

# Futureproofing Your Clinic: The Sony OTC Solution

- Annie Duchen, Au.D., Sr. Manager, Customer Success
- Ashley Goryl, Au.D., Key Account Manager

## Webinar FAQs

- **How to ask a question:**
  - Click Q&A, type your question and Send.
- **Where to get the handout:**
  - Download from Pending Courses
  - Or Click on link from Chat
- **How to view captions:**
  - Click Live Transcript CC button
  - Click Show Subtitle
- **How to earn CEUs:**
  - After the webinar, go to your Pending Courses and pass the multiple-choice exam.
- **For assistance or tech support:**
  - Call 800-753-2160
  - [customerservice@audiologyonline.com](mailto:customerservice@audiologyonline.com)
  - Use the Q&A window

SONY

# **Futureproofing Your Clinic: The Sony OTC Solution**

Annie Duchen, Au.D., Sr. Manager, Customer  
Success

Ashley Goryl, Au.D., Key Account Manager

WE Audiology

# Speaker Disclosure

## Relevant Financial Relationships:

- Presenters are employees of WS Audiology and receive financial compensation.

## Relevant Nonfinancial Relationships:

- There are no nonfinancial relationships.



## **Learning Outcomes**

### **SONY OTC**

### **After this course, participants will be able to:**

- 1) Identify who the best candidate is for Sony OTC hearing aids and how to integrate recommending Sony OTC to patients as a solution for their hearing difficulties
- 2) Describe the features of the Sony CRE C10 and CRE E10 products as well as the set-up process for patients
- 3) Describe the support materials available by WSA to be successful with integrating Sony OTC into your practice

# Building Blocks of Trust

SONY OTC

- ✓ The Sony OTC Consumer
- ✓ Product and App Deep Dive
- ✓ Knowing *when and how* to offer OTC
- ✓ OTC Success Stories
- ✓ Supporting the Hearing Care Professional

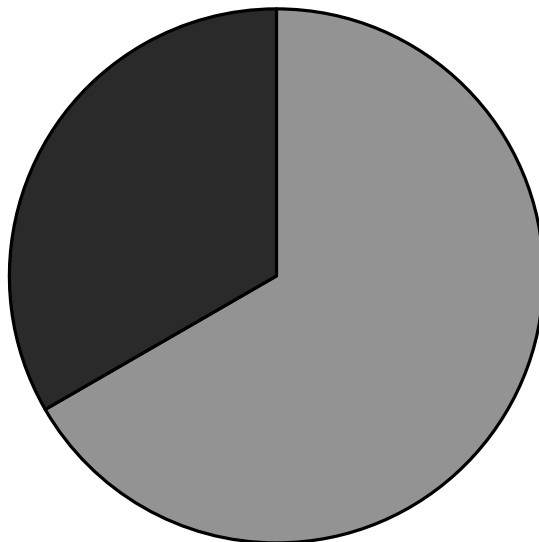


# Understanding the Patient Opportunity for OTC

## Hearing Loss in the US Market

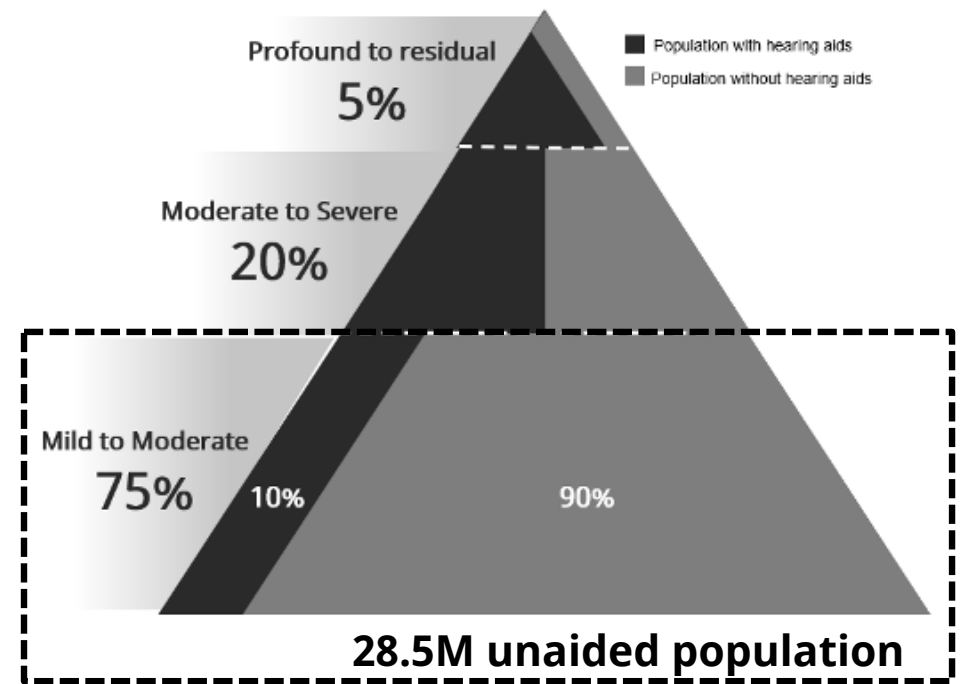
SONY

**2/3** of everyone with a hearing loss are not getting help with their hearing



■ No HA ■ HA users

Source: Hearing uptake segment by degree of hearing loss. [Research Paper Link](#)  
Adapted from Nash 2013, Lin et al 2011, Lin et al 2011 and Wallhagen and Pettengill



WSAudiology

THE SONY OTC CONSUMER

## Total Opportunity is Increasing

SONY



Sources: Carr, K. (2020). 20Q: Consumer insights on hearing aids, PSAPs, OTC devices, and more from MarkeTrak 10. AudiologyOnline, Article 26648., Sony | Hearing Control app, data on file.

WSAudiology

THE SONY OTC CONSUMER

## OTC Consumers Recognize HCP Value

**SONY**

**62%**

**89%**

Sources: Remesh Study, data on file

WSAudiology



THE SONY OTC SOLUTION

## Product & App Deep Dive

SONY

### Sony CRE-C10



### Sony CRE-E10



WSAudiology

THE SONY OTC SOLUTION

# Sony OTC: CRE- C10 Hearing Aids

**SONY**

## Wearing Benefits



CIC style  
virtually invisible  
while wearing in  
ears



Size 10 Battery  
that offers up to  
70 hours of use



Quick and Easy  
self-fitting process



## Hearing Benefits



Provides  
enhanced natural  
directional hearing



Automatically  
reduces the  
annoyance of wind  
noise



Automatic  
Adjustments

WSAudiology

THE SONY OTC SOLUTION

# Sony OTC: CRE- E10 Hearing Aids

SONY

## Wearing Benefits



Ear-bud style &  
rechargeable



Bluetooth  
Connectivity iOS



Quick and Easy  
self-fitting process



## Hearing Benefits



Each hearing aid  
has 2  
microphones-  
automatic  
directionality



Automatically  
reduces the  
annoyance of wind  
noise



Automatic  
Adjustments

WSAudiology

PRODUCT & APP DEEP DIVE

# What is the Performance Level of Sony OTC HAs?




**SONY**



WSAudiology

# How does Sony OTC Compare to Other OTC?

Stand Out Features and Benefits

	Features	Benefits
	Two OTC styles CIC and Earbud	Multiple choices that align with consumer needs
	iPhone & Android C10: Fitting & Remote E10: Fitting, Remote & Streaming (iOS)	Stream calls & media (iPhone Only)
	Sony Support Tier 1: Sound Specialist Tier 2: Audiologist	Higher patient satisfaction

## Sony OTC Insights

60%: E10    40%: C10

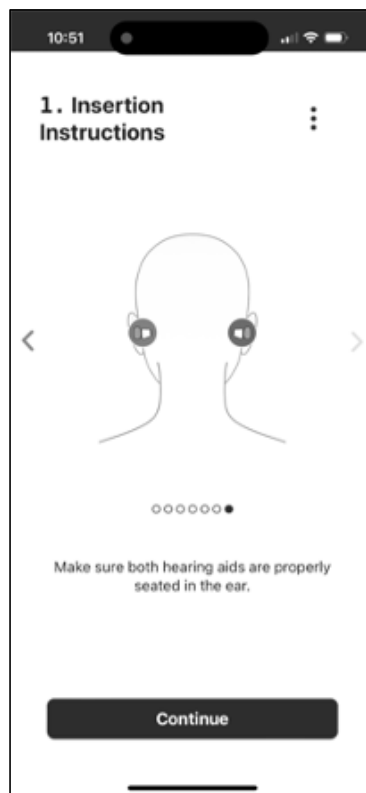
50% are Android users

85: NPS Rating

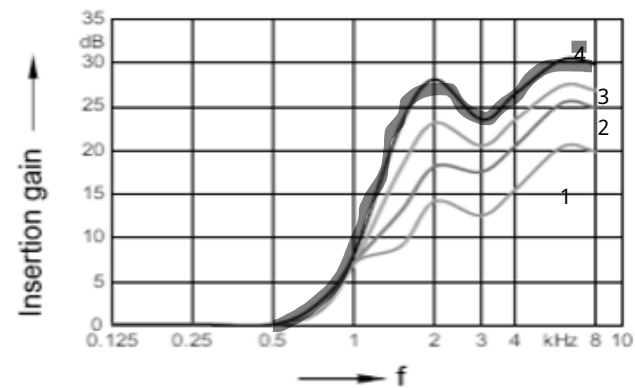
# Evidenced Based Approach

## Self-fitting Background

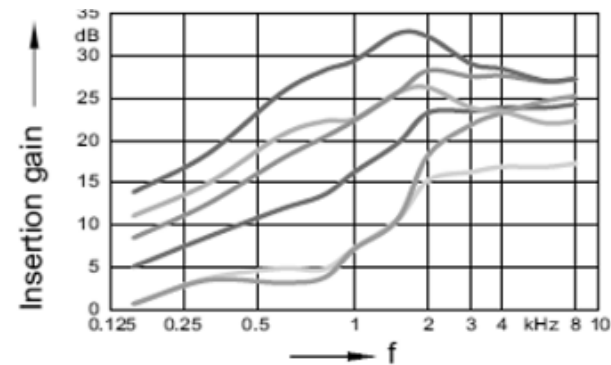
### Hearing Profile check



C10



E10



SONY

WSAudiology

# Safety First

## Sony | Hearing Control App Safety Features

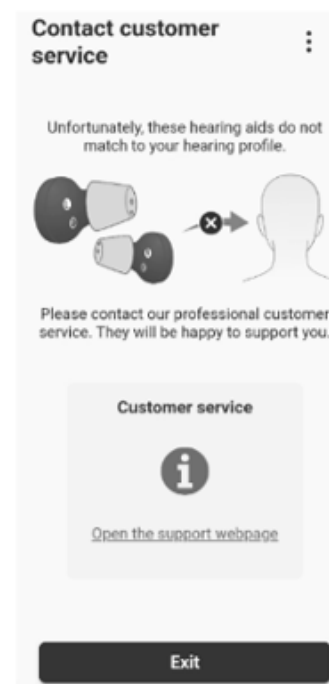


### Before Self-fitting:

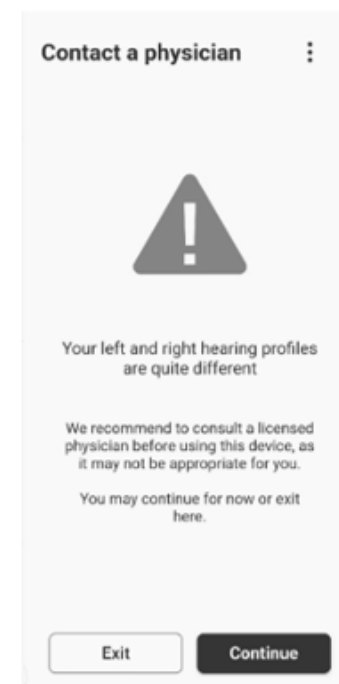


Medical red flags

### During Self-fitting:



> mild to moderate hearing loss



Significant asymmetry between ears

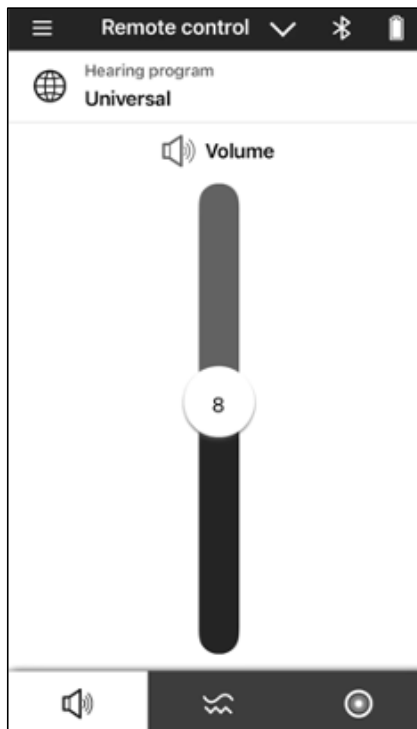
PRODUCT & APP DEEP DIVE

# Self-guided Sony OTC Process

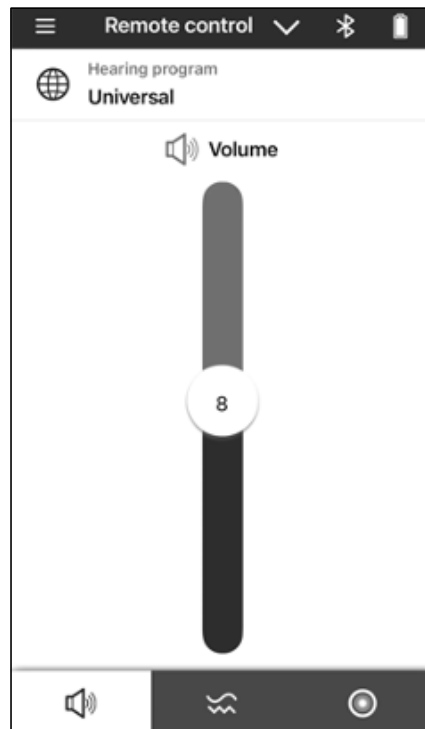
## Sneak Peek of Customization

SONY

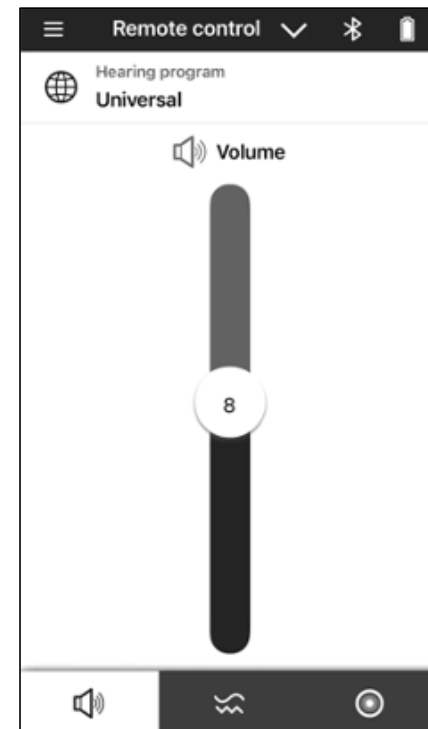
### Adjust Loudness



### Fine Tuning



### Remote Control



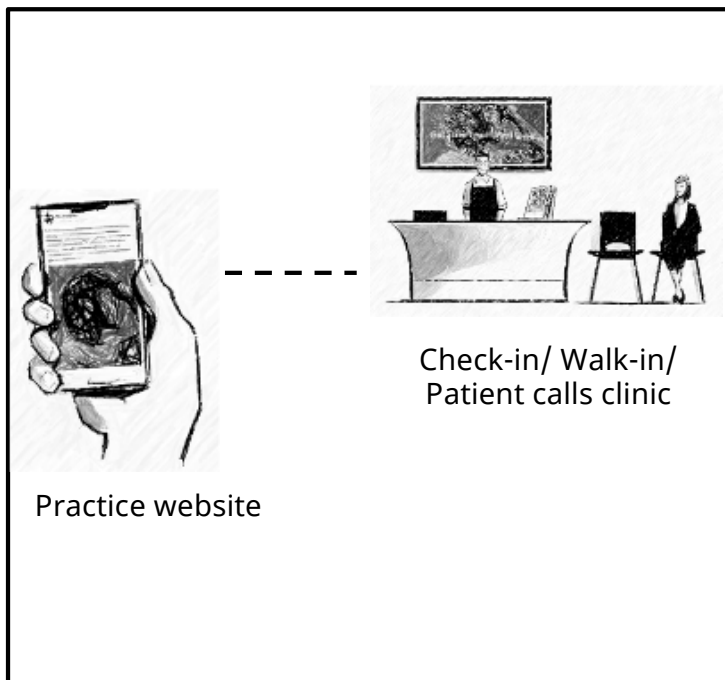
WSAudiology



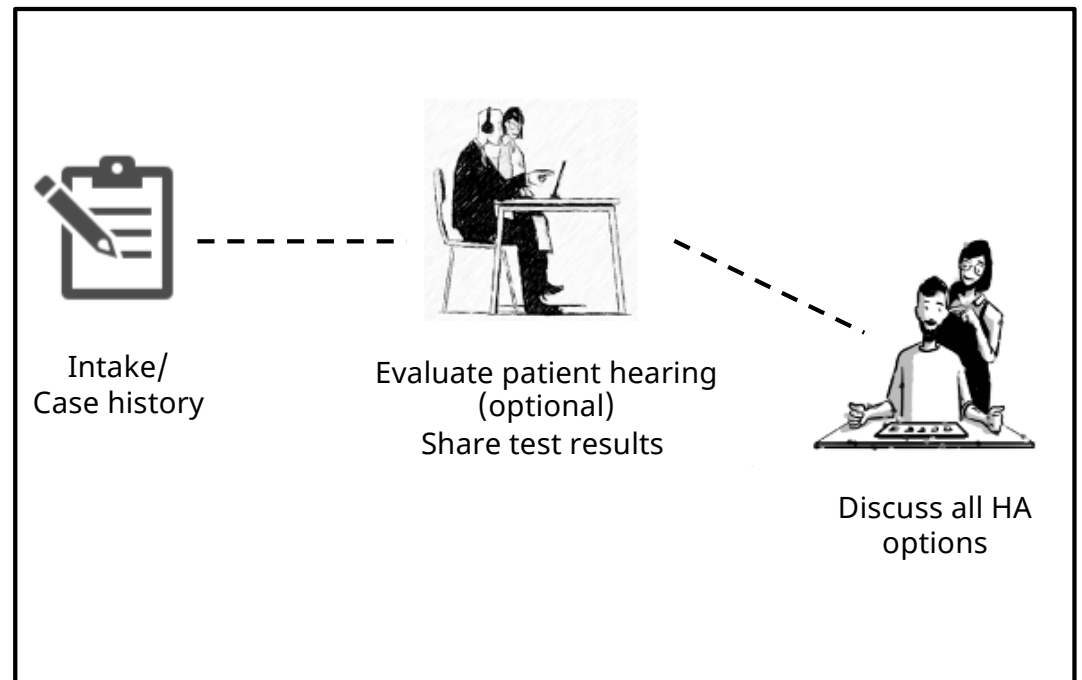
# Taking Action to Offer OTC in Your Practice

SONY

A



B

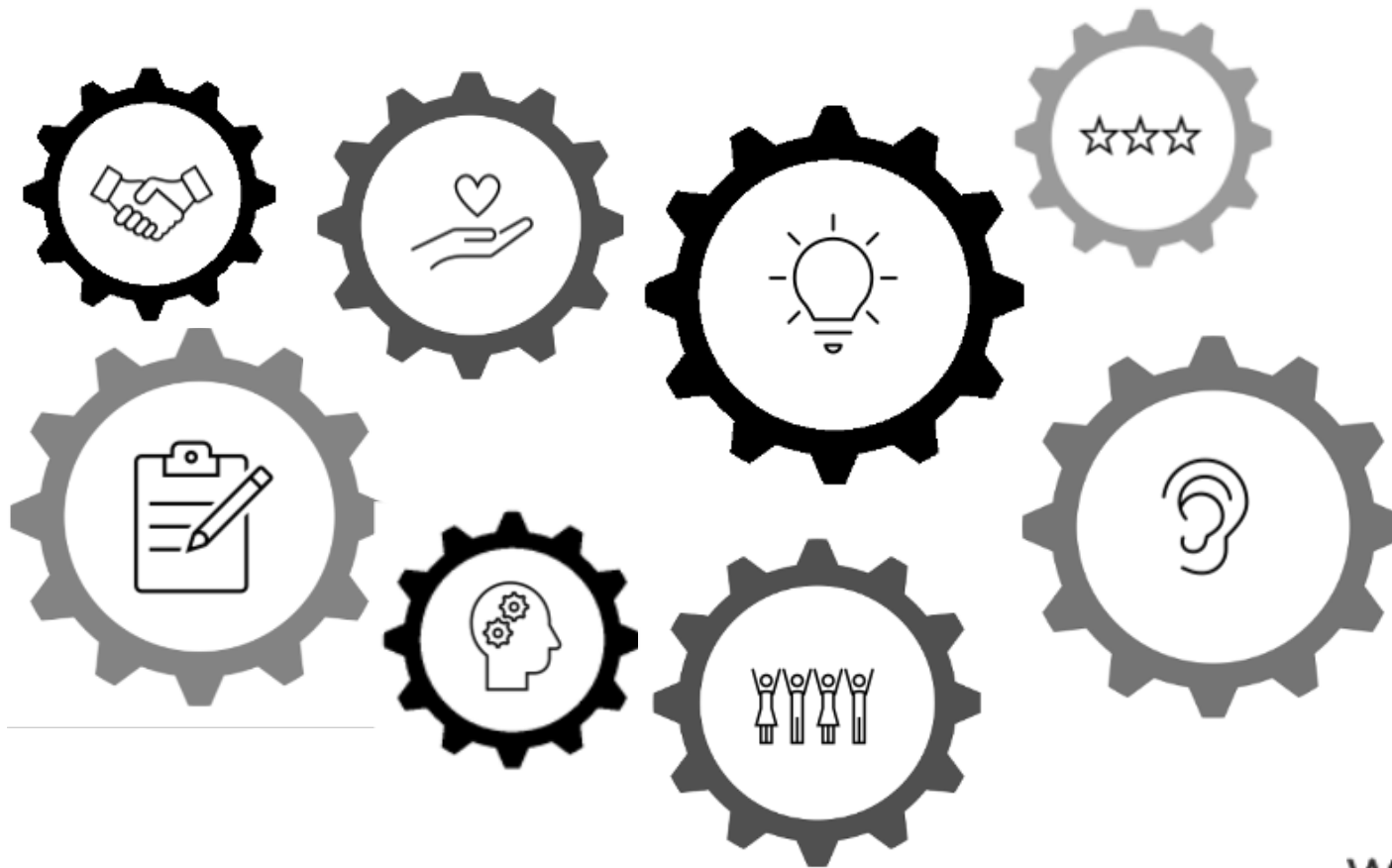


WSAudiology

KNOWING HOW TO OFFER OTC

# Considerations for Your Clinic

**SONY**



WSAudiology

KNOWING HOW TO OFFER OTC

# Setting Patient Expectations

SONY

## Expectation Questions

- What brought you into the clinic today?
- What do you know, or have you heard about hearing aids?
- What is most important to you when deciding on moving forward with hearing aids?

“Today we will check your hearing and **discuss all possible solutions** for you, which may include prescription or over the counter hearing aids.”



WSAudiology

# Assessing Patient Preferences

SONY

## Assessment Questions

- What are your goals to improve your hearing health?
- When you think about potentially using hearing aids, what is most important to you?

### 1. Overall Value

Lack of  
perceived value



### 2. Convenience

Desires easy journey



### 3. Occasional Use

Normal  
hearing/Minimal  
hearing loss



### 4. Back up



WSAudiology

SONY OTC SUCCESS STORIES

# Public Perception of Sony OTCs

SONY



Sony CRE-E10



Sony CRE-C10

WSAudiology

SONY OTC SUCCESS STORIES

# Patient Perception of Sony OTCs

**SONY**

**"Sound quality is superb"**

**"Very comfortable"**

**"Cool and Affordable"**

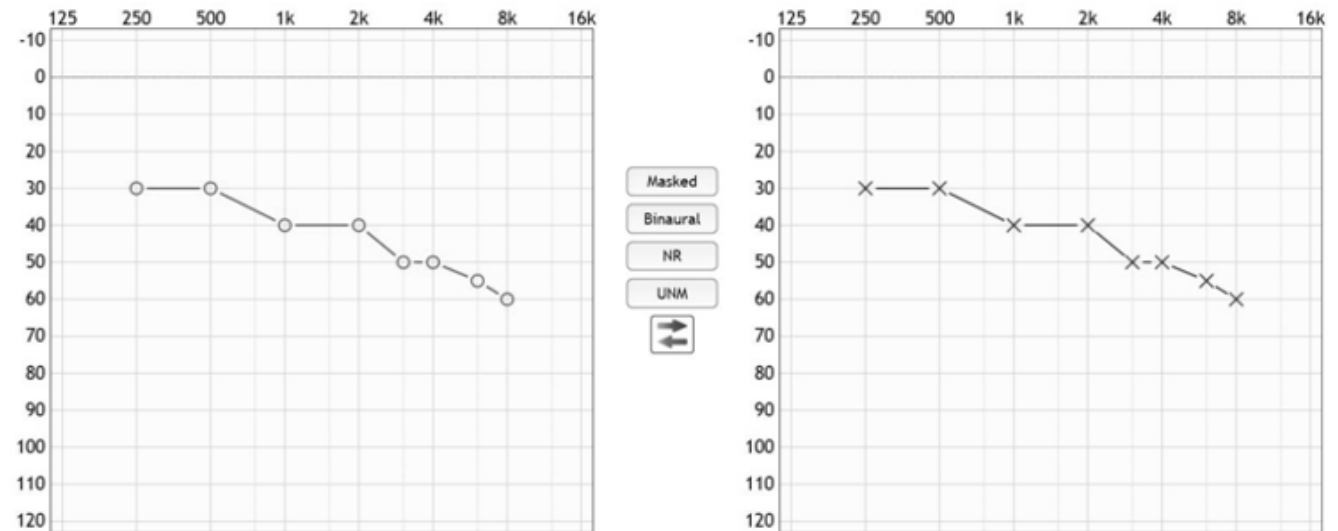
**"...ease of use and the app works you through the complete setup"**

**"Discreet"**

WSAudiology

## Can Roger Benefit from OTC?

- 64-year-old
- No medical contraindications

**SONY**

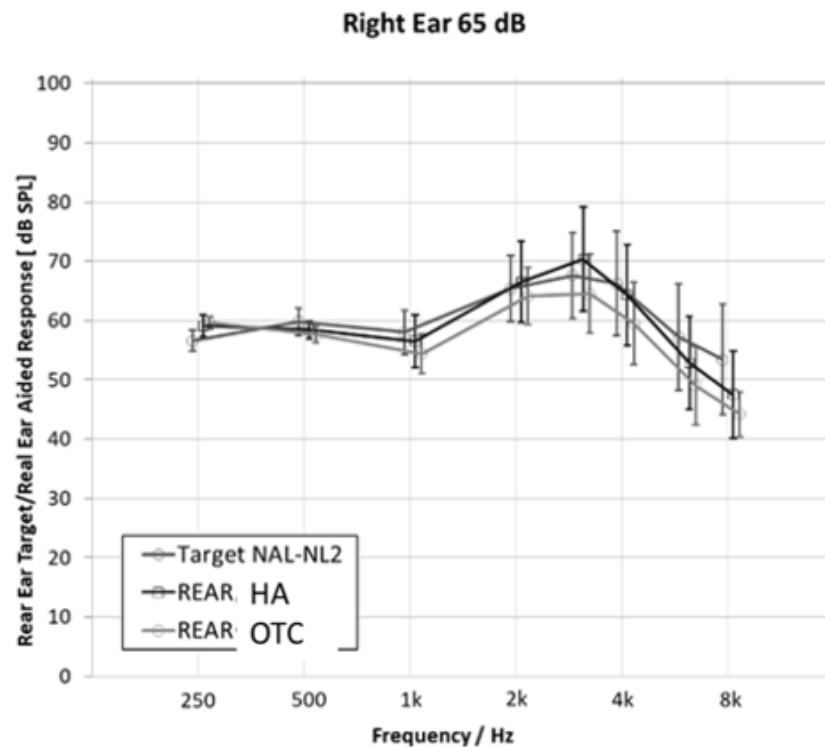
WSAudiology

# How Does OTC “Measure Up”?

Roger’s Right REM



**SONY**



Freq (Hz)	OTC Compared to target
250	<5 dB above
500	<5 dB above
1000	<5 dB below
2000	<5 dB below
4000	<5 dB below

WSAudiology



# HCP Practice with Walk-in Patient Success

Patient Looking for Convenience

SONY



Practice website



Check-in/ Walk-in/  
Patient calls clinic

- Able to set up independently
- Bill reports hearing better
- Bill's Wife reports " huge life improvement"



SONY

Helping You  
Determine Your  
Hearing Treatment  
Solution

**You should have a full hearing evaluation if:**

- ☐ You have a history or are experiencing ear pain or active drainage or balance problems.
- ☐ You hear much better in one ear than in the other.
- ☐ You suddenly cannot hear out of one or both of your ears.
- ☐ You hear ringing or roaring in one or both of your ears.
- ☐ You struggle to hear in all listening environments, including quiet environments.

**If you are experiencing any of the above, you should consult with a Hearing Care Professional.**

**You could be an OTC self-fitting hearing aids candidate if:**

- ☐ You hear well in quiet environments but struggle in noise.
- ☐ You own a smart phone and feel comfortable downloading an app.
- ☐ You are a proactive learner with basic knowledge of how to use a smart phone or tablet.
- ☐ You feel cost is a main priority when determining your hearing health care.
- ☐ You are interested in some hearing support, but not willing to commit to the traditional hearing aid process.

**If you are experiencing any of the above, you could benefit from OTC hearing aids.**

**You should consult a Hearing Care Professional if:**

- ☐ You want a solution personalized to your unique hearing needs (for example: tinnitus management).
- ☐ You need help to set up and manage self-fitting hearing aids.
- ☐ You have not experienced hearing improvement from self-fitting hearing aids.
- ☐ You would like additional support with maintenance and care of your hearing aids.

**If you are experiencing any of the above, you should consult with a Hearing Care Professional.**

WSAudiology

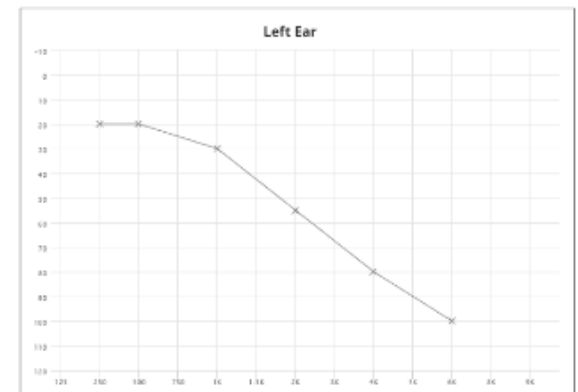
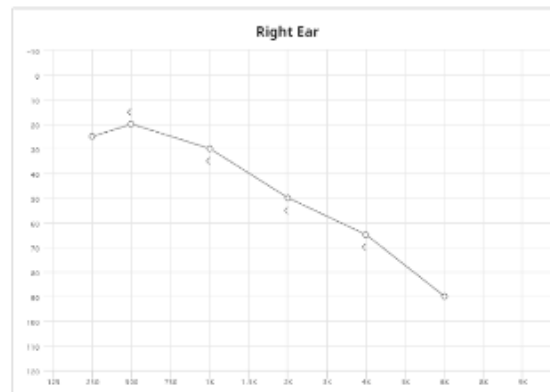
## HCP Success

Patient within mild to moderate loss

SONY

WHY and HOW did the provider bring up OTC?

“Ted is absolutely thrilled. The only complaint he had was about hearing the birds clearly! 😊”



WSAudiology

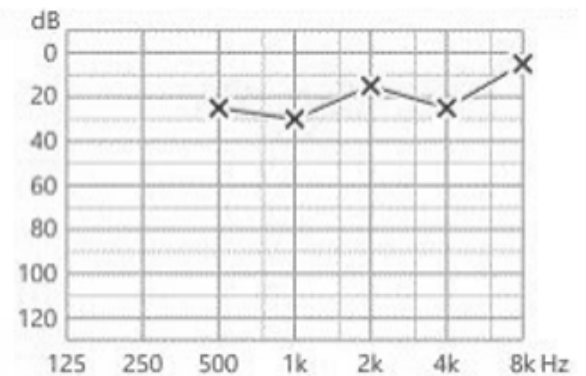
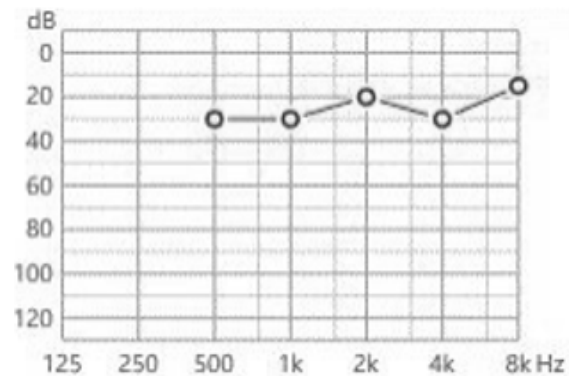
## HCP Success

Patient with Near Normal Hearing

SONY

WHY and HOW did the provider bring up OTC?

"Susan loves her C10 hearing aids, especially how small they are. She wears them during meetings and Friday night big family dinners"



WSAudiology

SUPPORTING THE HEARING CARE PROFESSIONAL

## Best in Class Customer Support

SONY

NPS  
85

Level of Support	<p>Sony Product Support Site → Tier 1 Sony Sound Agents → Tier 2 WSA Audiologists</p>		
Patient Benefit	<ul style="list-style-type: none"><li>• <b>Independent troubleshooting</b></li><li>• <b>self-education</b> about products and app</li></ul>	<ul style="list-style-type: none"><li>• <b>Live in-depth troubleshooting</b> from dually trained agents</li><li>• Available M-F 10am-8pm ET</li></ul>	<ul style="list-style-type: none"><li>• Product and <b>hearing loss expert perspective</b> and suggestions</li></ul>

Get Started with your new product today!

Get the Sony | Hearing Control App:  
Scan the 2D barcode with your smartphone camera!



sony.net/hearing-c13-app

SONY

Contact Sony OTC Hearing Aids Product Support

Call to:  
1-877-864-7669  
Monday - Friday  
10:00am - 8:00pm ET

Scan this 2D barcode to  
access the Sony Contact  
Support Page online



sony.net/hearing-support-contact

WSAudiology

SUPPORTING THE HEARING CARE PROFESSIONAL

## Return for Credit, Repair and Warranty Overview

### Return for credit:

- Offices can stock for 90 days, + 45-day trial period + 5-day grace period (Total 140 days)

### Warranty:

- 1 year repair warranty
- Additional warranty can be purchased from Sony.com within 90 days of purchase

### Repair:

- Patients can work with HCPs for repairs requests, or they can contact Sony directly



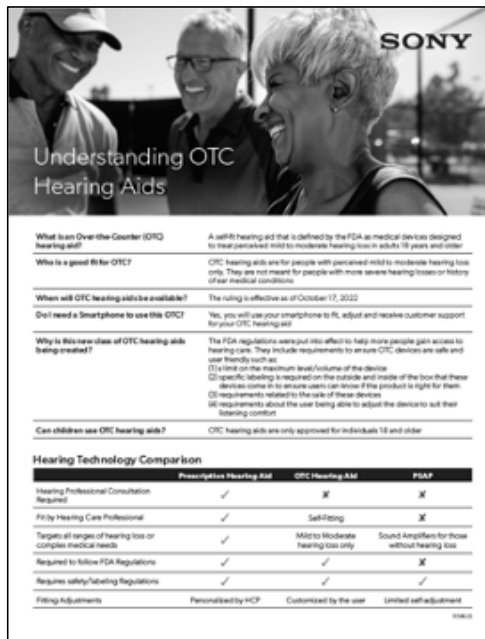
# Sony OTC Counseling Tools

SONY

Front Desk

HCP and Patient Appointment

Patient interested in OTC



**Understanding OTC Hearing Aids**

**What is an Over-the-Counter (OTC) hearing aid?**  
A self-fitting hearing aid that is defined by the FDA as medical devices designed to treat perceived mild to moderate hearing loss in adults 18 years and older.

**Who is a good fit for OTC?**  
OTC hearing aids are for people with perceived mild to moderate hearing loss only. They are not meant for people with more severe hearing losses or history of ear medical conditions.

**When will OTC hearing aids be available?**  
The ruling is effective as of October 17, 2022.

**Do I need a Smartphone to use this OTC?**  
Yes, you will use your smartphone to fit, adjust and receive customer support for your OTC hearing aid.

**Why is this new class of OTC hearing aids being created?**  
The FDA regulations were put into effect to help more people gain access to hearing care. They include requirements to ensure OTC devices are safe and user friendly such as:  
(1) Limit on the maximum sound volume of the device.  
(2) Specific labeling is required on the outside and inside of the box that these devices come in to ensure users can know if the product is right for them.  
(3) Requirements related to the sale of these devices.  
(4) Requirements about the user being able to adjust the device to suit their listening comfort.

**Can children use OTC hearing aids?**  
OTC hearing aids are only approved for individuals 18 and older.

**Hearing Technology Comparison**

	Prescription Hearing Aid	OTC Hearing Aid	PSAP
Hearing Professional Consultation Required	✓	✗	✗
Fits by Hearing Care Professional	✓	Self-Fitting	✗
Targets all ranges of hearing loss or complex medical needs	✓	Mild to Moderate Hearing loss only	Sound Amplifiers for those without hearing loss
Required to follow FDA Regulations	✓	✓	✗
Requires safety/labeling Regulations	✓	✓	✓
Fitting Adjustments	Personalized by HCP	Customized by the user	Limited self-adjustment

10/18/22

Front Staff/ PCC Counseling Tool



**Helping You Determine Your Hearing Treatment Solution**

**You should have a full hearing evaluation if:**

- ☐ You have a history or are experiencing ear pain or active drainage or balance problems.
- ☐ You hear much better in one ear than in the other.
- ☐ You suddenly cannot hear out of one or both of your ears.
- ☐ You hear ringing or roaring in one or both of your ears.
- ☐ You struggle to hear in all listening environments, including quiet environments.

**If you are experiencing any of the above, you should consult with a Hearing Care Professional.**

**You could be an OTC self-fitting hearing aids candidate if:**

- ☐ You hear well in quiet environments but struggle in noise.
- ☐ You are a proactive learner with basic knowledge of how to use a smart phone or tablet.
- ☐ You feel cost is a main priority when determining your hearing health care.
- ☐ You are interested in some hearing support, but not willing to commit to the traditional hearing aid process.

**If you are experiencing any of the above, you could benefit from OTC hearing aids.**

**You should consult a Hearing Care Professional if:**

- ☐ You want a solution personalized to your unique hearing needs (for example: tinnitus management).
- ☐ You need help to set up and manage self-fitting hearing aids.
- ☐ You have not experienced hearing improvement from self-fitting hearing aids.
- ☐ You would like additional support with maintenance and care of your hearing aids.

**If you are experiencing any of the above, you should consult with a Hearing Care Professional.**

HCP Counseling Tool



**SONY CRE-C10**

A sleek, discreet solution for better hearing. The CRE-C10 offers compact, high-quality sound.

**Kit Contents**

- 2 hearing aids (LAR)
- Protective Case
- 6 size 10 batteries
- 4 sizes of ear tips, devices are pre-fit with small ear tip
- Care Tools (Cleaning Brush, OVR)
- User Guide, Safety and Maintenance Information
- QR code for quick start and how to download the Sony | Hearing Control app
- Warranty Card

**Return Policy**

- The wearer has 45 days to return undamaged products for credit.
- All items originally provided at the time of purchase (kit contents) must be included for a valid return.
- Sony OTC hearing aids must be returned to the place of purchase.

**Warranty**

- Sony OTC hearing aids have a 1 year warranty that includes repair, but does not include loss and damages.

**Wearer Benefits**

- For adults 18+ with perceived mild to moderate hearing loss.
- Virtually invisible, small, and discreet design.
- A comfortable, secure fit.
- Patient Customization using the Sony | Hearing Control App to easily set up and self-adjust their hearing aids.
- Analyzes and optimizes sound based on the patients' surroundings to improve the listening experience in noisy environments.
- Connects easily to both iOS and Android devices.
- Uses traditional size 10 ear batteries that offer compact size and high-quality sound with up to 10 hours of continuous use.

**SONY CRE-C10 Specifications**

Colors	Black
User Self-Fitting	Yes
Types of ear devices can be used	IO, S, M, L Open-Start type
Battery	10 RPS-36
Max. # per each	1
Continuous usage time	70 hr
Indicator LED on Hearing Aid	N/A
Indicator LED on Charger	—
IPX	None
OSPL 90 (Peak)	114-119 SPL
MHA FOG	45-49
Hearing Profiles	4
Streaming	N/A
Connectivity with Smartphone	✓
Smartphone App	iOS, Android

1 Actual performance varies based on settings, environmental conditions, and usage.  
Apple App Store is a trademark of Apple Inc. © 2022 a subsidiary of Sony Inc. All rights reserved.  
Android and Google Play are trademarks of Google Inc.

10/18/22

Sell Sheet (both C10 and E10)

WSAudiology

SUPPORTING THE HEARING CARE PROFESSIONAL

# Scenarios/Talk Tracks


SONY

Walk in or Calls the  
Practice

Patient Returning  
THAs

Normal Hearing

Mild-to- Moderate  
HL Rejects RX



**SONY**

Sony OTC Hearing Aids Talk Track:  
Walk-In + Phone

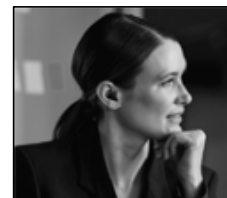
**Scenario**  
Patient calls into Office:  
Consumer: "Do you carry OTC?"  
HCC: "Yes, we carry Sony OTC hearing aids and Prescription hearing aids."



**SONY**

Sony OTC Hearing Aids Talk Track:  
Patient Returning  
Prescription  
Hearing Aids


**Scenario**  
• Patient has mild-to-moderate hearing loss  
• Patient is currently in trial with prescription hearing aids  
• During prescription hearing aids, patient does feel that cost of hearing aids warrants the limited benefit they are receiving  
• Patient feels they only wear them occasionally when they perceive difficulty



**SONY**

Sony OTC Hearing Aids Talk Track:  
Patient with  
Normal Hearing

**Scenario**  
• Patient came in for hearing consultation.  
• Patient perceives difficulty hearing  
• Family members and co-workers have mentioned that patient doesn't always hear what they are saying.  
• Cost is a concern



**SONY**

Sony OTC Hearing Aids Talk Track:  
Mild to Moderate  
Hearing Loss

**Scenario**  
• Patient came in for hearing consultation  
• Patient perceives difficulty hearing  
• Family members and co-workers have mentioned that patient does not always hear what they are saying  
• Patient has waited 3-6 years to do something about their hearing

WSAudiology

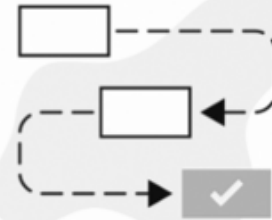
SUPPORTING THE HEARING CARE PROFESSIONAL

# Creating Dedicated OTC Outreach Plan to Turn Potential Customers into Scheduled Patients

**SONY**



Create awareness for your practice and build trust with prospective patients.



Use the right tools and resources to educate, inspire and guide them right to you.

WSAudiology



SUPPORTING THE HEARING CARE PROFESSIONAL

# Sony OTC Solutions to Match Your Practice Goals



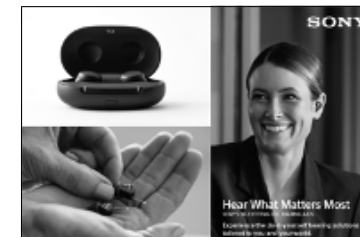
In Clinic Posters, Counter Cards, Patient Brochures or Window Clings Available NOW Free of Charge



CONSUMER



## Cobranded Material Examples



WSAudiology

# Building Blocks of Trust

SONY OTC

- ✓ The Sony OTC Consumer
- ✓ Product and App Deep Dive
- ✓ Knowing *when and how* to offer OTC
- ✓ OTC Success Stories
- ✓ Supporting the Hearing Care Professional



**SONY**

# Questions?

[sonyotc@wsa.com](mailto:sonyotc@wsa.com)

WE Areology