

Hearing Protection:

Delivering Safety and Service
to the Community

Wes Christ SoundGear Product & Account Specialist



Hear better. Live better.

Webinar FAQs

Hearing Protection:

Delivering Safety and Service
to the Community

Wes Christ

How to Ask a Question:

- Click Q & A, type your question, and Send

Resources Tab:

- Download the course handout
- Link to course information page
- View presenter information

How to view captions:

- Click Show Caption CC Button

How to earn CEUs:

- After the webinar, go to your Pending Courses and pass the multiple-choice exam

For assistance or tech support:

- Call 866-782-9924
- customerservice@audiologyonline.com
- Use the Q&A window

Learner Outcomes

At the end of this course,
participants will be able to:

1

List at least three
Personal Protective
Equipment (PPE) devices
available today

2

Explain the rationale
behind delivering
hearing conservation
services in the hearing
clinic

3

Identify which
Personal Protective
Equipment (PPE)
device to fit for a
patient based on
hearing loss or noise
exposure



Business overview and Market insights



2,327,287

Tinnitus

Top service-related disability

Tinnitus and hearing loss are the most prevalent health conditions treated at VA medical centers¹



1,343,013

Hearing Loss

Top service-related disability

Veterans are 30% more likely than nonveterans to have a severe hearing impairment²

Department of Veterans Affairs is the largest consumer of hearing aids in the United States

1. Hearing Health Foundation. 2. Centers for Disease Control and Prevention.

Global Market Outlook (2021-2031)

2021

Hearing Protection Devices Market Size:
1.7Bn US\$

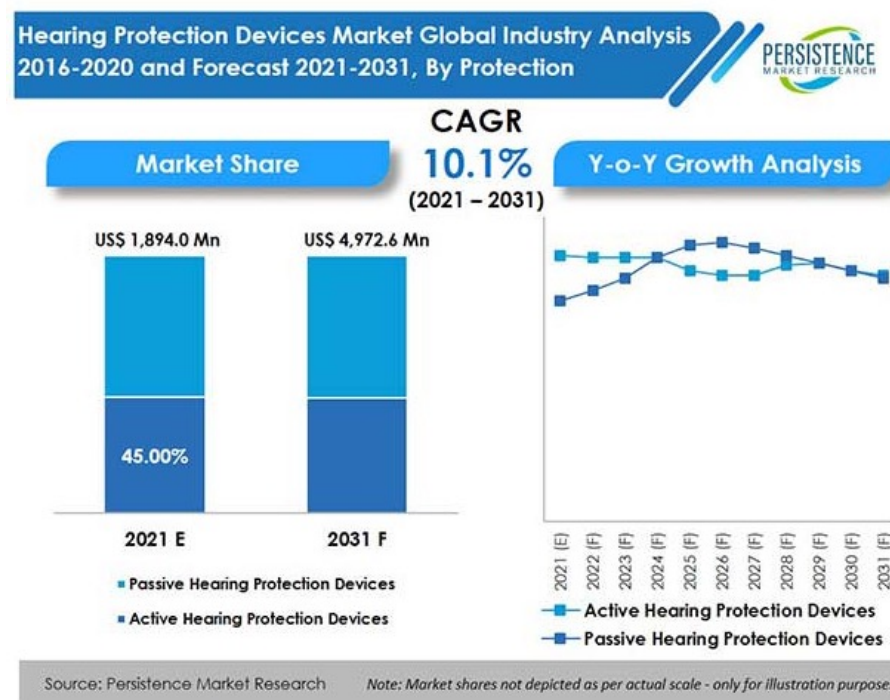
2031

Projected market value: 5Bn US\$

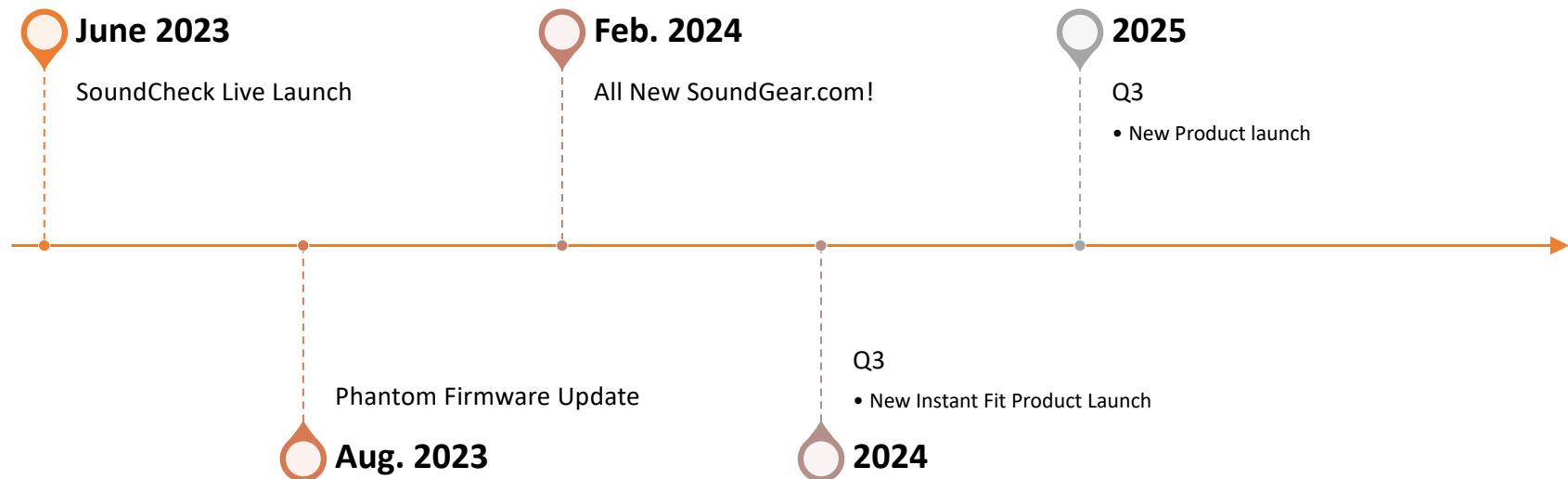
2021-2031

Global Market Growth Rate: 10.1% CAGR

Top five countries market share: 60.2%



SoundGear Key Initiatives



SoundGear:
Providing a key service
to your patients

Wes Christ

Where do I start?

- What product do I recommend?
 - What sound environments will my patient be in?
 - What kind of noise is in my patient's environment?
 - Will my patient be able to communicate?
 - Does my patient need amplification?
-
- How long will my patient be wearing the devices?
 - Who is paying for the devices?
 - What is the warranty on these products?

Hearing Protection/Loss facts.

- NRR – Noise Reduction Rating is the range of protection expected from a device under normal use conditions.
- NIOSH established that workers exposed to noise at or above 85 dBA averaged over an 8 hour workday are at risk of developing hearing loss over their working lifetime.
- Hearing Loss identified in the hearing clinic often presents with: **Case history of noise exposure, possible tinnitus and an audiometric threshold notch around at 4KHz**
- Foam earplugs are NOT classified as Speciality Hearing Protection Devices.

SoundCheck Live

- Find out if noise around you is safe or potentially harmful to your hearing using the SoundCheck Live sound level meter.
- Learn about environmental noise and how it may impact your hearing.
- Discover ways you can protect your hearing — everything from hearing protection devices like SoundGear, to limiting your exposure.
- Did you know that 88% of teens admit to actively engage in activities that can damage their hearing?



Great impressions create Great Protection!

- Cotton dams are preferred
- Deep impression (past the second bend)
- Free of gaps and voids
- Full helix
- Inspect the impressions
 - If in doubt, take another one



A person wearing a green jacket, dark pants, and a blue beanie stands on a rocky mountain peak, looking out over a vast, hazy mountain range. The person is holding a walking stick. The sky is overcast with soft light. The foreground shows rocky terrain with patches of snow.

Electronic Products



Discover the Innovation

BLUETOOTH, CUSTOM, CONVENIENT, COMFORTABLE

22 dB NRR

2.4 GHz technology
for audio streaming

Adaptive Feedback Canceller

**Enhanced power
management features

Wind Noise Management

**2-way Audio mic (iOS only)

Push Button and Rotary VC

23 hours of battery life including
4 hours of streaming

Lithium-ion rechargeable battery
and Custom Charger

Apple & Android Compatibility

Hear Clear Wax
Protection System

90/30 Matrix

Faceplate Color



Shell Colors



Insurance Eligibility (Phantom Only)

- The Phantom devices are FDA classified as a hearing aid; therefore, they are eligible for insurance or health plan coverage or reimbursement by plans that recognize hearing aids as a valid covered item.
- The HCPSC (CPT) code for a binaural set of the Phantom's is **(V5260 Hearing aid, digital, binaural, ITE)**
- ICD-10 Diagnosis codes are billable codes for reimbursement/billing purposes. (this code is supplied by the provider only)
- Additional information regarding benefits or billing should be directed to the insurance plan to ensure that the guidelines of that insurance are being followed.





Custom In-The-Ear

95/30 Matrix

24dB NRR

#13 battery-500hrs

All ITEs come standard with new
"SoundGear" removable lanyard

Silver

- Volume Control Only
- 1 digital listening mode
(Normal)





Recreational

- 93/15 Matrix
- NRR 25dB
- No VC or memories
- #10 battery-140hrs

Industrial

- 80/8 Matrix
- NRR 25dB
- No VC or memories
- #10 battery-140hrs

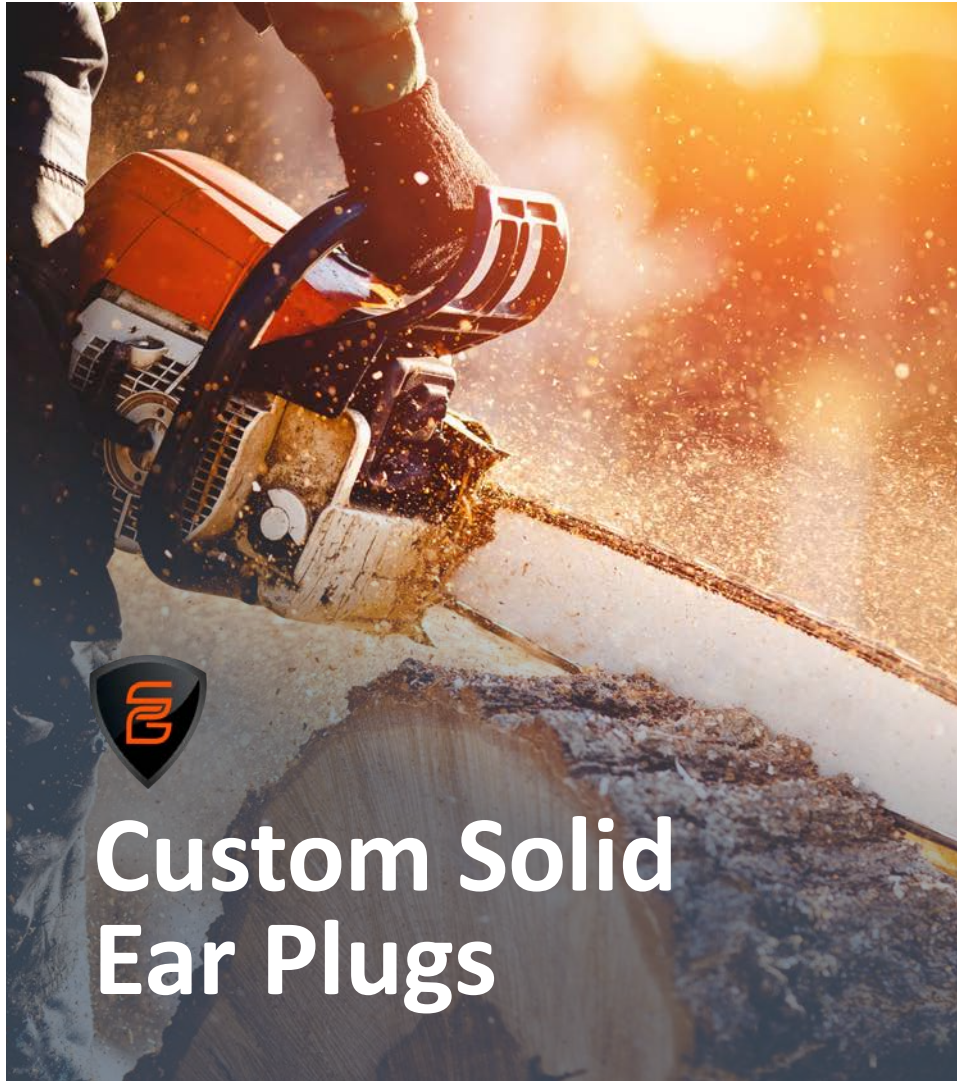




- One-way listening communication
- Tear resistant high strength Silicone
- Remains Flexible
- 30% stronger than competitive materials
- Custom cord length
- Several options for jacks
- Superior attenuation

A hiker in a green jacket and backpack stands on a rocky mountain peak, looking out over a vast, misty mountain range. The hiker is positioned on the left side of the frame, facing away from the viewer. The landscape is rugged with patches of snow and moss on the rocks. The background shows layers of mountains fading into a hazy, overcast sky.

Non-Electronic Products



Custom Solid Ear Plugs



- 27-29dB NRR
- High Strength Silicone
- SG Logo Engraving
- Removable lanyard is standard with each pair
- Uses: Any environment where high levels of noise are present



Mini Filtered Ear Plugs

- Choice of 10dB, 17dB, 26dB or “Impulse” filters
- Removable lanyard is standard with each pair
- Flat attenuation across all frequencies
- Great for people that find themselves in multiple sound environments

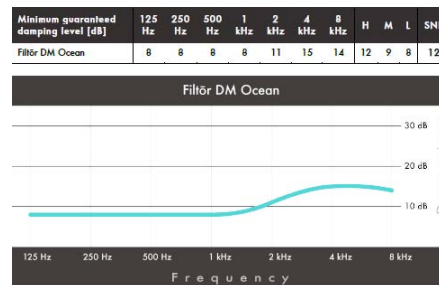


Filter Options



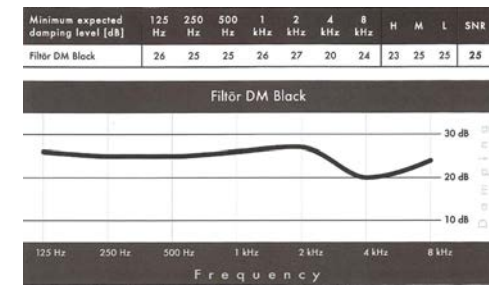
- 10 Db Filter

- Musicians
- Concert goers
- Motorcyclists
- Production/manufacturing
- Sporting events



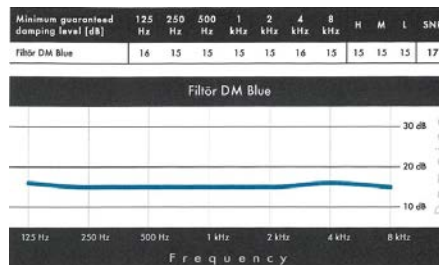
- 26 Db Filter

- Shooters
- Weekend warriors
- Motorsports



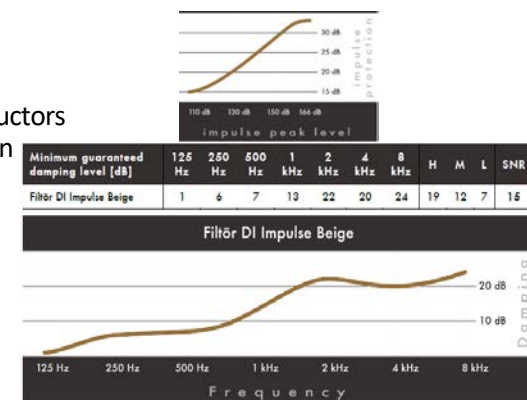
- 17 Db Filter

- Musicians
- Concert goers
- Motorcyclists
- Production/manufacturing
- Sporting Events



- Impulse Filter

- Shooters
- Range instructors
- Construction





High Frequency Noise Filters (Hocks)



- 19-22dB NRR
- Patented acoustical chamber that attenuate sound to appropriate sound levels
- Uses: Noisy work environments, hunting and shooting, steady state noise environments

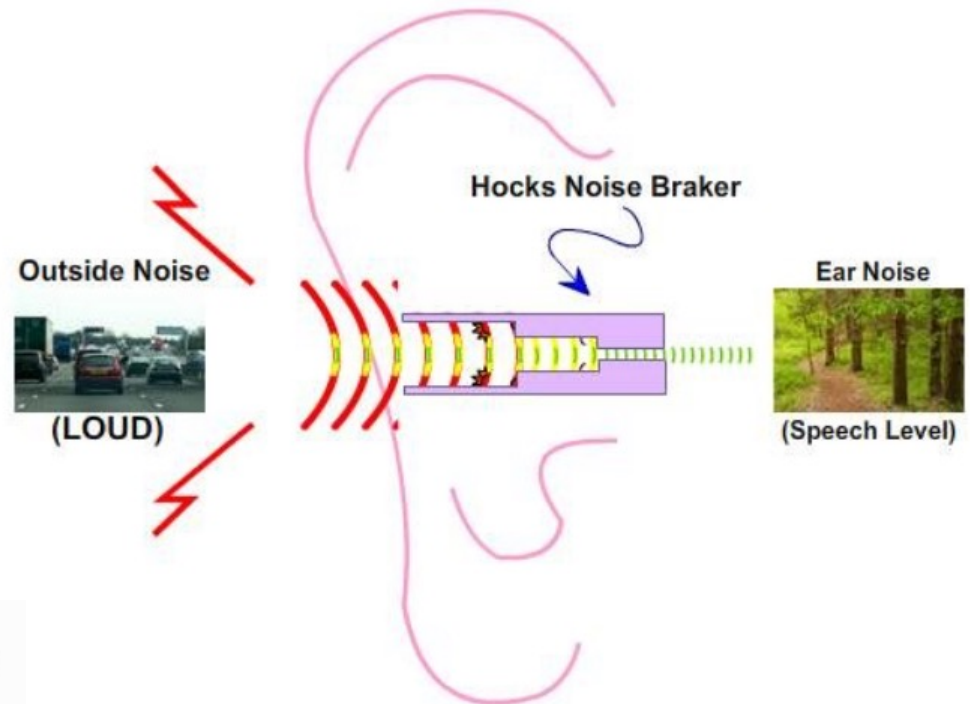
How do they actually work?

THE ACCELERATED RESONANT DECAY PRINCIPLE

It is an axiom of physics that we cannot create or destroy energy. We can, however, convert it. The Hocks Noise Filter® converts sonic energy into thermal energy by means of compression acceleration. The rise in temperature is so minute you will never notice it.

You can still hear, but a dangerous level of sound can not possibly get through the filter.

When wearing your Hocks Noise Braker® hearing protection earplugs, you can still hear, but a dangerous level of sound can not possibly get through the filter.

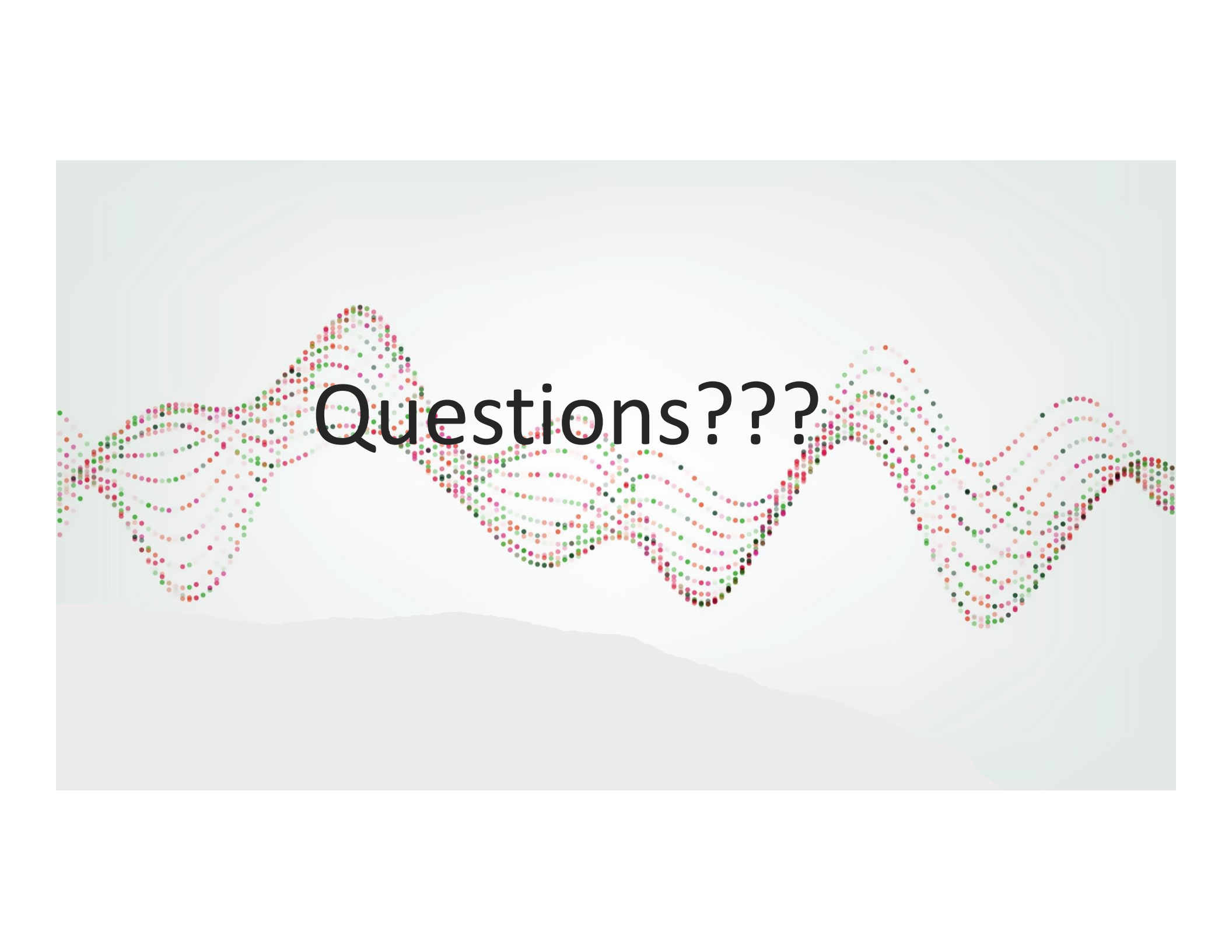


Hocks Noise Braker® Custom Ear Plugs NRR19

Frequency (Htz)	125	250	500	1000	2000	3150	4000	6300	8000
Mean Attenuation (dB)	9.7	13.1	22.9	30.0	34.4	43.4	41.1	32.8	32.7
Standard Deviation (dB)	1.8	1.7	2.7	2.1	1.8	2.1	2.4	3.1	2.5
Assumed Protection (dB)	7.9	11.4	20.2	27.9	32.6	41.3	38.7	29.7	30.2

Successful accounts tend to....

- Discuss hearing protection as a part of the overall treatment plan
 - Hobbies
 - Profession
 - Environment
- Participate in local events
 - Trade shows
 - Health Fairs
 - Hunting/Gun Clubs
- Ask for referrals
 - Co-workers
 - Friends
 - Family
- Offer SoundGear as an incentive to purchase Hearing aids
 - Discounted or included plugs with hearing aid purchase
- Use SoundGear leads for hearing aid sales
 - Perform Hearing Test
 - Show expertise and professionalism
 - VOB Insurance



Questions???

Thank You



Hear better. Live better.