22 August 2018

Oticon HearingFitness

The world's first hearing fitness technology

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How many of you…?

…have a smartphone?

…have a health/fitness tracking device?

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Hearing care is health care

HEARING FITNESS™

A smarter future of hearing health care

What is HearingFitness?

Behind the scenes

What is the background of HearingFitness?

What are the benefits of HearingFitness?

How does HearingFitness work?

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What is the background?

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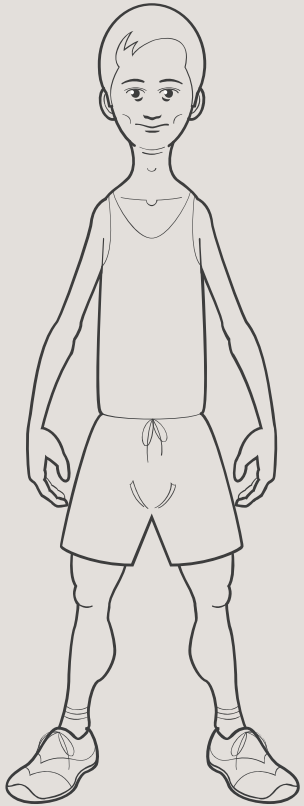
Here is a man

He has various smart devices

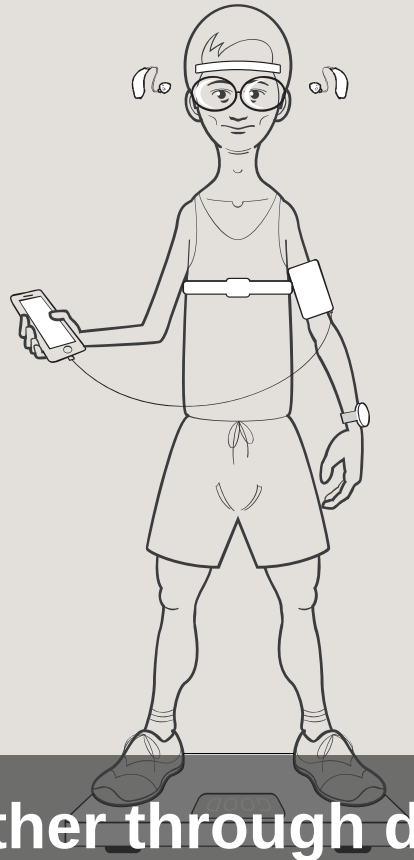


Devices connected to his smartphone

Smartwatch

He also has…
…a scale
…a blood pressure monitor
…a pulse band
…a headband monitor
…a pair of smart glasses

… and Oticon hearing aids



It can all be tied together through data analysis

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Reactive ‘Sick Care’ System

Proactive System

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Four P's going from reactive to preventive

The inspiration and vision behind HearingFitness

Personalised

Tailored health care

Participatory

The user as a partner in health care

P4

Medicine

Preventive

"An ounce of prevention is worth a pound of cure"

Predictive

Data from many gives info about the individual

Hood and Galas, 2008

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The more we share, the more we learn!

Hearing care is health care

People improve overall health

At Oticon, we become better at what we do

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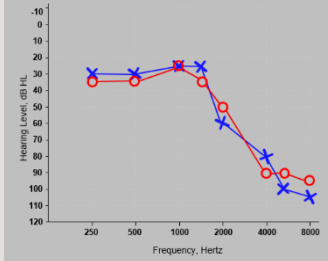
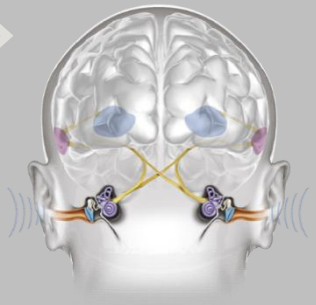
Consequences of an untreated hearing loss*

Hearing loss is more than an audibility problem

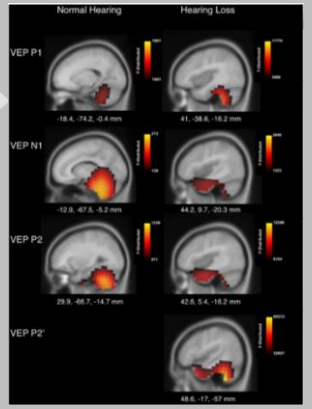
Hearing loss



Signals to the brain have lower quality



The brain will reconstruct and compensate



Campbell & Sharma, 2014

Fatigue and social withdrawal

Acceleration of health problems (e.g. depression and dementia)

*Research in this area is ongoing

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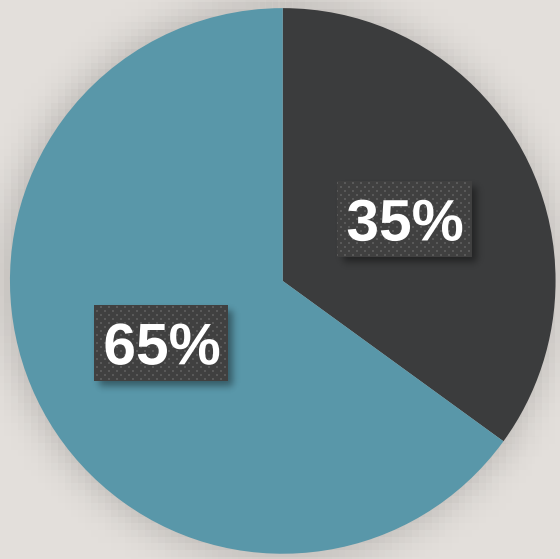
Hearing and health issues

An example: the latest review on Dementia and Causes

Risk factors

- potentially modifiable
- potentially non-modifiable



Livingston et al. 2017

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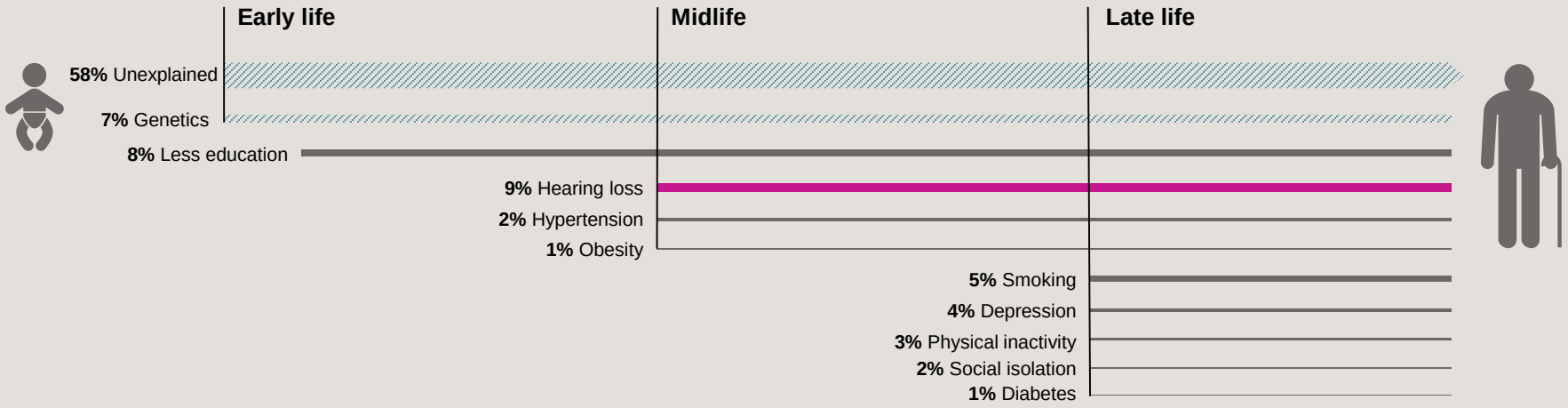
Life-course model of contribution of modifiable risk factors to dementia



Adapted from Livingston et al. 2017

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Expected user benefits of HearingFitness

- Facilitates involvement, control, and empowerment
- Motivates users to improve behaviour and fulfil their hearing potential
- Helps to create healthier habits
- Provides targeted and individualised feedback

Oticon HearingFitness will evolve continuously. Please find the current version and available functionalities on the App Store or Google Play

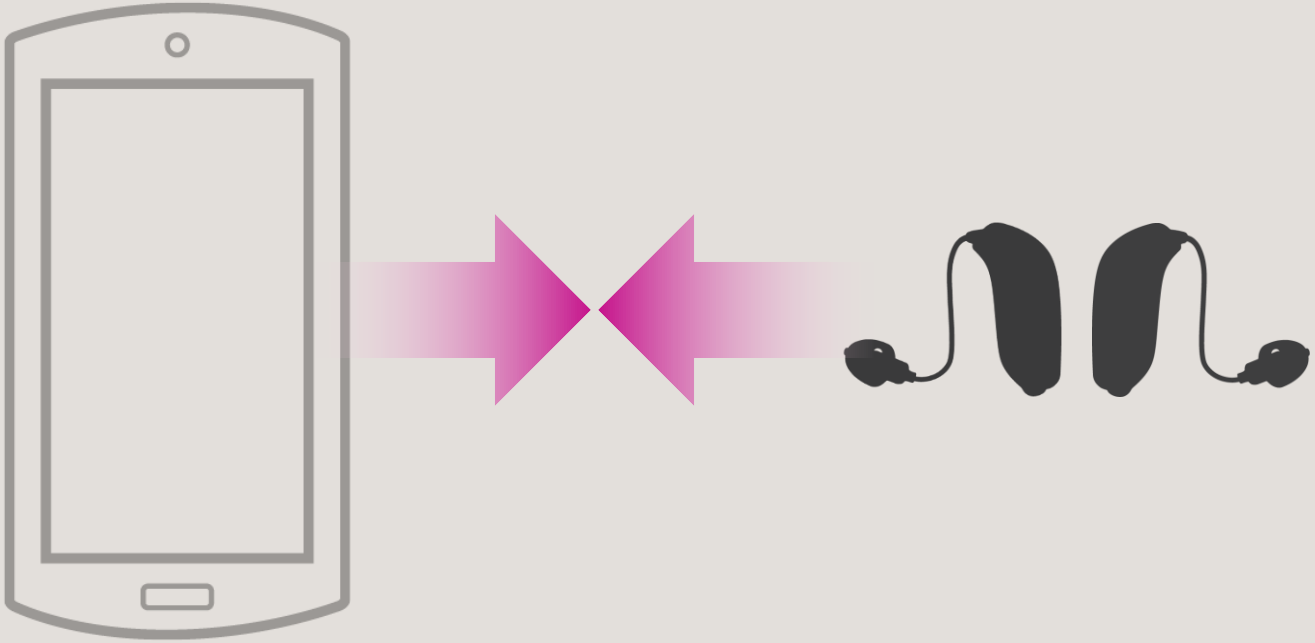
How does it work?

The world’s first internet-connected hearing aid

New possibilities enabled by the powerful Velox™ platform and TwinLink™ technology

Getting started

Pairing the hearing aids with the smartphone



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HearingFitness collects data from…

Oticon hearing aids
(use time and sound environment)

Smartphone health app
(sleep, pulse, exercise etc.)

Please note: data sharing is purely based on user consent

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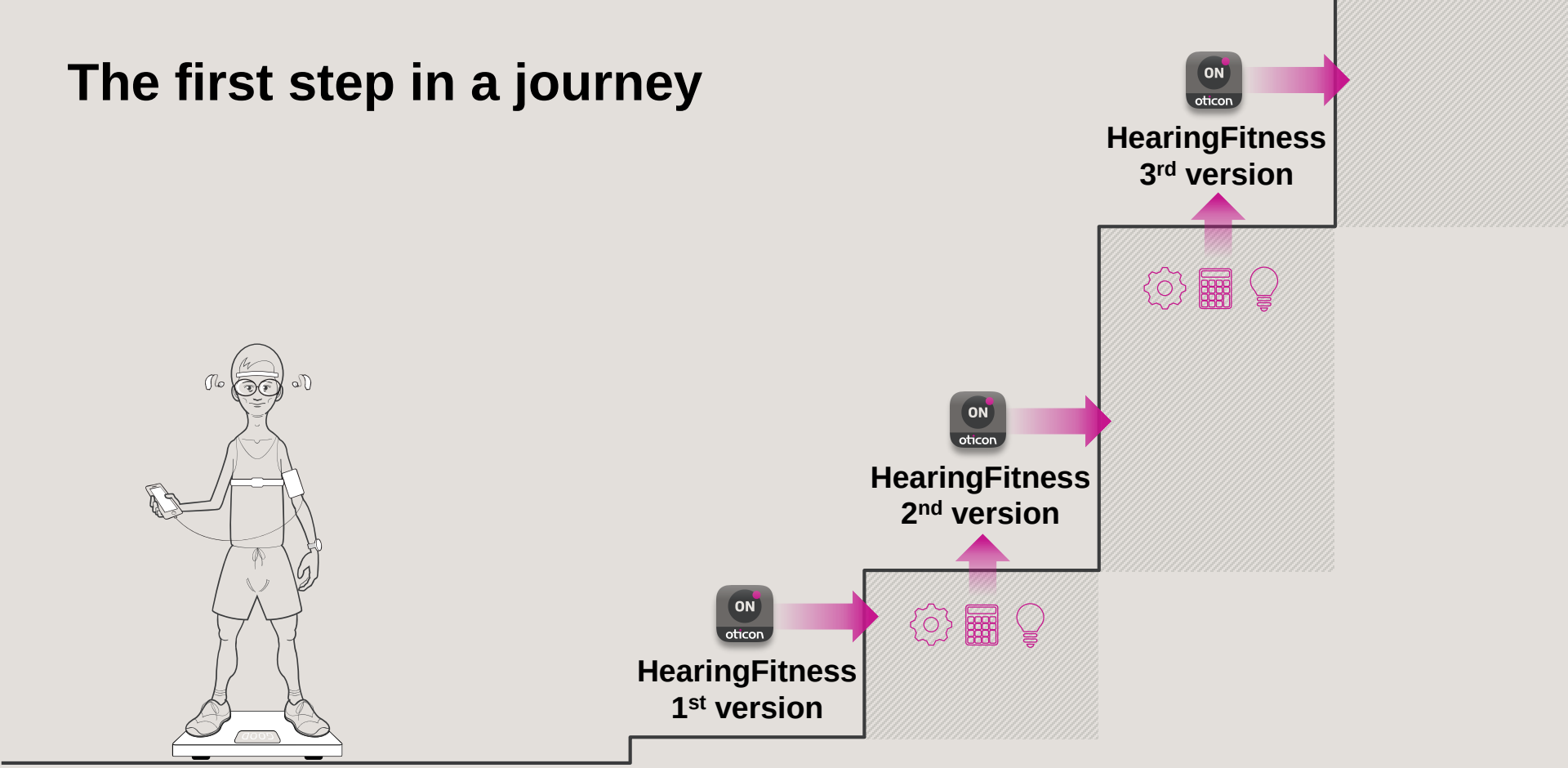
We are only just starting to understand

So what might tomorrows user look like?

The first step in a journey



Summary

- HearingFitness is a new part on Oticon ON App
- HearingFitness aims to motivate and encourage the user
- HearingFitness promotes the health benefits of hearing
- HearingFitness is the first step in a journey

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Thank You!