

# **Making History: The NAS Report Explained**

HLAA Webinar

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# Presenters



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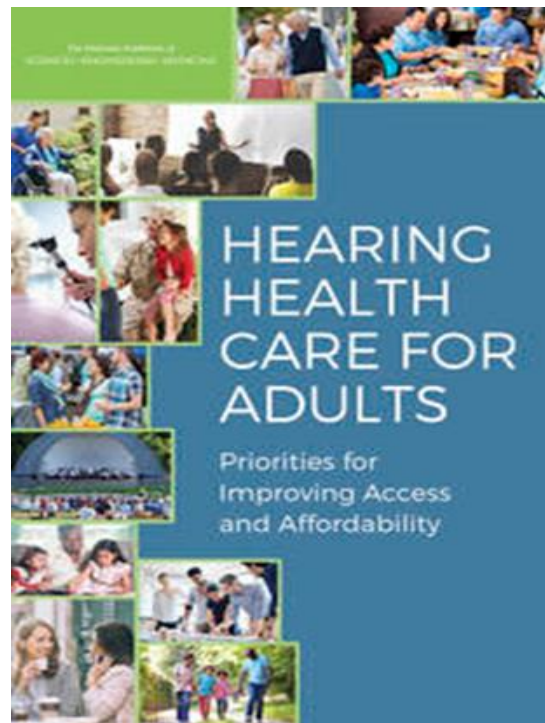


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# National Academy of Sciences, Engineering and Medicine



# National Academy of Sciences (NAS)

- The National Academy of Sciences, the National Academy of Engineering, and the National Academy of Medicine (formerly the Institute of Medicine), work together to provide objective analysis and advice to the nation and conduct other activities to solve complex problems and inform public policy decisions.

# NAS

- The National Academies' service to government has become so essential that Congress and the White House have issued legislation and executive orders over the years that reaffirm its unique role.

# HLAA's role

- HLAA, the only consumer sponsor
- Taking the lead in public awareness
- Advocating for adoption of the regulations

# National Academy of Medicine

- National Academy of Medicine (NAM) advises the nation on medical and health issues
- Established under the Charter of the National Academy of Sciences

# Accessible and Affordable Hearing Healthcare

- NAM Consensus Committee recently focused its attention on the accessibility and affordability of hearing health care
- June 2, 2016 published its report with findings and 12 recommendations
- For a copy of the report and more resources [www.nas.edu/hearing](http://www.nas.edu/hearing)



# Hearing Health Care for Adults

- The committee recommends key institutional, technological, and regulatory changes that would enable consumers to find and fully use the appropriate, affordable, and high-quality services, technologies, and supports they need.

# Hearing Health Care for Adults: Recommendations

1. Improve population-based information on hearing loss and hearing health care
2. Develop and promote measures to assess and improve quality of hearing health care services
3. Remove FDA regulation for medical evaluation or waiver of that evaluation prior to hearing aid purchase

# Hearing Health Care for Adults: Recommendations

4. Empower consumers and patients in their use of hearing health care
5. Improve access to hearing health care for underserved and vulnerable populations
6. Promote hearing health care in wellness and medical visits for those with concerns about their hearing

# Hearing Health Care for Adults: Recommendations

7. Implement a new FDA device category for over-the-counter wearable hearing devices
8. Improve the compatibility and interoperability of hearing technologies with communications systems and the transparency of hearing aid programming
9. Improve affordability of hearing health care by actions across federal, state, and private sectors

# Hearing Health Care for Adults: Recommendations

10. Evaluate and implement innovative models of hearing health care to improve access, quality, and affordability
11. Improve publicly available information on hearing health
12. Promote individual, employer, private-sector, and community-based actions to support and manage hearing health and effective communication

# HLAA and NAS Recommendations

- HLAA has been and will be advocating for adoption of the recommendations
  - Medical Waiver
  - OTC hearing devices
  - Standards for and educating consumers about PSAPs and OTC devices
  - Public Awareness Campaign

# Over-the-Counter Hearing Aid Act of 2016

- Senators Elizabeth Warren (D-Mass.) and Chuck Grassley (R-Iowa) introduced a bill to provide for the regulation of over-the-counter (OTC) hearing aids Dec 1, 2016.
- The “Over-the-Counter Hearing Aid Act of 2016” would make some types of hearing aids available over the counter and remove many of the barriers for consumers who could benefit from hearing aids.

# Over-the-Counter Hearing Aid Act of 2016

- Only 20 % of people who need hearing aids purchase them: something must change.
- Technology here today for “out of the box” self-fitting hearing devices
- Possible to build a more affordable, quality, safe hearing device sold directly to consumers



# Over-the-Counter Hearing Aid Act of 2016

- OTC devices open pathways for people who would not otherwise get help for their hearing loss.
- Audiologists and hearing instrument specialists turning to transparent pricing that unbundles the cost of the device from the cost of services will be able to continue to provide skilled services to everyone, including people who can benefit from OTC devices.

# Over-the-Counter Hearing Aid Act of 2016

- We believe the hearing health care industry is at a crossroads; we must seize this opportunity to ensure that people who want do something about their hearing loss are not prevented from doing so by cost or accessibility.

# Food and Drug Administration

- The Food and Drug Administration (FDA) announced that they do not intend to enforce the requirement that individuals 18 and up receive a medical evaluation or sign a waiver prior to purchasing most hearing aids.
- HLAA will continue to work with the FDA on regulations for both OTC and heading aids

# Consumer Technology Association

- CTA standards for PSAPs
- In the process of getting these voluntary standards adopted
- When adopted, HLAA will educate consumers on how to find products that are using the standards

# Public Awareness

- HLAA is also taking the lead on a public awareness campaign
- We will be working with co-sponsors and key stakeholders to get the word out about hearing health

# Federal Trade Commission

- “Now Hear This: Competition, Innovation, and Consumer Protection Issues in Hearing Health Care” Workshop to be held in April 2017
- The Federal Trade Commission (FTC) announced that it is hosting a workshop to examine several crucial issues raised by hearing health and technology, particularly hearing aids and devices with similar functions and features.



*The Nation's Voice for People with Hearing Loss*



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