



Caring for **All Adults**

The Headphone Generation and Beyond

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Agenda

Introduction and statistics

Insights from the Music Industry

Modernizing “hearing conservation”

Adults in the workforce

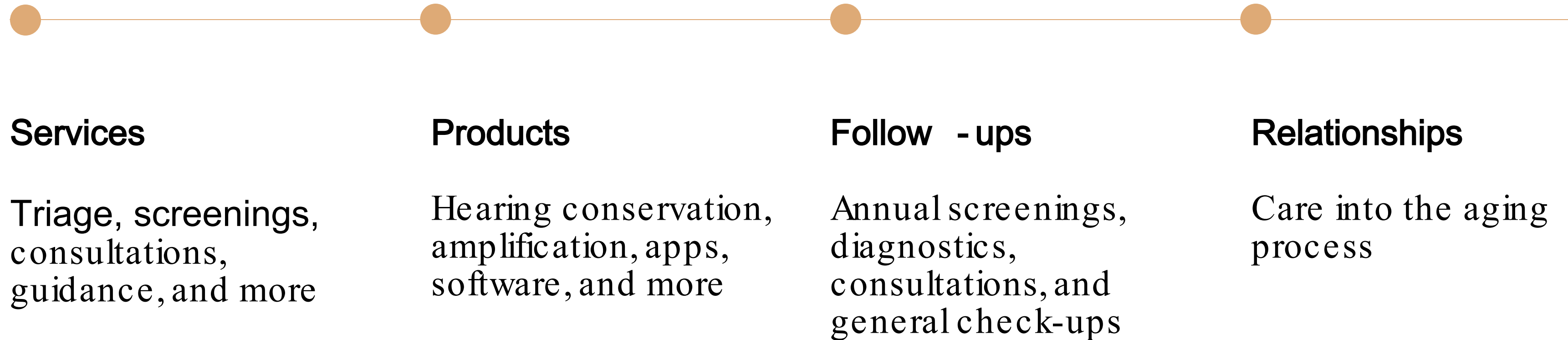
Introduction and statistics

Of the 50 million Americans with
hearing issues, 60% are in the
workforce

1 in 4 adults in the workforce suffer
from tinnitus

56% of USA counties don't have an
audiologist

What should the modern AuD/adult relationship look like?



The Music Industry

Home to many job types, many types of people, and all levels of “fame.”

Many audiologists work with (or want to work with!) this population

Work with this population has taught us a lot about how we practice



Lessons from music industry patients

Audiologists who work with music industry professionals surveyed (N 71)

Procedure	Without CEUs	With CEUs
Pure Tones	41%	86%
Education	65%	97%

Lessons from music industry patients

Audiologists who work specifically with in-ear monitors surveyed (N 400)

- 50% don't routinely offer education
- 90% consider IEMs protective devices with over 50% believing they have limiters
- 75% offered no verification or follow up
- 60% felt they needed additional training

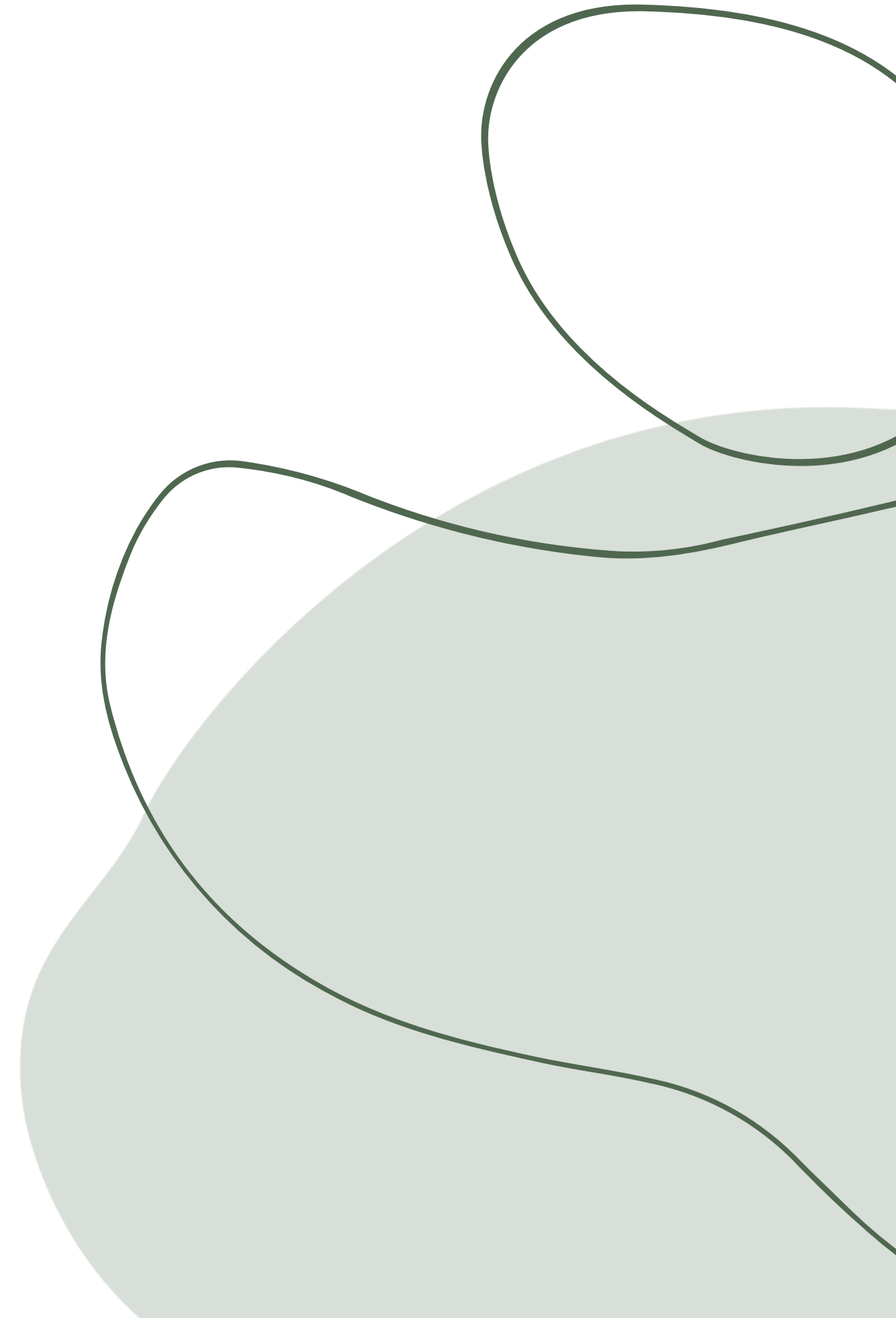
We can raise our standards!

Meet each patient where they are, but also **ADVOCATE** for ourselves and our abilities!

Make ourselves invaluable

Stand apart from products to create lasting relationships

(Example: in ear monitor output level measurements)



Traditional hearing conservation

Regulated (OSHA 1910.95)

The decibel safety scale is 75% protective, and more of a legal liability scale

Purpose is to prevent NIHL

Modernizing “hearing conservation”

- 1 Monitoring of employee noise exposures
- 2 The institution of engineering, work practice, and administrative controls for excessive noise
- 3 The provision of each overexposed employee with an individually fitted hearing protector with an adequate noise reduction rating
- 4 Employee training and education regarding noise hazards and protection measures
- 5 Baseline and annual audiometry
- 6 Procedures for preventing further occupational hearing loss by an employee whenever such an event has been identified
- 7 Recording keeping

Current state of non regulated hearing conservation

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Clinical encounters primarily driven by product (musicians, hunters, concertgoers)

Attendance at health fairs, trade shows (earplugs and ear impressions)

Purpose is often to attract patients for hearing aids or other sales

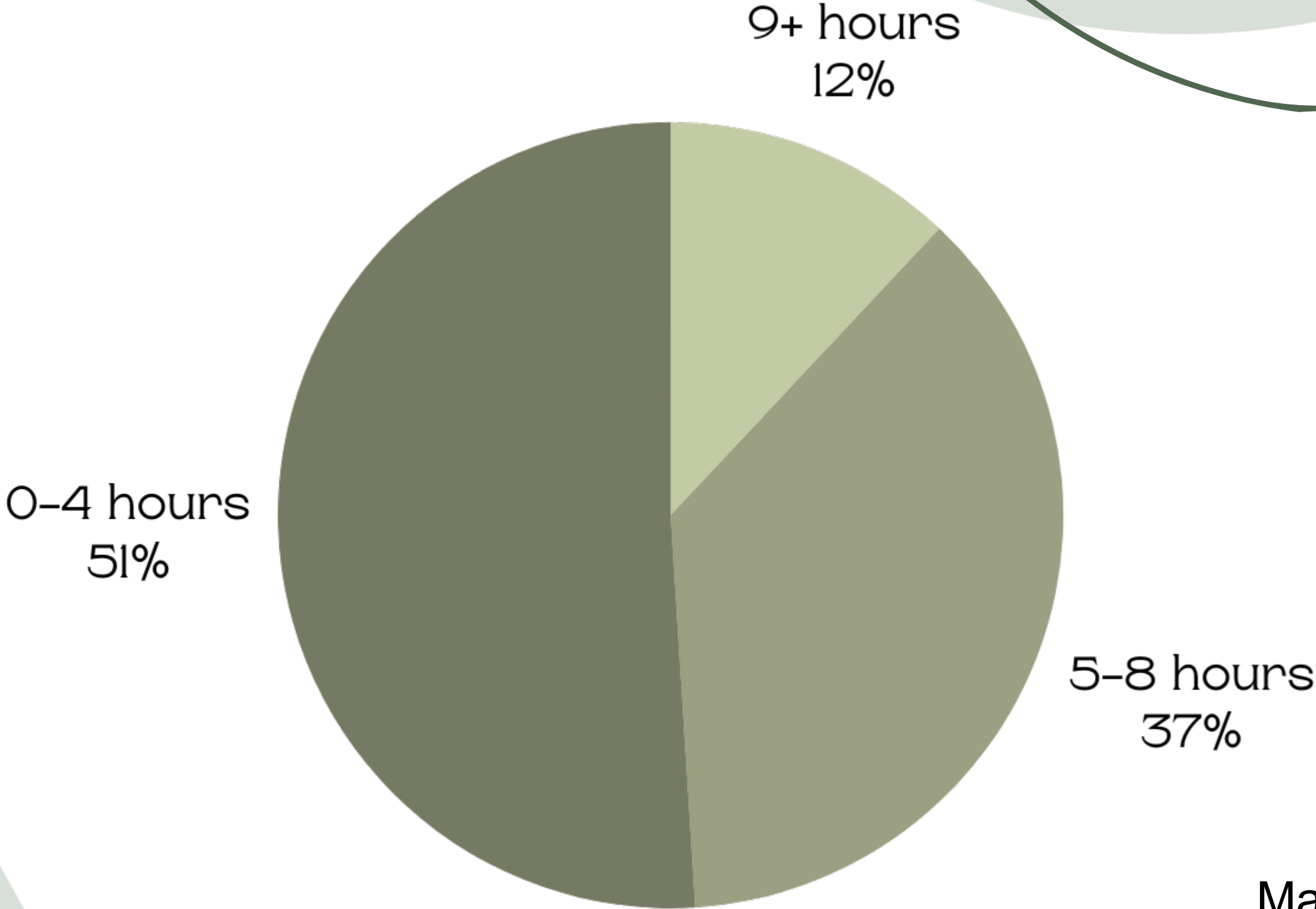
Adults in the workforce

Survey study of 353 workers, ages 20 -65

Variety of jobs, racial identities, and locations within the USA

Data showing full -time remote and hybrid workers only (N 233)

Estimated hours of earbud/headset/headphone use per day



Presence of listening fatigue at end of the workday

Yes



No



0 10 20 30 40 50 60

52% admitted to taking additional
breaks due to auditory fatigue

49% have >5 hrs of work-related
headphone use per day

43% disclosed having tinnitus

26% had tinnitus increase since
remote work began

Example

42 - year - old female

Wellness - minded

Noticing listening fatigue during work, as she is on meetings 5+ hours a day

She doesn't have any hearing issues, but she doesn't like to go out anymore because she "can't hear her friends" because "it's always so noisy."

Example

She thinks that “audiologists are for old people who need hearing aids.”

She just learned she has a hearing benefit through her employer

Since it's convenient and covered, she checks it out

) **tuned**

What is Tuned?

A teleaudiology benefit with a mission of making hearing care as accessible as dental and vision benefits

NOTE: “hearing care,” and not “discounted hearing aids”

Average age, between 35 -45 years old

Back to the example...

She passes a 3-part, validated hearing screening

Spends 30-minutes speaking with a Doctor of Audiology

Learns how to protect her hearing, EQ her computer for work meetings, and use her AirPods to improve signal to noise ratio

Questions

How do patients bring value to a practice?

How does this particular patient bring value to a practice?

What are 2 things you can do to start interacting with this population next week?

Closing

Audiology is rapidly changing

We have more opportunities now than ever!



Thank you!