



PRESBYTERIAN  
SENIOR LIVING



# Partner to Bring Hearing Health Services to Residents

## The Problem

When observing their communities, the Presbyterian Senior Living (PSL) team recognized that their residents' profiles matched the prevalence statistics of hearing loss among older adults.

**Over 80%** of individuals over the age of 80 in the US suffer from hearing loss, and only 22% of these individuals have hearing aids.

This meant that 65% of their residents were living with untreated hearing loss. Recognizing the need to overcome this "silent epidemic," the PSL team looked for innovative solutions to address hearing loss among their residents and to improve quality of care.

## The Solution

PSL partnered with Eversound, senior living's preferred provider of wireless listening systems, to provide an on-site hearing health event to educate their Personal Care/Assisted Living residents on hearing solutions. This new Eversound initiative allowed these residents to access on-site hearing health services from the comfort of their communities. The hearing health events educated residents about the importance of hearing health in a fun and engaging way through games, free hearing assessments and hearing aid cleanings. Residents whose hearing assessment indicated that hearing aids would be beneficial were encouraged to schedule a telehealth hearing test conducted by an audiologist supported in the community by an Eversound specialist. The convenience of the Eversound on-site model led more residents to address their hearing impairment for a better quality of life through the purchase and use of hearing aids.

“The pandemic has made mask use and physical distancing expected which brought to light the need for more support and assistance for residents with hearing impairment. The Eversound hearing health program is fun for our residents and is helping residents communicate better.”

**Alicia Fenstermacher,**  
Vice President of Purposeful Living,  
Presbyterian Senior Living



## — Proving the Model in — 3 Pilot Locations

**3** hearing aids fitted

**8** considering a purchase

**14** tests scheduled

**22** screenings conducted

**45** wellness fair attendees

The pilot with PSL occurred at three of their Lehigh Valley, PA area communities. To promote this program, Eversound provided PSL with flyers to inform and excite residents about the hearing health event. Due to COVID-19 restrictions, each community had several hour-long events to accommodate multiple small groups of residents.

The events included:

- Fun trivia about hearing health as well as a music trivia game
- Raffle tickets for participation with gifts
- Optional quick hearing screenings

Residents responded positively to the event, engaged during the hosted activities and expressed an interest in having this program return often. During the pilot, a total of 45 personal care residents attended with 50% participating in simple hearing health screenings.

For screened and interested residents, 30-45 minute telehealth hearing test appointments were scheduled and conducted on-site by Eversound with a remote audiologist. Residents also had the opportunity to try on hearing aids that fit their needs. Test results were then shared with the residents and family members for additional discussions with the audiologist. If a fitting was requested, appointments were made and the Eversound team returned to the community to allow the resident to work remotely with the audiologist to get the proper fit, making the process easy and seamless: No need to drive residents to and from appointments!



“When are you coming next? My mother needs help with her hearing.”

**Family Member,**  
Presbyterian  
Senior Living

“This was the most comprehensive test & conversation I’ve ever had with anyone about my hearing.”

**Resident,**  
Presbyterian  
Senior Living