

Help us reach your adult hearing aid patients: An update on the COACH trial (comparing cochlear implants with hearing aids in adults with severe hearing loss)

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What is the COACH trial and why is it important?

- Despite revised NICE guidance for cochlear implant (CI) candidacy TA566 (2019), there remains concern that some adults who do not meet NICE guidance struggle to hear well enough with acoustic hearing aids (HAs).
- There is a lack of high-quality evidence to base candidacy guidance on. Gold standard evidence is normally from randomised, controlled, clinical trials (RCTs).
- COACH is an RCT comparing the effectiveness of CI to HAs for adults just outside NICE guidance TA566 (2019).
- The inclusion criteria are based on data collected by the British Cochlear Implant Group working party on candidacy, to target adults where there is acceptable uncertainty as to whether CI or HAs would be best. The study is powered to detect clinically meaningful changes in speech perception.
- COACH was designed and is run jointly by hearing researchers, a clinical trials unit, NHS partners and a patient advisory group.
- We have recruited 35 of our target 130 participants at a rate slower than expected. The faster we recruit, the faster we can inform guidance.

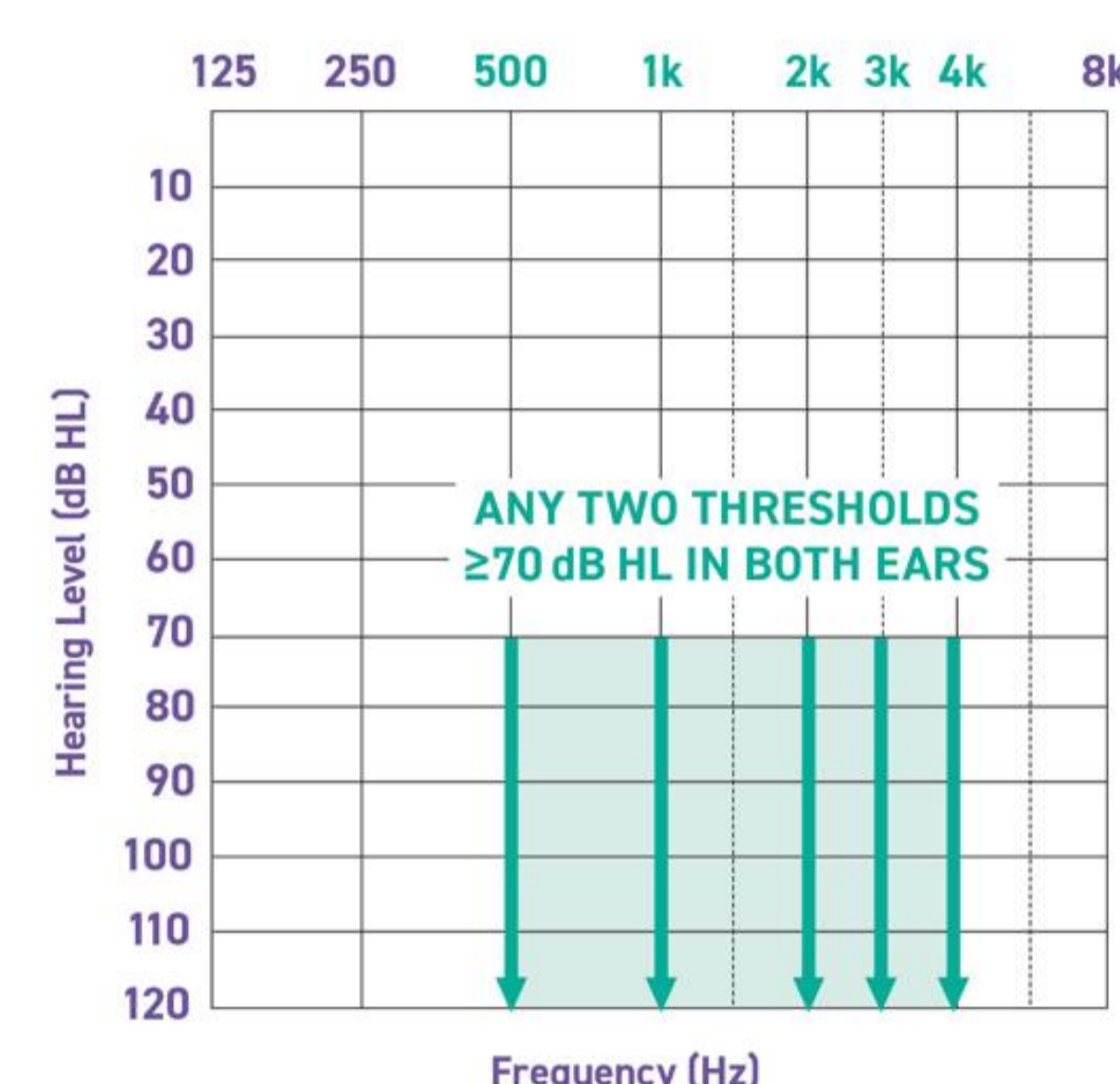
Who are we looking for?

Hearing aid patients who

- Are 18 years or older
- Have post-lingual acquired or progressive bilateral sensorineural hearing loss (symmetric or asymmetric)
- Have one or two well-fitted HAs
- Have good spoken and written English language skills
- Are able to give informed consent

It doesn't matter whether or not they have previously been assessed for CI eligibility

AND have **any two** unaided thresholds including **0.5, 1, 2, 3, or 4 kHz** **≥70 dB HL** in both ears



What can you do to help?

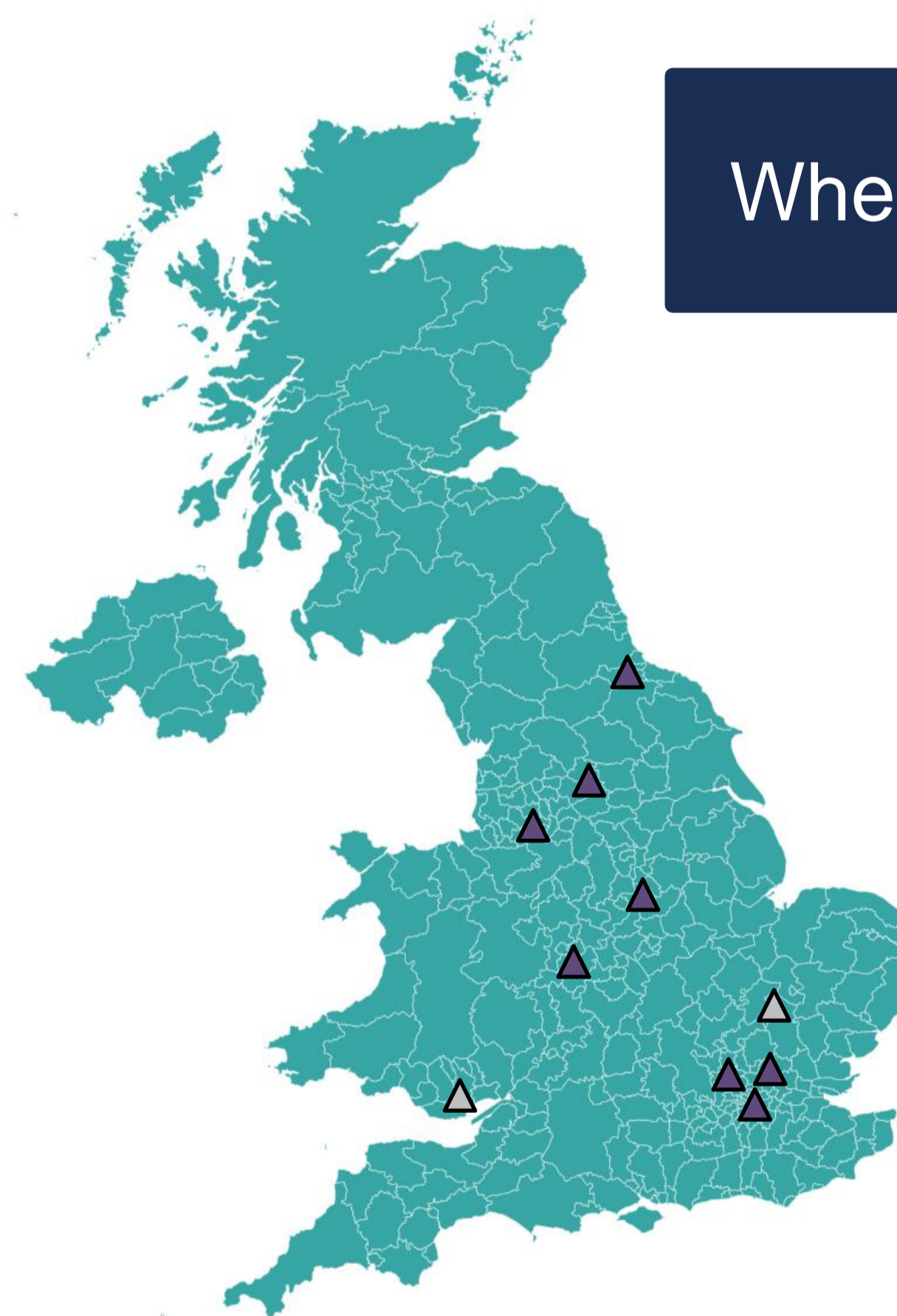
- All you need to do is direct patients to our expression of interest form via our website or on paper so they can find out more and identify themselves to us. This does not commit them to take part.
- Everything else on the patient pathway is carried out by our research sites.

We would be very grateful for your support!

Website



Where are the research sites?



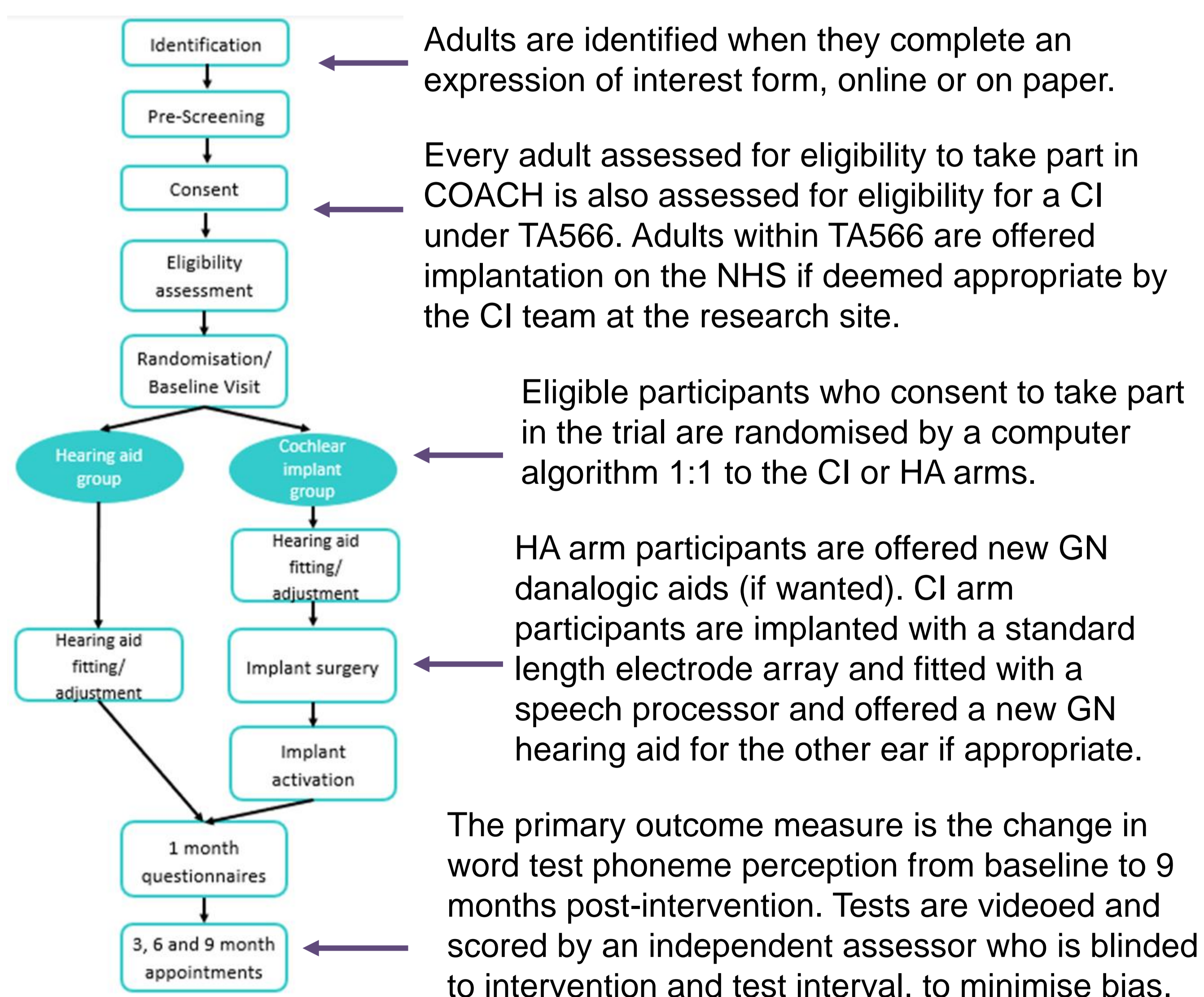
Open and recruiting now:

- South Tees
- Bradford
- Manchester
- Nottingham
- Birmingham
- Guy's and St Thomas' London
- University College London
- St George's London

On hold: Cardiff

In site set-up: Cambridge

COACH participant pathway



Ways you can help your patients find out more

Visit the COACH stand at this conference to pick up resources and say hello!

Pick up printed shaded audiogram prompts from our stand and put up in your clinics to remind staff

Inform your ENT colleagues about COACH

Direct eligible patients to our website to complete an EOI form

Order a free banner poster and display in your waiting room

Become a Patient Identification Centre - contact us to find out more

Add COACH participant identification to your team meeting agendas

Read the information for professionals on our website: www.coachtrial.ac.uk

Give out COACH leaflets to patients with severe or profound hearing loss

Work with your CI Champion to identify potential participants

Contact us at coach@nottingham.ac.uk

Invite us to talk to your team! We can present at your department or regional meetings

The COACH team at Nottingham Clinical Trials Unit: COACH@Nottingham.ac.uk. Corresponding author: Catherine.Killan1@Nottingham.ac.uk

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