



# U.S. Online Hearing Testing and Best Practices for Patient Engagement in Response to Covid-19

JULY 2020

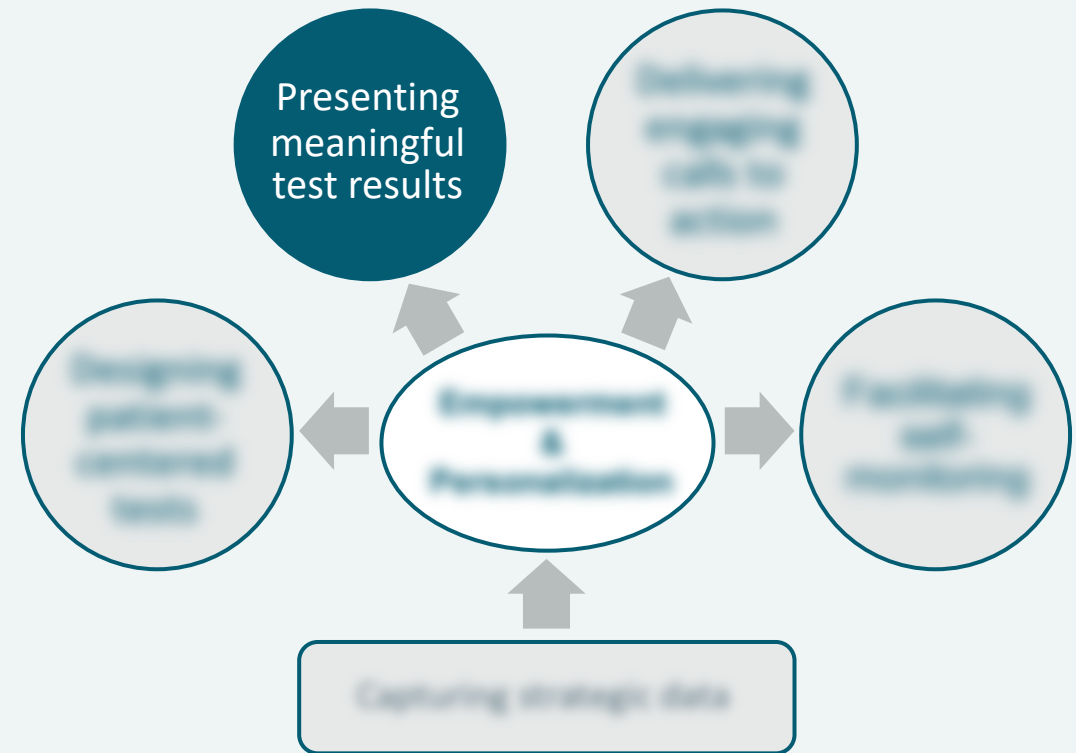
## BEST PRACTICE INTRODUCTION

### Presenting meaningful test results

- The **goal** of not addressing this best practice is that patients abandon the possibility of seeking treatment
- The **benefit** of addressing this best practice is that patients are more likely to seek treatment
- Addressing meaningful test results has the potential to reduce the thought time to treatment

## Auditory Insight Patient Engagement Framework for Online Hearing Testing

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## ANALYSIS OF CURRENT TESTS

# The 16 bands presented test results using a variety of approaches

- **Visual representation** – Brands utilized approaches from categories to icons to data
- **Real world implications** – Widex highlighted how the only brand that reported on the patient's ability to hear words, situations, and voices
- **Visual results** – Some D2C brands provided a version of the traditional audiogram, while hearing specialists designed a method to assess and communicate gaps

	Brand	Visual Representation	Real World Implications	Visual Results
America Hears				
Audicus				
Blamey Saunders				
Eargo				
Hearing Direct				
Lively				
MDHearingAid				
Nuheara				
Miracle-Ear				
Belton				
ReSound				
Phonak				
Starkey				
Shoebbox				
Signia				
Widex				

Key:

No Parent Company			
Amplifon			
GN Store Nord			
Sonova			
WS Audiology			

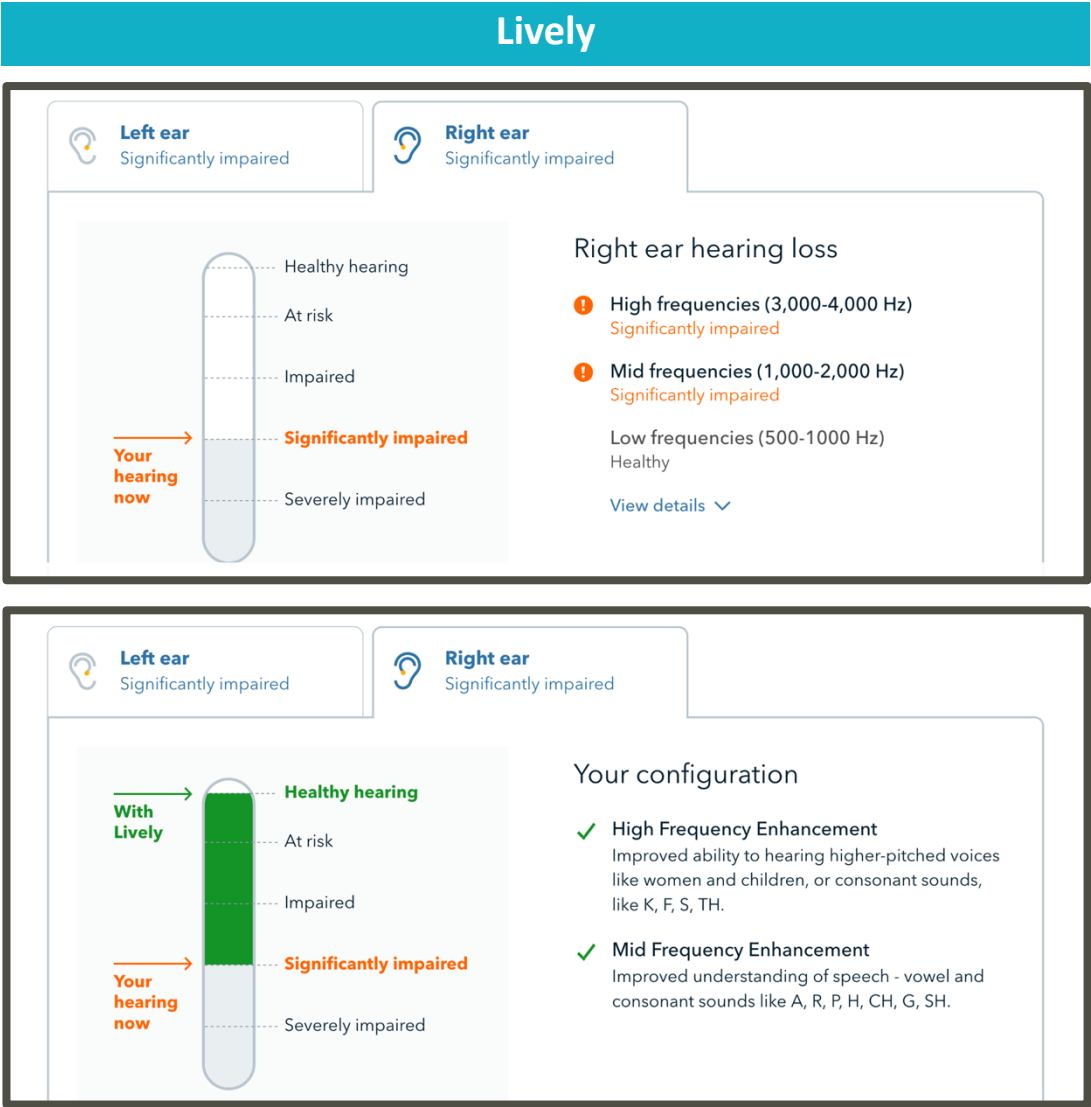
D2C Brands

HCP Brands

EXAMPLES OF BEST ENGAGEMENT PRACTICES

# Lively patient engagement best practice – Visual representation

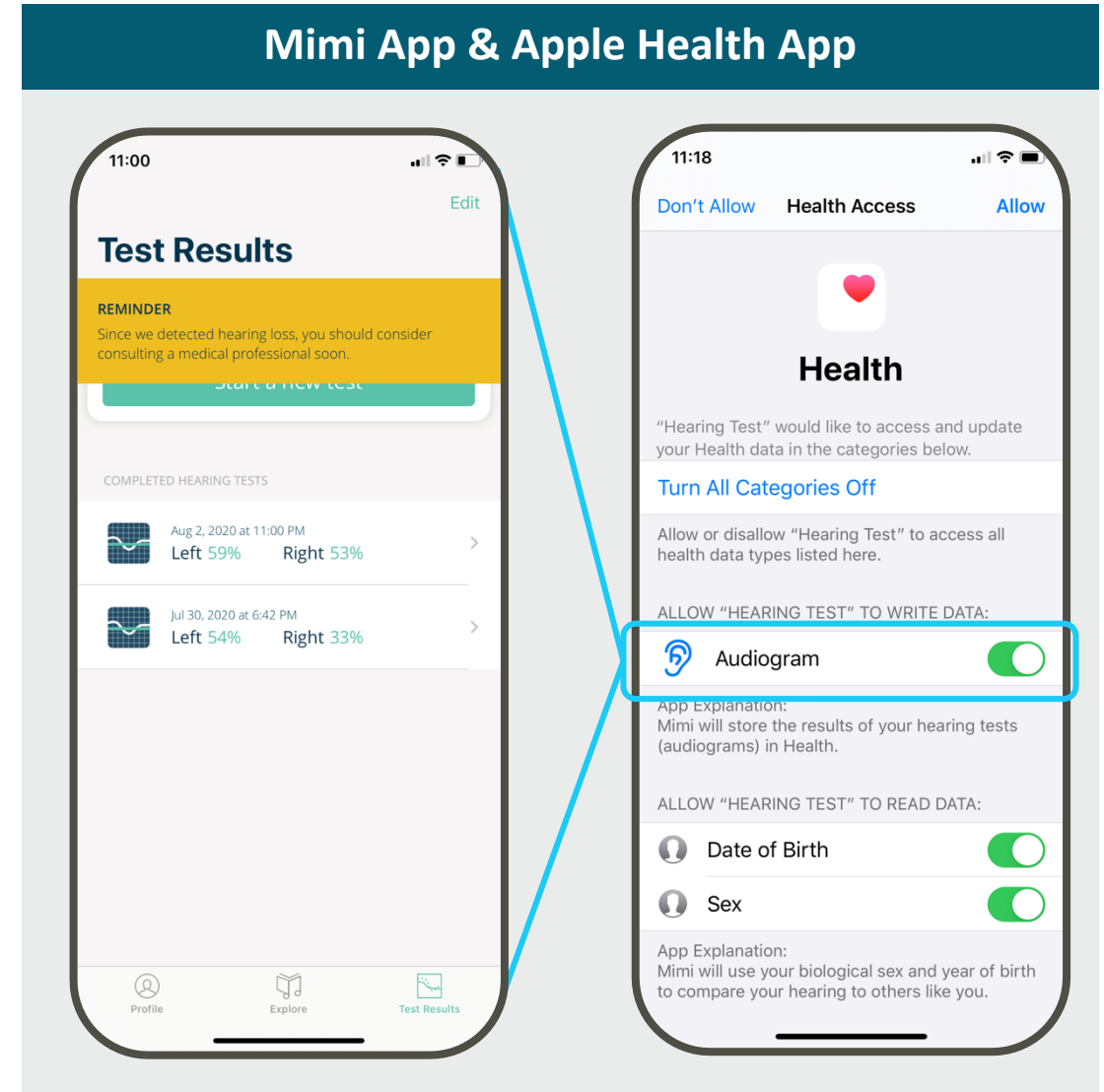
- Lively's Hearing Health Check provides a visual representation of your hearing health, showing you how well you can hear different sounds.
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## CURRENT CONTEXT

### Apple is accelerating patient expectations for self-monitoring

- With the Mimi hearing test app, patients may test their hearing as often as they would like and access a history of their test results, conveniently displayed
- In addition, patients may store their Mimi audiograms in the Apple iPhone Health app
- This patient experience contrasts with patients' seeing results of online hearing tests results (or requesting paper copies of audiograms from brick-and-mortar clinics)
- Apple's iOS 14 release, anticipated in September 2020, includes a new "Healthkitman Accessory" section, enabling the Mimi app to function as hearing aids, which will provide increased visibility to hearing test app like Mimi's
- Forthcoming Auditory Insight published research will discuss the opportunities and threats from Apple's entry into hearing amplification



Images from Apple.com and Mimi app