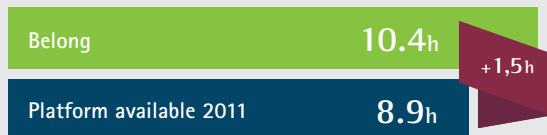


Wearing Time of Hearing Aids: Which are the Key Influence Factors?

Big data analysis by Phonak shows that the average daily wearing time of hearing aids is influenced by...



...the platform:



sample: 192,068 fittings

...the performance level:



sample: 192,063 fittings

...the form factor:



sample: 192,057 fittings

...the severity of the hearing loss:



sample: 196,394 fittings

Key Findings:

- ▶ Belong has a longer average wearing time than all other Phonak platforms.
- ▶ Premium products are worn significantly longer per day than basic hearing aids.
- ▶ Customized products are worn longer per day than RICs.
- ▶ Users with severe hearing loss wear their hearing aids 2 hours longer per day than users with mild hearing loss.

Calendar icon: Total difference in wearing time (hours per year):

547.5h

511h

146h

730h



Data Sourcing:

Approximately 500 participating hearing care clinics enabled a logging function in the fitting software Phonak Target to allow data collection from **more than 192,000 client fittings**. The information (personal data removed except age and gender*) contained audiogram, selected hearing aid, fitting and all fine-tuning changes across sessions, and data logging information.

*Contact for further information: claims@phonak.com