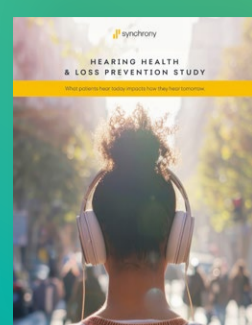


Here today to help more people hear tomorrow

While we know routine audiology care is an important part of consumer health, few people take action to preserve their hearing. The Synchrony Hearing Health & Loss Prevention Study revealed important insights into why people aren't prioritizing their hearing and what audiologists can do to help.



Read the full study at preventativehearinghealth.com

Consumers don't understand the impact.

71% were not aware of the connection between hearing loss and dementia.

Almost half of consumers say knowing this affects their decision to get their hearing checked.



There are misperceptions about hearing loss.

1 in 6 consumers believe hearing loss only affects older people.

Gen Z is more likely to think this than other generations.



There is no urgency to proactively protect hearing.

Only **10%** of consumers have visited an audiologist or other hearing health professional in the past year.

Regular hearing exams are low on the list of things people are willing to do to protect their health.



Those with a hearing device regret waiting to pursue care.

86% of hearing device users say they wish they had gotten a hearing device sooner.

1 in 4 said a loved one's recommendation would motivate them to pursue a hearing exam.

(Among those who have never discussed hearing with a health care professional)



Cost plays a role in prioritizing hearing health.

45% said they would be motivated to get their hearing checked if it was free.
(Among those who have never discussed hearing with a health care professional)

75% said they think hearing devices are at least somewhat expensive.
(Among those who are hearing impaired but do not have a hearing device)

Offering the CareCredit health and wellness credit card can help reduce barriers to care, motivate patients to get their hearing checked and pursue hearing devices.



We're in this together

CareCredit gives patients flexible financing to help them budget for audiology care and hearing devices. Plus, you get access to free resources to help people of all ages prioritize preventative hearing health.

 **CareCredit**
a Synchrony solution