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## **Speech intelligibility/hearing effort – a new start for an age-old problem**

Despite rapid technological developments in hearing aids, one main goal remains: to improve speech intelligibility in background noise and reduce listening effort. People with hearing loss have problems understanding speech in background noise despite hearing aids. According to the MarkeTrak 2022 survey, respondents showed lower overall satisfaction with hearing success (Picou, 2022). Current hearing aids use directional microphones and algorithms to reduce background noise and improve speech intelligibility. Directional microphones improve speech understanding in background noise (Ricketts & Hornsby, 2006; Walden et al., 2005). On their own, noise reduction algorithms rarely provide benefits for speech intelligibility, but in combination with directional microphones they can offer more (Desjardins, 2015). In our presentation, we will highlight these benefits and our strategy to solve customer needs and challenges.