

# EARGO



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## **Hearing Aids Are Life-Changers!**

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# 01 WHO IS EARGO?

What fires us up in the morning and keeps us reaching for the stars.

# WE MAKE HEARING AIDS PEOPLE WANT TO WEAR

People want invisibility.

People want comfort.

People want rechargeability.

People want modern convenience

People want easy but with support if needed.

People want sound customization options.

People want background noise reduction.

People want something that just works!





# 48M U.S. ADULTS WITH HEARING LOSS

But only ~25% own a hearing aid and people wait an average of 7 years before taking action

## WHY?

- ✓ HIGH STIGMA
- ✓ HIGH COST
- ✓ INCONVENIENT

THE BURDEN OF HEARING LOSS

## 3RD MOST COMMON MEDICAL CONDITION IN THE U.S.<sup>1</sup>

Unaddressed hearing loss poses an annual estimated global cost of US \$750 billion<sup>2</sup>

1. CDC, NIH; Masterson EA, Bushnell PT, Themann CL, Morata TC. Hearing Impairment Among Noise-Exposed Workers — United States, 2003–2012. MMWR Morb Mortal Wkly Rep 2016;65:389–394. [https://www.cdc.gov/mmwr/volumes/65/wr/mm6515a2.htm#targetText=Hearing%20loss%20is%20the%20third,-related%20illness%20\(2\)](https://www.cdc.gov/mmwr/volumes/65/wr/mm6515a2.htm#targetText=Hearing%20loss%20is%20the%20third,-related%20illness%20(2).). (Behind cardiovascular and arthritis)
2. WHO: <https://www.who.int/news-room/fact-sheets/detail/deafness-and-hearing-loss>

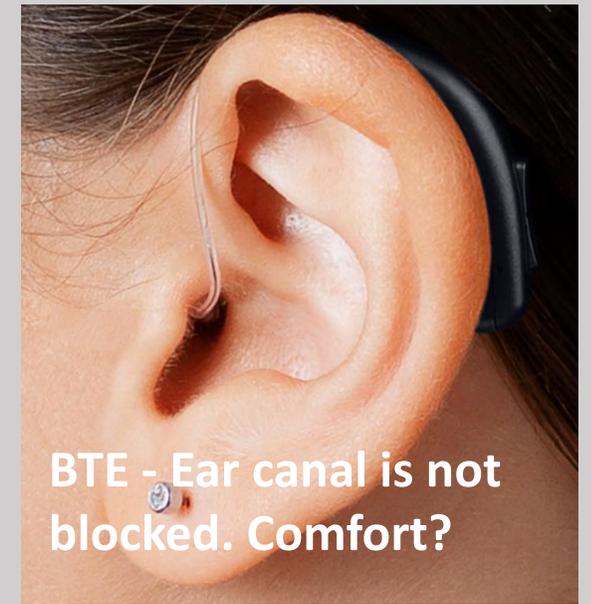
# OF THOSE THAT DO WEAR HEARING AIDS...

People want **COMFORT**:

**Wearing Comfort** – How does it physically feel? Is the ear canal “plugged”?

**Psychological Comfort** Do I feel good about wearing it?

**Sound Comfort** – Does it sound natural? Does it improve speech clarity?



## **02** WHAT IS HEARING LOSS?

What is the difference between hearing and understanding?

# WHAT'S IT LIKE TO HAVE HEARING LOSS?

- ▶ What is hearing loss? – It's NOT a sickness or medical condition - **“You've enjoyed a life well-lived!”**
- ▶ The difference between hearing (detecting sound) & understanding (making sense of what we've heard)
- ▶ “Symptoms” – What people report and experience
  - People are mumbling to me. Their voices just aren't clear.
  - I can hear my wife's voice, but can't understand
  - Women's and children's voices are much harder to understand
  - I can't understand in background noise or in restaurants
  - I turn the TV volume louder to understand what they're saying

# THE ROLE OF CONSONANTS

**“Watch out for the \_\_\_ or \_\_\_!”**  
(floor, door, board, sword, etc.)

**“Can you tell me what \_\_i\_\_ \_\_ is?”**  
(wine this, time it, sign it)

**“I’d like to order \_\_\_ir\_\_\_ boxes of your product.”**  
(thirty, thirteen)

# Untreated Hearing Loss – What Happens?

Numerous studies of untreated hearing loss have shown the following:

- Avoidance or withdrawal from social situations
- Reduced alertness and increased risk to personal safety
- Impaired memory and ability to learn new tasks
- Irritability, negativism and anger
- Fatigue, tension, stress and depression
- Social rejection and loneliness
- Reduced job performance and earning power
- Diminished psychological and overall health

<sup>1</sup>[Dementia prevention, intervention, and care](#), 2017, Livingston, Gill et al., *The Lancet*, Volume 390, Issue 10113, 2673-2734

<sup>2</sup>Hearing Loss in older adults affects neural systems supporting speech comprehension, *J Neurosci*. 2011 Aug 31;31(35):12638-43. doi: 10.1523/JNEUROSCI.2559-11.2011.

# There is no debate! Hearing Aids help!

WebMD\* study\* confirms that  
**hearing aids can improve  
the wearer's quality of life**

## What hearing aid purchasers said:

**8 out of 10**  
said having hearing aids  
improves their quality of life.



**7 out of 10**  
said having hearing aids  
improves their relationships  
with those closest to them.



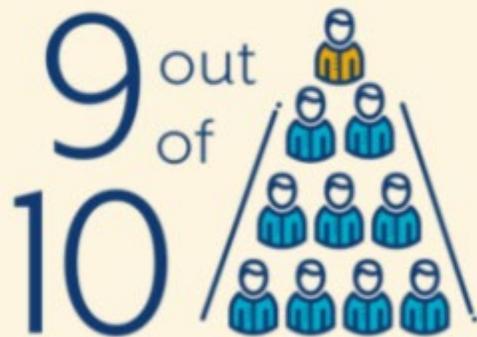
**3 out of 4**  
said having hearing  
aids makes them feel  
**more confident in  
social situations.**

# There is no debate! Hearing Aids help!

## What healthcare professionals<sup>™</sup> said:

100%

agree that hearing aids  
improve the quality of life  
for their patients with  
hearing loss.



agree that hearing aids  
**improve the mental  
health of their patients**  
with hearing loss.



agree that hearing aids  
**improve hearing** for their  
patients with hearing loss.

## 03 HEARING AID OPTIONS

Lots of clutter and confusion exist in today's hearing aid market.

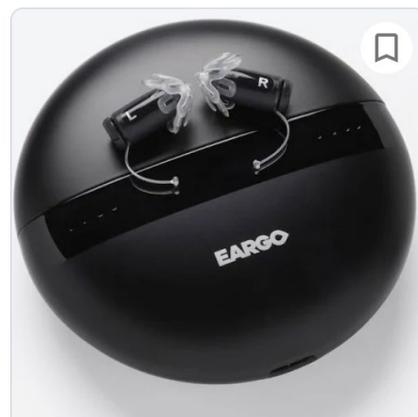
# PSAPs vs HEARING AIDS – Current State

**PSAP** – Personal Sound Amplification Product

PSAPs are not intended to address hearing loss and cannot be marketed as hearing aids, per the FDA

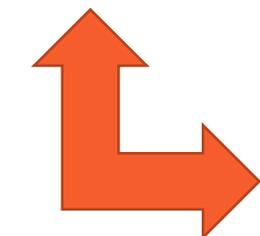
**Hearing Aids** – FDA Class 1 or 2 medical device.

A hearing aid is a wearable sound-amplifying device that is **intended to compensate for impaired hearing**, per the FDA.



Eargo 5 Hearing Aid - Black  
4.5 ★★★★★ 65

\$2,950.00  
[Eargo Store](#)



Hearing aids



Bose SoundControl Hearing Aids Light Gray

\$849.95

[Bose](#)

★★★★★ (86)

Free shipping



Rechargeable Hearing Aid Pair | Audious

\$177.00

[Audious](#)

Free shipping



Audien EV1 Rechargeable CIC Hearing Aids (FULL)

\$89.00

[Audien Hearing](#)

★★★★★ (1,162)

Free shipping



America's #1 Selling CIC Hearing Aid from Nano Hearing Aids

\$149.00

[Nano Hearing Aids](#)

★★★★★ (21)

Special offer



Oticon More 3 Hearing Aids

\$2,695.00

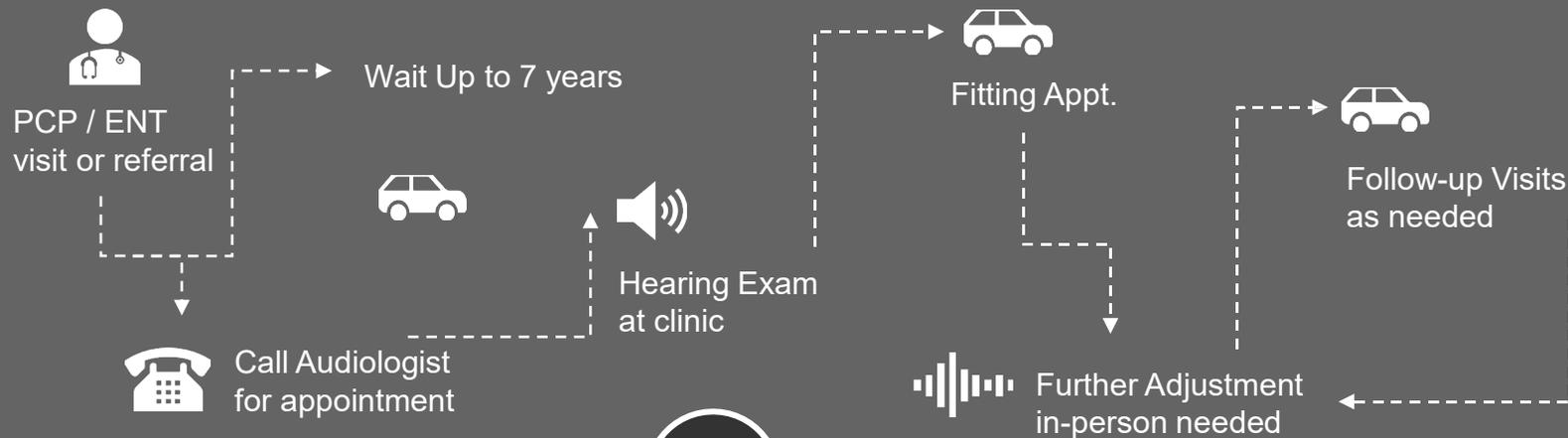
# What is the new proposed FDA change?

- October 2021 – FDA releases proposed language creating a new category of hearing aids – “OTC”
- Creates rules and regulations governing hearing aid sales for adults with mild-to-moderate hearing loss
- Goals of this new category:
  - Lower cost
  - Increase competition and product choices
  - Increase accessibility and remove barriers for purchasing
- Highlights
  - People with *self-perceived* mild-to-moderate hearing loss do not have to see a hearing professional to purchase an OTC hearing aid
  - OTC hearing aids have to meet strict technical specifications and register with the FDA
  - OTC hearing aids must meet labeling requirements, state return standards, have some degree programming adjustments
  - People with severe to profound hearing loss will still see a licensed hearing professional for standard hearing aid care

**Eargo’s hearing aid design and telecare business model has been ahead of this for years helping 100,000+ clients!**

# TELECARE MODEL TRANSFORMS CONSUMER JOURNEY

## Traditional Path: Weeks to Months



VS

## A Telecare model is:

- Simple
- Convenient
- Empowering
- Personalized
- Scalable



## – As little as 3 Days



# New options in hearing care – What to look for?

It's important to meet the client where they are comfortable – **Patient Centered Care**

**“Seek to understand before offering a solution.”**

- **Support** – Highly trained team has comprehensive conversation to understand impact of hearing on lifestyle and hearing ability – this should be easily accessible before AND after a purchase
- **Hearing Professional Access** – Licensed hearing professionals should be available to review hearing tests or to consult as needed to determine candidacy
- **An available hearing check** – Do they have an online hearing screening that combines tone testing with lifestyle questions OR do they use a proven questionnaire to confirm hearing loss
- **Telecare Visits** – Appointment based video or phone consultation with a licensed hearing professional for those who desire a more traditional in-person experience, but want flexibility and convenience
- **Return Period** – Any reputable company will allow you a return window if not satisfied. Demand at least 30 days.
- **Personalization** – Is there a mobile app or other ways to provide customization?

# THANK YOU

For additional questions, please reach out to the following Eargo licensed hearing professional, Olivia Rynd.

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