

# Sontro® OTC Hearing Aid Program



We are excited to have you participate in our new program! We hope that this will help you earn additional profit while furthering point of care testing in your pharmacy, as a trusted health provider in your community. We are here to help your pharmacy run this program.

In this document:

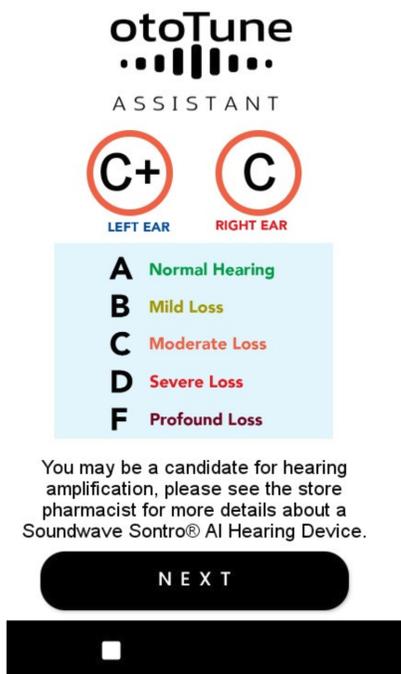
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## 1. Team Lead for Your Sontro OTC Hearing Aid Program

We strongly suggest you choose a staff member to serve as “Sonro OTC Hearing Aid Program Team Lead,” who will be your pharmacy’s expert on your hearing aid clinical service.

- This person should be friendly, outgoing, and capable of chatting with patients about their hearing.
- The experts at Soundwave will provide detailed and ongoing clinical training, including monthly webinars and one-on-one coaching. Your team lead will become the hearing health advocate in your pharmacy and in your community.
- Set up a private, dedicated area of your pharmacy where your team lead can conduct the short hearing tests, discuss the results with patients and explain any recommendations.

## 2. otoTune Assistant Results



The image shows a screenshot of the otoTune Assistant results screen. At the top is the otoTune logo with a soundwave icon and the word ASSISTANT below it. Below the logo are two circular indicators: the left one contains 'C+' and is labeled 'LEFT EAR', and the right one contains 'C' and is labeled 'RIGHT EAR'. Below these is a legend with five categories: A Normal Hearing (green), B Mild Loss (yellow), C Moderate Loss (red), D Severe Loss (red), and F Profound Loss (red). Below the legend is a text box stating: 'You may be a candidate for hearing amplification, please see the store pharmacist for more details about a Soundwave Sontro® AI Hearing Device.' At the bottom is a black button with the text 'NEXT' and a small white square below it.

There are three results of the hearing test:

**Result A** - The customer scores an "A," showing little to no hearing loss.

- Suggest the customer return for periodic hearing exams.

**Result B, C, D** - The customer scores "A, B, C, or D" Showing mild to moderate hearing loss.

- If a patient is over 18 years of age and shows mild to moderate hearing loss, Sontros hearing aids can be a perfect fit.

**Result F** - the customer Scores "F" for severe hearing loss

- If a patient displays severe or profound hearing loss or symptoms or a more serious condition, your team should immediately refer your customer to a professional audiologist.

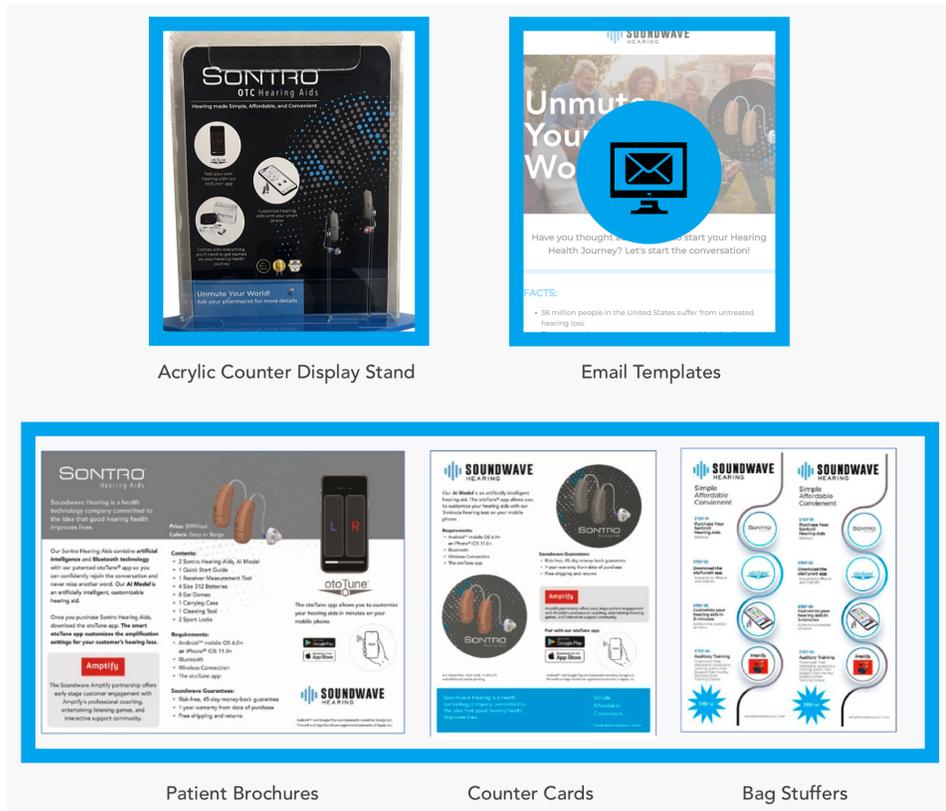
### 3. How to Spread the Word About Your Hearing Aid Clinical Service

Once you join the Sontro® OTC Hearing Aid Program, all you need to do is to create interest among your customers and in your community.

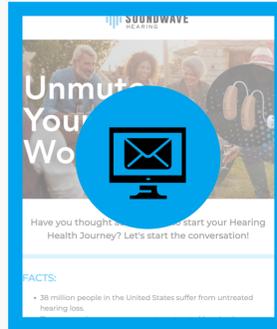
Here are some ways to consider:

- You can find a spot in your pharmacy to promote your OTC hearing aid clinical service using your acrylic display case and marketing materials.
- Update your website and your social media to let people know you offer hearing assistance. Invite patients to stop in for a private, 3-minute hearing test.
- Identify all of your patients—especially those who are 55 or older—and send them periodic emails and information about your program.
- Plan promotions around family holidays or get-togethers; during these occasions, hearing loss is especially noticeable.
- Make sure other organizations in your community know about your OTC hearing program, especially hospitals, social clubs, and senior living communities.

- Talk to patients who are veterans, as hearing issues are common among former service members.
- Communicate available insurance information as well as healthcare savings account options. Sontro® OTC Hearing Aids are HSA and FSA eligible.



Acrylic Counter Display Stand



Email Templates



Patient Brochures

Counter Cards

Bag Stuffers

Above: Image of Marketing Materials Provided by Soundwave

## 4. Receive Follow-Up Support

In addition to the initial clinical training, you and your staff members will have access to:

- Monthly webinars and one-on-one sales coaching, including product pricing, positioning and more.

- Once you sell a set of Sontro hearing aids, Soundwave experts handle all customer support and FAQs, including testing, fitting, accessories, technical issues and warranty replacements. Every customer also receives four free weeks of support through Amptify, a hearing rehabilitation program, see below.
- Most importantly, Soundwave offers a 45-day, risk-free, money-back guarantee, so your customers can't go wrong by giving our products a try.
- As additional products are introduced, stock allowances are available.

## 5. Amptify DTx

1 month free of Amptify for your customers. [Learn more about the program.](#)

### Amptify

- \$50 value
- Hearing health; aural rehabilitation for your customers
  - Access to a hearing health coach
  - Peer support community
  - Interactive hearing health curriculum
  - Auditory brain training games clinically validated and supported by scientific research.

## 6. Testimonials from Pharmacists

"Soundwave has opened a new era: I can actually provide really good hearing care, at a price point that opens the door to so many more people. I only dispense the product (charging a one-time fitting fee), and leave the rest to Soundwave - they provide that ongoing support and patient care that saves me that hassle and saves the patient the money."

Verified Buyer

"I love my Sontro Hearing Aids! I am a pharmacist and interested in this product since it is a newly approved OTC product that can potentially be bought in a pharmacy. I was able to get it calibrated and fit to my ear within 20 minutes. They work better than the 2 prescription pairs that I previously tried. The audio quality is wonderful and unobtrusive. There is no echo or

magnification of unwanted sound - this is probably due to the "smart" modes that automatically switch depending on my environment. The staff are knowledgeable, friendly and so helpful. With their money back 45 day guarantee I would highly recommend that anyone considering hearing aids try out the Sontro Hearing Aid!"

Vicky T. Verified buyer

## 7. Hearing Loss: \*Fast Facts

- Approximately 15% of adults aged 18 and over, or 37.5 million people, report some trouble hearing.
- Age is the strongest predictor of hearing loss, with the greatest amount of loss in the 60 to 69 age group.
- Men are almost twice as likely as women to have hearing loss.
- About 28.8 million U.S. adults could benefit from using hearing aids.
- Among adults aged 70 and over with hearing loss who could benefit from hearing aids, fewer than one in three (30 percent) has ever used them.
- People with hearing loss wait an average of 7 years before seeking help.
- Hearing issues are the most common service-connected disability among American veterans.
- 2.7 million veterans receive either disability compensation for service connected hearing disabilities or are in treatment for related hearing issues.

\*Sources:

National Institute on Deafness and Other Communication Disorders and Hearing Loss Association of America.