

Understanding the impact of OTC:

Market insights and the latest from Sony OTC hearing aids

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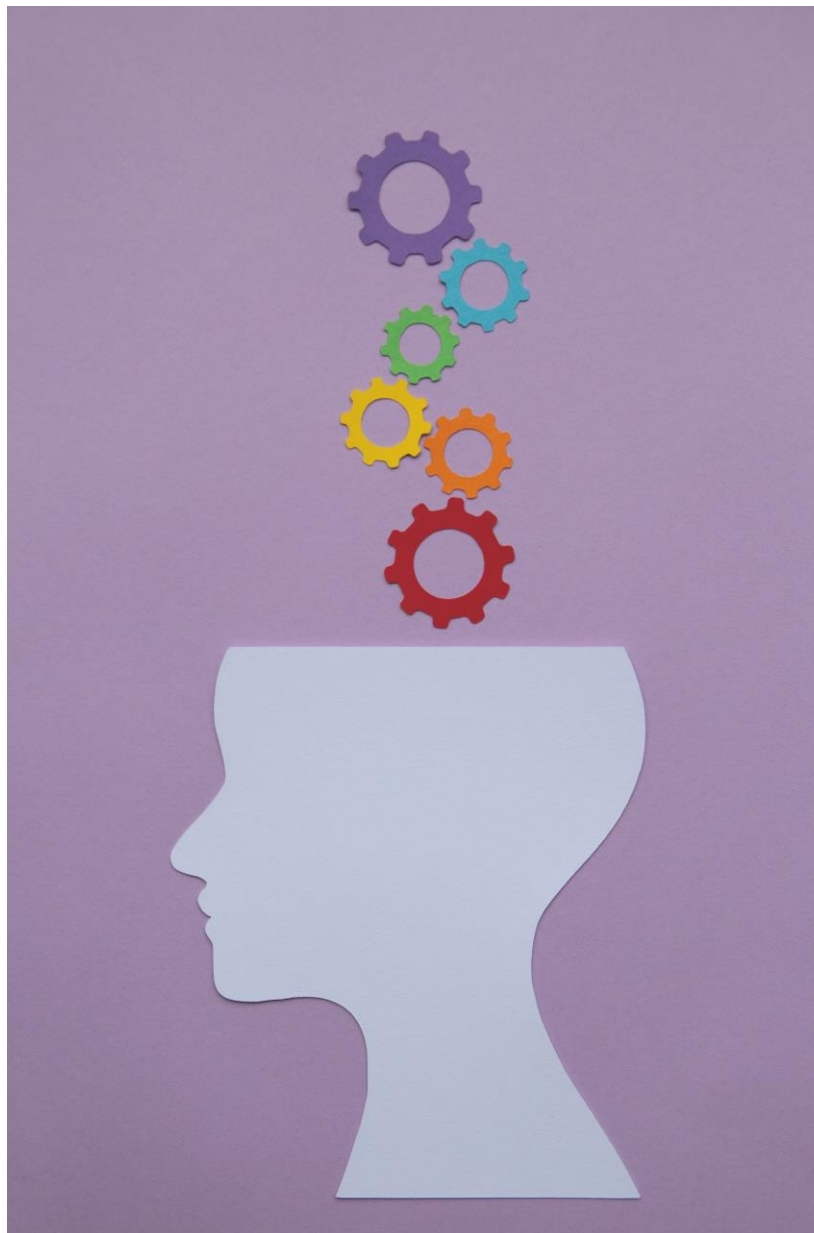
Learning Outcomes

After this course, participants will be able to:

- Summarize the current state of the OTC market
- Describe the potential value of offering OTC to patients with mild to moderate hearing loss
- Explain the key features of the new Sony OTC hearing aids



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01

Current State of the OTC Market

02

Top OTC Considerations and Sony OTC Product Portfolio

03

Unlimited Best in Class Support

04

Hearing Care Professional Considerations and Tools

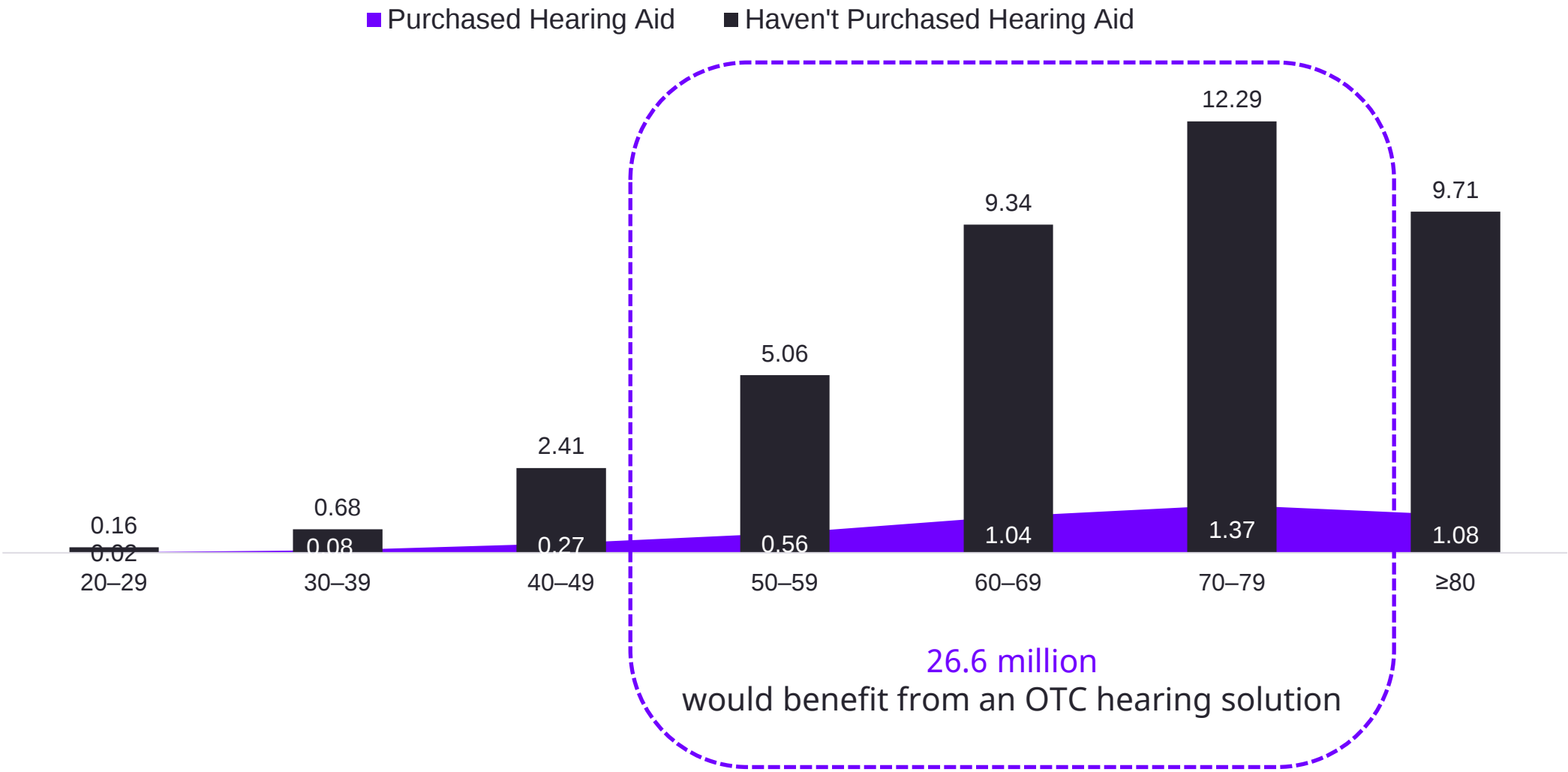
The OTC Market



US Hearing Aid Market



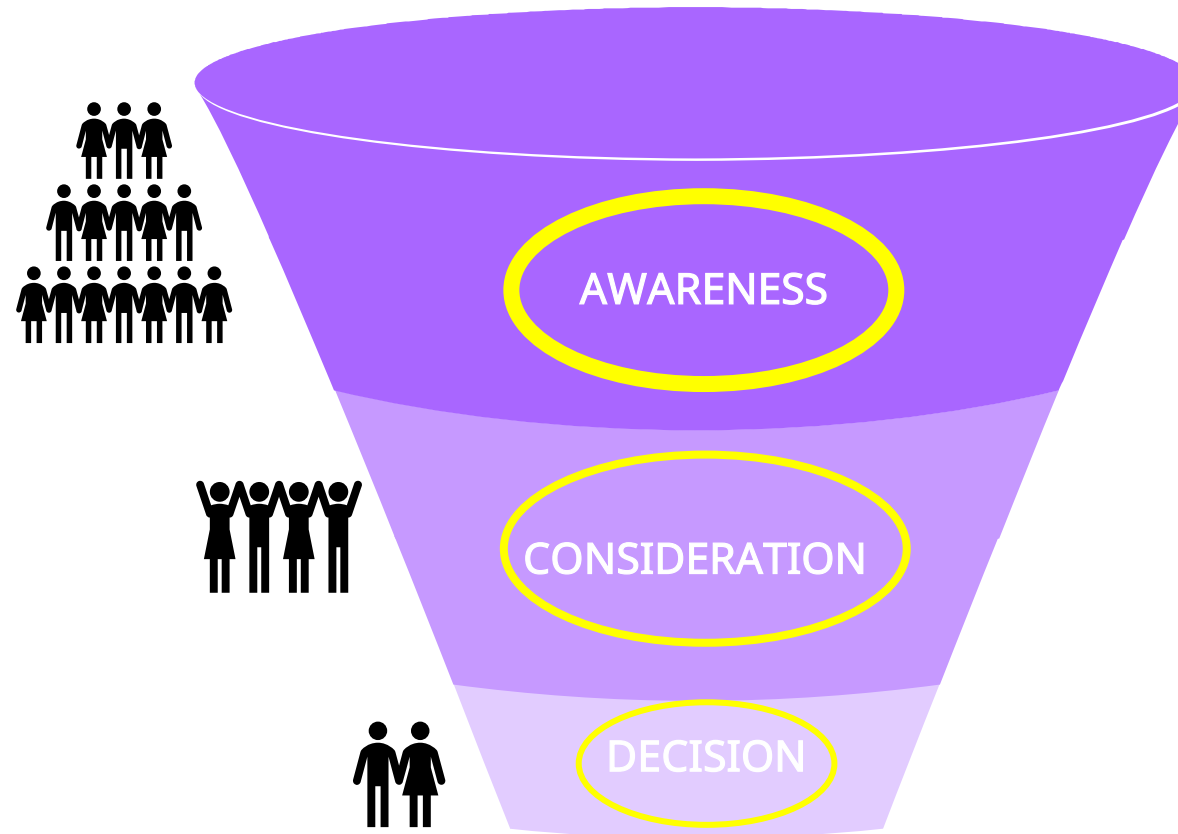
The mild to moderate hearing loss segment is the largest opportunity



Source: [Hearing Loss Statistics 2024: More Common Than You Might Think \(ncoa.org\)](https://www.ncoa.org/hearing-loss-statistics-2024)

OTC Market Insights

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The OTC Market

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Market Outlook

Market Value
(2023)

USD 123M

Consumer

**Younger,
First Time
Wearer**
(59 years
avg age)

Top OTC Considerations



Who is *eligible* for OTC?

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- Adults 18 years and older
- Perceived mild to moderate hearing loss
- No medical contraindications.



Who is a *good* OTC candidate?

- Adults 18+ years with perceived mild to moderate hearing loss without medical contraindications
- A proactive learner with basic knowledge of how to use a smartphone or tablet
- Interested in a self-treatment
- Budget conscious

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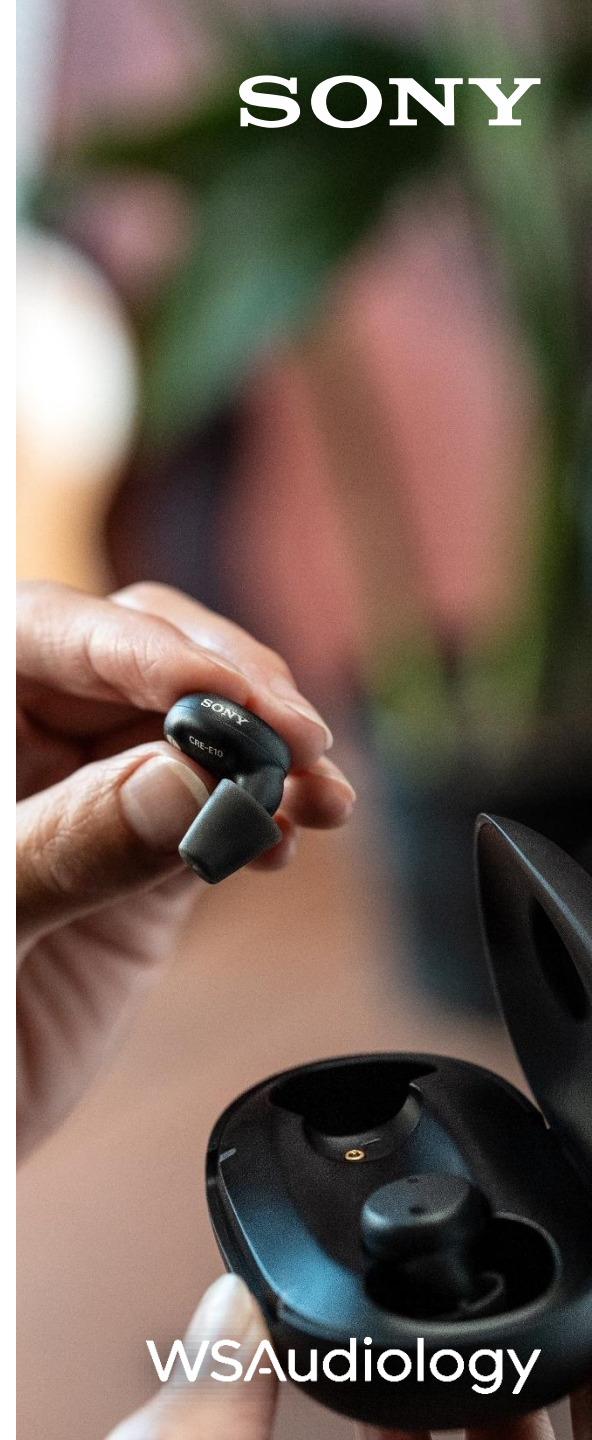


What do people want most from an OTC hearing aid?

1. Appropriate for all occasions
2. Discreteness
3. Comfortable for all day use
4. Easy to handle
5. Help to hear better

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Sony OTC Product Portfolio



CRE-C10 Features

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- **Small and discreet design**– ‘Completely-In-Canal’
- **Comfortable fit** - Sony's smallest OTC hearing aid, designed for comfort
- **Size 10 pill battery** with up to 70 hours run-time
- **Ear-to-ear directionality** to support hearing in noise
- **Vented click sleeves** for a natural listening experience
- **Updated Sony | Hearing Control app** for improved user experience

CRE-E10 Features

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- **Rechargeable earbud style** hearing aid with up to 26 hours run-time on a single charge
- **Bluetooth compatible** for audio streaming (iOS only)
- **Ear-to-ear directionality** to support hearing in noise
- **Automatic and manual microphone** adjustments for better hearing in challenging environments
- **IP68 rating** for exceptional protection against water and dust
- **Updated Sony | Hearing Control app** for improved user experience

The Sony OTC Portfolio

Current and NEW

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Sony CRE-C20 OTC Hearing Aids Key Features

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- **Rechargeable CIC** with 28 hours run-time on a single charge
- **Optimized adaptive noise reduction** feature to support hearing in noise
- **Improved sound quality** for a fuller listening experience
- **Adapted design** to ensure better accessibility
- **Additional in-box supplies** for ease of care and maintenance
- **IP68 rating** for exceptional protection against water and dust
- **Updated Sony | Hearing Control app** for improved user experience.

Sony OTC Kits

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FDA cleared 510 K certified self-fitting over-the-counter hearing aids

CRE-C10



CRE-E10



CRE-C20



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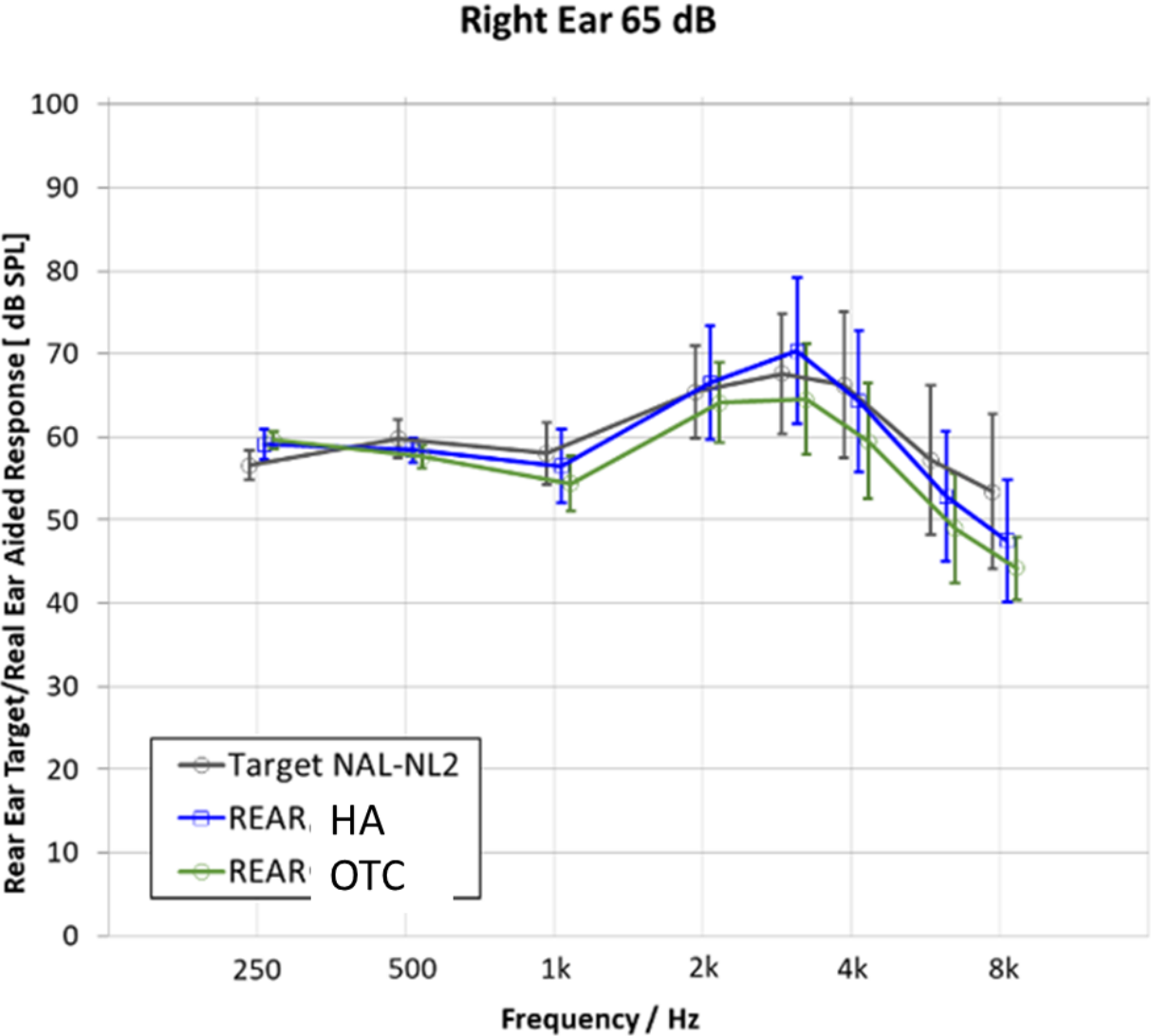
OTC Hearing Aids



			
	CRE-C10	CRE-C20	CRE-E10
Style	Completely in-canal	Completely in-canal	Earbud
Battery Life	70 hours	28 hours	26 hours (52 hours w/ case)
Battery Type	Size 10	Rechargeable	Rechargeable
Durability	-	IP68	IP68
Phone Compatibility	Android & iOS with Sony Hearing Control app	Android & iOS with Sony Hearing Control app	Android & iOS with Sony Hearing Control app
Bluetooth Streaming	No	No	iOS
Noise Reduction	Yes	Yes	Yes
Ear-to-Ear Wireless Link	Yes - Ensures high-quality noise reduction and directionality to hear clearly from all directions		
Microphone Adjustments for Speech in Noise Understanding	Yes- Automatic	Yes-Automatic	Yes- Automatic or Manual
Volume Control and Sound Quality Adjustments	Yes	Yes	Yes
Expert Customer Service & Support	Yes – Unlimited multi-tier live support from subject matter experts including online chat, phone, and text		
HSA/FSA approved	Yes	Yes	Yes
Warranty	1 year	1 year	1 year

How does OTC “measure up”?

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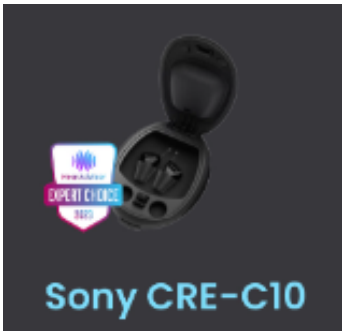
Freq (Hz)	OTC Compared to target
250	<5 dB above
500	<5 dB above
1000	<5 dB below
2000	<5 dB below
4000	<5 dB below

Sony OTC Advantages

	SONY	Company A	Company B	Company C	Company D
Style	Three UNIQUE and DISCREET styles with prescription grade technology- CICs & Earbud	RIC	CIC & Earbud	RIC	RIC
Phone Compatibility Fitting: App Remote Control: Streaming:		iOS & Android iOS & Android Some Products	iOS & Android iOS & Android Some Products	iOS & Android iOS & Android Some Products	iOS & Android iOS & Android Some Products
Warranty		1 Year	1 Year	1 Year	1 Year
Battery Versatility					
Pill Battery:	CRE-C10			Pill Battery	
Rechargeable:	CRE-E10 & CRE-C20	Rechargeable	Rechargeable	Rechargeable	Rechargeable
Battery Life	LONGEST battery life C10: Up to 70 hrs continuous use E10: Up to 26 hrs before streaming C20: Up to 28 hours	24 hours before streaming	9-16 hours	- Up to 56 hours with continuous use - Up to 18 hours before streaming	Up to 16 hours before streaming
Durability	Top IP rating against dust and moisture E10 & C20: IP68	IP68	- IP54 - IPX7	IP57	IP68
Customer Service	Reliable and Superior expert support Chat/SMS/phone	Chat/Email/phone	Chat/Phone	Chat/Phone/email	Phone/email

Sony OTC Performance

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“Best performing OTC hearing aid at Best Buy- CRE-E10”*

*Source: [Best Buy Hearing Aids: A Review of OTC Models, Features, Prices, and Lab Test Performance \(hearingtracker.com\)](https://www.hearingtracker.com/best-buy-hearing-aids-a-review-of-otc-models-features-prices-and-lab-test-performance)

Sony | Hearing Control

App version 3.1

Improvements and Features



Understanding the Self-Guided Process



Smart app capabilities



Customization



Quick Set-Up



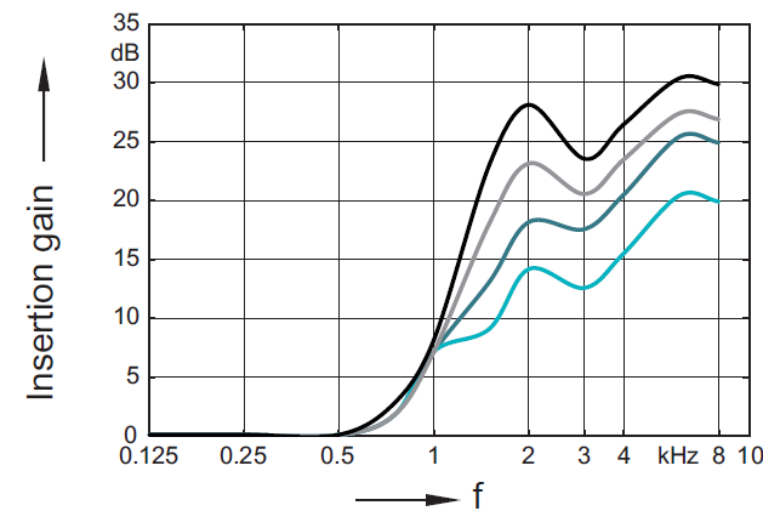
Ensure patient safety

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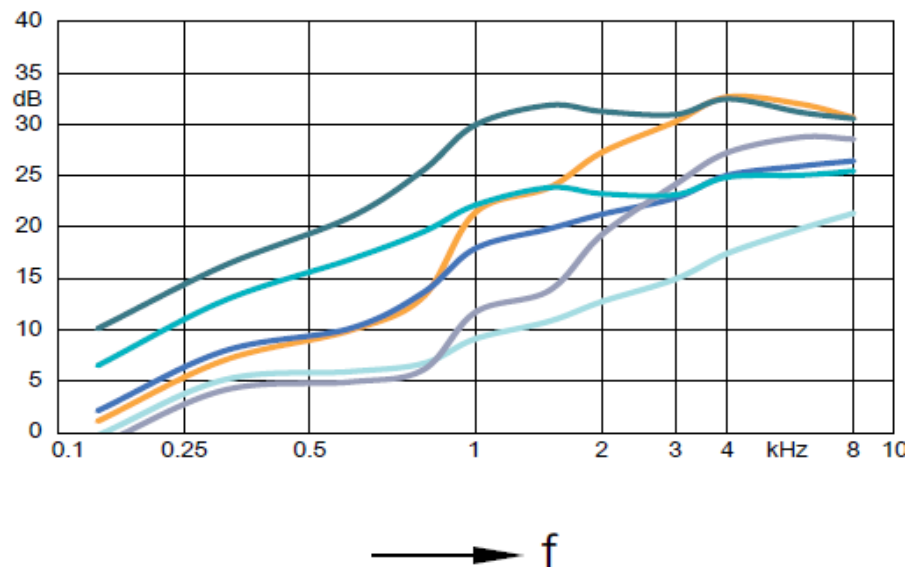
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Initial Gain and Frequency Settings after Self-Fitting **SONY** Hearing Profiles

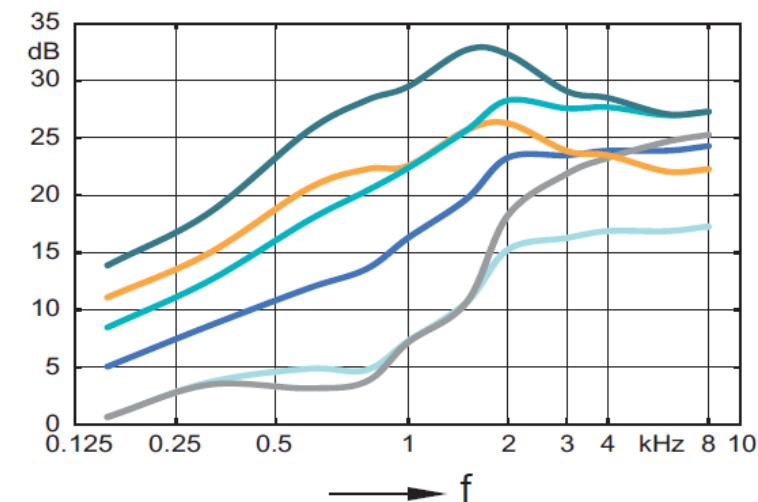
C10 = 4 hearing profiles



C20 = 6 hearing profiles



E10 = 6 hearing profiles

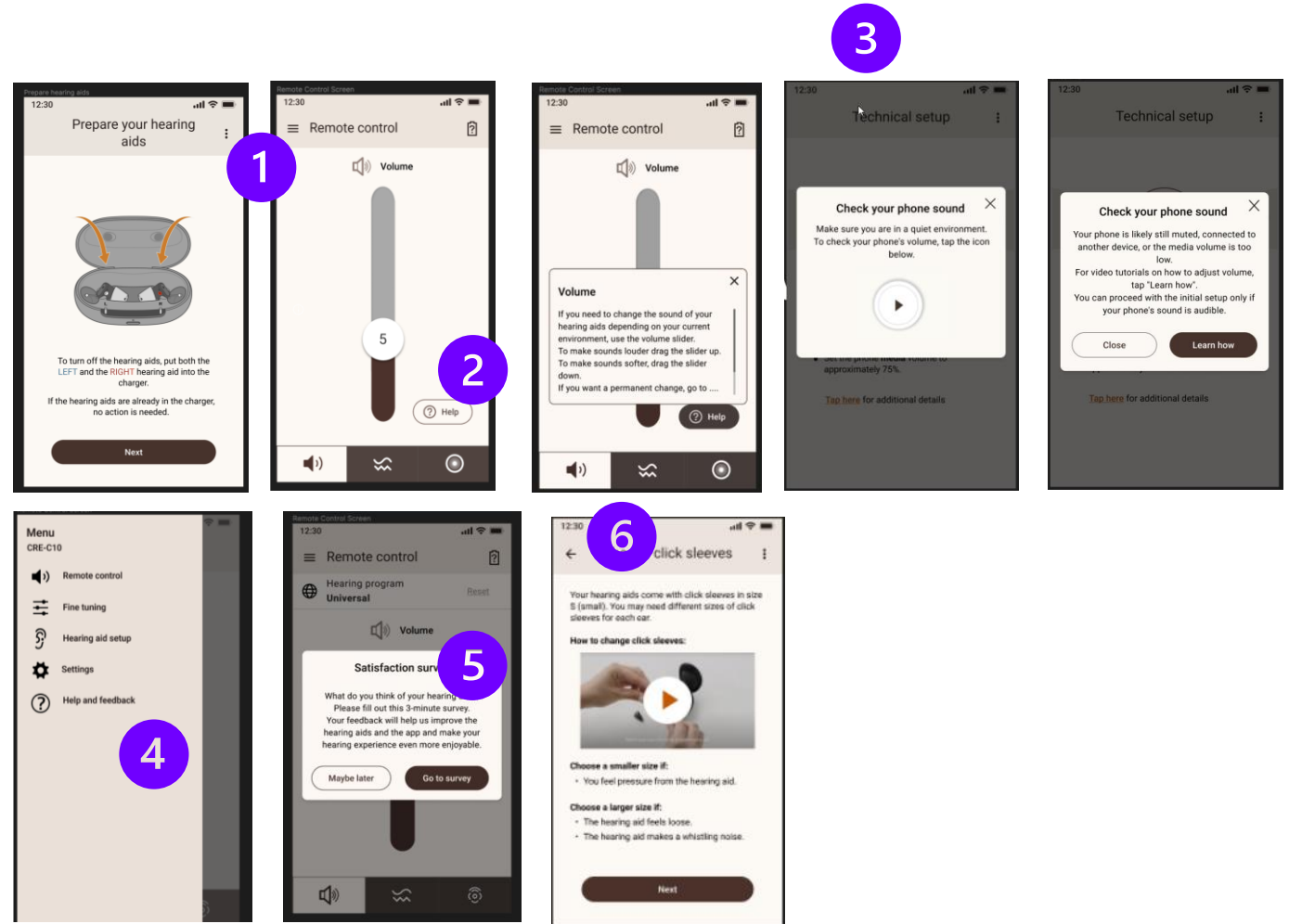


Sony | Hearing Control app version 3.1 updates

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Ease of overall user Experience

1. Visual Improvement
2. Easier Access to Help
3. Improved User Guidance
4. Improved user interface
5. Easy access to share feedback
6. Better navigation options

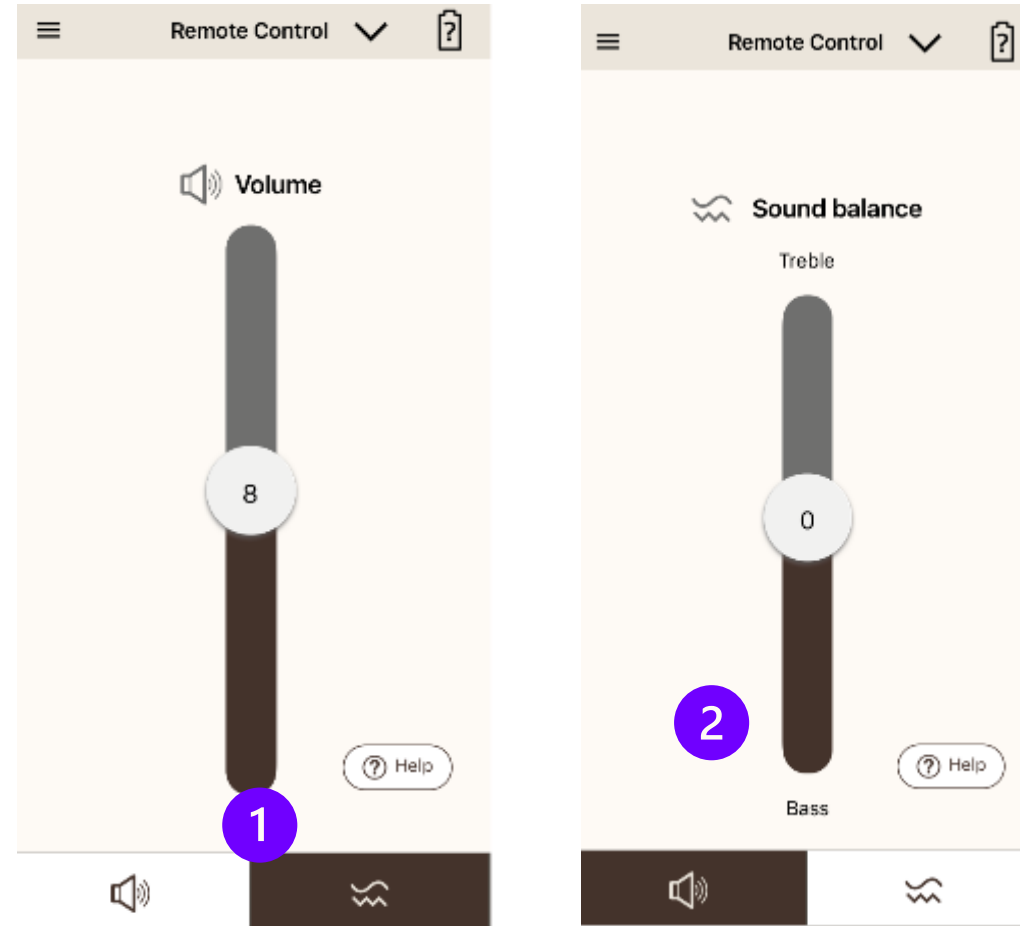


Sony | Hearing Control app version 3.1

Audiologically Focused

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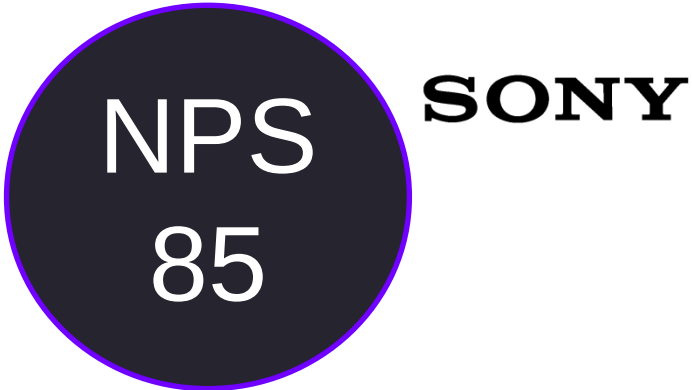
1. Retained preferred volume and sound balance settings
2. Sound balance boosting low frequencies or high frequencies



Support
Unlimited and Excellent



Best In Class Customer Support



Level of Support	Sony Product Support Site → Tier 1 Sony Sound Agents → Tier 2 WSA Audiologists		
Patient Benefit	- Independent troubleshooting - self-education about products and app	Live in-depth troubleshooting from dually trained agents	Product and hearing loss expert perspective and suggestions

Trial, Return for Credit & Repair

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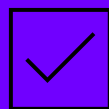
Hearing Care Professional Considerations and Tools



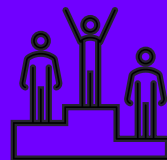
Key benefits of discussing and offering OTC in clinic



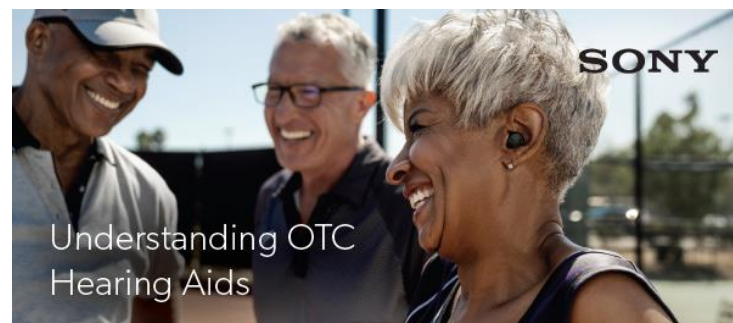
Trusted resource
of information



Solutions for all patients



Superior clinical care



Understanding OTC Hearing Aids

What is an Over-the-Counter (OTC) hearing aid?	A self-fit 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) a limit on the maximum level/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	✓	✗	✗
Fit 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

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

Scenario

Patient calls into Office:

Consumer: "Do you carry OTC?"

PCC: "Yes, we carry Sony OTC hearing aids and Prescription hearing aids."

Consumer: "Great, I am interested purchasing OTC hearing aids."

PCC: "Let me start by asking you a few questions to confirm that you are a candidate for Sony OTC hearing aids."

Suggested Counseling Tool: "Is OTC Right for Me?"

If consumer answers "Yes" to any of the contraindications:

PCC: "When patient's experience XYZ (i.e. a difference in hearing between ears) it is recommended that you see a hearing care professional. By scheduling a hearing evaluation with one of our professionals, they can better determine if you are an OTC candidate. Our next available appointment is tomorrow at 3:00, would that work for you?"

If consumer answers "No" to contraindications:

PCC: "Great news! You are an OTC candidate. You can purchase the Sony OTC devices over the phone and we can ship the hearing aids to you with a shipping charge or you can save on shipping and pick up in our office, which do you prefer?"

If consumer has more questions: Use OTC FAQ for reference or offer for OTC consultation for a fee.

Option: Offer OTC Fitting consultation or service package for a fee.

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Counseling Tools & Talk Tracks

Marketing Solutions for Patients and Clinics

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1. Updated Consumer Brochures – now with all 3 devices!
2. Updated Sell Sheet
3. POS Materials: Posters, Counter Cards, Clings
4. Product Dummies – all 3 devices!

Bringing Hearing Clarity to All
Three unique models designed to meet your personal needs and preferences.¹

CRE-C10
A sleek, discreet, and virtually invisible hearing solution that's battery powered with up to 70 hours of run time.²

CRE-E10
A comfortable earhook design equipped with Bluetooth compatibility³ and a rechargeable battery that lasts all day.²

CRE-C20
A completely discreet and rechargeable hearing solution with up to 28 hours of reliable all-day hearing.²

SONY
A Heritage of Innovation

Sony has established a legacy of trusted technology by blending advanced engineering with cutting-edge creativity. The Sony CRE hearing aids continue that heritage of innovation with precision audio that produces prescription-grade sound quality tailored to you and your world.

SONY
Hear What Matters Most
Every moment made crystal clear.

Customized Hearing Within Minutes

With the Sony | Hearing Control app,¹ you can set up and modify your sound when you need to, how you need to. Easily control volume and sound quality to suit your preferences on the go.

Compatible with Android and iOS. Supported versions are subject to change. The app is free of charge.

Prescription-Grade Sound Quality

WS Audiology's hearing aid expertise meets Sony's precision audio technology to produce prescription-grade sound quality that's clear, comfortable, and adaptive to your surroundings.

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Key Takeaways

- The OTC market is growing, and people are buying OTC products
- Sony offers an extensive OTC portfolio, including the new CRE-C20
- WSA is here to help you build success with OTC for your patients and practice



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Questions?

sonyotc@wsa.com



WSAudiology

Want to learn more?

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AUDIOLOGYonline

Getting Started with OTCs: Sony CRE-C10 and CRE-E10

Presented by: Annie Duchen, AuD & Ashley Goryl, AuD

Course description: 65% of the people in the United States with mild to moderate hearing loss do not wear hearing aids. OTC hearing aids, a new class of hearing aids, will provide this group of individuals with a solution and start them on the journey to better hearing health. Learn about two unique products from Sony that fit this new class of FDA-registered, self-fitting OTC hearing aids.

Email address: sonyotc@wsa.com



Scan the QR code
to get started!



Talk to us directly!

sonyotc@wsa.com

WSAaudiology

A close-up, profile shot of a man with dark skin and curly hair, smiling and adjusting a small black earbud in his ear. He is wearing a light-colored, textured sweater. The background is blurred, showing an indoor setting.

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Thank you!

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