Portugal Romania Spain Switzerland

UK

### Healthier with Professional Hearing Care\*

With Professional Hearing Care	Without Professional Hearing Care
Increased quality of life	Increased risk of depression
Live longer	Increased risk of psychosis
Better sleep	Increased risk of earlier death
Less depressed	Brain shrinkage
Less exhausted	Increased risk of dementia

### Smarter with Professional Hearing Care\*

With Professional Hearing Care	Without Professional Hearing Care
Better verbal skills and language development in children	Increased cognitive decline
Same development in cognition as in people with no hearing loss	Brain shrinkage
	Increased risk of dementia

AEA, EFHOH, EHIMA & Hear-it.org

Teeth checked. Eyes checked. What about your hearing?

**Get your FREE Hearing Test today!**

EFHOH, EHIMA, AEA logos at the bottom.

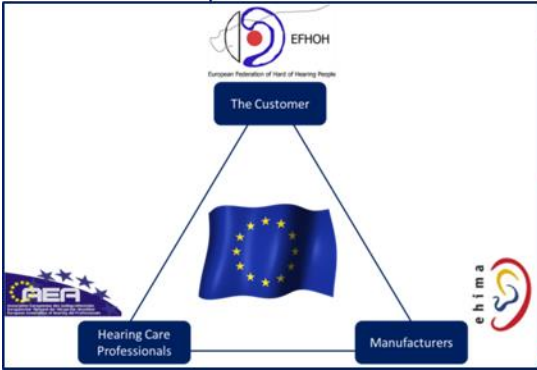
### Smarter and Healthier with Professional Hearing Care

Two out of three with hearing loss Could be Smarter and Healthier

Surveys and scientific studies have found that people who get professional hearing care generally are smarter and healthier than those who don't.

Unfortunately only one out of three take action

AEA, EFHOH, EHIMA & Hear-it.org



# 3rd of March WHO Geneva



# 3rd of March WHO Geneva

## Possible New WHO resolution on “Hearing & Hearing Loss”

- World report on hearing care (scientific evidence)
- Create toolkit to help countries to raise awareness – screen for hearing loss – provide hearing care
- Join forces to reduce risk factors – ensure safe listening standards – focus on prevention
- Collect and initiate more studies on hearing and hearing care
- Raise awareness – e.g. 3rd of March World Hearing Day ... Etc ...

Member countries need to support this request!  
WHO Executive Board meeting 30-31 May 2016

# European Standard – EN 15927

## Services offered by hearing aid professionals

## 5 Hearing aid provision process

### 5.1 General

Assess client needs & hearing loss  
Select and fit suitable hearing aids  
Rehabilitation – short and long term monitoring & support

### 5.2

### Client contact & registration

### 5.3

### Hearing profile determination

Type – degree – history hearing loss  
Specific needs - Medical history -  
Tinnitus – dizziness – hyperacusis -  
Experience with HI

### 5.4

### Audiological assessment

Otoscopy – Pure tone audiometry –  
Speech audiometry – Other relevant tests  
(Speech in noise – noise tolerance –  
reading span – localisation etc ...)

### 5.5

### Hearing system fitting

Selection – ear impression - fine tuning – verification – localisation – balance – client instructions for use

### 5.6

### Follow-up services

Motivation – counseling – auditory training – fitting follow up

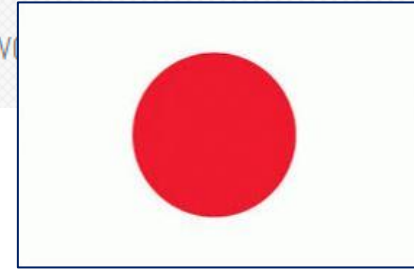
# Introducing Japan



CODE OF ETHICS | AEA BOARD MEMBERS | MEMBER C

## Hearing aids market in Japan - Overview

Published on Wednesday, 01 July 2015 17:36



## Quality of Hearing Care in Japan ???

### Education system: How to become a hearing aid technician in Japan

Contrary to other industrialized countries, there is **no official recognition for hearing aid technicians in Japan**. Unlike nurses, speech therapists, pharmacists or physicians, there is **no national examination to become a hearing aid technician**. And there is no profession akin to audiologist. The reason, as mentioned above, is that hearing aids have been considered welfare equipment from the very beginning. The professionals working with hearing aids are considered to be welfare workers.

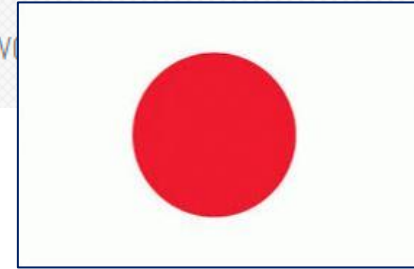
# Introducing Japan



CODE OF ETHICS | AEA BOARD MEMBERS | MEMBER C

## Hearing aids market in Japan - Overview

Published on Wednesday, 01 July 2015 17:36



## Access to Hearing Care in Japan ???

### Hearing aid supply by public support

In Japan, hearing impaired individuals whose **hearing level is lower than 70dB in both ears** can receive a physical disability certificate from the authorities, which allows them to benefit from public financial support from their municipality. Almost 90% of the cost is paid by the municipalities.

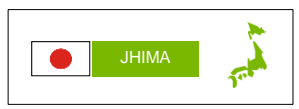
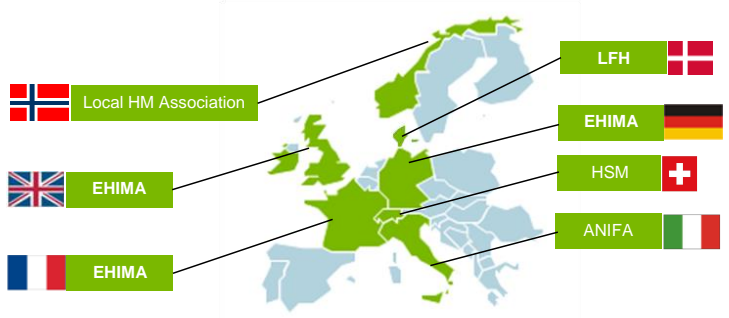


# Introducing EuroTrak – JapanTrak

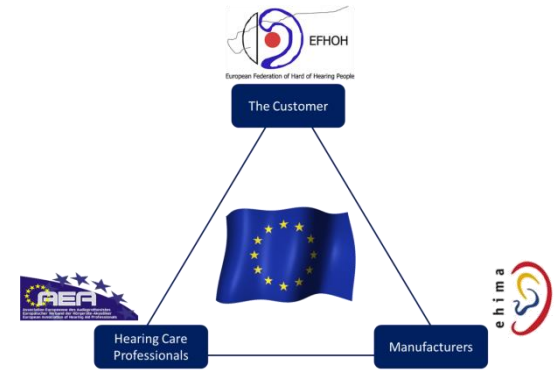
Country	2009	2012	2015
Germany	✓	✓	✓
France	✓	✓	✓
UK	✓	✓	✓
Switzerland		✓	✓
Italy		✓	✓
Japan		✓	In progress
Norway		✓	2016?
Denmark		✓	2016?

+/- 14,000 subjects per year per country  
 ... So far data from > 220,000 participants

The only international survey using the same set-up and questions in all countries ... Allowing us to compare. Focus on self reporting by the end-user / subjects



© Anovum - EuroTrak



EFHOH Annual Conference - 2<sup>nd</sup> of April 2016 Paris

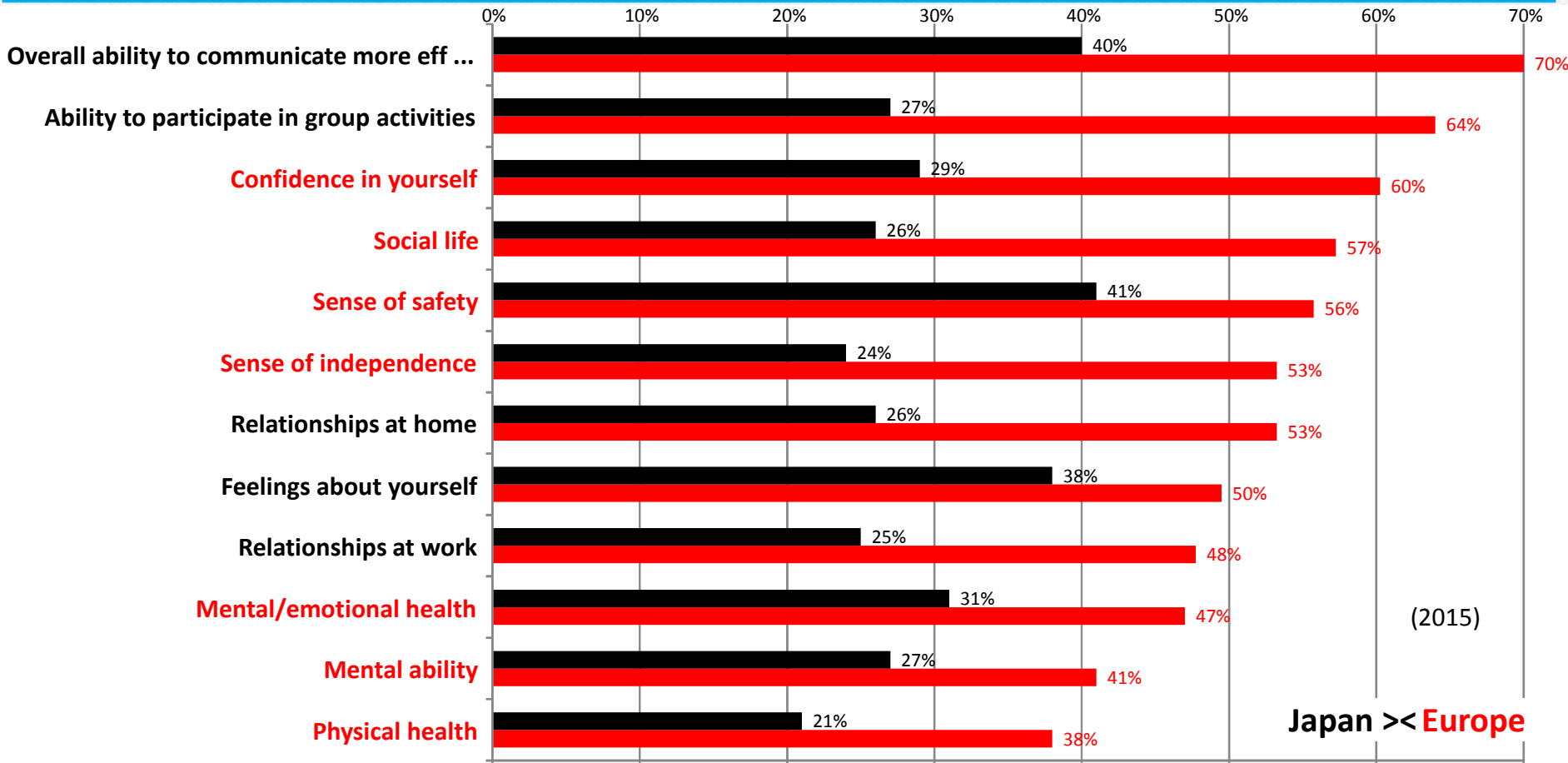




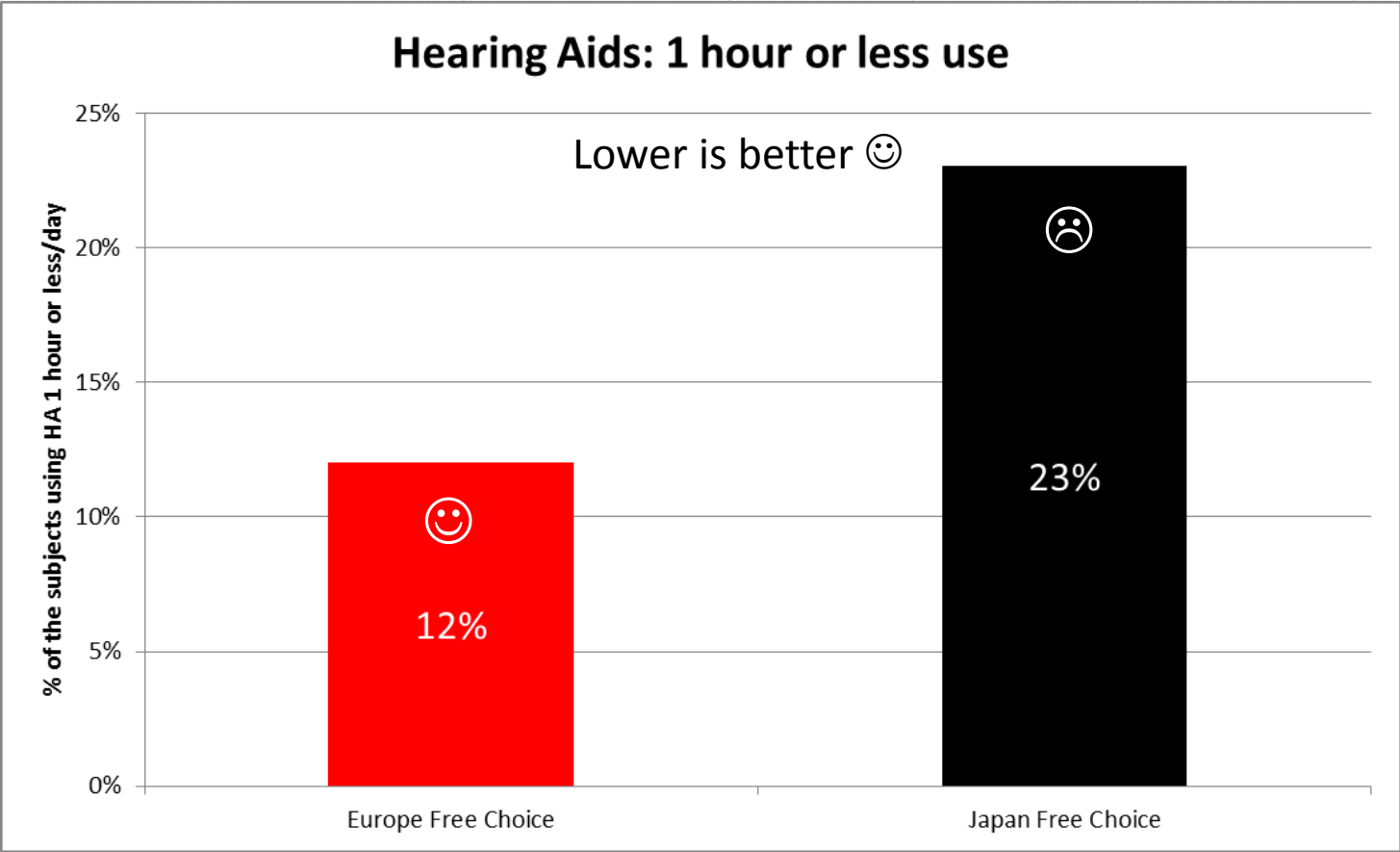


# Observed Changes Attributed to Hearing Aids

(better & a lot better > 2500 HA users)



# % Low Use Time

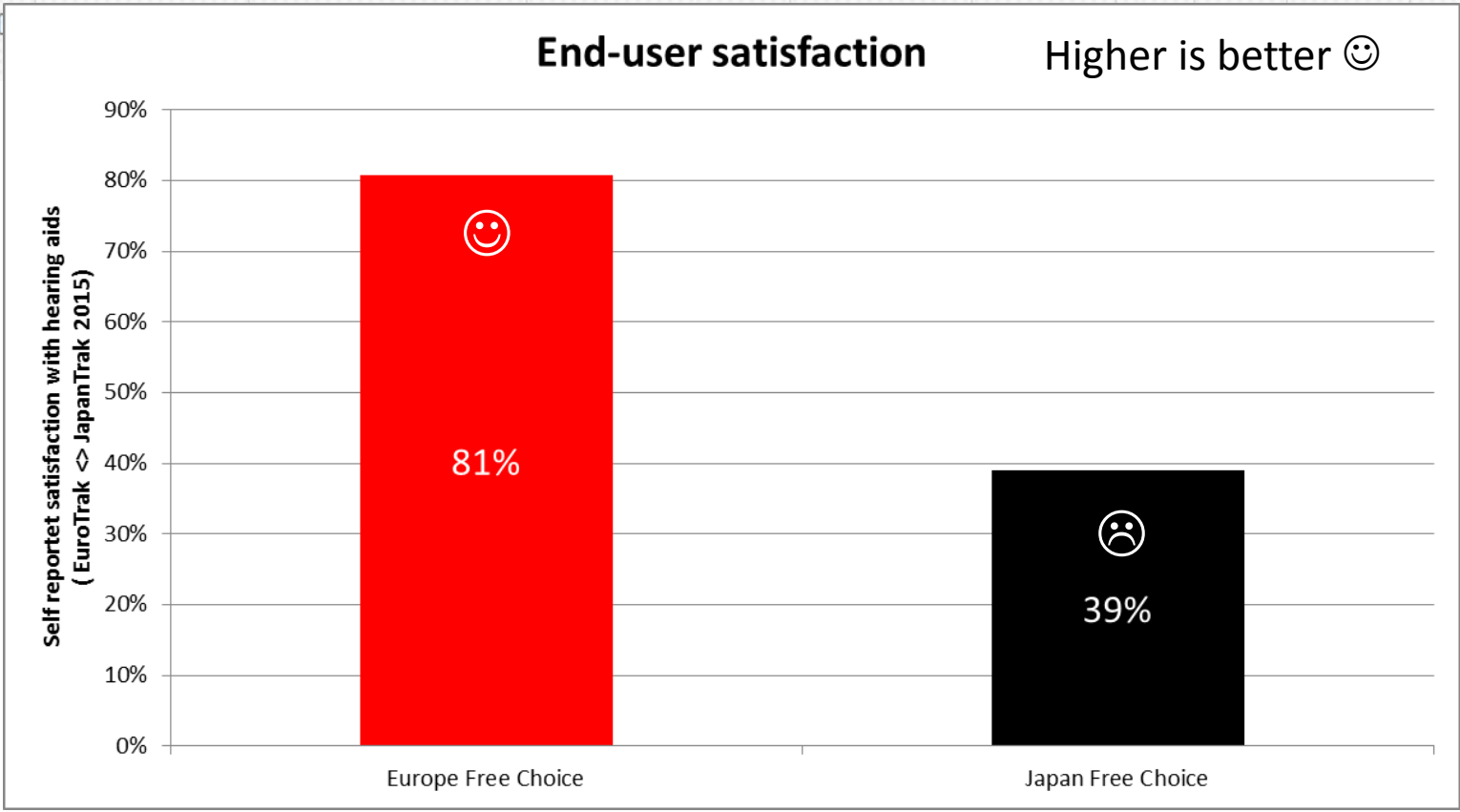


EuroTrak - JapanTrak 2015



© Anovum - EuroTrak

# User satisfaction



EuroTrak - JapanTrak 2015



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# European Standard – EN 15927

Services offered by hearing aid professionals

5 Hearing aid provision process

This standard can now be opened for revision – AEA & EFHOH will help coordinate

Needs to include that hearing care services are mandatory in the delivery of hearing aids

Needs to focus more on hearing aid fitting <> diagnostic assessment

Needs to be more in line with current practice

More focus on transparency and evaluation of satisfaction towards the end-user

# Conclusions

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## Joined projects with EFHOH

Unsafe PSAP's Personal Sound Amplifier Products → EU Personal Music Player Directive

1st March Lunch Debate at the European Parliament → Ready for 2017?

3rd of March World Hearing Day → Ready for 2017?

Possible New WHO Resolution on Hearing Loss → Convince your country to vote in favor

EN 15927 – European Standard – Services offered by hearing aid/care professionals → The importance of professional hearing care ... JapanTrak <> EuroTrak → Let us develop the quality further and embed it in a reviewed better standard!

# Professional Hearing Care in the interest of the User ... European Perspective.



*Together we are stronger – how the  
joined AEA-EFHOOH-EHIMA activities  
lead to better results in Europe*