

It's no secret that the hearing aid landscape is changing rapidly.

THE TIME TO ACT IS NOW!

Do you have the right partner to survive and thrive?



2003–2014

Hearing aid sales grew by

1 million units



2014–2018

(Less than half that time)
Hearing aid sales grew by

1 million units

WHAT HAS CHANGED IN THE INDUSTRY TO CAUSE SUCH GROWTH?

IT'S NOT POPULATION.

2007–2018

The population of people ages 65+

grew **37%**



But hearing aid sales

grew **67%**

TECHNOLOGY DISRUPTION HAS ONLY BEEN INCREMENTAL



RIC



Digital



Connectivity

THE TRUE DISRUPTOR HAS BEEN DISTRIBUTION

Since 2007, points of sale (POS) have grown by **19%**



Veterans Affairs



Costco



OTC/PSAPs



Third-Party Payers



Manufacturer-Owned Retail



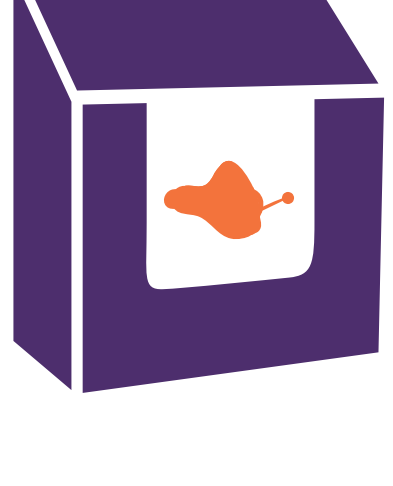
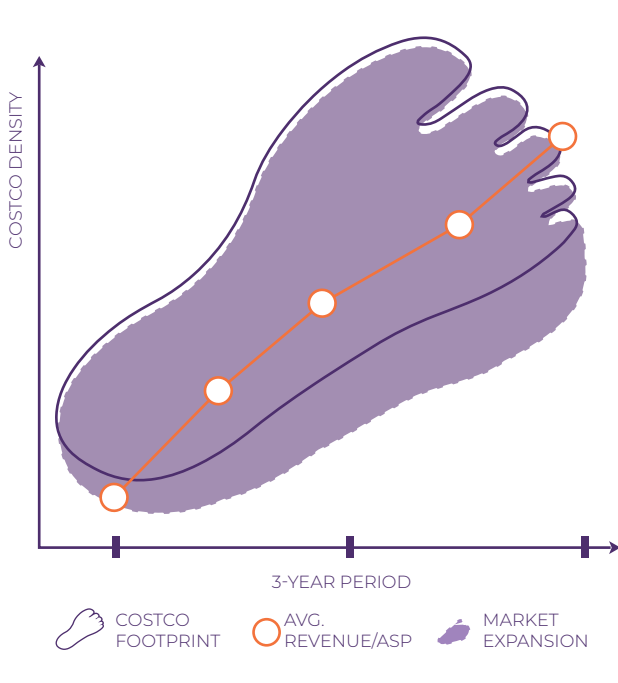
THE VA HAS GROWN ALONG WITH THE INDUSTRY

A slowdown is coming, however: Over the next 20 years, the number of veterans will be almost cut in half, as will the VA share of the hearing aid space.

COSTCO DENSITY HELPS PRIVATE PRACTICE

Over a three-year period, it was shown that as the Costco density in a given market increased, so did the average revenue and average selling price throughout that market (but only slightly). How?

BY CREATING ACCESS AND AWARENESS, COSTCO EXPANDS THE MARKET



OTCs WILL TAKE OVER THE 10% MARKET SHARE PSAPs CURRENTLY ENJOY

In countries with OTC or inexpensive HAs, ownership is only $\approx 40\%$, the same as in the U.S. if you add PSAPs to the HA market.

MANUFACTURERS ARE TRYING — AND FAILING — TO COMPETE IN RETAIL

They're trying to gain market share, get closer to the end user, and capture profit, but they can't push beyond 25% value capture. Why?



THEY'RE IN THE MUSHY MIDDLE



Don't have big data



Can't get opportunities in the door



Can't motivate their teams



Can't get out of their own way

WHO IS YOUR PARTNER IN DRIVING THESE INITIATIVES?

IT'S NOT THE TIME TO FEAR —

IT'S THE TIME TO ACT!



- The VA isn't going to keep up.
- Costco is expanding the industry.
- OTCs are a swap-out for PSAPs.
- Manufacturers can't compete at the local level.

YOU CAN! AND THE RIGHT PARTNER CAN MAKE ALL THE DIFFERENCE.



We helped Diane Blasing, Au.D., establish a physician-referral program for her Ft. Worth, Texas, practice — Cityview Audiology & Hearing Aids. Within 24 months:

1.2K

Saw over 1,200 patient referrals

50%

Physician referrals became 50% of her patient base

30+

Over 30 local offices had begun sending patients to her practice

That's just one example of the kinds of low-effort, high-impact solutions Audigy's consultants offer to help member practices stay ahead.

BUT DON'T TAKE OUR WORD FOR IT — HERE'S HOW ANOTHER AUDIGY MEMBER THRIVED WITH OUR SUPPORT



"For any question or issue we might have regarding IT, marketing, HR, operations, finance, accounting, or cost of goods, Audigy is a phone call away with an answer or solution. Our Audigy team continually improves our business. We did not know what Audigy did or could do for us, and after taking a deep and hard look, Audigy was one of the best business decisions we have made. My only regret is that I did not start with Audigy years ago."

— Mark Sanford, Better Hearing Center

AUDIGY'S TEAM OF CONSULTANTS HAS THE EXPERIENCE, EXPERTISE, AND INSIGHT TO HELP YOU NAVIGATE OUR CHANGING INDUSTRY WITH:



A balanced marketing strategy



Relevant, robust data



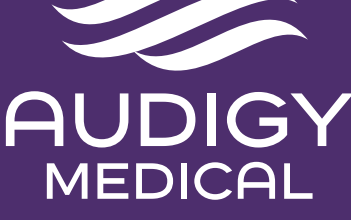
Strong processes and systems



Proven methods to align your team

THE TIME TO ACT IS NOW.

You deserve a partner who has the strategy, tools, and follow-through to help you achieve goals you never thought were possible.



Contact us today at info@audigy.com

or visit us at Audigy.com/About