

# Association Between Hearing Aid and Cochlear Implant Internet Searches with Media Campaigns and Federal Announcements



Daniel R. S. Habib BA<sup>1</sup>, Anthony E. Bishay BS<sup>1</sup>, Alexander J. Langerman MD SM FACS<sup>2</sup>, Kareem O. Tawfik MD<sup>2</sup>

<sup>1</sup> Vanderbilt University School of Medicine; <sup>2</sup> Vanderbilt University Medical Center, Department of Otolaryngology – Head and Neck Surgery



## Introduction

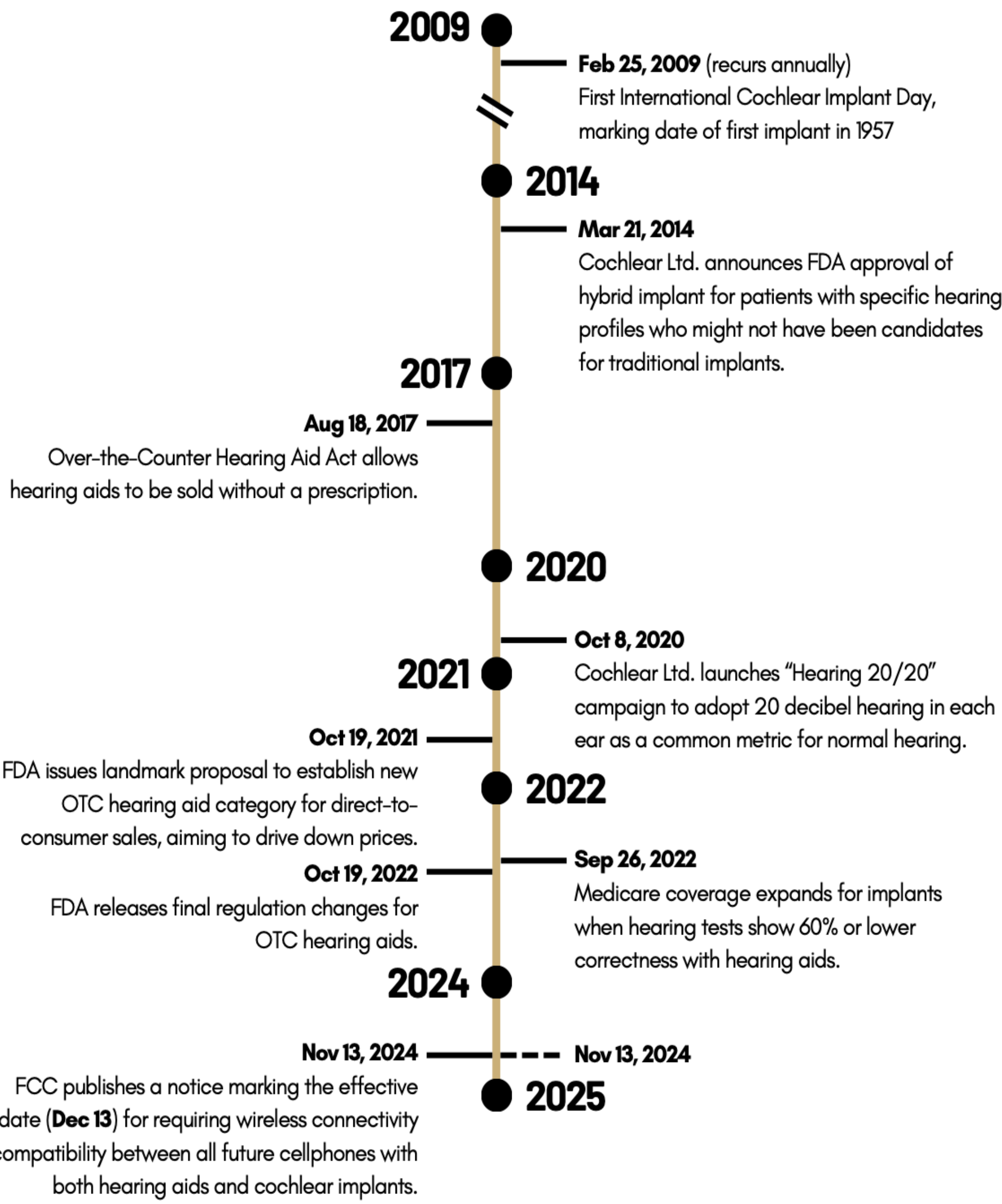
- While 21% of eligible candidates use hearing aids (HAs), 2.1%-12.7% receive a cochlear implant (CI).<sup>1,2</sup>
- Knowledge gaps and costs are two of the primary factors for underutilization.<sup>3,4</sup>

### Aims

- Quantify United States internet relative search volumes (RSVs) as a proxy for HA and CI general awareness around relevant events
- Compare HA and CI cost estimates

## Hearing Aids

## Cochlear Implants



## Methods

- Collected *Google Trends* RSVs of “hearing aids” and “cochlear implant” normalized to peak volume
- Compared average RSVs of event (2w before and after) and non-event periods per device using Welch’s t-tests
- Extracted Medicare data to calculate charge estimates

## Outcomes

- HA and CI RSVs, average (standard deviation [SD])
- Estimated HA and CI costs

## Discussion / Conclusion

### Limitations

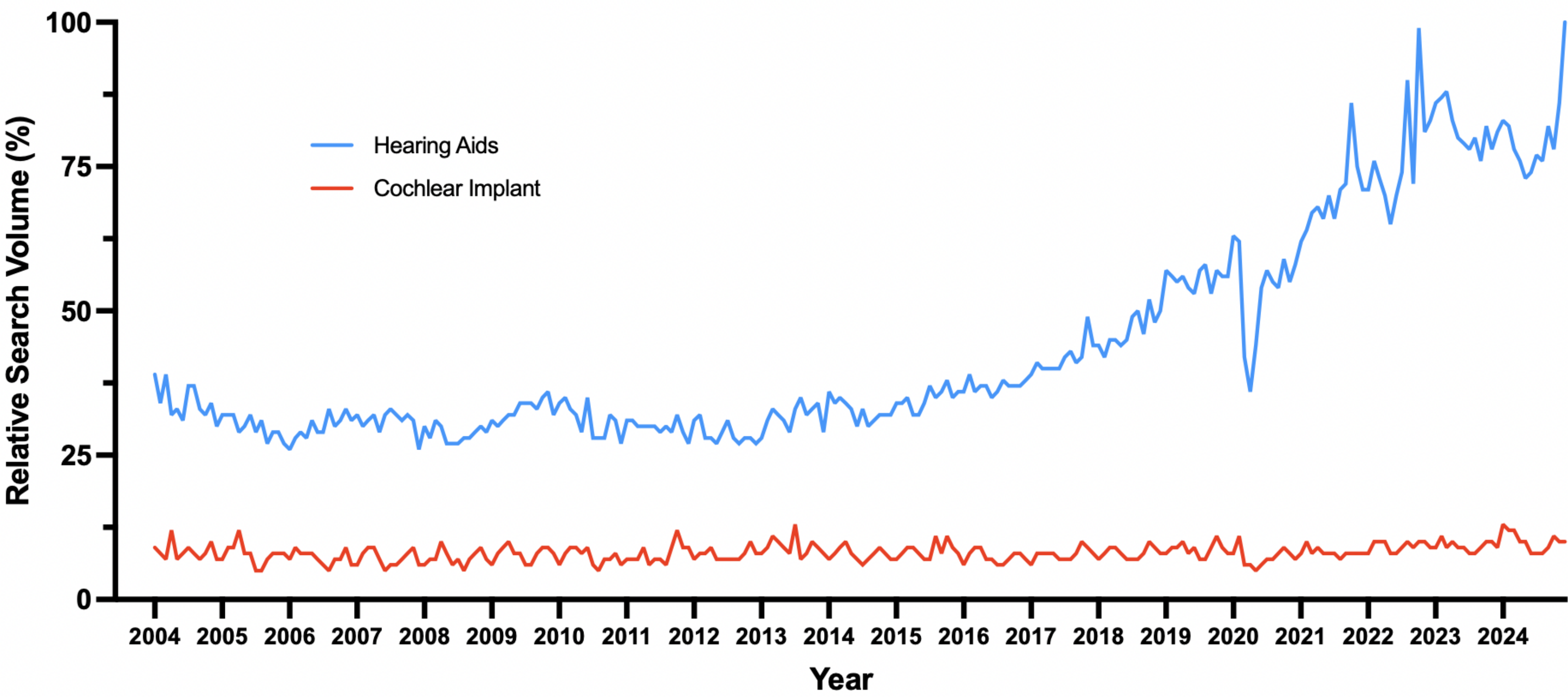
- Google Trends* measures RSVs—not true public awareness—and cannot infer causality; results may be skewed by search term choices and user demographics.
- HA and CI comparisons may be limited by differences in indications and accessibility.

### Conclusions

- Unlike CIs, HAs exhibit steadily rising internet activity and substantially cheaper costs.
- Certain campaigns and policies were associated with increased RSVs while others were not.
- More effective public awareness and government strategies are needed to close knowledge and access gaps.

## Results

**Figure 1. United States RSVs for “Hearing Aids” and “Cochlear Implant” from Jan 2004 to Dec 2024**



- From 2004-2024, HA RSV increased from 37% to 100% while CI RSV remained below 13%.

**Table 1. Hearing Aid and Cochlear Implant RSVs Around Relevant Events**

Event	HA Event RSV, Average (SD)	HA Year RSV, Average (SD)	P Value	CI Event RSV, Average (SD)	CI Year RSV, Average (SD)	P Value
First International CI Day (Feb 2009)	79.0 (1.9)	83.5 (6.5)	<.001	21.7 (1.2)	20.3 (4.5)	.093
Hybrid Implant FDA Approval (Mar 2014)	94.0 (3.8)	90.9 (28.6)	.144	27.0 (3.9)	22.1 (3.9)	.045
OTC HA Act (Aug 2017)	80.0 (4.4)	81.4 (5.1)	.535	13.8 (1.5)	15.1 (2.4)	.121
“Hearing 20/20” Campaign (Oct 2020)	89.8 (3.8)	82.8 (11.8)	.001	14.3 (0.8)	12.2 (9.1)	<.001
New FDA OTC HA Category (Oct 2021)	92.3 (5.8)	78.4 (7.0)	.001	9.8 (0.8)	9.5 (1.5)	.456
International CI Day (Feb 2022)	41.3 (1.5)	44.3 (9.7)	.045	6.0 (0.9)	5.6 (0.8)	.360
Medicare Expands CI Coverage (Sep 2022)	43.0 (2.5)	44.3 (9.7)	.453	6.0 (0.7)	5.6 (0.8)	.310
Final OTC HA FDA Regulations (Oct 2022)	56.5 (21.8)	44.3 (9.7)	.235	6.5 (0.5)	5.6 (0.8)	.008
International CI Day (Feb 2023)	88.0 (2.1)	80.8 (7.0)	<.001	10.6 (0.9)	10.1 (1.3)	.327
International CI Day (Feb 2024)	73.0 (3.1)	73.8 (7.5)	.633	11.8 (0.4)	9.7 (2.6)	<.001
FCC Wireless Connectivity Date (Nov 2024)	81.7 (9.5)	73.8 (7.5)	.099	9.8 (1.0)	9.7 (2.6)	.777

FCC: Federal Communications Commission; FDA: U.S. Food and Drug Administration; OTC: Over-the-counter

### Expected RSV increases

- Hybrid CI approval (Mar 2014)
- “Hearing 20/20” Campaign (Oct 2020)
- New OTC HA category (Oct 2021)
- International CI Day (Feb 2024)

### No RSV increase

- International CI Day (Feb 2009, 2022, 2023)
- FCC announcing when cell phones must have wireless connectivity to HAs and CIs (Nov 2024)

**Table 2. Estimated Costs of Hearing Aids and Cochlear Implants**

Care Component	Prescription Hearing Aid Costs		Cochlear Implant Costs	
	Submitted (SD)	Post-Reimbursement (SD)	Submitted (SD)	Post-Reimbursement (SD)
Evaluation <sup>5</sup>	\$234.00 (\$75.39)	\$61.70 (\$5.93)	\$234.00 (\$75.39)	\$61.70 (\$5.93)
Device <sup>3,4</sup>	\$4,800	\$0	\$34,200	-
Implant Surgery <sup>5</sup>	-	-	\$10,431.03 (\$7,985.45)	\$2,800.55 (\$2,737.68)
Programming <sup>5</sup>	-	-	\$366.80 (\$94.81)	\$114.06 (\$10.94)

- Compared to the \$5,000 cost of prescription HAs, CI submitted charges totaled \$45,000.

## References

- Nassiri AM, Ricketts TA, Carlson ML. Current Estimate of Hearing Aid Utilization in the United States. *Otol Neurotol Open*. 2021;1(1):e001. doi:10.1097/ONO.0000000000000001
- Nassiri AM, Sorkin DL, Carlson ML. Current Estimates of Cochlear Implant Utilization in the United States. *Otol Neurotol*. 2022;43(5):e558-e562. doi:10.1097/MAO.0000000000003513
- Sorkin DL. Cochlear implantation in the world’s largest medical device market: Utilization and awareness of cochlear implants in the United States. *Cochlear Implants Int*. 2013;14(sup1):S12-S14. doi:10.1179/1467010013Z.000000000076
- Marcos-Alonso S, Almeida-Ayerve CN, Monopoli-Roca C, et al. Factors Impacting the Use or Rejection of Hearing Aids—A Systematic Review and Meta-Analysis. *J Clin Med*. 2023;12(12):4030. doi:10.3390/jcm12124030
- Centers for Medicare & Medicaid Services. Medicare Physician & Other Practitioners by Geography and Service. Published 2024.

Daniel Roy Sadek Habib

Website: danielrshabib.github.io

✉ Daniel.r.habib@Vanderbilt.edu

✂ @danielrshabib

VANDERBILT UNIVERSITY  
MEDICAL CENTER



SCAN ME