

**Satisfaction Survey**  
**Oticon Intiga gets it right with first-time users**



## The importance of getting it right - the first time

It is well recognized that fittings with first-time users are always at risk. New users are often slow to accept amplification and when they do, they have high demands - especially of their hearing instruments<sup>1</sup>.

In a large-scale international study conducted by Oticon in 2011<sup>2</sup>, 1,500 people, who suspected they had a hearing loss but had not yet obtained hearing devices, ranked the qualities they valued most in a hearing solution:



- ▶ Feels comfortable
- ▶ Understand speech clearly
- ▶ Hear sounds as expected
- ▶ Discreet/invisible
- ▶ Easy to handle

To succeed with first-time users, every aspect of the hearing device - the appearance, the fit and feel and the signal processing - must meet their high expectations from the start.

## Intiga gets it right - from the start

Every aspect of Intiga from the physical appearance, the fit and feel on the ear to the durability and signal processing is designed to maximize the likelihood of success with first-time users. When Intiga was launched in 2011, a clinical study<sup>3</sup> by respected universities in the USA and Germany showed that Intiga met new users' expectations, delivering immediate acceptance and immediate benefits.

The clinical study followed new users through the first month of their Intiga experience. Acceptance was immediate - from day one - and within the first week, the majority of participants indicated that they intended to wear their new hearing instruments long term. Intiga met first-time users' expectations in key performance areas including speech in noise, comfort in ear and comfort with loud sounds.

<sup>1</sup> Schum, D., Weile, J. & Behrens, T. (2011) *New Insights Into First Time Users. Oticon White Paper.*

<sup>2</sup> Oticon A/S, September 2011, *International First-Time User Insights Expanded Survey, Denmark.*

<sup>3</sup> Behrens, T., Kreisman, B., Schulte, M., & Weile, J.N (2011). "Meeting the First-Time User Challenge." *Hearing Review* 18(13): 18-29.

**"Intiga really excels in terms of that initial impression. They don't intimidate and the fit is comfortable enough to wear throughout the day!"**

*Dr. Leslie Soiles, Audiologist and Intiga user*



## **Intiga gets it right - every day**

A survey conducted just six months later takes a broader look at Intiga in everyday use - gathering feedback from 111 end-users (75% first-time users) and 243 hearing care professionals from seven countries.

This just-released Oticon Intiga Satisfaction Survey<sup>4</sup> confirms the positive findings of immediate acceptance and immediate benefits found in the two-site clinical study.

End-users participating in the new survey report high satisfaction with Intiga - awarding outstanding marks to Intiga's winning combination of discreetness, performance and acceptance. Speech understanding is experienced as significantly improved when wearing Intiga as to listening without hearing instruments. Natural sound quality and easy handling add to the positive experience that leads end-users to choose Intiga and inspires them to recommend Intiga to others.

The new survey results also indicate that the highly satisfied clients make satisfied hearing care professionals - who report that they are highly likely to recommend Intiga to their colleagues.

Hearing care professionals participating in the survey were selected based on their experience with Intiga. Intiga users were selected by the hearing care professionals from their databases. All ratings were made on a scale from 0 to 10, with 10 being the best. For each question, the lowest and the highest ratings were assigned relevant labels. End-users were asked about parameters similar to those in the two-site clinical study. For hearing care professionals, the questions concerned first fit, fitting software, and satisfaction on their own and their client's part.

<sup>4</sup> Oticon Intiga Satisfaction Survey, 2012. Oticon White Paper - available at Oticon.com

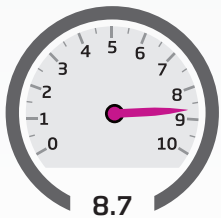


**“Everything just came into focus immediately. I could hear sounds I hadn’t heard in years.”**

*Bob Williams, a 54-year-old IT manager*

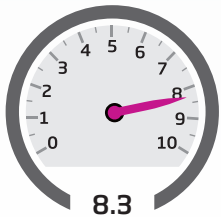
## First-time and experienced users agree - **Intiga satisfies!**

Both first-time users and experienced users participating in the Intiga Satisfaction Survey are very satisfied with Intiga, rating their new hearing instruments an impressive 8.6 on a scale of 1 to 10 with 10 being the best. Users award consistently high marks to Intiga throughout the survey, indicating high perceived benefit:



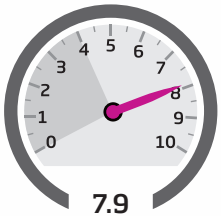
### **Comfortable to wear throughout the day**

Intiga’s ultra-small, organic shape hides well behind the ear. The soft receiver wire and ergonomically shaped speaker ensure a close, comfortable and secure fit. The vast majority of first-time users (94%) comfortably wear Intiga most of the day, earning Intiga a strong 8.7 rating.



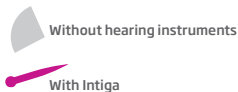
### **The natural sound quality they expect**

Another important aspect of performance and comfort is sound quality. First-time users want to hear sounds the way they expect them to sound. Eighty-six percent of survey participants rated sound quality with Intiga as very natural (a strong 8.3 rating).



### **Speech understanding significantly improved**

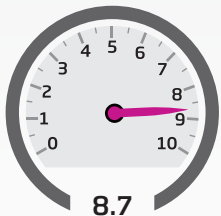
First-time users perceive significant improvements in quiet and more importantly noise when wearing Intiga. Intiga’s Speech Guard minimizes the speech distortions of conventional compression systems. Voice Aligned Compression takes into account first-time users need for optimized speech intelligibility and preservation of loudness function for audibility in all situations. On average, survey participants rate speech understanding with Intiga 3.9 points higher in noise - than listening without hearing instruments (a good rating 7.9).





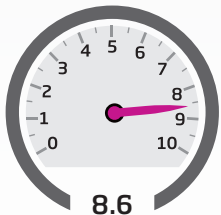
### Designed to please

Intiga wows first-time users with its unique and ultra-small style - 33% smaller than Oticon's miniRITE - smooth surface and cosmetically improved speakers. Intiga's award-winning design earns an outstanding 9.3 rating from survey participants - and more than half award Intiga a perfect 10!



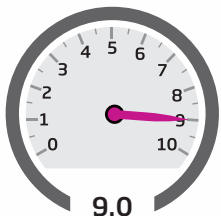
### Easy to handle

Fully automatic, button-free, robust and reliable, Intiga eliminates the hassle for first-time users. Comfort in the ear and handling ease both earn a high 8.7 rating - a happy outcome that indicates first-time users are not intimidated by Intiga's tiny 10A battery - enabling up to 7 days usage.



### Immediate acceptance, immediate benefits

Intiga's Automatic Adaptation Manager is optimized to address first-time users' need for quick acclimatization with adaption steps modified and shortened significantly to deliver more benefits faster. The Satisfaction Survey results confirm the very positive findings of immediate acceptance and immediate benefits shown in the two-site clinical study<sup>3</sup>. An impressive 92% of first-time users find it very easy to get used to Intiga's benefits in terms of comfort, sound quality and handling. And nearly half (44%) rate Intiga a highly satisfying 10.



### Inspiring trust & loyalty

Intiga users more than accept their choice of Intiga - 91% indicate that they are very likely to recommend Intiga to others! If survey participants could choose a new hearing instrument today, 88% would very likely choose Intiga again.

<sup>3</sup> Behrens, T., Kreisman, B., Schulte, M., & Weile, J.N (2011). "Meeting the First-Time User Challenge." *Hearing Review* 18(13): 18-29.

## Satisfied end-users = Satisfied hearing care professionals

The 243 hearing care professionals participating in the survey share their clients' positive perception of Intiga, rating it a strong 8.2. Easy first fit and highly satisfied users who perceive immediate acceptance and immediate benefits are important contributing factors to the high marks.

Based on overall experience with other hearing instruments, hearing care professionals report that they are highly satisfied with Intiga:



Easy to explain benefits



Easy to achieve  
successful first fit

And the vast majority values the connectivity solutions available with Intiga (8.9). Intiga offers a fully binaural wireless system for both advanced binaural audiology and high quality connectivity to mobile phones, TV and more connectivity solutions.

In fact, hearing care professionals are so satisfied with Intiga that they report they are very likely to recommend Intiga to their colleagues.

## Easy to achieve **successful first fit with Intiga**

With Intiga's Automatic Adaptation Manager (First Fit algorithm) the hearing care professionals report that it is easy or very easy to achieve a successful first fit with first-time users. The majority of hearing care professionals (88%) indicate that their clients are highly satisfied with Intiga (8.2 rating).

**"In my everyday work it has become much easier with the new Adaptation Manager. You get the right first fit immediately."**

*Erengül Sabedin, Clinical audiologist*



Intiga is designed to meet the specific needs of users who are looking for a non-traditional hearing instrument: discreet, small and easy to handle. Being a full featured RITE hearing instrument, Intiga is suitable for hearing losses within the mild and moderate ranges. It is built on our newest and well-known audiology and technology with the overall aim of immediate acceptance and immediate benefit in quiet and noise. Intiga comes in 10 colours and in three performance levels for different requirements: Intiga 10, 8 and 6.



Vivid Lilac  
(95)



Natural Henna  
(97)



Chroma Beige  
(90)



Terracotta  
(94)



Chestnut Brown  
(93)



Pure White  
(98)



Silver  
(44)



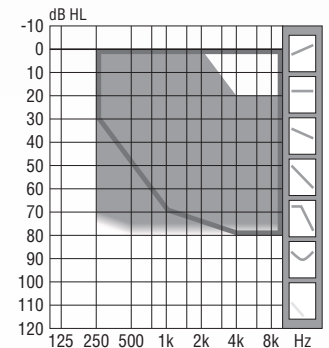
Silver Grey  
(91)



Steel Grey  
(92)



Diamond Black  
(63)



□ Open Dome - Plus Dome

■ Micro Mould - Power Dome

## People First

People First is our promise  
to empower people  
to communicate freely,  
interact naturally and  
participate actively