



Peer-Reviewed Source: *The Better Hearing Institute MarkeTrak VIII*  
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## Three Valuable Reference Points:

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1. People with either mild or moderate-severe hearing loss were more likely to discuss their hearing with their family doctor (43% and 50%, respectively), followed by an ENT, audiologist, and hearing instrument specialist (HIS).
2. The most important social network influence is the family doctor; in fact, 1 in 5 people (21%) indicated they would be highly motivated to get hearing aids if their family doctor recommended hearing aids. Only about 15% would be highly motivated if they thought their job performance suffered or if their spouse recommended they get hearing aids.
3. Ten Points for Industry and Professional Consideration

In reflecting on the non-adopter population and factors that would, from their viewpoint, expedite the hearing aid adoption decision, the following issues [sic] stand out:

**Dearth of hearing testing opportunities.** Close to half of non-adopters have not had their hearing tested in the last 10 years, had it tested as a child, or never had their hearing tested. This finding is in line with previous publications on barriers to non-adoption of hearing aids. We hypothesize that, while they may be aware of their hearing loss, they have insufficient information to further pursue the journey to hearing help.

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*The information patients need and personal touch they deserve.*