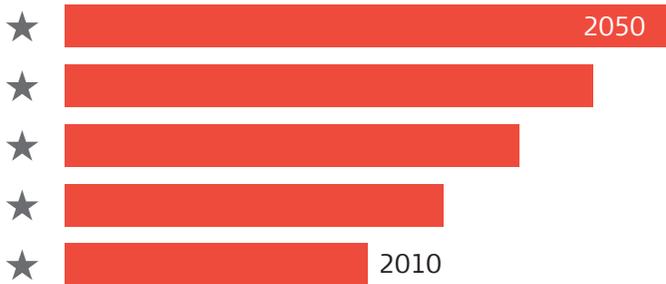


# There are more than **40 MILLION AMERICANS** Over the age of 65

representing 13% of the U.S. population. More people were 65 years and over in 2010 than in any previous census.

> Between 2000 and 2010, the population 65 years and over increased at a faster rate (15.1%) than the total U.S. population (9.7%).

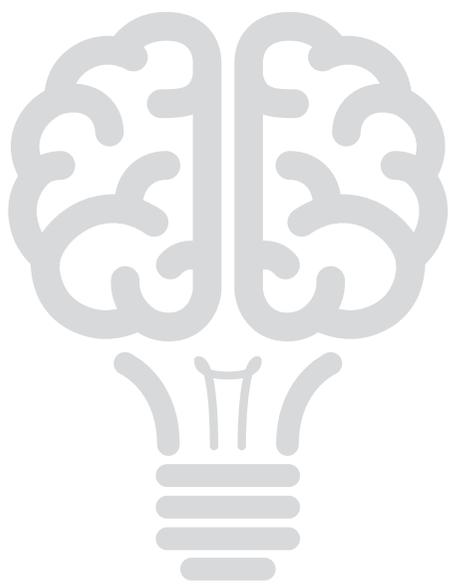


Between 2010 and 2050, the United States is projected to experience rapid growth in its older population. In 2050, the number of Americans aged 65 and older is projected to more than double to 88.5 million.

**Almost 50 million Americans** have hearing loss in at least one ear.

Hearing loss becomes more prevalent with age; hearing impairment occurs in about

- 18%** of American adults between ages 45 and 54
- 30%** of American adults between ages 65 and 74
- 47%** of American adults ages 75 and older

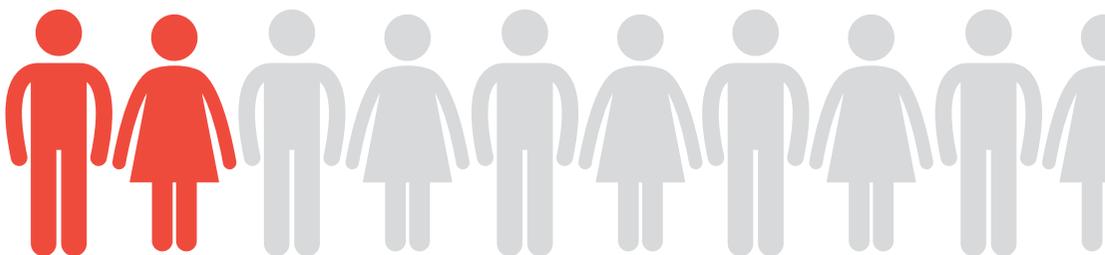


Over a six-year study, the cognitive abilities of older adults (ages 75 to 84) with hearing loss declined **30% to 40% FASTER** than in older adults whose hearing was normal.

On average, older adults with hearing loss developed a significant impairment in their cognitive abilities **3.2 YEARS SOONER** than those with typical hearing.



**ONLY 10-20%** of people with hearing loss have ever used **HEARING AIDS**



> 20-29% of patients who have used hearing aids at some point stop using them.

When hearing deficits progress beyond the ability of hearing aids to produce meaningful benefit, a **cochlear implant (CI)** provides an alternative hearing rehabilitative modality by stimulating the auditory nerve and nervous system directly.

Estimates indicate **150,000** adults over 70 in the United States likely have hearing loss of a severity that would meet cochlear implantation candidacy criteria. Research has shown that older adults who receive cochlear implants often **successfully regain their lost sense of hearing.**

SOURCES: US Census, Hearing Health Foundation, National Institute of Health, Hearing Loss Association of America.



The cost of cochlear implants are covered by **MOST** insurance plans.

Research shows that they improve the quality of life and are therefore cost-effective interventions. Worldwide hearing implant manufacturer MED-EL is at the forefront of research and development of hearing implant solutions for older adults.

**MEDICARE** also covers cochlear implants.