

# Powerful Support and Reference Documents

## Statements of Support

***"It is with great appreciation I write this letter of support for you, and the Gruv Button™ team.***

***Disability is imposed when reasonable accommodations are not considered. The refusal to implement reasonable accommodation measures can be seen as unfair discrimination under disability legislation. And by definition, Gruv Button™ Retrofit is a reasonable accommodation.***

***I will support you and your award-winning hearing aid accommodation in every way I can."***

### **Fanie du Toit**

Adult Basic Education Practitioner (Unisa)  
Independent mentor: hearing loss matters  
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***"It is no wonder Gruv Button™ Retrofit won both a hearing aid industry award and a caregiver industry award because it can contribute to positive and active aging. And, I'm all for that!"***

***Sincerely,***

### **Jeff Rubin**

Positive Aging Activist  
Author of "Wisdom of Age"  
Founder of "Senior Moments"  
linkedin.com/in/jeffrubin1  
www.wisdomofage.net

***"As a dementia risk educator, public engagement specialist, and giveback-focused consultant, I am passionate about brain health and enabling the life-changing gift of improving their hearing.***

***I look forward to having Gruv Button Retrofit available as a needed assistive device."***

### **Al Turri, AuD**

Audiology Director  
The Villages Health System, LLC

**Additional Statements of Support**  [www.eachear.com/statements-of-support](http://www.eachear.com/statements-of-support)

***"...let's fix it, instead of just seeing a problem and letting it go."***

**Secretary of Veteran Affairs  
Doug Collins**

**Comments from Hearing Care Professionals**

***"I've seen plenty of patients give up on their hearing aids simply because they're dependent on others just to put them on! The Gruv button would be an absolute game changer. Hope to see it implemented in receivers globally."***

Aaron T.

***"Great idea. Patients struggle with insertion on a daily basis."***

David M.

***"As an audiologist, I want to support your work with Gruv Button Technology because I know it will make it so much easier for people to insert their receivers into their auditory canals. And, this is important!"***

Elif E.

***"Research indicates that people who wear their hearing aids more hours per day tend to experience optimal quality of life benefits from their devices. The ability to wear devices starts with easy and proper insertion into the ear each day."***

Brian T.

***"WE NEED THIS THING!"***

Jim K.

**Additional Comments from Hearing Care Professionals**  [www.eachear.com/hcp-comments](http://www.eachear.com/hcp-comments) and [www.eachear.com/voices](http://www.eachear.com/voices)

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### **Testimonials With Prototypes**

***"As you know, I was having trouble "seating" the device into my ear. I'm very satisfied with the Gruz Button. I could have saved a lot of irritation if I had found it earlier."***

Ray B.

***"I wasn't wearing my hearing aids because I had trouble inserting them with the arthritis in my hands and was concerned about losing one or both of them. Now I can get them in my canals really, really deeply where they should be. And once they are in they stay put, even when I wear my hat. Gruz Buttons are just a part of me now."***

Lucy S.

***"Those are the best things that ever happened. They are so much easier to get in now and they do the job."***

Jerry S.

**Additional Testimonials With Prototypes**  [www.eachear.com/testimonials](http://www.eachear.com/testimonials)

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**Comments From Hearing Aid Users**

***"I am a decorated combat veteran and this technology would be wonderful! I have trouble putting them in. It would be easier for older people, like me, to get their hearing aids in."***

James H.

***"This is definitely a good invention, especially for us older veterans!"***

Michael H.

***"I think it's a great idea for older people like me. This should have been done years ago. I have a lot of trouble getting them in my ears. Very irritating!"***

Edward D.

***"This would make it easier for my mother. I'm tired of seeing her frustrated!"***

Kristine V.

***"Due to a lack of sensation in my left hand, this would be a great tool to get my left speaker into my left ear with little problem at all."***

James N.

***"We do struggle to get those hearing aids in. I have an ear canal that's narrow and that is a problem."***

Joanne H.

***"It would be nice for people with Parkinson's like me to have this push point to control and steer the speaker. I can't get to the round end of the speaker but with this thing, I could feel which direction to go. When you have Parkinson's, you don't have the feeling in your hand that you used to."***

David C.

***"This addresses two problems that I have had with my hearing aids. Twice I have lost one of my hearing aids on the golf course, presumably when I have taken off my cap. And I have been constantly pushing them in harder to the point where my ear hurts. I will truly benefit from this. I am writing my congressmen to encourage their support."***

Chuck K.

***"I have to monkey around to get my right hearing aid in. It is a pain in the neck! This would be fantastic!"***

Dolores C.

**Additional Comments From Hearing Aid Users**  [www.eachear.com/voices](http://www.eachear.com/voices)

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### Comments From Caregivers

***"As a nurse, I can tell you, it's not easy to put hearing aids in other people's ears. This will help caregivers!"***

Suzanne M.

***"My wife has arthritis in her hands and I can see how this would be helpful for those people with arthritis because there would be something for them to grab."***

Jerry U.

***"As a nurse, I know all about challenging ear canals! I know that it would probably help me, too. I think that's pretty cool!"***

Sharon S.

***"When they design these things, they don't have an elderly person directing them so they don't know what it's like for elderly people wearing hearing aids. They should have older people who use hearing aids on their board and get input from these people."***

Michael W.

**Additional Comments From Caregivers** 👉 [www.eachear.com/voices](http://www.eachear.com/voices)

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### **Insertion Problem and Solution – Graphic**

[www.HearingAidInsertionCrisis.com](http://www.HearingAidInsertionCrisis.com)

### **Recent Announcements**

***Gruv Button™ Retrofit Wins Global 2024 Hearing Technology Innovator Award***

👉 [www.eachear.com/award-announcement](http://www.eachear.com/award-announcement)

**TROUBLE INSERTING THOSE HEARING AIDS? NO MORE HASSLES!  
Global Award-Winning Retrofit Could Help Millions, If Adopted by Hearing Industry  
"It Fits the Fingertip!"**

👉 [www.eachear.com/media](http://www.eachear.com/media)

### **Documents**

**News Release (PDF)** 👉 <https://bit.ly/4lA8FGx>

**Definition of Key Terms** 👉 <https://bit.ly/3GsXkcg>

**Testimonials and Comments** 👉 <https://bit.ly/4nx0s7K>

**Frequently Asked Questions/FAQs** 👉 <https://bit.ly/4ewSI1D>

**What Is *Gruv Button™ Retrofit*? Why Is It Important?** 👉 <https://bit.ly/4ewD7z3>

**Why Is Involvement by the Hearing Industry Important?** 👉 <https://bit.ly/44Lh8B6>

***Gruv Button™ Retrofit* Benefits All Parties!** 👉 <https://bit.ly/44w4vbO>

**Perfect Assistive Device** 👉 <https://bit.ly/40BwiXd>

**About the Awards** 👉 <https://bit.ly/4knfKt0>

***Gruv Button™ Retrofit* Timeline** 👉 <https://bit.ly/4lFrLv9>

### **Graphics**

**"It Fits the Fingertip!"** 👉 <https://bit.ly/44KkJ2l>

***Gruv Button™ Retrofit*** 👉 <https://bit.ly/40zAu9O>

***Gruv Button™* Ergonomic Design** 👉 <https://bit.ly/4lzfW2S>

**Animation: Problem and Solution** 👉 <https://bit.ly/3TRyPc2>

**Animation: With and Without Retention Tail** 👉 <https://bit.ly/3GaJ9J8>

**Logos: Awards and Each Ear LLC** 👉 <https://bit.ly/44di5lz>