

# What's your solution for client anxiety around water?

In a recent survey, people who have yet to purchase hearing aids said they would feel anxious wearing hearing aids during water-based activities.


Participants without hearing aids reported the most anxiety for...



Swimming  
68%



Going to the pool/beach/river  
66%

 52% of existing hearing aid wearers experience the same anxiety.

When offered a waterproof and sweatproof hearing aid...

80% 

of non-hearing aid wearers reported they would feel less anxious around water-based activities.

More than

40% 

of hearing aid wearers would upgrade sooner.

20% 

participants with untreated hearing loss would be motivated to obtain their first pair of hearing aids.

So, how about talking to a Phonak representative today?  
A 100% great idea.

