

Trend flash for journalists

Individualized hearing experiences

Life is not one size fits all. There's not a carbon copy of a person. Standard is not enough. Individualization is where true value lies. An experience inspired and shaped by the person is truly unique, creating a personal and emotional connection.

Here are snapshots of the factors driving the strong need for individualization in hearing care.



ReSound portfolio

The most individualized hearing solution for every person.

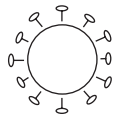
Social

VUCA ENVIRONMENT



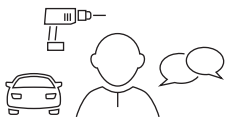
We live in a VUCA world: volatile, uncertain, complex, and ambiguous. In this environment, people value empowerment, seeking out engaging products that help them grow, develop, acquire new skills, be active and resilient, and stay in the workforce for longer.

A GLOBAL PANDEMIC



The Covid-19 crisis impacts how we connect with others, and is creating new ways of providing care, doing business, getting work, and thriving in daily life. People around the world appreciate relationships more. Hearing well is vital in this cultural context, also in the 'new normal' and beyond.

BEING PRESENT



Sound is everywhere, as is noise. Feeling heard and being a good listener are harder than ever. Everyone wants to stay present and some of our biggest health fears are centred around absence, either physically or due to cognitive decline such as dementia. Cutting through the noise is crucial. Human engagement is now a luxury.¹

People

YOUTHFUL SENIORS



Those in the 60+ club have a zest for life and are refusing to be defined as 'old' or be treated as a package of people. The power of the individual is stronger than ever. Prioritizing wellbeing and healthy aging and a renewed appreciation of life are expected post-coronavirus² – the switch to remote care solutions during the pandemic proved a start of this turning point.

YOUNGER GENERATIONS



The latest global data shows that 1.1 billion teenagers and young adults are also at risk of hearing loss³, which is linked to dementia and other diseases as they age. For these generations used to personalization, it's natural for them to expect that a solution to help their hearing loss will be individualized to them.

Values

HIGHER EXPECTATIONS



Being the best of the best no longer cuts it. The best is expected as standard. People's expectations are getting higher as they seek something unique that inspires them. Rapid advancements in digital technology are enhancing the customer experience to meet these needs, helping to raise service levels, and providing more personal touchpoints with a company.⁴

TRANSFORMATION



Value and satisfaction have new meanings: the promise of personal achievement and life-enhancing transformation over material possessions, to help the person grow, bring moments alive and reconnect with what matters to them.

PARTICIPATION



Co-creation between the product or company and the person is a beautiful thing that fosters loyalty, from participating in optimizing features or product development to inspiring new virtual after-care services. It's about moving with the times and the person's own evolution.

Hearing

STRONG NEED FOR INDIVIDUALIZED SOUND



The way a person hears sound is unique to them, like a fingerprint. Yet artificial sound and lack of individualization stop people from getting hearing aids.

NEGLECTION OF MILD HEARING LOSS



People with mild hearing loss account for 61% of all people with hearing loss⁵, and they are the least likely to use hearing aids.⁶ Yet even mild hearing loss is associated with increased comorbidity and cognitive decline, something early treatment can alleviate.⁷

LONELINESS AND RECONNECTING WITH PEOPLE



25 million people over age 60 suffer from chronic loneliness.⁸ Untreated hearing loss is linked to decreased participation in social activities, fewer friends, decreased sense of control over the person's own social life, loneliness, and depression.⁹ Treating hearing loss helps!

WELCOME EVERY NEED

From our revolutionary ReSound ONE™ with M&RIE to new ReSound Key™ hearing essentials, explore the full portfolio of individualized hearing solutions with natural sound:

www.resound.com/en/hearing-aids/resound-hearing-aids



¹ "Human contact is now a luxury good." The New York Times. Nellie Bowles 2019

² "These are the consumer trends currently energised and paused by Coronavirus." Forbes. Paul Armstrong 2020

³ "Deafness and hearing loss." World Health Organization 2020

⁴ "How digital technology enhances the customer experience." The Telegraph, Business. Chris Price 2019

⁵ Mild hearing loss in at least one ear. Prevalence of hearing loss by severity in the United States. American journal of public health. Goman & Lin 2016

⁶ World Health Organization 2000.

⁷ "Hearing loss and incident dementia." Lin et al 2011

⁸ "Widening circles to keep seniors connected." Progress Health. June 2020

⁹ EuroTrak UK 2018