

Solving the "*Hearing Aid Insertion Crisis*" – A Long History

2009 – March: Major Manufacturer Acknowledges Hearing Aid Insertion Difficulty

A major manufacturer cites "insertion difficulty" in a [patent application](#) – an early acknowledgement that the problem exists.

2016 – January: *Gruv Button*™ Featured in Prominent Trade Publication

Industry trade publication [The Hearing Review](#) initiates a series of three articles on *Gruv Button*™, running through November 2016. The series introduced the Hearing Aid Manufacturers and the industry to an early version of *Gruv Button*™ technology, which provides a "groove" that "fits the fingertip."

2019 – January: *Gruv Button*™ Presented to Major Hearing Aid Manufacturer

Developer *Each Ear, LLC* presented *Gruv Button*™ to senior managers at one of the world's largest Hearing Aid Manufacturers. Communication was assigned to the Product Manager, who was unresponsive.

2022 – Caregiver Industry Recognizes *Gruv Button*'s™ Benefits for Caregivers

Caregiver Media Group honors *Gruv Button*™ with [Today's Caregiver Friendly Award](#).

2022 – Industry Survey Reveals 40 Percent of New Users "Experience Difficulty"

A *Hearing Industries Association*-commissioned MarkeTrak survey reveals that [40%](#) of new hearing aid users find it difficult to insert their hearing aids. (Report was not made public.)

2022 – January: Consumer Dissatisfaction Shown in High Product Return Rate

The Hearing Review reports [Return-for-Credit rate is 15.7%](#) among private/commercial hearing aid clinics, for the dominant type of hearing aid design (Receiver-in-Canal). Many begin their hearing care journey, but then give up.

2022 – January: Five "[Appeals to Hearing Aid Manufacturers](#)" in social media posts: Empathy for People with Physical Limitations (such as tremor and arthritis, which interfere with insertion)

No response from the Hearing Aid Manufacturers.

2022 – January: Hearing Industries Association Ignores Assistive Device That Would Enhance Consumer Experience

At annual meeting of Wisconsin Alliance for Hearing Professionals *Each Ear, LLC* [hand-delivered an Announcement to Hearing Aid Manufacturers](#) seeking industry participation, to [Brandon Sawalich, Chairman, Hearing Industries Association](#): No response.

2024 – April: Announcement of *Gruv Button*™ Retrofit Delivery System

Each Ear, LLC [notified the hearing industry of the producibility of *Gruv Button*™ Retrofit](#), a new, simpler, easier-to-adopt add-on to existing hearing aids. The *Retrofit* is a "reasonable accommodation" under the Americans with Disabilities Act.

2024 – September: Independent Scientific Panel Recognizes *Gruv Button*™ Retrofit for Advancing Technology and Improving Lives

Gruv Button™ *Retrofit* wins global [2024 Hearing Technology Innovator Award](#).

2025 – August: Outreach to Department of Veteran Affairs

Each Ear, LLC communicates by FedEx and email with [VA Secretary Doug Collins](#), requesting VA urge the Manufacturers to make *Gruv Button*™ *Retrofit* available to help our Veterans and others.