

By Brenda Battat



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## From the Executive Director's Desk

**The Survey Results Are In:**  
*Here's what you said about the cost of hearing aids*

**H**HLAA ran a survey on our website April-June 2011 to find out how much people were paying for their hearing aids, how they were paying for them, and whether they found the prices to be reasonable.

- 667 people responded and of those, 99% used one hearing aid, and 75% used two
- 57% paid for their hearing aids out-of-pocket; 57% paid more than \$2,000
- 46% said the price was more, or much more, than they were expecting; another 46% said it was about what they were expecting
- 63% thought the cost was either too much or way too much

To the question, "Did you ask if less expensive hearing aids were an option for you?"

- 56% said no
- 44% said yes
- 47% were told that, "Cheaper options are available but are not an option for you."

Being an educated consumer is very much a part of self-help, which is the founding philosophy of HLAA. As consumers we should know what we are getting for our money as well as what a hearing aid costs. What features are included in a premium aid and do they fit our lifestyle needs? If we cannot afford a premium aid what features will we have to give up to get a mid or entry-level aid and will it actually be workable for us?

Whenever we shop for big ticket items we have a budget in mind that we try to keep to. With a hearing aid purchase, we need to be informed of the different price point options and what features we are getting; so we can consider them when selecting a hearing aid with our hearing health care provider.

To learn more about the differences among premium, mid and entry-level aids turn to page 30 for an overview by Brad Ingraio. **HTM**

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