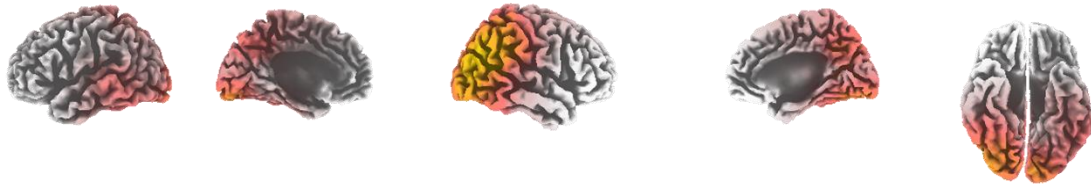




## PRESS RELEASE

Amsterdam, September 2023

# THE TINNITUSFREE FOUNDATION DECLARES **WAR ON TINNITUS**



(this is the tinnitus activity in the brain of the undersigned, measured via EEG)

## BACKGROUND

Tinnitus is best viewed as a “phantom noise”. It is the medical term for “hearing” a continuous sound in the ears when there is no external source for that sound. Research has shown that the brain is responsible.

Tinnitus affects 15% percent of the world population. 20% of those with tinnitus are severely disabled, that is 3% of the total population. The number of young people with tinnitus has doubled in recent years, mainly due to wearing in-ear buds and exposure to noise in nightlife, at festivals and concerts.

The economic impact of Tinnitus is significant. There is the personal economic loss to an individual with tinnitus: lost earnings, productivity, and health expenses. The cost to the U.S. society as a whole has been estimated at upwards of \$26 billion annually. A 2013 study on the costs of Tinnitus in the Netherlands concluded the total mean societal cost of illness of tinnitus in the Dutch population in 2009 to be €6.8 billion. The costs for delivering tinnitus-related healthcare services to tinnitus patients are also extremely high.

## WAR ON TINNITUS

Traditional evidence-based approaches have so far failed to develop any (FDA or CE approved) treatments for tinnitus, after many years of tinnitus research.

It is time for a new approach: **War On Tinnitus**. This concept of war approach has been proven highly successful in fighting AIDS. It is a highly innovative way to find a solution for tinnitus in a short time frame, i.e., 3 to 5 years. To reduce and ideally abolish the sound - in contrast to most tinnitus studies that attempt to reduce the suffering associated with the tinnitus.



## CONCEPT OF WAR RESEARCH APPROACH

The approach is to develop treatments based on the concept of war, on how a war is fought: use whatever available relevant scientific information exists to create a strategy that is multimodal and surprising. The program consists of 8 different research approaches over a 4-year period. With a focus on the brain, as the brain is the generator of tinnitus, even when triggered from the ear.

## TEAM

The 'War On Tinnitus' program has been developed and will be led by a team of highly experienced Tinnitus-research professionals:

*Dirk De Ridder*, Professor Neurosurgery, University Otago

Co-Founder BRAIN-Centre for neuromodulation, Ghent

*Divya Adhia & Matt Hall*, research fellows at University of Otago.

## TINNITUSFREE FOUNDATION

The TinnitusFree Foundation is a fundraising and campaigning institute that aims to increase the search for a cure and to increase tinnitus awareness and prevention.

We aim to raise funds to cover the total cost of the 'War On Tinnitus' research project:

**€690.000 for the 4 year period.**

## HELP US WIN THIS WAR!

### FOR FURTHER INFO

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