



# HEARING INDUSTRIES ASSOCIATION: GO FORWARD!

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Strategic Advisor

**Summer 2018**

# “Change or Die”

Alan Deutschman  
*Fast Company*, May 2005

## New Mission

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

## New Brand



## New Staff

**Kate Carr, HIA President  
Lindsay Robinson, Executive Assistant**



ON Semiconductor



## Same Commitment To Our Members...

- ✓ United hearing aid representation in our nation's capital
- ✓ Hearing aid sales statistics
- ✓ Market research
- ✓ Professional partnerships



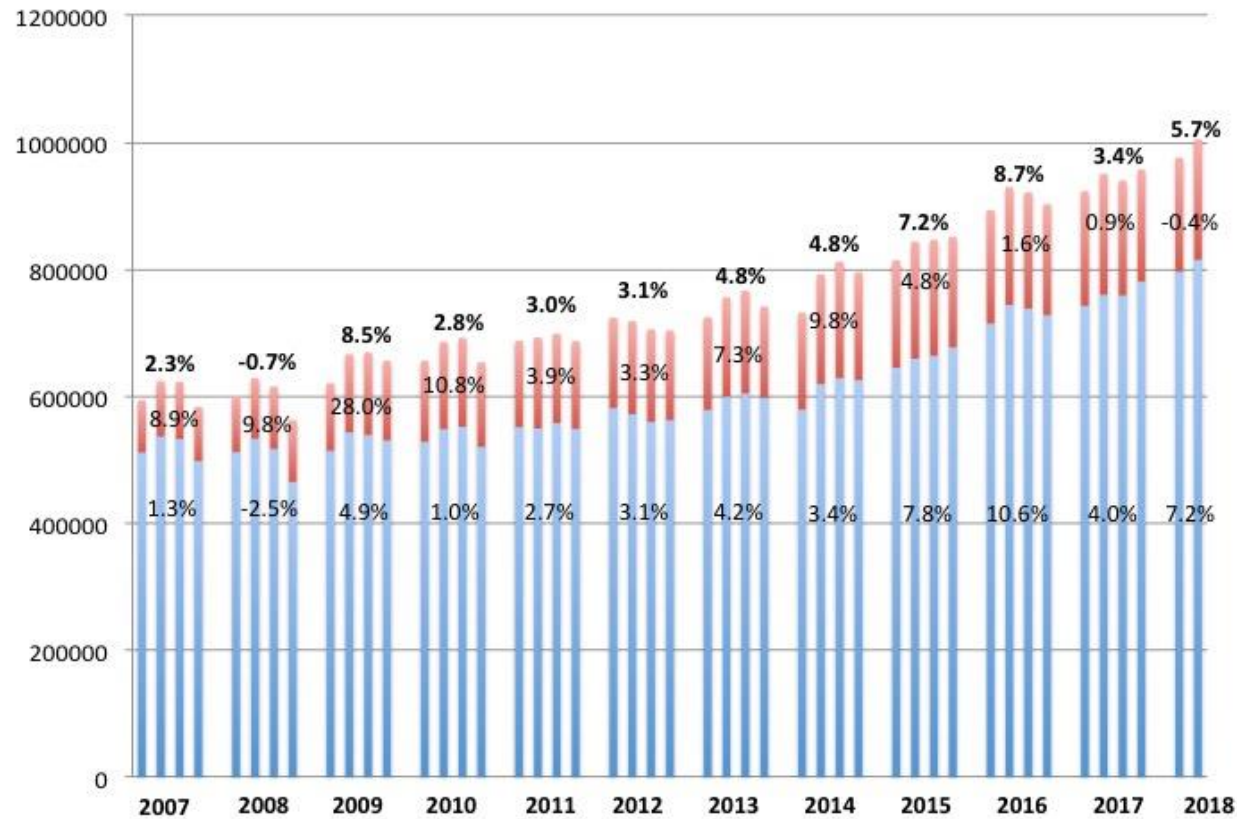
## United Industry Representation at the Federal Level

- Legislative leadership – Senate, House, White House
- Regulatory Representation – FDA, FTC, FCC, NIH/NIDCD
- NIA, CPSC, NASEM, etc.



# Hearing Aid Sales Statistics

Hearing aid sales/use continues to increase



Source: Hearing Industries Association  
 Courtesy of The Hearing Review

**3.77 million hearing aids sold in 2017 – up**

**3.4% over 2016**

- 82.8% BTE
- 69.4% of BTEs are RICs or RITEs
- 87% have wireless capabilities

## Market Research

- 1981 Survey of US Hearing Impaired Population
- Industry Focus Group – Consumers, Physicians
- The Consumer’s Journey
- MarkeTrak



## MarkeTrak 10 (MT10)

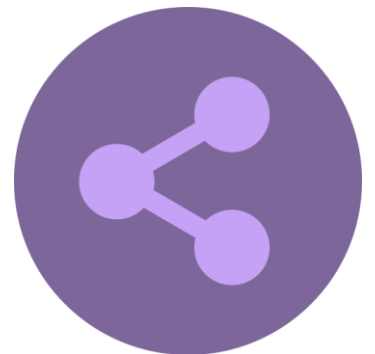
- Longitudinal Trends - Prevalence, Awareness, Ownership, Satisfaction, Listening Situations, Price
- Deeper Dives - Evaluation, Point of Purchase, Type of Device, Third Party Payments
- Special MT10 Themes - Consumer Journey, Co-morbidities, Quality of Life
- Timing – Results in early 2019





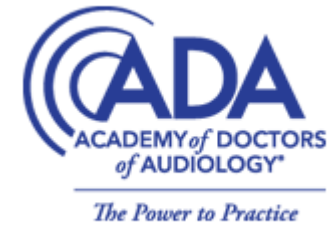
## MT10 Dissemination

- Peer reviewed publications
- Key influencers' organizations
- State and national professional hearing organizations
- Governmental entities





# Professional Partnerships





**PLEASE INVITE HIA BACK TO FAA IN 2019...**

***Thank You!***