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

Presenters: Annie Duchon, AuD, FAAA; Ashley Goryl, AuD, FAAA

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- Hello everyone, and welcome to our session on Future Proofing Your Clinic: The Sony OTC Solution. We are really excited to be with you today. My name is Ashley Goryl, and I am one of the key account managers for Sony OTC at WSA. One of the reasons I decided to become an audiologist is because that my dad has hearing loss and he had hearing loss when I first started college. And I saw firsthand how it affected my dad socially, emotionally, and it even changed our family dynamic. And when I graduated grad school, I was able to fit my dad with hearing aids, and it not only changed his life, but it changed ours as well. And I really wanted to be able to give that experience to other individuals and families. And so by stepping into this role as key account manager for Sony OTC, I truly feel that we are helping people get the help for their hearing earlier in their hearing loss journey than ever before. So next I'd like to introduce Annie Duchen, senior Manager of Customer Success.

- Hi everybody. We're really excited to be here with you today. I'm an audiologist by background too. And when it comes to why I chose audiology or what's most important to me, my passion is really about removing barriers, so people have access to safe and high quality hearing help options. I started my career as a pediatric audiologist advocating for kids and families, and when I transitioned into my role as the senior manager of customer success in the OTC team at WSA, I had a similar goal with obviously a very different population, very different type of technology, but I really wanna have the opportunity to help people hear better, sooner, with a safe and high quality option in addition to what they can get when they see a hearing care professional. We're excited to be here with you today. We'll talk about the products and lots of other content together, and I'll just share that my main role as senior manager of customer success is about the support team. So anybody who has a product or is a hearing care professional looking for help, that's my team who you talk to. We also obviously support training in audiology content, and so we're really excited to dive into that together today. As Ashley and I both mentioned, we are both employees of WS Audiology, and we do receive financial compensation. Here are the learning outcomes for our course together today. After this course, we expect that you'll be able to identify who is the best candidate for Sony OTC hearing aids and how to integrate recommending Sony OTC to patients as solution for their hearing difficulties. You'll be able to describe the features of Sony CRE C10 and the CRE E10 products, as well as the setup and process for patients. And lastly, you'll be able to describe the support materials available by WSA and Sony to be successful with integrating Sony OTC into your practice. Throughout today's presentation, there'll be just a couple opportunities for

you to participate in polls. And before we dive into the building blocks of trust together, we're gonna have our first poll. So I'm gonna go ahead and launch it here for you. And the question is, how confident do you feel about your overall Sony OTC product knowledge, including when and how to discuss OTC? I see a range in answers here across the board, and that's exactly what we expect to see. That's why we're excited that you're here with us today. In just a moment, when we close out this poll, we're gonna talk about these building blocks of trust that we're gonna go through together with the goal of building your confidence and understanding of the product and the process relating to Sony OTC and how it can add value both to your patients and to you and your practice setting. I'm gonna go ahead and end that poll. Thanks for participating. What we'll cover today is a Sony OTC consumer, who is the person that we think would be a good opportunity for Sony OTC, who are the people with mild to moderate hearing loss that we think could benefit from these products. We'll talk about the product and app deep dive. So we're gonna give you an overview of what the product is, how it works with the app, what would be the patient experience with Sony OTC. We're gonna talk about when and how to offer OTC. We often hear providers say, "Okay, I get the product now, right?" And hopefully we'll get you to that level today.

But when and how do I talk about it to add value both to my patients and to my time in my practice? Then we're gonna talk about some success stories. Who are some hearing care professionals that are offering OTC today, providing success and options with adding OTC for the patients that come to see them? And then we'll talk about support. How are you as the hearing cares professional, supported, as well as the people using our products? So let's first talk about the overall opportunity of OTC when it comes to people with hearing loss. Now, we know... These are statistics that probably as a hearing care professional you have seen before, they're pretty unchanged over time. But they're still pretty astonishing, that two out of three people who have any type of hearing loss, aren't getting help with their hearing. When it comes to OTC products, we know that OTC products are for people who are 18 years or older, with perceived mild to moderate hearing loss. Now, if you look at the bottom of this triangle pyramid here, you'll see that nine out of 10 people with a mild to moderate hearing loss aren't wearing hearing aids. So these are people, either who aren't going into a practice at all, or maybe they have come into your practice or another practice or somewhere else, and they've decided not to move forward with a solution for whatever that objection might be. They're not ready for that prescription hearing aid journey. So the whole idea of OTC is to get at the opportunity of

helping more people in this mild to moderate hearing loss category, hear better sooner. And let's talk a little bit about how that total opportunity is increasing. First, let's review what we know about prescription hearing aids. We know about half the people who use prescription hearing aids are first time wearers. The average age lands around 66. Now, for you and where you practice, that could be a little younger, or a little bit older, but here's a stat that we've seen for a really long time. It can take people seven to 10 years from the time they are aware they have a hearing loss to when they do something about it. And that's something we've been wanting to change for a really long time. One other thing I wanna brush over is this concept of brand awareness. Now, when it comes to prescription hearing aids, we don't spend a lot of time as hearing care professionals talking about different brand options to our patients, because we as the professionals, typically make the strong recommendation for which device or a couple devices they can choose from to move forward with. What I wanna talk about now is what are we seeing with the people who are using Sony OTC hearing aids today, and how is it a little bit different than what we see in the typical traditional hearing aid path? We see that the majority of people are first time wearers. We see that they're younger, and then we see that they're doing something sooner.

This is exactly what we hoped would happen from the OTC category, bringing in different people who wanna do something sooner both in their age journey, but also their hearing loss journey. So the call out here is that when we think about OTC and what it can offer, the total opportunity is increasing. We're getting new people engaging in their hearing health and taking action sooner. Now, Ashley will touch on this a little bit later with some additional information, but you might feel like these people aren't kicking down your door yet. And we know that to be true. We know they're searching for devices and information in various places. They're purchasing in lots of places because for the first time, these devices are available in spaces like retailers. And so what we wanna talk about is what is the value that people see when it comes to the hearing care professional perspective and the OTC journey? And the one thing I wanna call out before we jump into that, is this difference in brand awareness for OTC hearing aids. When it comes to over-the-counter hearing aids, I'm sure you have seen there are lots of different over-the-counter hearing aids, lots of different brands, lots of different companies, some with audiological background and research involved like ours, some that aren't. But it's hard as a consumer to know which one to trust. In a third party study, we learned that the Sony brand, 90% of people in this market searching for hearing aid, trust the Sony brand. So when it

comes to over the counter choices, brand does matter, because we want to ensure that the people who don't have the audiological background that we'll talk about today, why are these products safe and high quality? They also can choose something they know they can trust when it comes to making a choice about their hearing help. But let's talk about your value in this journey. So we see this market developing in different ways. And we worked with a third party company to do some research to try to understand from people, what is the value they see in having hearing care professional input when it comes to OTC decisions and journey. Now, 200 people were surveyed all with hearing loss, some previous hearing aid users, and some who haven't used hearing aids. They would be those first time user category. Here's what we found. 62% would be likely to look for information about OTC from hearing care professionals. That means over half the people we surveyed are saying, "I want information from a professional. "I wanna know the right choice for me, "with that professional perspective in mind." 89% of these people said they'd be likely to purchase OTC from a hearing care professional.

Now, this stat might be surprising for some of you, especially with how the market is developing. We see it growing in different ways in different places. But the call out here is that there is a whole group of people who, while they might be looking for a different journey than the prescription journey or that traditional journey we're used to, they still want professional input. So they wanna know that this is the right choice for them, that this can support them in their hearing health journey, and they wanna hear it from hearing care professionals. So I wanna challenge you to think for just a moment before we move on to our product and app, in the ways that you contact or educate people who come into your clinic or are looking for a clinic to go, is there anything on your website or your materials, however you communicate with them, that would indicate that at a minimum you could be someone that could have a conversation with about these products? Doesn't mean it's right for everybody who wants to know about it, but is there at least a source of education and a place where they can come and get understanding about what are the right products for them and why? Whether that's OTC or prescription hearing aid in the end. What we're gonna do now is dive into our product and app, and I'm gonna pass it over to Ashley.

- Thank you, Annie. And so let's next talk about the Sony OTC solution. And we're gonna talk about the product first, and then we'll go into the app and do a a deep dive. So when WSA

partnered with Sony, there was a lot of thought and research into which form factors we wanted to offer to patients. We specifically decided on these two form factors, knowing that we wanted to target a younger demographic and a patient that was earlier in their hearing loss journey. So I'll start by saying that Sony OTC, these are real hearing aids. These are hearing aids, and we'll talk a little bit more about how they're customized later. But they have fundamental features that any hearing aid user would want to have for success. So let's talk about what comes inside the kits. So on the left hand side, you'll see the Sony CRE C10. The way that I remember this name is C for CIC. So this is a CIC style device. In the kit itself, there would be two hearing aids. Attached to the hearing aid, there is a size small vented sleeve, and then in the kit there will also be a variety pack of different sized sleeves. So an extra small, medium, and large vented sleeve. There will be a pack of size 10 batteries, a cleaning cloth and a cleaning brush. In addition to that, there would be a user manual, a user guide, and then a QR code to help them download the app necessary to customize these devices. On the right hand side, there is the CRE E10 devices, and these devices are rechargeable. So this kit would include the two hearing aids, the hearing aid charger, the charging cord. Now on this device there is a size small closed sleeve, and then there's a variety pack of different sleeves inside. So that would be a small, medium and large closed sleeve, again, in addition to the cleaning cloth and the cleaning brush.

And we'll go ahead to the next slide, please, Annie. So let's talk about those features and benefits within the C10. So again, these hearing aids do have some automatic features. The CRE style offers a virtually invisible type of device. These hearing aids have features like noise reduction, feedback cancellation, speech and noise management. Features that would specifically help patients hear better in difficult listening environments. So the C10 also offers enhanced natural directional hearing using binaural narrow beam listening. And with the E10, as I mentioned, these are rechargeable hearing aids. They have 26 hours of battery life off of one charge. And then they do also offer Bluetooth connectivity to iOS only. And again, these do have some directionality, both automatic and manual directionality within the app that could be controlled by the user. So I've talked to hundreds of customers in the last year, about OTC, and one of the most common questions that we get is, "What is the performance level "of a Sony OTC hearing aid?" And OTC devices cannot be directly compared to a traditional or prescription hearing aid. And the reason why, is performance level of a hearing aid is based off of many aspects that can be manipulated by the hearing care professional. So you know, as a

hearing care professional, there are hundreds of different changes that you can make within a hearing aid software program to manipulate the hearing aids to sound a certain way. And with OTC, while these hearing aids are customizable, they're only customizable at the level of the consumer or the patient. And so they really truly cannot be compared to prescription hearing aids. We know that prescription hearing aids are the gold standard, which is why you have the ability to make those hundreds of different changes if necessary to fine tune them to a patient. But with OTC, they are customizable, but again, only at the level of the consumer. So remember that when it comes to OTC, the goal is not to compare OTC to prescription, but we should be comparing OTC to other OTC devices that are available for patients in the market. So let's look and see what those comparisons may look like. So we're gonna talk about some features and benefits. One of them being that we offer two styles. So we have multiple choices to align with consumer needs. So whether it be invisibility that's really important or it be the rechargeability, we have two styles available. We have excellent phone compatibility, meaning both of our products can be programmed with both iPhone and Android. We only stream to iPhone iOS devices, but they can be programmed with both iPhone and Android. And then our Sony support. So Annie will get into this a little bit deeper later in the presentation, but we have an excellent Sony support team, and I'll be happy to announce that we do have an NPS score of 85. For those of you who are not familiar with NPS scores, this is a net promoter score, and it's a metric used to measure loyalty and satisfaction of a customer to a company. So just to throw out some common companies that have really good customer service. Amazon, their score is a 73, while Starbucks is a 77. So our NPS score is 85, and we're very, very proud of that. To really understand the impact Sony OTCs can have, let's dig into some more evidence-based background for accurate self fitting process safety features, and how a patient can customize their hearing through the app.

- Thanks, Ashley. So let's start by talking about the self fitting process. This is a screen recording that I'll share in just a moment. But before I hit play, I just wanna call out what Ashley has touched on that, in order to set up these devices, to do the self fitting process, you have to download the Sony Hearing Control app. So someone has to have a smartphone or a tablet where they can set this app on, otherwise they won't be able to customize the devices. Now, what makes our product high quality is that it is self fitting. And self fitting generally means that there is some sort of hearing evaluation to make sure the devices are set to the responses of the person using the product. So within the Sony Hearing Control app, we call our self fitting



process, the hearing profile check. And that's what we're gonna look at together today. So this is a real screen recording of the app. We wanted to give you a sneak peek of what it looks like to be someone using the app. You'll see as the screen recording plays that the app takes someone through the process, step by step, page by page. And these instructions are truly meant to be self-guided. And in general, when we see that someone has a challenge with it, it's because they've skipped a step or they're not reading all the directions. So what you're seeing here first is that the app, is making sure the devices are paired before it moves forward with the hearing profile check. This hearing profile check is an evaluation, very similar to what you would do in a booth or in a formal air conduction testing. It's a frequency specific evaluation in each ear. You can see, although it's very evidence-based and complex in the background, it's simple for the users. You just saw the way they interact with it. The way they give input is they decide by saying, how many beeps do you hear, zero, one, two, or three. And what they're actually listening to with the devices in their ear, one ear at a time, is they're doing an evaluation at different frequencies so that the settings can be frequency specific for each ear.

Now, the goal of this evaluation ultimately, is to set what's called a hearing profile. So this is something the app algorithm decides based on the input of the person taking the evaluation. Now, you might be wondering, what if someone is all over the place with their answers, because they're at home doing this by their self, or they're in a different setting where someone isn't leading this evaluation. There is a built-in reliability check. So if the app detects that they're responses are not consistent, they will have them repeat that frequency before they move on to the next section. I'm gonna pause this, it's on a loop here. So for the hearing profile, what it is, is that it's a predetermined setting of gain based on the broad frequency shaping of hearing loss. These hearing profiles you see for the C10 and E10 were based on thousands of audiograms with the results in mild to moderate range. So what happens is someone takes the evaluation and the responses that are... It chooses the hearing profile that their responses are closest to, so it's a best fit. So it's not exactly as accurate as a prescription hearing aid. We know that, but it's incredibly close, covering this broad range of mild to moderate hearing loss. Now, a couple differences you might notice between the C10 and the E10. The C10 has four profiles, and it's a little bit of a steeper gain response. The E10 has six profiles. It's a little bit of a more shallow response, and it has a little bit more low frequency gain. So previously, Ashley talked to you about what's in the kit, the vented sleeves versus the closed sleeves. If you remember that C10 comes with a vented sleeve, it's because there is no



low frequency gain in there. So there's really no point in blocking the ear that way. From an E10 perspective, it's to support this low frequency gain. But in addition to that, it supports streaming clear streaming with iOS devices. Now, if somebody, for example, got the E10 devices and they had concerns about occlusion, certainly they could order and use a vented sleeve on the E10 devices. Those are something that they could order separately. So it's just a matter of understanding what comes with the products and why. Now, the idea here is that this is supporting people with mild to moderate hearing loss. You might be wondering, say someone doesn't get this from your office, they walk into Best Buy, and they think they have a mild to moderate problem, which we know some people do, and then we test them and it looks very different. What if they fall outside this range and they're doing this on their own? Here we have some additional safety features built in. So our devices are FDA cleared, self fitting, 510 approved devices.

That's a fancy way to say we follow all the safety regulations and rules of the devices themselves, as well as packaging. You'll see this is a small screenshot, but it's just to show you that in addition to having medical red flags outside of the box, we also have them inside the box, because we wanna make sure that these products end up on the right ears for the right people. Now, if they get into the self fitting process, say they're like, "Oh, yeah, yeah, I'm good." They move forward as we all click through screens on lots of things. There are two safety features that we decided to add in addition to what the FDA requires to ensure that these end up on the right ears. The first one that you'll see is when someone takes the hearing profile check and they have a hearing loss greater than mild to moderate, in this case, they'll see this pop up. Now, when they call customer service, they'll talk to our tier two audiologists on the support team, who you'll hear a little bit more about later. And our team will explain to them that it's very likely you have too much hearing loss to be supported by these devices, we recommend you see a hearing care professional. And in that instance, we encourage a return, because they actually cannot proceed. They can't go any further with the devices, and it's not the right choice for them. We're so excited they tried, and it's not the right journey. You need different support, and we help guide them to a hearing care professional. The next option that pops up is when someone has a significant asymmetry between the ears across the frequency range. Now, in this instance, we added this feature. because we know that an asymmetry between two ears could be a medical red flag, for something else going on. What's different about this pop-up is that someone can actually proceed with the fitting, because we also know there are

instances where people can have asymmetries and be cleared for hearing aid fittings. So in this case, they could proceed, but we do encourage them to see a medical professional before doing so. Now we're spending energy talking about the people who these aren't really designed for. But what about the people who go through that hearing profile check, no safety features, they have a mild to moderate hearing loss, and then they're ready to customize? Let's talk about the ways that can happen in the app. Okay, three screen recordings here that I'm gonna share with you one at a time. But before I do that, I wanna give you a high level overview. There are three main sections of customization in the Sony Hearing Control app. There's Adjust Loudness and Fine Tuning. These are adjustments that are retained, meaning that if your patient makes these changes and then they turn their hearing aids on and off, the changes will still be there. And then we have our remote control section. This is meant for situational changes. So maybe they walk into a coffee shop, and they wanna make some specific adjustments, but when they turn their devices on and off, it's gonna go back to those remote control defaults, living somewhere in the middle.

Now, Ashley mentioned, these devices are meant to be customizable at the level of the user of the patient. But what I wanna give you and provide you with are some hot tips throughout these sections, so that you as a provider could get some informed recommendations for changes, if you had a patient asking you about, "How do I change the level? "How do I change the sound quality?" Let's start with Adjust Loudness. You're seeing how we navigate to Adjust Loudness from the main screen. What I want you to know is that you'll see the Adjust Loudness screen in just a moment, it's a right-left slider bar. It's actually the first thing your patient will see after they complete the hearing profile check, because we wanna give them an opportunity to make sure their volume is loud enough for them, or soft enough for them, depending on being a new user, and also that their ears feel equal. Now, here's a hot tip for you. Adjust loudness is functionally a master gain adjustment. Here's that right, left slider. So if you ran real ear measurements on this... And we're gonna talk about that a little bit later. And you saw your patient was a little under target, you could bump up master gain this way, you could recommend they turn it up, if they're comfortable with that change. This is also a great place to go. We have had people call in our support line and say, "Every day I wake up, "I turn up my remote control, "I can't get it loud enough." If they're making a daily volume change, having them make a volume change instead, in the Adjust Loudness section, then they won't have to do it on a daily basis. It will remember that change. Then we have a Fine Tuning

section. Now, this Fine Tuning is nothing like what we do as hearing care professionals, but what it does offer is some predetermined gain and frequency solutions based on a category and description that the patient chooses. Get to the menu here. I wanna pause it and show you something in the description section. It's always gonna make sure that the devices are paired. Okay, perfect. So these are the different categories your patients can choose from. A hot tip is that this other's category is a feedback section. So if you have a patient who has a really good fit of their ear tip, but they're still experiencing some feedback issues, this is where I would counsel them to go. In this example though, we're gonna choose own voice, and we're gonna choose unnatural. These devices, we know, for a CIC style, earbud style we have a vented option, but we also know there's a risk of occlusion with these devices, because the way they're shaped, they plug up the ear.

We also know that these are important styles and designs for the people's experience when it comes to these products. And so if you had somebody who was using these products and had concerns of occlusion, aside from using a vented tip, this is the combination of choices I would make in the Fine Tuning section to try to support that situation. What you're gonna see is it's gonna offer this predetermined solution. It's applying it to the hearing aids. So what the person gets to do is listen to that solution in real time, and then they get to decide, "Oh, I wanna keep it," which they will in this screenshot example, or I don't wanna keep it, and depending on the category and description, we get up to six solutions to try. Our last section here is this Remote Control section. Pretty straightforward. There's a volume control, there's what we call sound balance. Here's a hot tip. It says base treble slider, but it's really more of a treble adjustment. It really affects frequencies above 1500 hertz. And here's the directional hearing screen. So we know we're looking at an E10, right? If you remember, Ashley mentioned the E10 has both auto and manual directionality options. So we spent a little time talking about what are our products, what are the features within them? What does the app look like? What's the app experience for somebody who wants to set up these products and then customize them? What we wanna shift into now is the when and how of offering OTC. I touched on this a little bit earlier, but we often hear providers, especially sort of in this point of conversation, like, "Okay, I think I get it." The products are pretty straightforward. You follow the app, we get how it works, but when and how do I talk about it? And we're gonna pass it over to Ashley to have that conversation.

- Thank you, Annie. And I just wanted to note too, that we wanted to share the app experience with you, but we in no means expect that you are going to spend time with patients doing these things. But it's nice as a hearing care provider to know what your patients are experiencing. But the changes that Annie just showed you are things that our support team can also walk a patient through over the phone. So if you did want to help someone with OTC, we of course would expect that you would charge for your time, if that's something that fits for your practice or your clinic. So let's go ahead and talk about when to offer OTC. So what you're looking at is two very simplified examples of a patient journey. So option A is what happens prior to a patient coming in to see you, and option B is what happens when they're in your seat. What we recommend, and after a year of working with professionals, is to start with one, start with either A or B. To do both immediately can be a little much. So we always recommend starting with one or the other. The truth is OTC could come up in any part of this journey.

But again, it's just important to choose one version to start. I want you to just take a minute and think about where you see yourself offering OTC. Is it online before patients even come into your office? Or is it when you're in the clinic and they're sitting right in front of you? We have customers successfully offering OTC in both versions, but for time... A is a new scenario, something we're not used to, being able to offer OTCs without a provider online. So today we wanna focus on B, and this is when the patient walks into the clinic, they're there for an appointment. Let's talk about how we offer OTC to those patients. Now we're gonna talk about how to offer OTC. So in a recent study that we did, out of 5,600 individuals surveyed, we found that less than 42% were aware that OTC even exists. Of those individuals, they said they would still wanna visit a clinic to get tested by a specialist. As Annie mentioned previously, these patients want a professional recommendation. Even if they're not ready for prescription, they may want to start with something a little less complicated and more affordable. So I think it's very important that everyone have a process. So I want you to take a minute and think, do you have a process in place within your clinic or your practice? Meaning when a patient comes through the door, is there a protocol that you do and that your colleagues do with every single patient, so that they get the same experience no matter who they see in your clinic? If the answer is no, I highly recommend you meet with one of the key account managers on our Sony OTC team, because we can help implement a process within your practice, and one that involves offering OTC. And so by following a process, you'll be able to conduct a more efficient appointment, increase the number of patients that move forward with hearing aids, or a hearing

solution in general. And so, again, I want you to just think about, out of the patients you see, how many are leaving your office without a solution, and would offering OTC lower that percentage by helping those patients that are leaving? So let's go a little bit deeper into setting patient expectations. So think about what you do when a patient walks in for their first appointment. The most important first step is understanding what brought the patient into the clinic and what do they know about hearing aids so far? And I'm sure these are questions that you're already asking your patients on a day-to-day basis, but it's important to communicate clearly in a manner that promotes retention of information. The consultation needs to have dialogue, and it's most important to listen to what the patient is telling you. So what do they know about hearing aids? Do they have family members wearing hearing aids? What has their experience been? So it's important to ask some of these expectation questions. But while you're thinking about introducing Sony OTC, it's also important to listen to tips that they may be eligible for and interested in OTC. So do they mention cost concerns? Do they call out that they want an easy journey with not a lot of follow-up? Do they have a smartphone? So these are things that you can take note of while you're doing that initial consultation before you even test the patient.

So it's important to set expectations if you suspect that OTC could be an option to set yourself up for success. So before you even test the patient, you can say, "Today, we're going to check your hearing "and discuss all possible solutions for you, "which may include prescription hearing aids "or over-the-counter hearing aids." And again, I wouldn't do this with every patient. But if you see the signs that this could possibly be someone that would benefit from OTC, set yourself up for success, so that after testing, if you make a recommendation for OTC, they're not surprised. So let's bring this to life with some specific scenarios of when to offer, when it comes to certain patients. So which patient needs or traits might prompt OTC interest? So these assessments questions are important. So let's talk about overall value. We know that prescription hearing aids are the gold standard. If we could fit everyone with the best technology, I'm sure we would. But reality tells us that not everyone is ready for prescription hearing aids because they sometimes don't feel that they have a \$5,000 hearing problem. They don't feel the impact of not hearing their best on a daily basis. So lack of perceived value. This is for the person, again, that is worried about cost and doesn't feel like they're struggling to get through a day, but they would like help in certain situations. And so I've had actually a few customers, two customers specifically, that told me they actually recommended prescription

hearing aids to a patient, the patient went through with the recommendation of prescription, but they came back to return at the end of their trial period. I know we all get nervous when we see a patient in the waiting room holding the bag that they left with when they first purchased, 'cause it typically means that they're there to return. And so these patients again said, "Yeah, my hearing aids helped me a little bit, "but I'm not ready to spend a certain dollar amount "on the perceived benefit that I received." So they actually offered OTC instead. They said, "Would you be more comfortable "spending this amount on a hearing solution "instead of prescription?" And both of those patients left with OTC, and they were comfortable with the amount spent, compared to the difficulty they were having. The other scenario would be convenience. So desires an easy journey. And I will bring up my husband in this case. My husband is 42 years old and has hearing loss. He started having hearing loss about seven years ago. And I can guarantee you the only reason he's wearing prescription hearing aids is because he's married to an audiologist. And if we hadn't met and been married, I guarantee you that OTC would be something that would have worked for him, because he's someone who doesn't wanna take time to go see a doctor. He doesn't wanna go in for regular visits. So something that would be convenient for a person like my husband would be OTC, because it's self fit from the comfort of your own home. Occasional use.

So if you have those patients with normal or mild hearing loss, that again, just wanna wear something occasionally... We as hearing care providers would love if our patients wore hearing aids all day long from the moment they woke up to when they went to bed. But again, we know that's not always the case. So someone who wants to wear them occasionally, in meetings or with grandchildren, these are the patients that OTC would work for. And lastly, backup. So if you have a patient who wants backup hearing aids, maybe they like working in the yard, and they get a little sweaty, or they like to work out and they wanna be able to hear, OTC is a great solution for them, to not have to invest in a second pair of prescription hearing aids, but to have OTC as a backup option. We do know of one provider who actually bundles OTC in with a prescription purchase. So it's something that has really worked for her in offering that as an option. So the takeaway from this is that no eligible patient should leave the clinic without knowing all of the options for a hearing solution, and that would include offering OTC. So let's talk about public perception of Sony OTCs. We could tell you how much we love our product and how much it's the best OTC product out there, but what really is also important is public perception of, what's happening with the devices out in the world, we'll say, or in the US. So

it's important to highlight... Up top, I've included, or we've included all of the QR codes. So if you just scan the QR code, it'll actually bring you to these articles that reference our hearing aids. But the top one in the left is editor's choice. And this article highlights Sony E10 as the overall best hearing aid for OTC, and then the bottom right hand corner HearAdvisor. This is an independent lab who does a lot of testing in different listening situations, set up listening situations, and our products were highlighted as the best hearing in noise compared to other OTC and prescriptions. So we actually won an award for Best Hearing in Noise, which is affiliated with the article on the bottom left over on that side there. So again, we've included the QR codes, please scan and read. And you'll also get these slides later. So if you don't have time to click them all now, you can read them later. And then patient perception of Sony OTC. So here are some things that we hear from Sony OTC users. Now, as providers, I think we all have the fear that one poor review can sink us. And so let's talk about how we can manage patient expectations with Sony OTC to avoid negative reviews or negative experiences. When we look at all the reviews of these products, when there's an occasional negative one, it's almost always because someone didn't know where to go for help, and they didn't know where to find it. So when you offer OTC to a patient, make it very clear on how the patient can get help if they need it. So is that coming back to you? Do you have a fee for service situation in place, where you can charge them for their time and they can get additional help for you? Or if you don't wanna offer that within your clinic, that's fine. You can definitely refer them to our Sony support team. But letting the patient know where they can go for help is crucial in making sure that they have a good experience with their OTC devices. So let's put OTC to the test, and look at a patient example with Annie.

- Okay, we love product information as providers, but what we really like is data. What does it look like when we do real ear measurements with OTC? We're gonna take Roger as their example. He's a 64 year old, he has no medical contraindications. This is his audio. Before we proceed together, I want you to just consider in your mind, do you think that Roger could benefit from OTC? Okay, let's see how this measures up. We are gonna compare to prescription hearing aids with real ear measurements. We're gonna zoom in on Roger's right ear real ear measurements, because his ears were symmetrical. Let's take a look at this graph. Let me orient you to it quickly. The gray line are our targets, blue line prescription hearing aid, green line, OTC. What do you notice right away? The prescription fit is better. We expect this, as Ashley touched on, we know that a prescription fit is the gold standard, but we also know



that there are many people, those nine outta 10 people who aren't choosing to do anything about their hearing loss or get hearing aids. What do we notice about the OTC line? Although it's not as good as the prescription fit, it's pretty darn close. You can see with a chart on the right that it's within five dB across the frequency range, when we compare it to targets. Now, a couple call outs here in this scenario. One is that both the prescription line and the OTC line here are first fit, meaning the prescription line hasn't had any programming done by a hearing care professional, and there hasn't been any customizing done yet by the person using the OTC. So there's a couple things we can think about. If you decided to run real ear measurements on this, which is totally your choice, like Ashley mentioned, we wanna be mindful of how you use your time in OTC. We certainly don't recommend you run real ear measurements on everyone. We just want you to know that you can use the regular tools you use. And when you look at OTC, you know that now that we talked about what we can do in that customization section, you could recommend bumping up that gain that function you're suggesting by adjusting loudness. But also consider this. Remember, the majority of people who use OTC are first time hearing aid users.

Now, while we as providers would love that everyone walks out of our office at a hundred percent target on the first day of wearing their hearing aids, it's just not the reality for some people. They can't tolerate that level of sound at that time. So this first fit of OTC might be a good place for someone to start. Now, I'm gonna launch a poll before we move on together. I want you to consider, Roger is your patient in your clinic. For whatever objection you can imagine, he doesn't want prescription hearing aids. He's not ready for the price, he's not ready to come back for several appointments. And I want you to consider this poll. Would you rather that this patient walk out with Sony OTC or nothing? So far, I see a resounding Sony OTC. It highlights what we know. Okay, we got one, nothing. I wanna be honest here, and that's okay. Thank you for being honest. So far, what we know is that we want our patients to walk out with a solution. And when we get an idea of what this solution can offer, perhaps we feel a little bit more comfortable as this option compared to not starting our hearing journey at all. Thank you all for participating in the poll. We're now gonna shift into some of those real success stories of providers who are offering OTC today in different ways, in different scenarios. So this first provider's practice offers OTC in the scenario A, that Ashley was talking about, meaning that the part of the journey where they focus on offering OTC is in their store. They have marketing materials and online, they don't talk about it as much in the provider scenario. This is a story

about someone named Bill. He's 67 years old. He has never worn hearing aids, but he knows he's had symptoms of hearing loss for years. He's not necessarily opposed to hearing aids, but he hasn't gone forward with it because it seems like a lot of work. It's not a journey that he's ready to commit to because he has other appointments and commitments. Now, Bill has a friend who goes to this hearing care provider, who wears prescription hearing aids. And this person was recently in for a regular check-in for her devices, some adjustments, and she saw some Sony OTC marketing materials in the office, and she mentioned this to Bill. She's like, "I don't know, maybe check it out." So Bill calls the office and says, "Hey, I heard you have these Sony OTC hearing aids, "wondering if they could be right for me." This is the way that this practice supports this scenario, A. They use this checklist that our team has created that is specifically designed for someone who's not a hearing care professional to be able to quickly help a patient decide could they be an OTC candidate.

In Bill's case, you'll see this first section is you should have a full hearing evaluation. No answers in that. If there was any check in that section, you would stop right there. You would make that person in an appointment. So you move on to the next section. You had a few answers in the next section, you don't have to answer them all. It's just to give an idea that this person could be a candidate. But then we still ask, "Okay, even if you want OTC, "should you still see a hearing care professional first?" In this case, Bill had no answers in the last section. This is an indication to the person of the front desk who's trained to use this, that it's the perfect time to sell this truly over the counter. Now, when it comes to this scenario... And this was sold over the counter, Bill came in and got them later that day. The way that this clinic ensures and manages success is that they check in with these patients within one to two weeks of selling the devices. They say, "How's it going? "Are they working for you? "Were you able to set them up?" And here's what we heard. We heard that Bill was able to set them up independently. He reports hearing better. That's good, that's the point. And his wife also notes that she's repeating herself less, which is a huge improvement for the two of them. One other detail that I wanna call out is that he shared that he wore these devices in public for the first time at his niece's wedding, and was able to share that it was the best that he's heard a noise in a really long time. He's using the E10s. Here's another really different scenario. This is a story about someone named Ted, who already had an appointment with the provider. They were planned to see the provider, didn't know anything about OTC. They walked in to have their hearing evaluated, and this is the audio that they had. Now, we asked the provider, "Why and

how did you bring up OTC? "What prompted you to even bring up OTC in the first place?" And she shared with us that what Ted came in saying is that he would only wear a CIC. I mean, he didn't say CIC, he said he wanted to wear something small, something that people wouldn't notice. And that he had cost concerns. So this provider actually made a choice to jump straight to recommending the C10. She didn't even talk about prescription hearing aids today, because she felt with those two main priorities of TED, that the Sony OTC C10 option fit perfectly for what he was looking for. Here's what we hear. He likes his hearing aids, he can hear the birds again, which he, he has mixed feelings about, but we know that means he's hearing those high frequencies better. One last success story here. This is about someone who has near normal hearing. This is somebody named Susan, and she came into the provider's office because she was having a significant trouble hearing, especially in noisy places. So that was at work, that's with family, with friends, we hear this all the time as providers.

So then the provider did the evaluation and they see an audio like this. She has near normal hearing, but that doesn't discount the challenges that she's having in these noisy places. So what this provider did was a little bit of a different approach than the last one. They actually started by recommending prescription hearing aids. They were saying, "Given the level of difficulty you're perceiving, "we really think it'd be beneficial "for you to try prescription hearing aids." And Susan responded functionally with something like, "I don't think I have a \$5,000 problem "and I just wanna wear something, "occasionally when I'm struggling." So what this provider did is they pivoted the conversation to Sony OTC. They shared, "I hear what you're saying. "You're looking for a value "and that's something you can use occasionally. "There is another safe and high quality option "that could support your listening needs. "Lemme tell you a little bit "about the Sony over the counter hearing aids." And they were able to pivot the conversation to bring in Sony OTC, ultimately to prevent Susan from walking out without a solution. She decided to go forward with them, and she is using them more in an occasional way in those noisy situation, and is finding benefit from them. The call out here is the same thing Ashley mentioned. These are three different scenarios where providers are finding value. They're either bringing in new people like Bill, with this idea of having something different to offer, a different product, different journey, or they're keeping people in their doors. Now remember that these people who move forward with OTC, who have all had interaction with a practice, they've had a positive interaction. And at some point something will change. Their hearing will change, their listening needs will will change, their feature needs will change, and

they'll need a prescription hearing aid. And now these providers have already established relationships with these people, met them where they are in their journey today, and probably they'll become future prescription hearing aid users as well. Now, we've touched on this throughout the process, but you're probably wondering, "Okay, great, this is meant to be an independent journey, "but what if somebody needs help?" You or a person who's using the devices? This is where our Sony product support team comes in. Now we know this is meant to be an independent journey. We also knew that different people will need help along different parts of this journey. That could be with setup, that could be with customization, that could be with getting used to hearing aids in general. So we have this multi-tier support system. If you haven't been to our Sony product support site, I encourage you to check it out. There is tons of information on their instructional videos, how to use, how to clean your devices, how to change the sleeve. There's also a very extensive FAQ. And then we have our live support, which is SMS chat or calling in. And when you call in, unless you identify yourself as a hearing care professional, which is an option for all of you to be routed directly to the audiologist, because we want you to have that fast access to support if you need it. Just like if you called Widex or Signia for support, you get that audiology care right away.

Now, if it's somebody who's using the devices themselves, they start with our tier one agents, because they do all the things that we as providers spend too much time doing. They help them with things like, "How do I download an app?" They also don't know the person's Apple ID, just like we don't. But we can help them with that setup process, the pairing process, that self fitting process. And then since we have lots of new users, they might get through that setup process and then they might say, "Wait, my voice sounds funny." They have regular hearing aid concerns, just like anyone who's fit with hearing aids. And here's where our tier two audiologists can step in. So in addition to professional support, they can provide you, they're there for counseling and recommendations for success to be able to have an opportunity to support patients both in the sound quality and level experience they're looking for. Now, Ashley mentioned this already, but I just wanna call it out. You don't have to sit with these patients and customize these devices. That's a choice you can make to support, and we absolutely encourage you to charge for your time if you wanna do that. If not, that's exactly what this team is for. We encourage you to leverage this team. Our team will sit on the phone with someone as long as they need help, from unboxing to customization. And we are here to do that. And we've been doing it successfully now for a year. So we wanna be that extra line of support for you.

- Thank you, Annie. And I'll just note too, that our support team is no extra charge. I get that question a lot. So customers, this is a resource for them. That is no additional charge. So let's talk about return for credit, repair and warranty overview. From all of the customers that are having success. These are customers that actually like to hold stock, and that could mean one or two kits. That could mean 10 kits. It really depends on your clinic or practice, there is no minimum, but it's nice to have them in stock. And so offices can stock these kits for 90 days. The patient has a 45 day trial period. So you could sell the kit on day 90, and they would still have that 45 day trial period. Plus we give you five day grace period to ship it back as a return for credit if needed. So you have a total of 140 days to return the kits for credit if you need to return them. There is a one year repair warranty on the kit, the devices, and then additional warranty can be purchased from [sony.com](https://www.sony.com) within 90 days of purchase. And repair. The patient can work with the HCP or the hearing care professional, or they can contact Sony. So again, you get to decide your level of involvement with these OTC devices. If they need a repair, you could recommend that they reach out to our Sony support team.

We would send them a prepaid ship label and all the instructions on how to get those hearing aids repaired. And let's talk about some of the OTC counseling tools that our team has built for you to have easy conversation. So these aren't tools that we would recommend pulling out with every patient, but if there's a patient that really is hung up on "What is the difference between prescription and OTC "and that \$400 set of hearing aids "that I just saw at XYZ store that I was in?" These are great tools to help explain to patients what the difference is and are you a good candidate? So we wanted to build these resources so that you as the hearing care professional, or even your techs or front office staff, whoever it is, talking to patients about OTC, you're comfortable doing so. We know that you have a lot of products and information and things to remember, so it's easy to pull out these things as a resource. We also have what we call sell sheets. So again, we don't expect that you memorize all of the features and benefits from our devices, but these are things that you can have readily on hand, if you need to find that information. In addition to that, one of the things that we saw early on with OTC is that again, providers don't know how to have that conversation with patients about OTC. So what our team did was we came up with scenarios and talk tracks on how to have that conversation. So this is actual scripting, and it's scripting that is meant to get you thinking of how to talk about it. So make it your own. But these are scripts again, that can help get you

thinking about how you're going to recommend OTC. And then just really quickly, let's talk about creating an OTC outreach plan and turning potential customers into scheduled patients. So high quality care for your patients will always be your first focus, typically, but in tandem you might have other goals for your practice. So attracting new patients or building your reputation to stand out as a preferred provider in your area. So no matter what your practice budget is or what your resources are, incorporating OTC into your marketing plan can really benefit you. And our key account managers can help you integrate OTC into your marketing plan, to again, bring in new patients and help you get more business. So whether you're looking for in-office materials or lunch and learn invites, or website updates, we have all the turnkey solutions. We also have trusted vendor partners. So we have partners that have put together different packages that can help you to promote that you are an OTC vendor. And so there's lots of materials again on the left and the right that you have access to by offering OTC to your patients. So let's recap today, and let's talk about what we reviewed. So we talked about the OTC consumer, we talked about product and app deep dive. We talked about knowing when and how to offer OTC. Annie talked about some patient success stories, and we talked about how we, the Sony OTC team can help support the hearing care professional. So I want to kind of circle back to ask you an additional question, which we asked you at the beginning of the seminar here. But how confident do you feel now that you've completed this seminar, with offering OTC as a product, including knowledge obviously of the product? I'll give you a few minutes to answer there.

- I am seeing some shifting in these responses.

- I am too.

- Which is great. So that means that, this at a minimum could be a starting point for this. We know this is a new market, and that these are new products, it's a new process. We want this to at least give you the opportunity to step into this conversation, this information, to feel more confident. So when your patients ask you about it, OTC in general, or ask you about Sony OTC, you have some information that you can share. Thanks for participating in the poll.

- If you have additional questions, Annie's gonna put up an email on the next slide. Please feel free to email our team and someone will be able to answer any questions you may have. We do

have a couple minutes left. We had some really, really great questions in the chat. So Annie, I don't know if you wanna pop that open and answer what we can?

- Yep, exactly. Let's see what we can get to here. One of the first questions I saw is, "Where are these products available?" There was a question. "Are they available outside of the US?" And right now Sony OTC is only available within the US. We have had many customers outside the US request for it. And we hope in the future that's something we can offer. But just right now, just within the us. I'm just scrolling here. I wanna share someone also asked about tinnitus. Now, OTC products are not specifically designed for people with tinnitus. So there are no specific tinnitus features within our products. They of course provide amplification, which we know can support in tinnitus. But Sony OTC is not designed to support with tinnitus specifically.

- I see, "What warranty protection "does the device come with?" So that is one year repair warranty.

- Yep, and there are questions in here about pricing, and if you have specific pricing questions, the best option is to email this here and our key account managers, Ashley being one of them, will get back to you and talk about what pricing is specific for your clinic and that's the best way to get that information that's relevant to you. I see some other great questions in the Q&A section. I think we'll have a chance to get to a couple of them. I see one about... The question is, "What has the experience been "with patients in regards to the aesthetics of the devices?" "Do they go for getting OTC due to the look of them all?" Great question. It is one of the reasons that we chose these styles. So I'll share my experience and then Ashley, you can share yours. But what I see in general is that having the two styles makes a big difference. So anybody who is really concerned about aesthetics or cosmetics, they choose the C10. Even if they would want rechargeability, they still choose the C10. When we have other people who have other feature priorities who aren't quite as concerned about aesthetics, they go for the E10 because they want that rechargeability and perhaps that streaming. And that's I think, part of the reason we see a pretty close even split, is that balance of feature and aesthetic. Anything to add there, Ashley?



- No, I think, I originally thought that most people would want the C10, but we actually did see more people interested in the E10, which to me was a little surprising. But I do think it's nice that we have both options depending on what is important to the patient.

- There's another question about "Do the background features like noise cancellation "and feedback management change "based on hearing profile?" And yes, they're aligned with the gain and output across the frequencies based on the hearing profile, to support the listeners' needs. Great question. Maybe we can squeeze in one more.

- Maybe one more, yeah.

- Yeah. There's a question about recommending OTC to people with mild to moderate hearing loss but not high frequency hearing loss. Like would we recommend someone who has this to a cookie bite or a reverse slope? And I'm gonna combine two questions. I know we're at time, but I just saw one come in the chat. Someone asked, "To what degree do OTC support "severe to profound?" No, these devices are not for people with severe to profound hearing loss. That's an easy one to answer in terms of how our devices function. They're really for people who fall within that mild to moderate range. I would say totally transparently, I probably wouldn't recommend this for someone with a reverse slope. If you look at the insertion gain graph of what those hearing profiles are doing, it's really meant to follow a more traditional mild to moderate sloping hearing loss. And I would say, if it was me as a provider, that is just one audio, which is a tough one for all of us, but I wouldn't recommend OTC for that reverse slope. How about you Ashley?

- Yeah, I would agree with that.

- We're at time here. I see a couple more questions. I'm sorry we didn't get to all of them. We're certainly happy to have a conversation outside of this opportunity. We just wanna say, thanks for joining. It was really exciting to be able to share with you about the product, the app, and the experience, both from the user perspective and the hearing care professional. So thank you for your time today.

- Thank you so much.

