



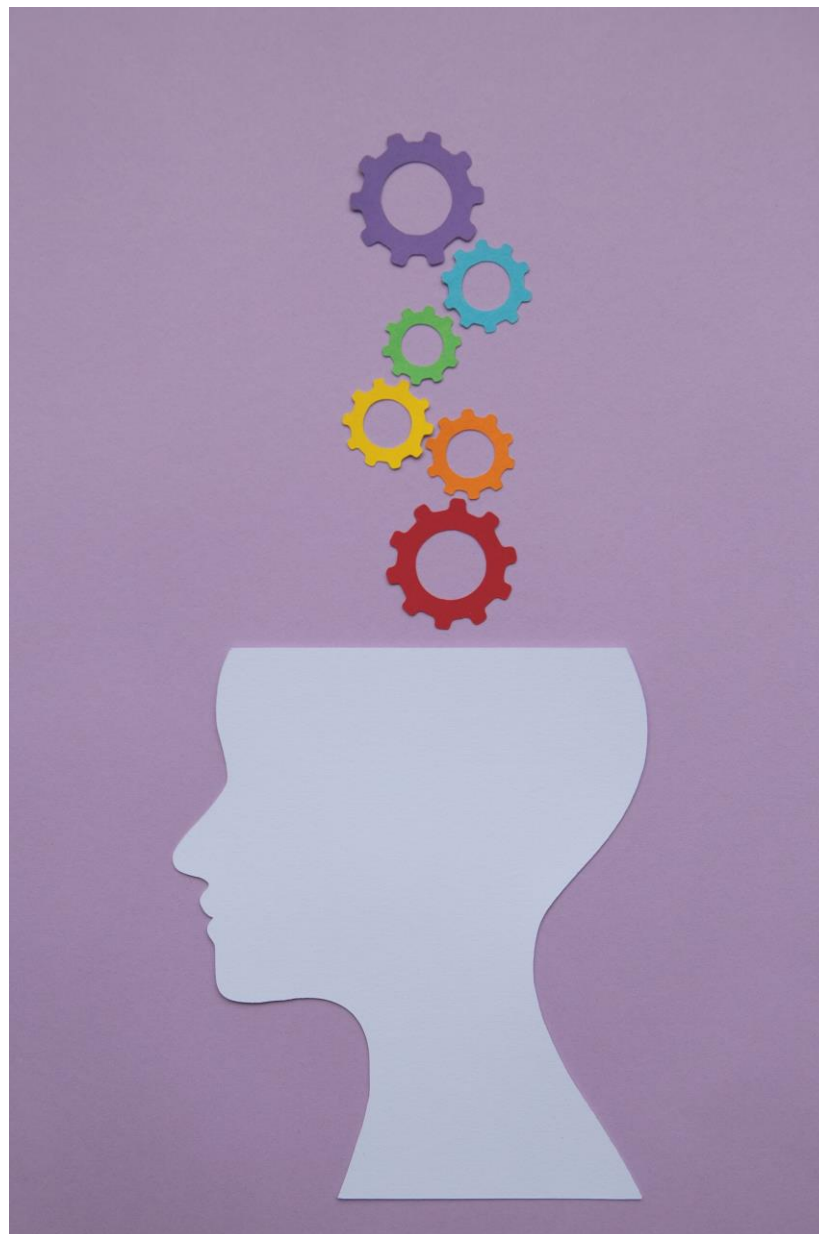
SONY

The Sony OTC Solution

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

WSAudiology

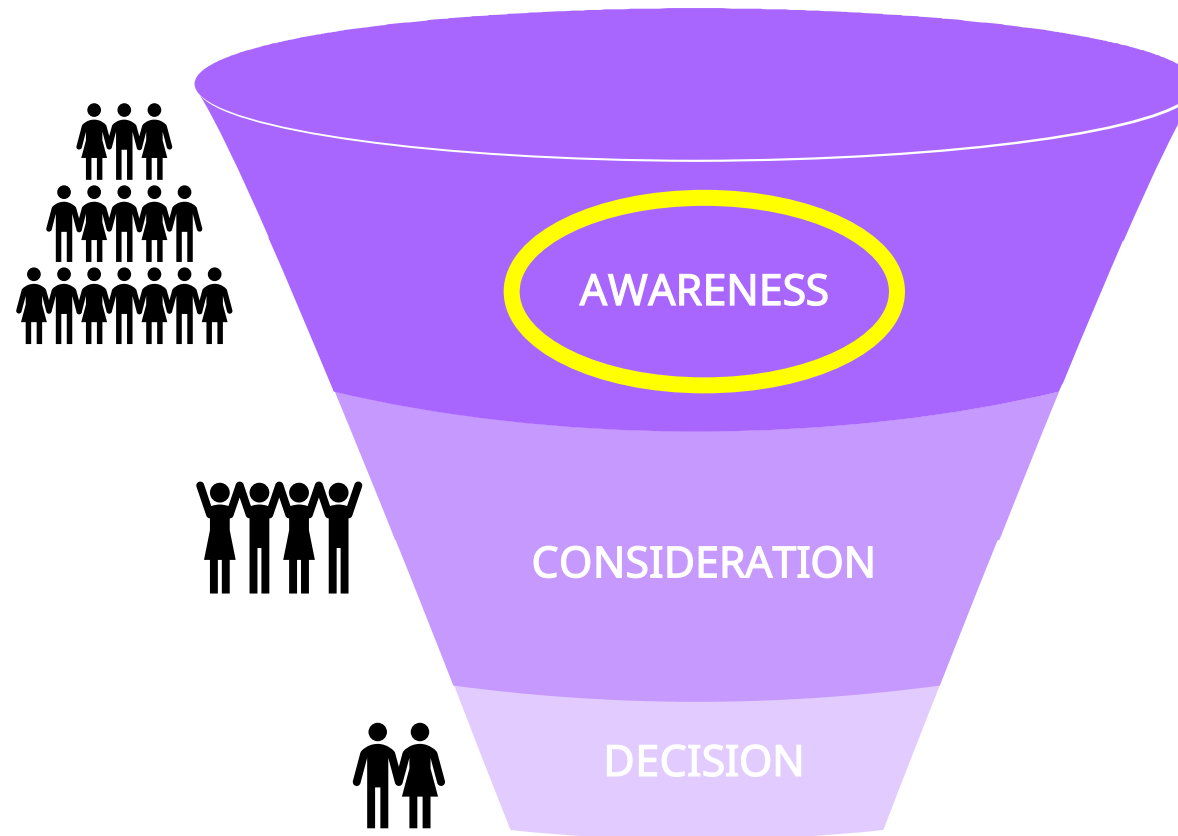
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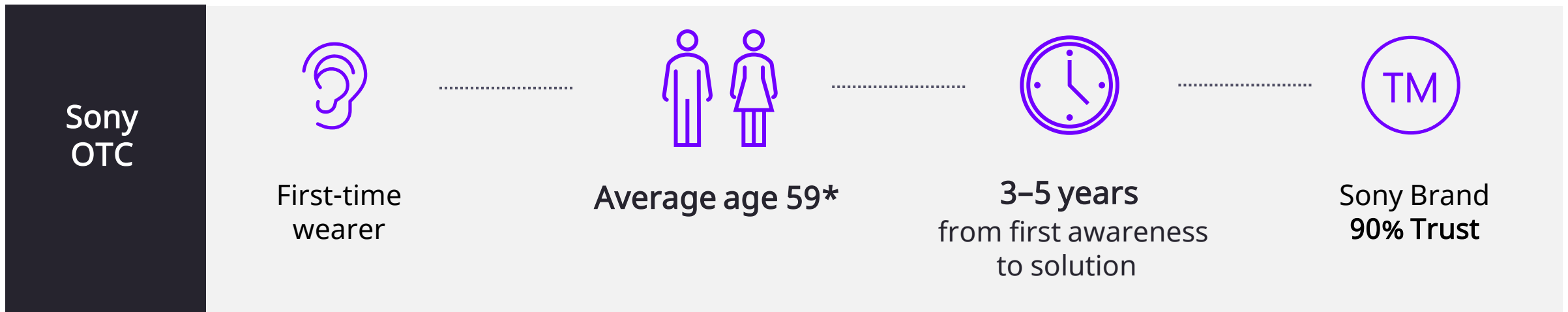
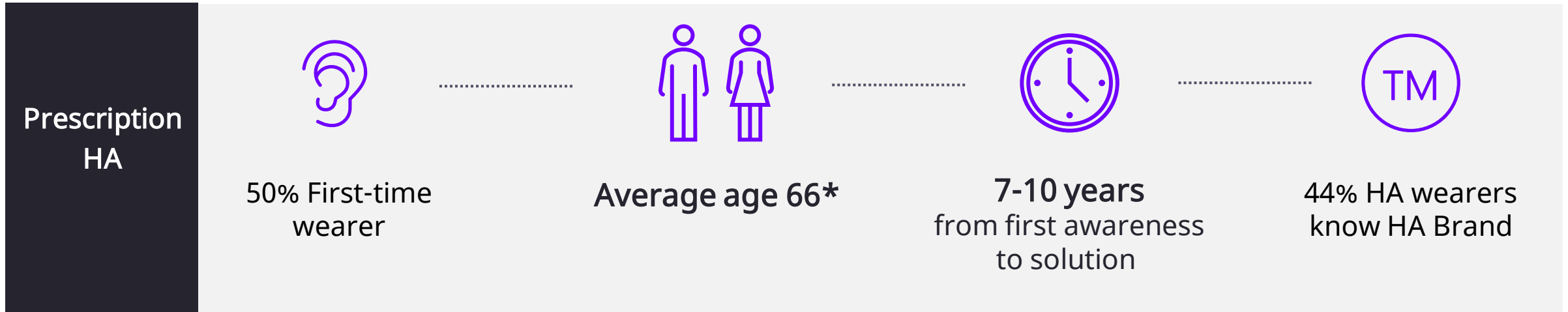
OTC Market Insights

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Total Opportunity is Increasing

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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.

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OTC Consumers Recognize HCP Value

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62%

89%

Sources: Remesh Study, data on file

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FDA cleared 510 k certified self fitting OTC hearing aids

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Sony CRE-C10



Sony CRE-E10

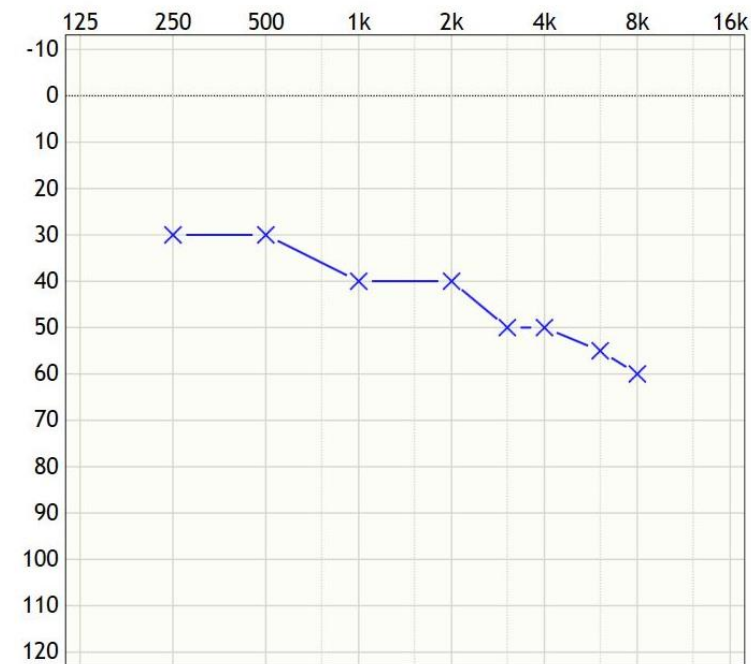


Can Roger Benefit from OTC?

- 64-year-old
- No medical contraindications



Masked
 Binaural
 NR
 UNM



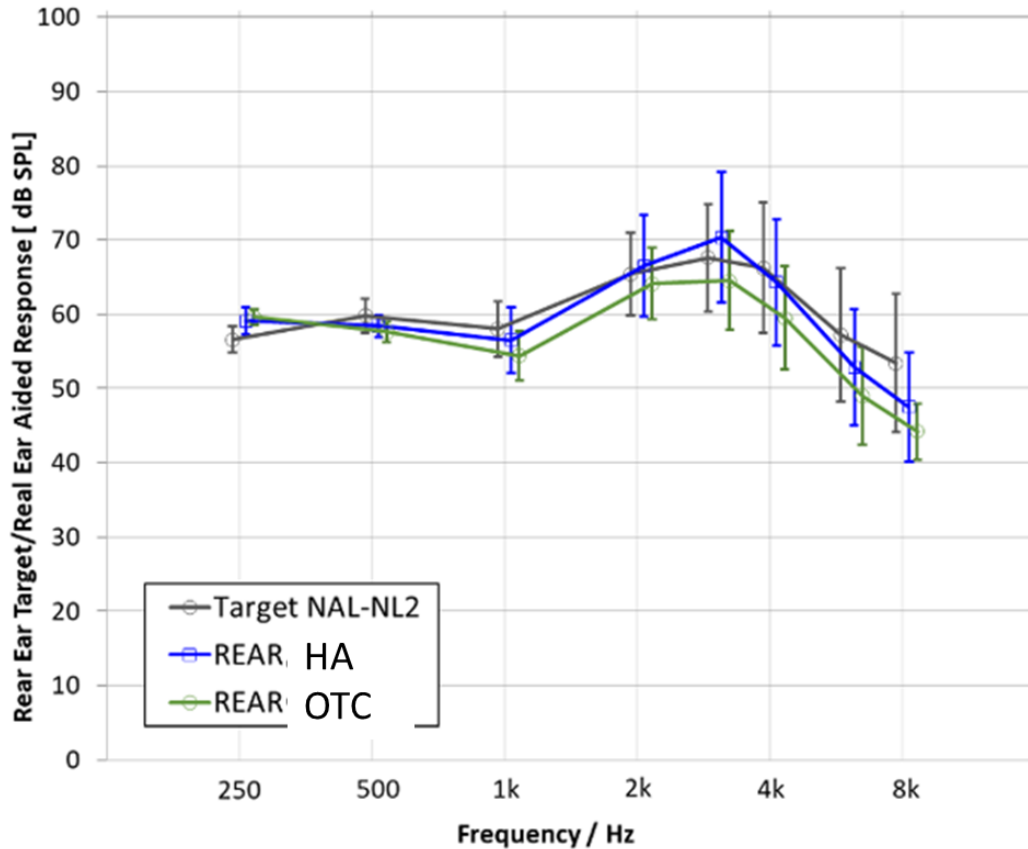
How Does OTC “Measure Up”?

Roger’s Right REM

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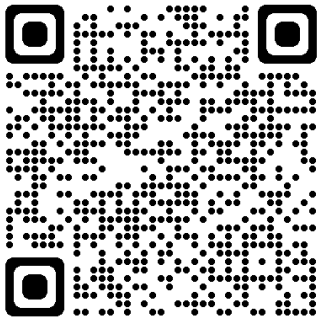
Right Ear 65 dB



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

Public Perception of Sony OTC

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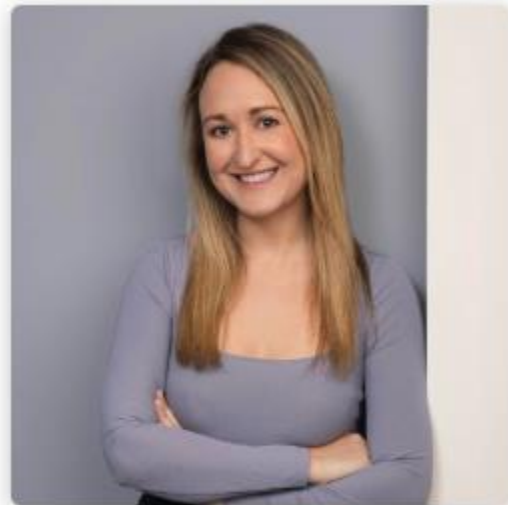
Hearing Care Professional Success

Champions of change

- Motivated to capture new leads
- Inspired not to let patients walk out without a solution
- Embrace change in the industry



- Private Practice
- Multiple Locations
- Offers OTC to save the sale
- Utilizing OTC digital marketing to capture more leads



Randi Yontz
Audiologist, Owner

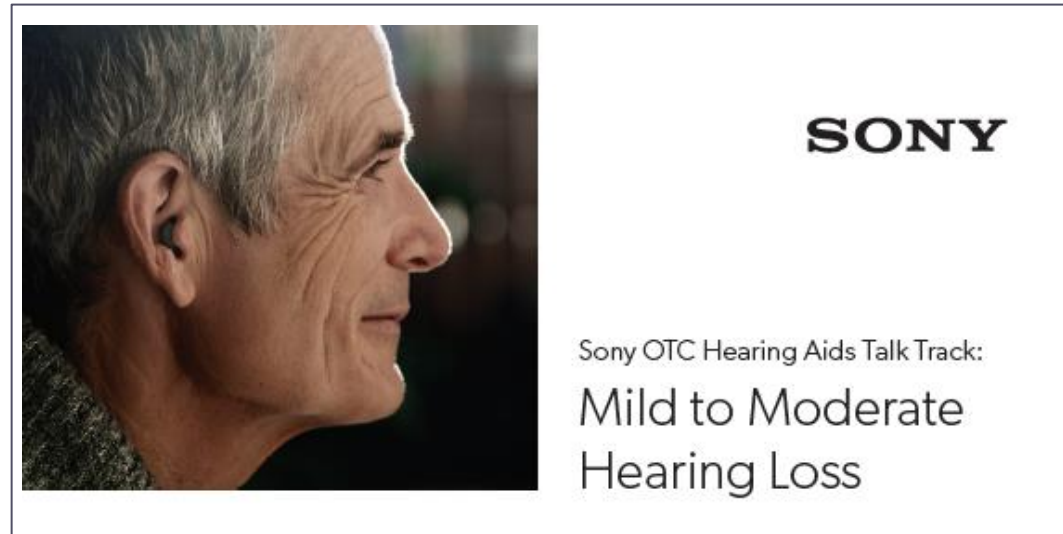
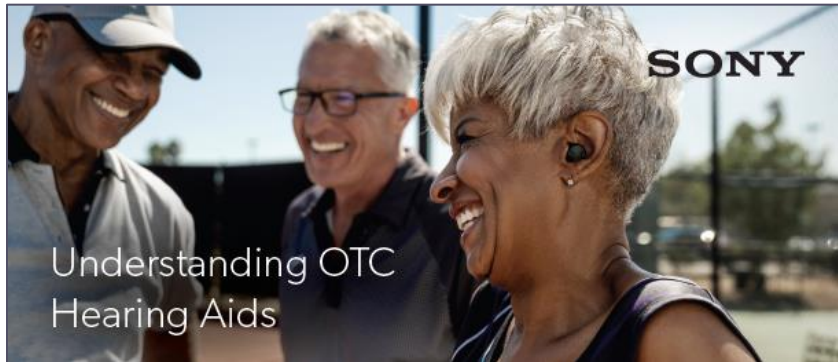


- Private Practice
- 1 Location
- Offers OTC to save the sale
- Sony OTC available through eCommerce



Kim E Fishman
Audiologist, Owner, and CEO

Sony OTC Resources for Hearing Care Professionals **SONY**



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Thank you!

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Questions?

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