

Online market research results

We recently conducted research about Early Intervention for hearing loss. A BIG thank you to those of you who took part. We as well as **Hi Hopes**, who commissioned the research, are appreciative of your effort and feedback. Your opinions are extremely important and your views are highly valued.

Hi Hopes wanted us to share some of the results with you:

- A total of 192 responses were received from GPs, ENTs, Paediatricians and Audiologists (including Audiologists, Speech-hearing Therapists, Speech Correctionists and Acousticians)
- 46% of respondents had more than 50 babies/children under the age of 3 in their practice
- 35% had done a hearing screening on between 1 and 10 babies/children under the age of 3 in the past year: usually Otoscopy and/or Noisemakers
- Most respondents (97%) said that early referral of suspected hearing loss in babies and children was either important or extremely important: ENTs and Audiologists have the most referrals
- Only 16 respondents knew about **Hi Hopes**
- Respondents were given some information about Hi Hopes: the most attractive aspect about the **Hi Hopes Programme** was perceived to be its family-centred approach. Other positive factors were that it is home based and that there is no cost until the child turns 3
- There was strong agreement with multi-disciplinary support and decision-making for the parents of babies/children with a hearing loss, as well as for parent's and families' need for information and new skills
- Over 90% of respondents wanted more information about **Hi Hopes**: contact details as well as patient information pamphlets/brochures

Yours sincerely

The e-View Market Research Team