



Q&A: C2Hear – helping first-time hearing aid users to help themselves



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As an audiologist, are you confident that all the information and advice you offer your first-time hearing aid patients is understood, absorbed, and then acted upon once they leave the comfort of your clinic? If not, read on...

Lifetime (21 Sep 2015 – 8 Aug 2017)
Views
53,005

Over 50,000 unique YouTube views since launch

C2Hear Online
Getting more from your hearing just got easy

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Nottingham University Hospitals
The Nottingham
National Institute for
Health Research

C2Hear Online can be used with smartphones and tablets

1. As an audiologist, I keep hearing about C2Hear. What exactly is it?

C2Hear is a series of multimedia videos for hearing aid users. We call them reusable learning objects or RLOs – and that’s not to be hifalutin – they really are more than just videos that can be filmed with your smartphone. C2Hear comprises 10 short RLOs that cover a range of practical and psychosocial aspects of hearing aids and communication. Hearing aid users and audiologists helped co-create C2Hear to ensure the end users’ views and opinions were at the heart of its development.

2. Ah right. So not just some quickfire video to show how to insert and clean an earmould?

Absolutely not! The RLOs contain animations, photographs, video clips, sounds and testimonials from hearing aid users, and all are subtitled. In addition to obvious topics, such as what a hearing does and how to maintain it, C2Hear also covers subjects such as communication tactics, acclimatisation and expectations. The development was based on learning theory principles, with an interactive quiz for each RLO. So C2Hear aims to not only supplement the information that you would typically give to patients receiving hearing aids, but also aims to enhance learning, motivation as well as patient outcomes.

3. Bit fancier than I thought – I’ll put my iPhone away then. But does C2Hear work?

Glad you asked as patient benefit is at the heart of what we do. We ran a randomised controlled trial to evaluate C2Hear in 203 first-time hearing aid users at the Nottingham Audiology Services. Our results showed that take-up and adherence with C2Hear was high (78%, 94%), and patients gained substantial benefits from C2Hear. Results showed statistically significantly greater knowledge of hearing aids and communication, and better hearing aid handling skills in the group that had C2Hear compared to standard care. Hearing aid use was also higher



in patients who did not wear their hearing aids all of the time.

4. Statistics eh? That's all very well, but were the results clinically effective?

Yes, we know what you mean about statistics. What is it that they say.... "Lies, damned lies, and statistics". Well, we showed that these positive effects had large clinical effect sizes. That means that they were of clinical benefit to patients.

**"All the C2Hear
Online RLOs
are freely
available on our
Youtube channel"**

5. I'm liking the sound of this. So what did the patients say about C2Hear?

They were pretty complimentary actually. Patients rated C2Hear as 9 out of 10 for usefulness, 94% reported that they enjoyed C2Hear, and 82% reported that C2Hear improved their confidence in using their hearing aids and communication. Interestingly, over half the patients went back to watch C2Hear 2 or more times, some as many as 7-8 times! We take that as suggesting that patients used C2Hear to self-manage their hearing loss. C2Hear was also watched by family members and friends.

6. Well it seems to me that in these days of austerity and cuts C2Hear is a really useful way to ensure patients get all the information they need to be successful with their hearing aids, yes?

Exactly! You're definitely getting this. There is simply not enough time to get all this important information across in clinic appointments, and besides, information is often forgotten. In fact a student project showed that the majority of audiologists were not confident that all the important information that patients needed was understood, absorbed and acted upon once they left the clinic. Until the audiologists saw C2Hear that is, and then they were pretty much all in favour that C2Hear would be beneficial for patients.

7. So if I wanted to show this to my patients, how do I get hold of C2Hear?

We want C2Hear to be accessed as widely as possible. All the C2Hear RLOs and testimonials are freely available on our YouTube channel www.youtube.com/c2hearonline. Patients can also access C2Hear Online on their smartphones and iPads. To date, C2Hear Online has received over 50,000 unique views, with more than 5,000 views per month in 2017. We have had views from all over the world, with about a third from the USA. Basically, we would like to see more and more people benefit from C2Hear!

8. Online is the way to go, but not all my hearing aid patients have access to a computer or the internet. How much does it cost to give patients a C2Hear DVD?

We can provide your Audiology department with a C2Hear master DVD free-of-charge, which you can copy and distribute to as many of your patients as you'd like. We also think that audiologists recommend-

ing C2Hear to their patients is key. Just ask them to google 'C2Hear Online Youtube'. We can send you our C2Hear Audiology Starter Pack to help you promote C2Hear to patients. Email nhbru-enquiries@nottingham.ac.uk or look at our website www.hearing.nihr.ac.uk/research/c2hearonline. You can also demonstrate our short 20-30 second demo clips - the C2Hear highlights! If your Trust won't allow you access to YouTube, we can send you the demo clips in mpeg format to put on your server.

9. Cool. Can we put a link to C2Hear videos on our department's website?

Yes, please feel free to do this – over 20 departments have done this already. You don't need to ask our permission for this, just go ahead. You might also like to add our demo clips as well.

10. So what are your plans for the future? And where can I read up more on the research you are doing?

We currently have a grant that looks at personalising C2Hear to meet patient's individual needs with mHealth technologies (m2Hear), using short, 1-2 minute clips based on health behaviour change theory (COM-B). Other research is looking at making C2Hear more interactive, and is using C2Hear for 'joint-work-



C2Hear RLOs cover practical and psychosocial aspects of hearing aids and communication



ing' between hearing aid users and their communication partners. Studies have also shown benefits for non-audiological health and social care professionals (carehome assistants, nurses). A recent study showed that offering C2Hear at the hearing assessment significantly improved patients knowledge and self-efficacy (i.e. confidence) to use hearing aids before they had even got them! Finally, we are in the process of translating the videos into American English and Chinese. That will keep us out of mischief for a while. For further reading, see the references. We hope your patients get as much benefit from C2Hear as ours have.

Thanks for your interest!

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