Hadley

How Hadley Helps Your Customers

Vision loss is among the top 10 disabilities in the United States today. An estimated 7 million Americans have vision impairments, and the number is expected to double by 2050. And while all of us are at increased risk as we age, those of us living in under-resourced areas or who are people of color are even more likely to develop a disabling eye disease. It should come as no surprise then that the economic burden of vision loss is enormous.

The American Academy of Ophthalmology estimates it at $134 billion, with the largest expense coming from nursing home care, healthcare, and reduced labor force participation. In fact, the economic impact grows even larger if you consider the lost productivity of family caregivers, which is estimated at $5,600 per employee per year.

The most common eye diseases in the United States today are macular degeneration, glaucoma, and diabetic retinopathy. With these conditions, we typically retain some useful vision, but the impairment can't be corrected by lenses, surgery or medication, and it can make everyday living much more challenging. Studies show that vision loss in older adults often brings with it other negative outcomes, like falls, isolation, cognitive decline, and depression.

**Daryl:** The doctors weren't particularly encouraging about the dry macular degeneration that they weren't encouraging that there was any solution to that. And they'd say, "well, I don't think there'll be a cure in your lifetime." They were saying, "Well, there's not much I can do for you, and come back and see me in a year."

But there is something that can be done for Daryl and millions like him, and Hadley has been offering this help for more than 100 years. With Hadley's help, you discover new ways to do things that become more difficult due to vision loss. From learning how to use the vision features on a smartphone to labeling medications, to pouring coffee, Hadley's tips can be immediately applied, increasing safety, confidence, and hope for the future.

Joining the Hadley community connects adults facing vision loss to the Hadley team, as well as an increasing number of social and emotional support programs, decreasing that sense of isolation, replacing it with the comfort of knowing that they are not alone. What's more, Hadley's help is easy to find on the phone, online or through the mail. As a nonprofit, our goal is to eliminate barriers and change lives, so all our help is offered completely free of charge.

Since relaunching Hadley's website in 2020, more than 100,000 have joined us. And through partnership, we expect this growth rate to continue and increase. It's no wonder that organizations from the National Eye Institute, CVS to Apple and Microsoft look to Hadley to help them support their customers with vision loss.

And by referring your clients and patients facing vision loss, you extend Hadley's help to help them where they need it most. You become part of the solution.

**Mark:** So I have what I have. All I'll get will be worse, you know, but I won't get better. So now, it's been up to me to figure out how to live with this. And resources are very slim. You know, Hadley is a godsend. I get ideas and places to go, and, you know, ways to look at things. And just every day also. The everyday help is great.

HadleyHelps.org. Help is in sight.