

# Personas for Hearing Direct

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Carol is 68 and has moderate hearing loss. She visited her doctor 12 months ago and they sent her to Specsavers for a free hearing test. Specsavers gave her a free NHS behind-the-ear hearing aid.

“It makes a huge difference to my hearing, but I’m quite self conscious about wearing it. I haven’t told many people that I have one. I’d quite like to try something more discreet, then people can’t see it. I’d pay quite a lot for a good hearing aid, especially if my hearing loss gets a lot worse.”

She’s fairly confident on a computer and does things like online banking, renews her insurance and Christmas shopping online. She has also bought spare batteries online “I’m disabled so it’s a hassle to go to Specsavers and find parking. It’s much easier to have them delivered.”



Vikram is 45 and his hearing loss has progressed from mild to moderate. He has an in-ear hearing aid from a private Audiologist that is worth about £3000 and he also has a Phonak hearing aid from the NHS that he likes to use as a back-up. He isn’t sure what the difference is between his £3000 hearing aid and a £200 one.

“The hearing quality on both of them is pretty much the same, it’s just that one is more hidden and I don’t like people to know I’m deaf so my in-ear device is my main one.”

He previously did a Google search and ended up buying batteries from Hearing Direct. He noticed that the price of hearing aids on Hearing Direct was a lot less than he expected.

“They look quite good. I wonder what the difference is between these at £200 and the one I use that cost about £3000?”

He'd like to give one a try but from experience knows he needs time to get used to it to know if it's right for him. He's also not sure how to narrow down his choice.

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Nigel is 68 and has a hearing aid that he got from the NHS. He's retired and has spare time to get appointments and get new batteries from his local surgery so he never runs out. He doesn't always wear his hearing aid because he's quite self conscious about it but makes sure takes care of it with "the pokey things they give you". He makes sure he doesn't lose it too because his audiologist warned him it's £60 to replace if it's lost.

He would be interested to try an in-ear device. "My brother mentioned a Specsavers advert for small in-ear devices that cost about £300 - I think that's quite expensive."

He says he's not digitally confident but owns a Mac and iPhone and does a lot of shopping online. If he was unsure about an online purchase he'd look for a phone number to get advice.

He is skeptical about online reviews and takes time to explore them and investigate their integrity.

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Barry is 49 and has started to lose his hearing over the last 12 months or so. He has visited his GP, who in turn referred him to an audiologist. The appointment was cancelled and rearranged on three occasions, which is very inconvenient for Barry who works full-time.

After a series of tests, Barry was told by his audiologist that, whilst his hearing won't improve, they will continue to monitor it until it worsens to the point that the audiologist will prescribe a hearing aid. Barry wasn't given a copy of his audiology report.

Barry is frustrated that his needs aren't being met by the NHS, and doesn't want to wait another year or so until the audiologist prescribes. He's unsure whether an 'off-the-shelf' hearing aid will meet his needs.

His hearing loss is affecting his confidence in social situations and at work. He wants to understand what alternative services are available to him.