



Announcement to Hearing Aid Manufacturers

January 4, 2022

This is an inspiring time for hearing aid manufacturers and our entire industry. Over the past 13 years, I have fit Starkey, Oticon, Phonak, Signia, Unitron, Widex and Zounds hearing aids. Now, based on my experience fitting, servicing, and working individually with hearing aid users, and with great appreciation for hearing aid manufacturers, I will begin generating user-awareness of *Gruv Button Technology*TM. This internationally-patented technology will make RIC hearing aid insertion so much easier for ALL RIC hearing aid users, worldwide.

Hearing aid manufacturers, let me address you openly and straightforwardly.

The average age of a first-time hearing aid user is 70. I ask you to consider this. Imagine that you, yourself, are 70-80-90 years old and you are having trouble utilizing your fingers or cannot straighten some of your fingers. You're unable to move your arms, elbows, and/or shoulders normally. Imagine you endure, stiffness, gout, diminished sensation, dexterity issues or tremor. Managers and engineers, you are younger, but kindly and assiduously empathize; these physical limitations are prevalent among RIC users.

Factor in the revelation that, all too often, actual ear canals are not straight and simple as shown in most anatomical drawings. Many people have challenging ear canals that angle, bend and/or narrow.

The substantial difficulty, stress, and frustration experienced, while attempting to manipulate and insert RIC receivers sufficiently deep, is real, confronted by real people, your end users.

Now, imagine you are a caregiver and must insert RIC receivers sufficiently deep into other peoples' ear canals. We honor our caregivers.

The good news is this difficulty, stress, and frustration can be virtually eliminated. Hearing aid manufacturers, I call on you, today, to collaborate with us as we work to help you realize the scope of this; to convey what is necessary for you to fully comprehend the predicaments associated with RIC insertion – and how easily – we can turn this adversity into advantage.

Please share this positive announcement with your appropriate managers so they, too, can come join our campaign. Improving hearing aid effectiveness with *Gruv Button Technology*TM is the right thing to do and needs to be done – and our entire industry will benefit considerably. Learn more about *Gruv Button Technology*TM at www.eachear.com and reach out to me directly, at jeff@eachear.com.

This is an inspiring time for our entire industry.

Respectfully,

Jeffrey Szmanda
President