

William Demant



# Hearing Healthcare - Swiss Hearing Day

Søren Nielsen  
*President & CEO*

*October 2018*



# President & CEO Søren Nielsen

## Curriculum

- Born in 1970
- M.Sc. in Industrial Management and Product Development from the Technical University of Denmark
- *Started career in Switzerland in Bernafon Flamatt*
- Employed with William Demant since 1995
- President of Oticon since 2008
- President & CEO of William Demant Holding since April 2017



# William Demant: Founded on care in 1904

Passionate to help his hearing-impaired wife live a better life, Hans Demant starts a hearing aid company

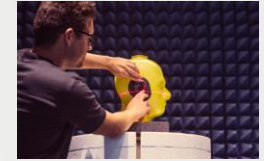


Hans Demant and his wife Camilla



William Demant and his wife Ida Emilie

# Important milestones



**1991**  
MultiFocus

**1995**  
Bernafon  
Maico  
Stock Exchange

**1997**  
Name change to William  
Demant Holding

**2003**  
Sennheiser  
Communications

**2009**  
Oticon Medical in bone-  
anchored hearing  
systems

**2013**  
Neurelec  
Cochlear implants

**2015**  
Audika

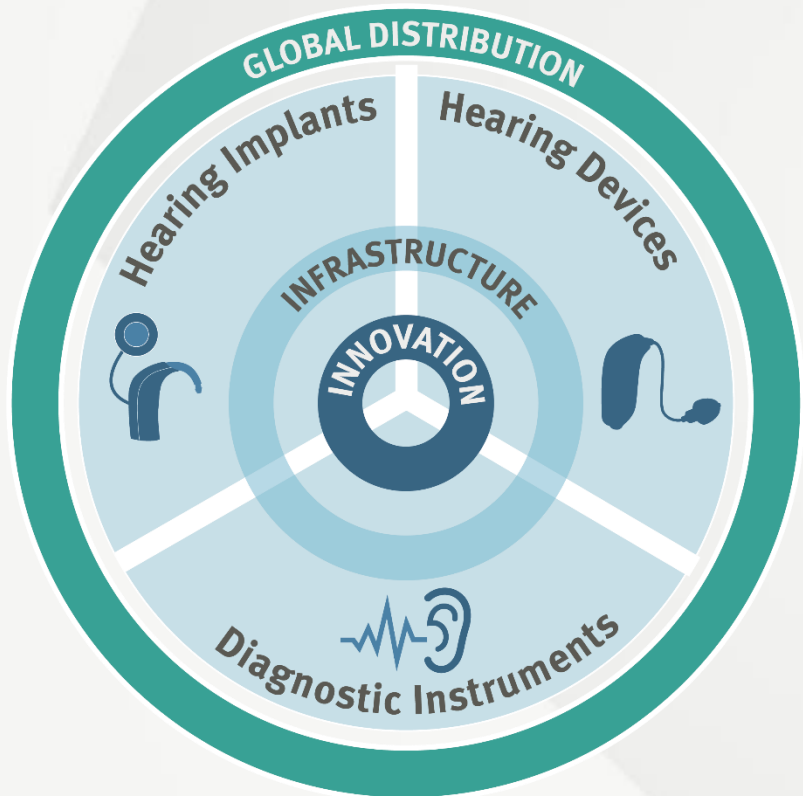
**2016**  
Market leader in hearing  
healthcare  
Oticon Opn



Our vision is to  
make a life-  
changing difference  
to people living  
with hearing loss

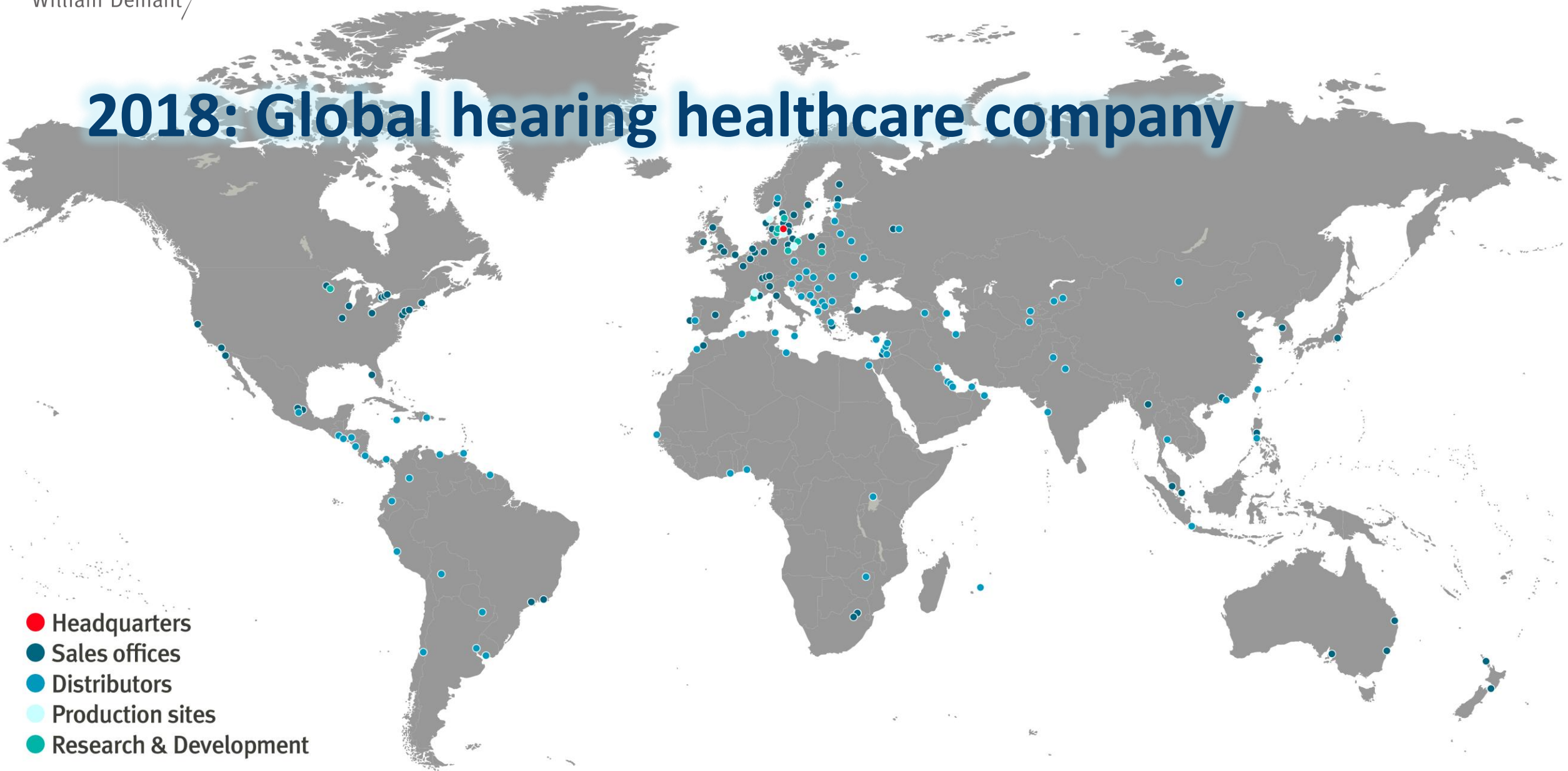



# Integration between business activities



# 2018: Global hearing healthcare company

- Headquarters
- Sales offices
- Distributors
- Production sites
- Research & Development



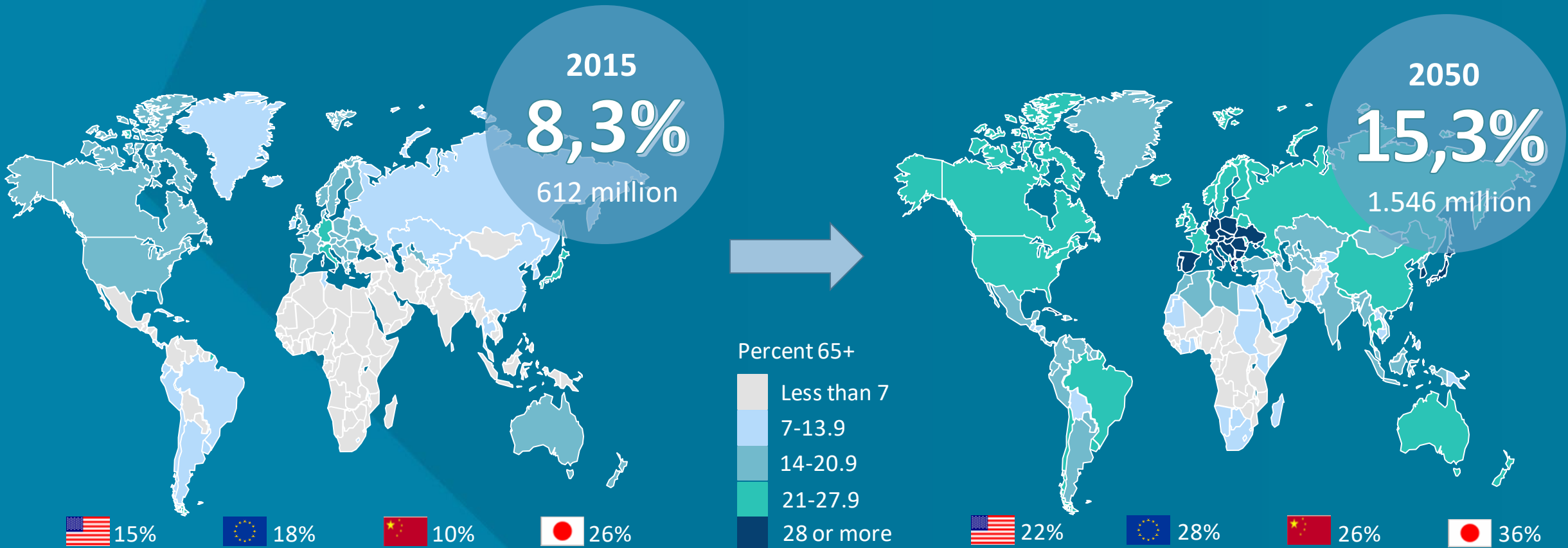
A healthcare professional in a white lab coat is using a small, dark, pointed tool to work on a brown teddy bear. A young girl with long brown hair is smiling and holding the bear. A woman with blonde hair is looking on with a gentle expression. The background is slightly blurred, showing what appears to be a medical or educational poster on a wall.

Technology + care =  
Life-changing hearing healthcare



# Market driven by an aging global population

Significant increase in share and size of 65+ population



# Latest consumer survey confirms key premise

- The **period before** getting a device is the hardest and **people regret waiting**
- End-users are triggered by **specific events** and **family** plays a major role
- Engaging with doctors and HCP is **fast and easy** – online research is typical
- The decision about **brand** is most often made by the **HCP**
- Understanding **features and price** is very difficult for new users
- **Rehabilitation is very difficult** in the first period, and end-users are not prepared for the discomforts of rehabilitation
- End-users request better access to **guidance, information and training** – potentially in an app
- End-users develop a **relationship with the HCP** – more in some geographies than others
- Brand **loyalty** is driven by familiarity and/or **trust** in the specific HCP

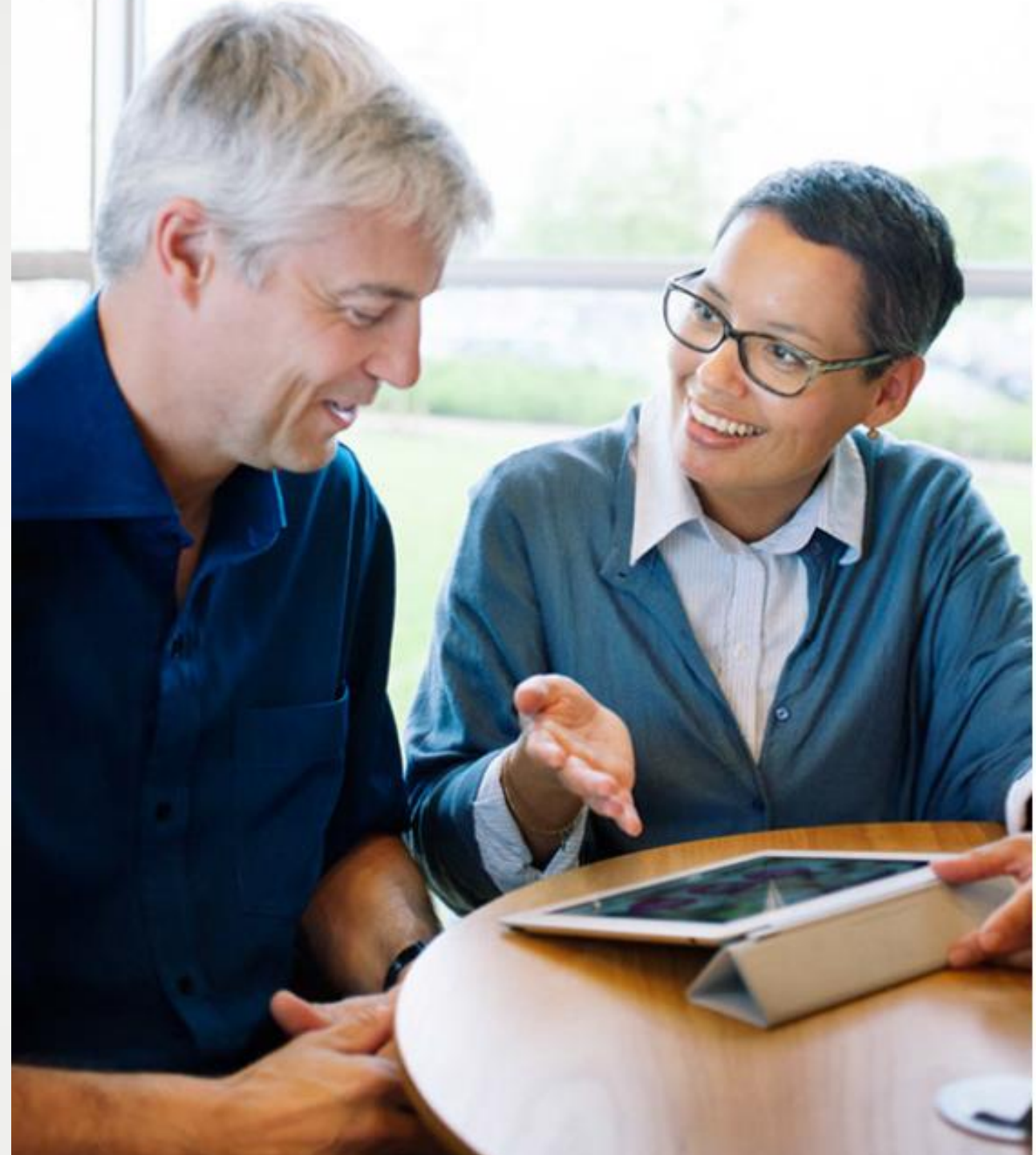
“ Go as **soon** as possible to an **acoustician** and try a hearing aid. Go as soon as you feel it. If I had gone earlier, my life would have been **less painful**. It took many years before I acknowledged it.”

— Franz, 65, DE

# Life-changing care

Stigma still key barrier for widespread adoption of hearing healthcare products and professional involvement is needed to overcome this.

- Confirmed insight: It all starts with meeting a hearing care professional
- Customer journey involves multiple interactions with an HCP and is similar for most sales channels
- Digitalization is opening up new opportunities to improve customer journey

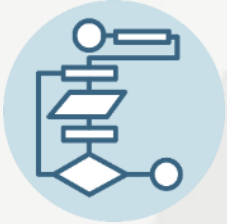


# Life-changing technology

- Leading technology
- Specialized products
- Major R&D organisation
  - Incl. in house chip set development
- Own research facility at Eriksholm Research Centre



# Audiology – continuous **innovation**



## Intelligent algorithms

- Reducing the unwanted, keeping the essential
- Superior feedback management



## Improving speech detection and reducing noise

- A natural 360-degree experience
- Towards normal and even super hearing



## Recreating the perception of nuances

- Hearing impaired have low dynamic range
- One size does not fit all – personalization and adaptation



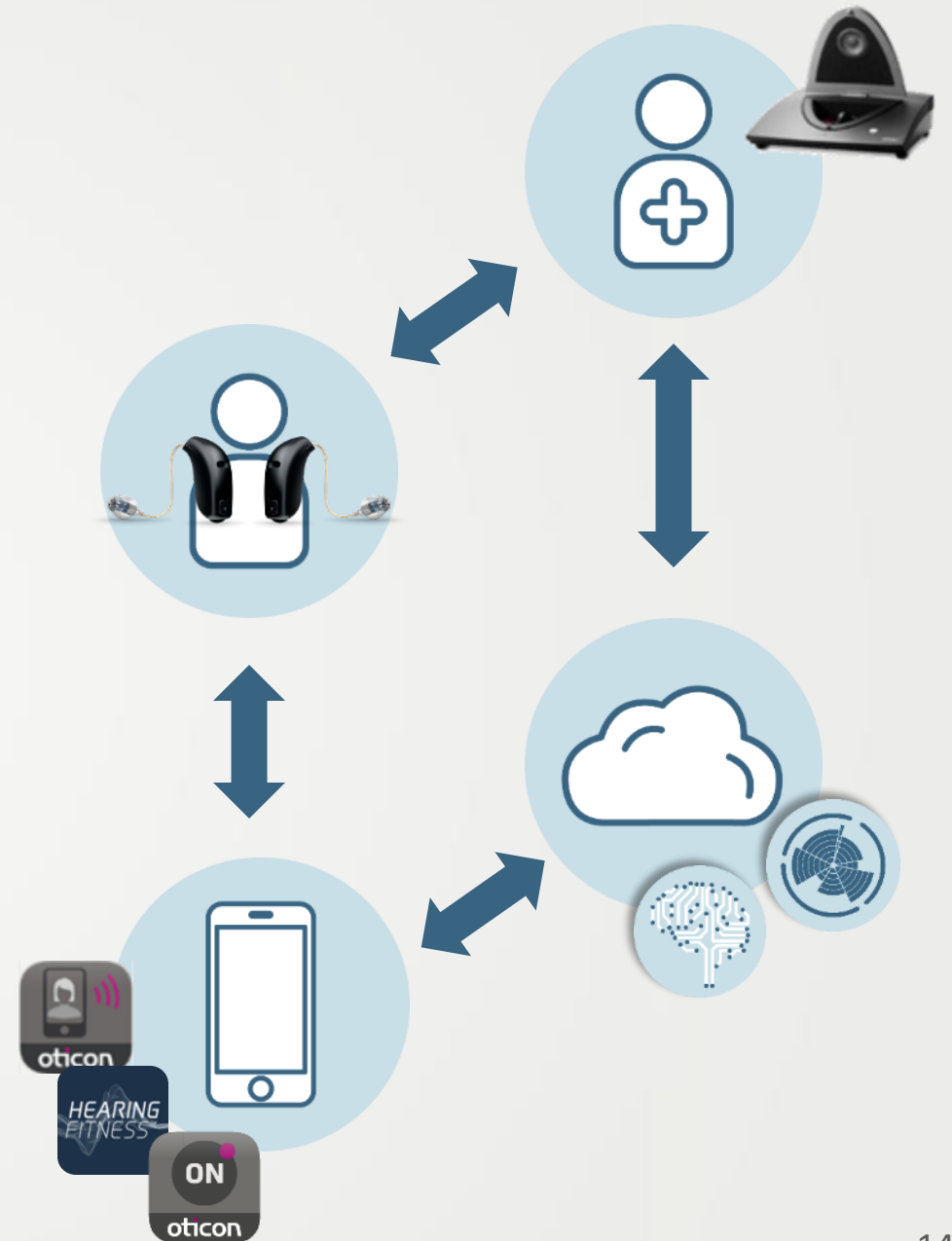
## Full-day experience – 20 hours' wearing time

- Optimizing the brain load – avoid fatigue
- Comfort – in fit and sound



# A connected world

- Hearing devices are fully connected devices
  - No more monolith – part of an eco system
  - Compatibility and update – software
- Consequences
  - Software updates of hearing devices, apps and fitting software
  - HCPs to be online
- Huge perspectives for applications
  - User data (e.g. sensors) logging and analyzing
  - Update of settings
  - Optimization of HCP's workflow
  - Integration with diagnostic equipment
  - Remote care



# Future in hearing healthcare





William Demant

Thank you

