Challenges and Opportunities in the Paediatric market

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Oticon Export

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Prevalence of childhood hearing loss

Disabling hearing loss: WHO (2012)

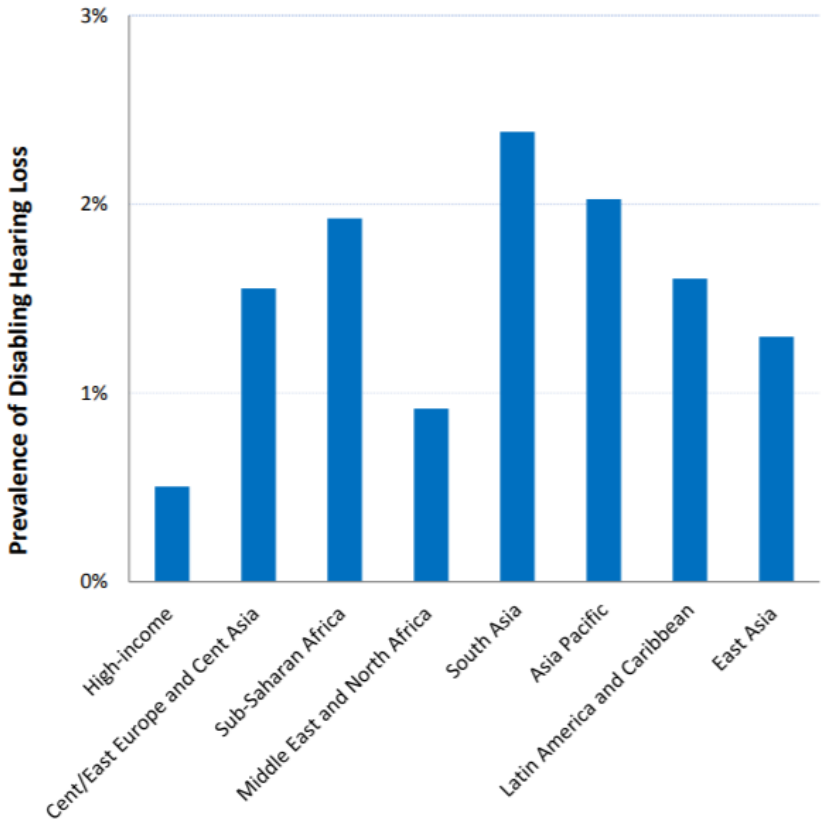
Disabling hearing loss refers to hearing loss **greater than 30 dB in the better hearing ear** in children (0 to 14 years).

www.who.int/pbd/deafness/WHO_GE_HL.pdf

Disabling hearing loss: WHO (2012)

- 360 million persons in the world with disabling hearing loss (5.3% of the world's population).
- 328 million (91%) of these are adults (183 million males, 145 million females)
- **32 (9%) million of these are children.**
- **The prevalence of disabling hearing loss in children is greatest in South Asia, Asia Pacific and Sub-Saharan Africa.**

Prevalence of disabling hearing loss in children:



*MBD, WHO, 2012 DHL estimates, where DHL children threshold is ≥31 dB

The prevalence for disabling hearing loss in children is highest in the south Asia region followed by Sub-Saharan Africa. There is a marked difference in the prevalence rates in high income parts of the world.

Potential negative affects of pediatric hearing loss

- Delayed speech and language
- Poor literacy
- Poor academic performance
- Lower job & earning potential
- Personal-social adjustments
- Lower quality of life

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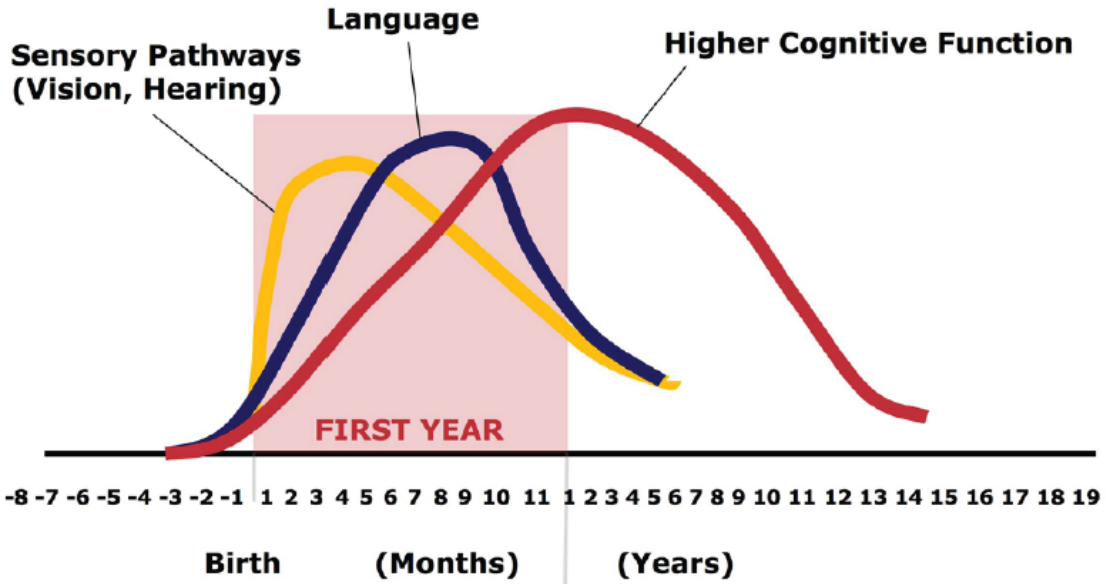
Hearing is a big part of a child’s cognitive development

- Sound is the basis of language, speech, reading, bonding, socialization, etc.
- Auditory learning starts right away – formally and informally
- Brain’s neuronal network maturation is heavily dependent on sensory stimulation.

Center on the Developing Child
HARVARD UNIVERSITY

Human Brain Development

Neural Connections for Different Functions Develop Sequentially



http://developingchild.harvard.edu/index.php/resources/briefs/inbrief_series/inbrief_the_science_of_ecd

Factors that affect outcomes for children with hearing loss

- Age of identification
- Degree of hearing loss
- Etiology of hearing loss
- Other disabilities (20-40%)
- Age when amplification used
- Hours per day of HA use (compliance)
- Optimal fitting of HA
- Follow up/counseling

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A sense of urgency

High risk of auditory deprivation

- The brain of a child with severe loss **without proficient hearing intervention** is likely to undergo cross-modal re-organization.

Sharma 2015

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HOW can we give the child’s developing brain the best auditory stimulation?

The big message

- **Early and appropriate amplification** is needed
- to provide the child with hearing loss **access to the stimulation**
- needed to **support brain**
- and the acquisition of **speech and language abilities.**

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Challenges
& Opportunities

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Challenges to expansion/success in Paediatric market

- PHONAK dominance
  - Messaging & Repetition
  - Roger classroom solutions
- Low Reimbursement
- Tenders and paed specifications
- Marketing Resources
- Specialization of staff
- Inventory & Equipment
- Maximum 8-9% of patient base?

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How to differentiate Oticon products for children?

- **BrainHearing**!!!
- OpenSound Navigator
- OpenSound Optimizer
- SpeechGuard
- Strong clinical evidence

- Safety – no nickel, PVC or phthalates
- Durability/reliability
- LED & TAR
- Easy Connectivity – ConnectClip
- EduMic for classroom
- Warranty & Support

ALL of these apply to children – even if you are not Selling Opn Play/Xceed Play

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Challenges & Opportunities

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Opportunities

- Collaborate/network
- Connect with ENTs, hospitals
- Connect w pediatricians & General Practitioners
- Schools for the deaf (oral spoken language)
- Do they know one brand over another?
- Trust and your reputation
- Paed events – health fairs, parental education
- Include peds in your prof outreach (seminars)
- Social media
- Use your database
- Loaner bank & Rush repairs
- Value-added (care kits, SafeLine for younger children)
- Well-baby clinics – speech & language milestones
- School screenings
- Product: full portfolio, multiple price levels

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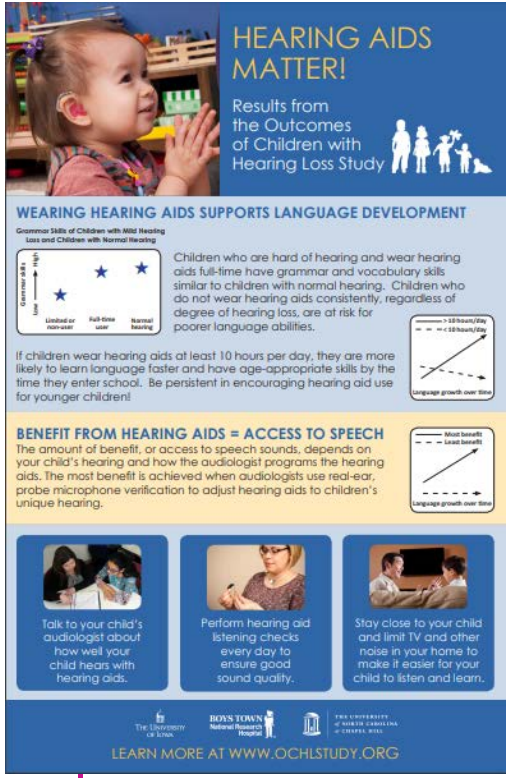
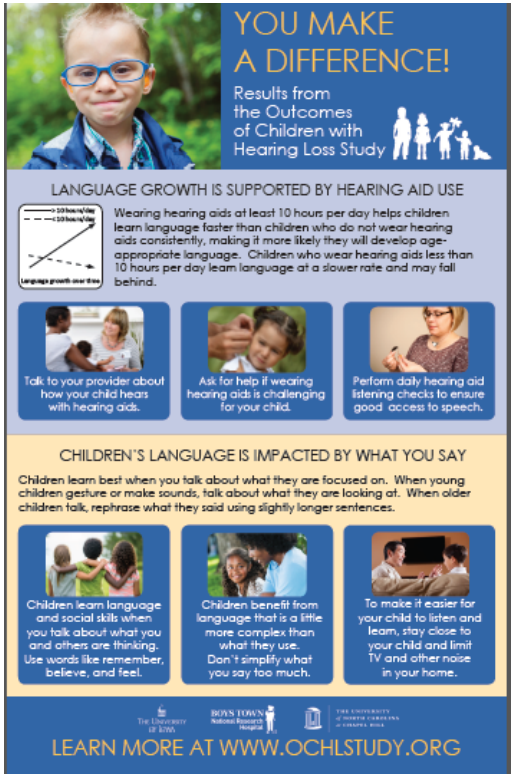
Let’s share resources!





- www.OCHLstudy.org
- www.Successforkidswithhearingloss.org
- www.babyhearing.org
- www.infanthearing.org
- www.hearingfirst.org

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Thank you for your valued input!

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