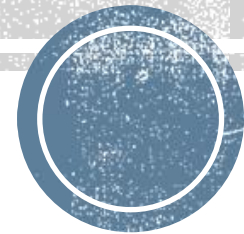


Perceptions of Internet-based Delivery for Hearing Aids in a Singaporean Population

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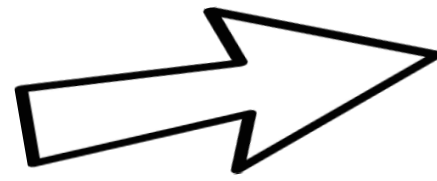


Background



- Hearing loss is a common disability
- **Low hearing aid uptake** and **limited model of hearing aid delivery**
- The traditional model: clinician-based delivery of hearing aid
- **Lack of studies** that investigate different hearing aid delivery models
 - Chandra and Searchfield (2016) explored the perceptions toward internet-based delivery of hearing aids in New Zealand.

Study Aims



Reasons for participants' **favourable** perceptions

Reasons for participants' **negative** perceptions

Perception of current hearing aid users toward internet-based delivery of hearing aid(s) in Singapore

Methodology

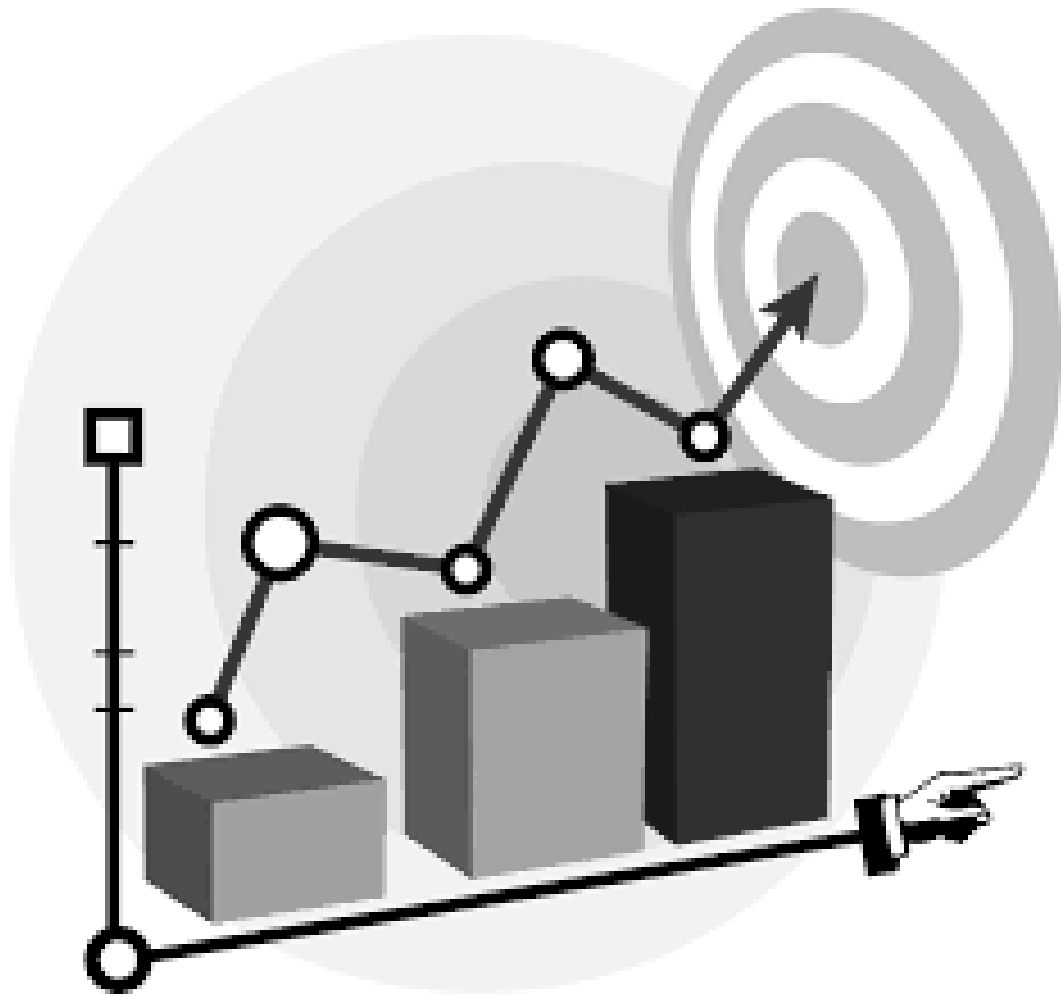
- Population-based, descriptive
- Target: 100 participants (four local privately owned hearing clinics)
- Anonymous questionnaire procedure
- Questionnaire consisted of 4 areas:
 - Demographic
 - Hearing aid purchase
 - Familiarity with the internet
 - Reasons of favourable and negative perception



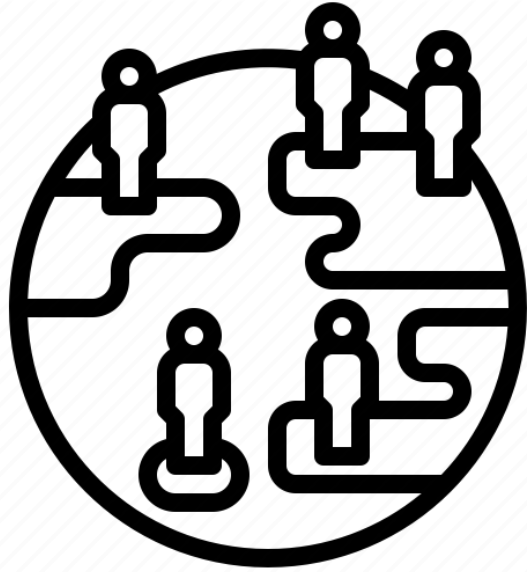
Methodology

- Inclusion criteria:
 - 21 years old and above
 - Singapore residents
 - Current hearing aid users
 - Using hearing aids for at least 1 year
 - Able to read English or Chinese
- Exclusion criteria:
 - Incomplete questionnaire





Results & Discussion



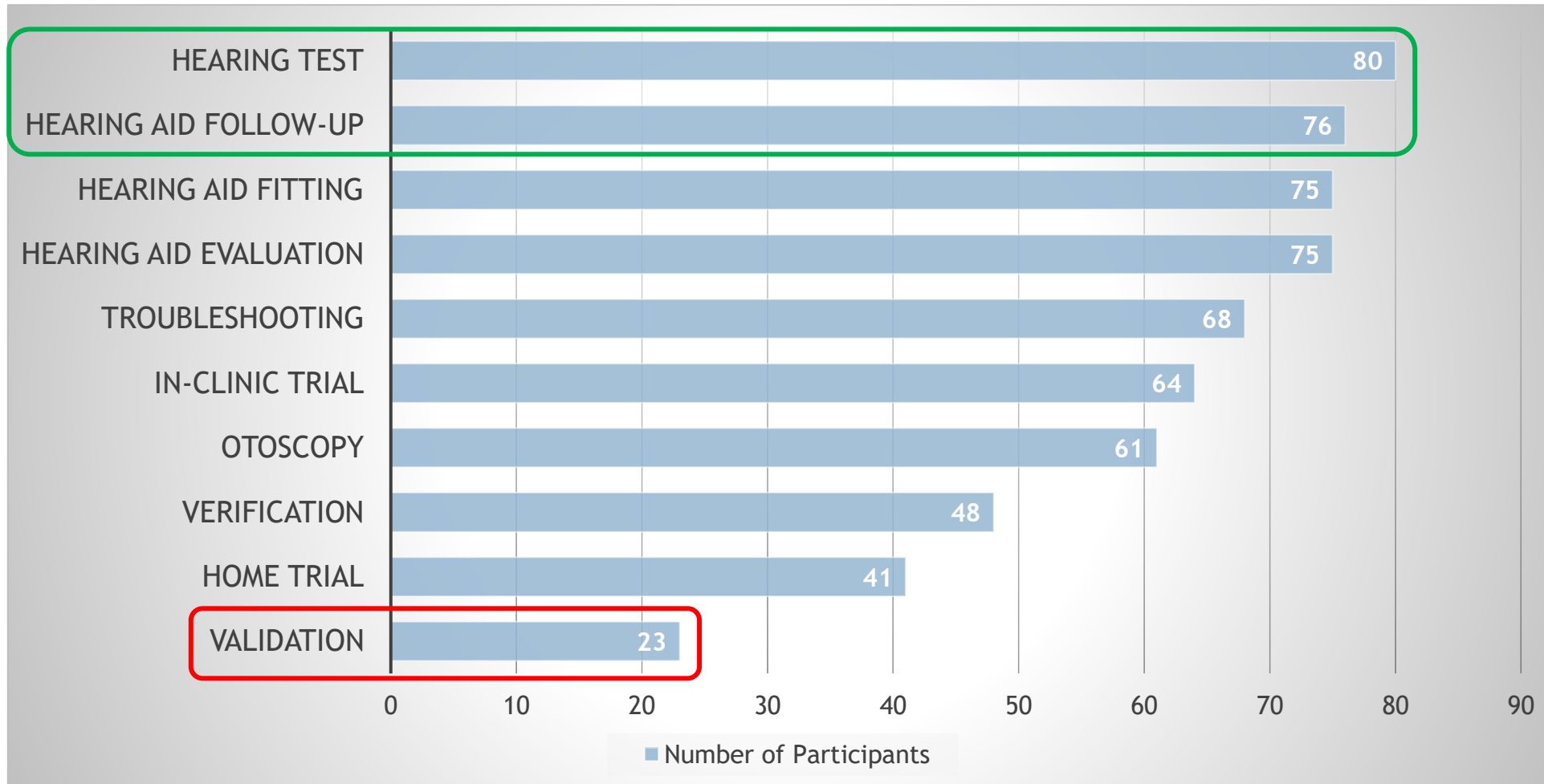
Age range:
22 - 98 years old

Mean:
63 (± 18) years old

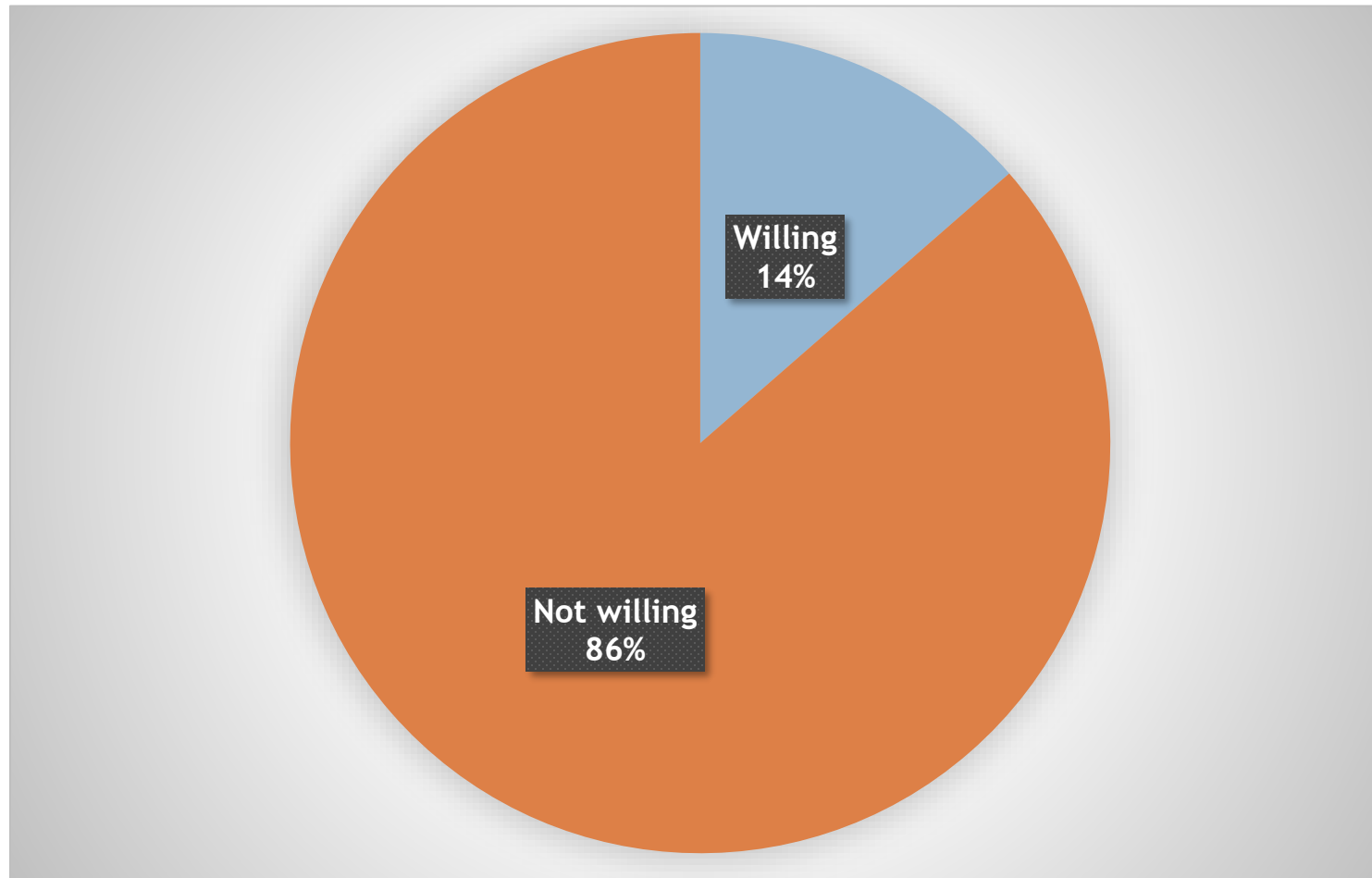
Profile of study population (n=81)

Variables	Categories	<i>n</i>	%
Gender	Male	33	41
	Female	48	59
Educational level	No formal education	2	3
	Primary school	5	6
	Secondary school	24	30
	A level	6	7
	Diploma	12	15
	University	27	33
	Master degree	5	6
	Doctorate / PhD	0	0
Income	≤ \$40,000	45	55
	\$40,001 – \$80,000	21	26
	\$80,001 – \$120,000	7	9
	\$120,001 – \$160,000	4	5
	Above \$160,000	4	5

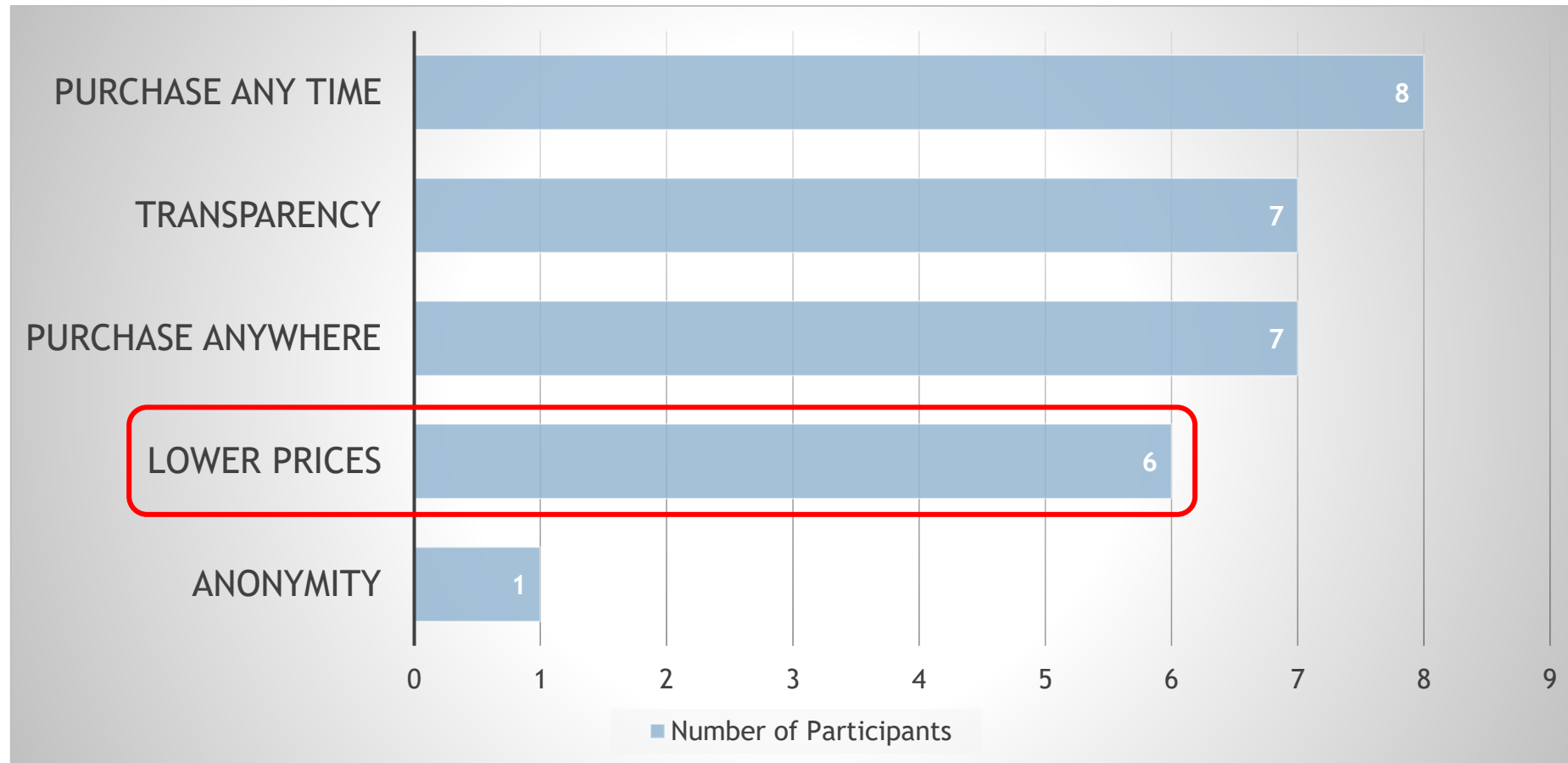
Clinician-based delivery of HA services (n=81)



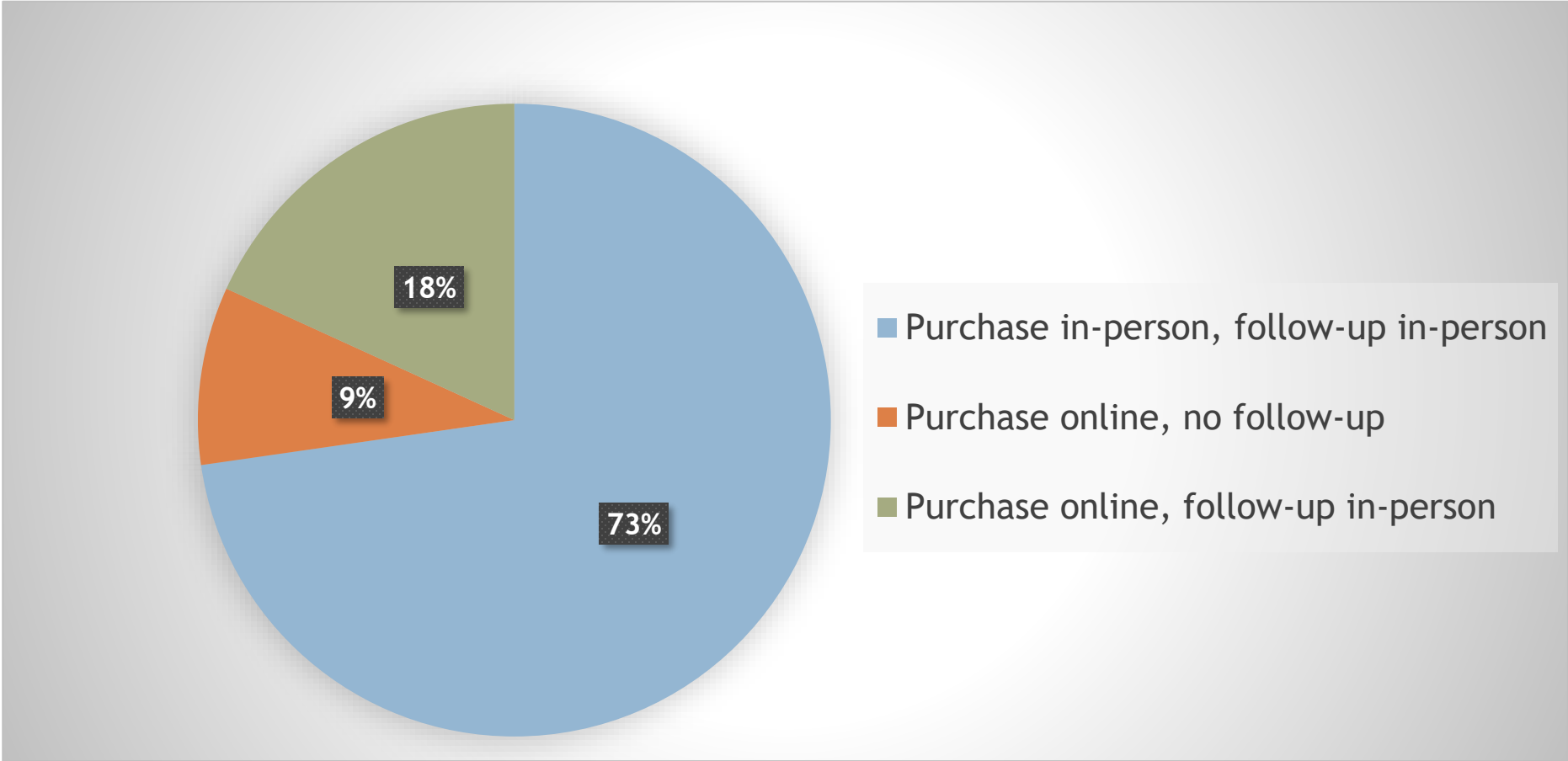
Willingness to purchase HA online (n=81)



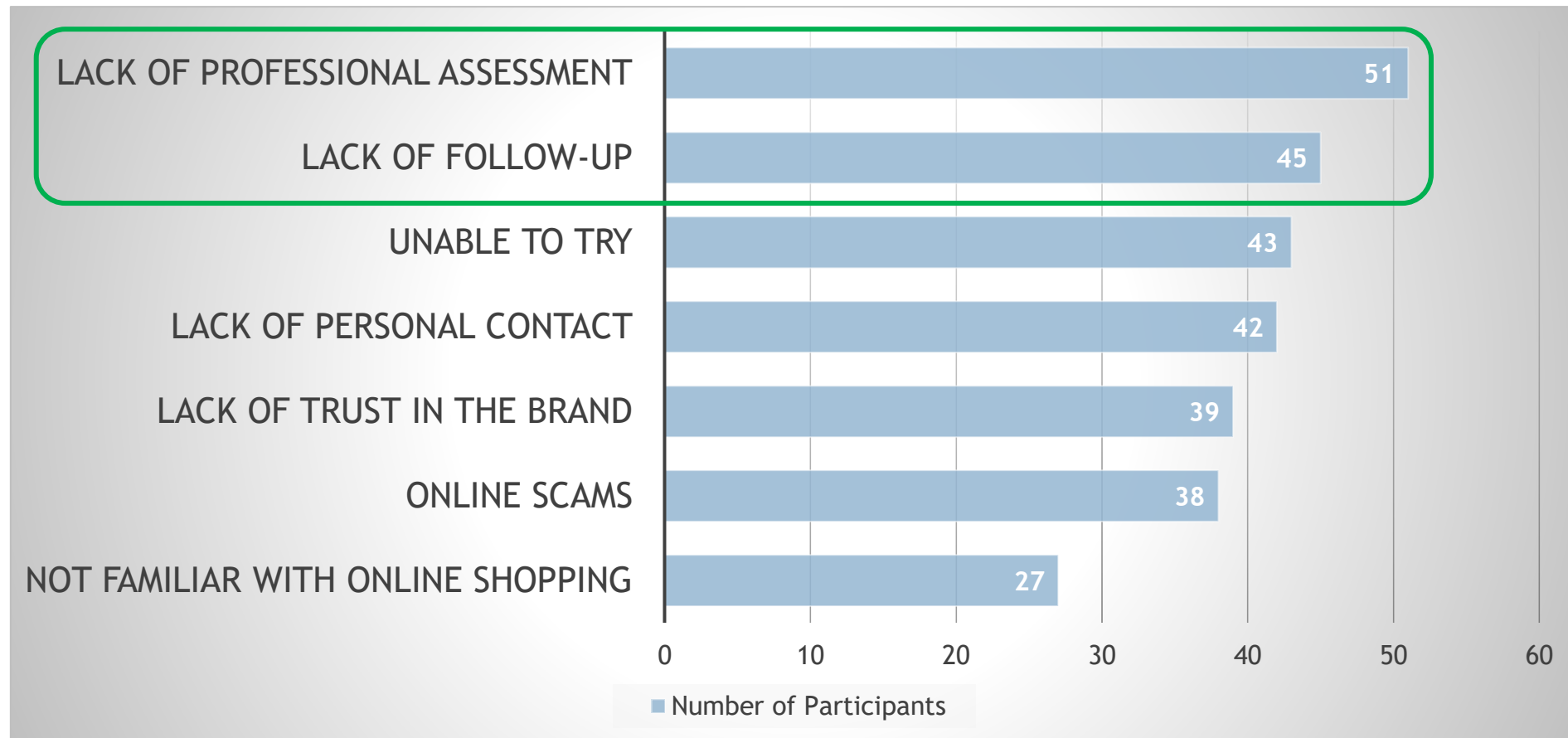
Reasons of participants' favourable perception (n=11)



Preferred model of HA delivery (n=11)



Reasons of unwillingness to purchase HA online (n=70)



Limitations

- Small sample size
- Closed-set questionnaire
 - Less personalized



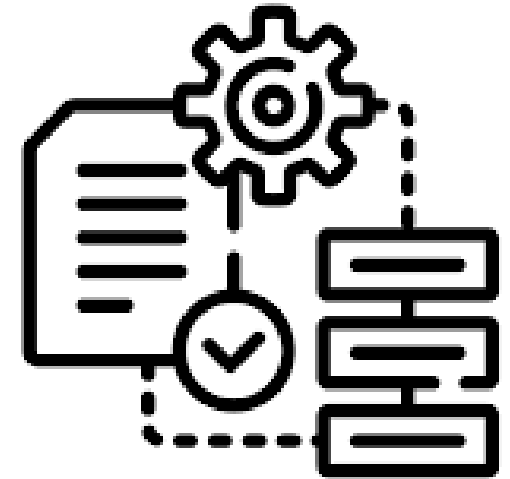
Future Work

- Bigger sample size
 - Evaluate how variables affect the perception
- Conduct the same study in hospitals
- Research on other populations
 - Potential hearing aid users
 - Audiologists



Conclusion

- The majority of the participants would not choose internet-based delivery for hearing aids, mainly due to lack of professional assessment and follow-up services.
- Understanding the perceptions from different populations can help to guide the future development of hearing aid delivery services to maximize benefits for patients while maintaining high standards for audiologists.
- A new model of hearing aid delivery could be researched and established to suit local population.





Thank you!

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