

VA's Efficacy Confirmed in Helping Our Veterans

"The Hearing Aid Insertion Crisis": a Widespread Publicity Campaign in Support of Veterans
Preview for the *U.S. Department of Veteran Affairs*
Now also being forwarded to your office by Senator Ron Johnson (R-WI)

Dear Secretary Collins:

The Department of Veteran Affairs is being criticized for allegedly cutting back on services to our Veterans. I'm writing to suggest an opportunity for VA to publicly demonstrate the opposite – helping Veterans solve a widespread crisis: Difficulty inserting their hearing aids.

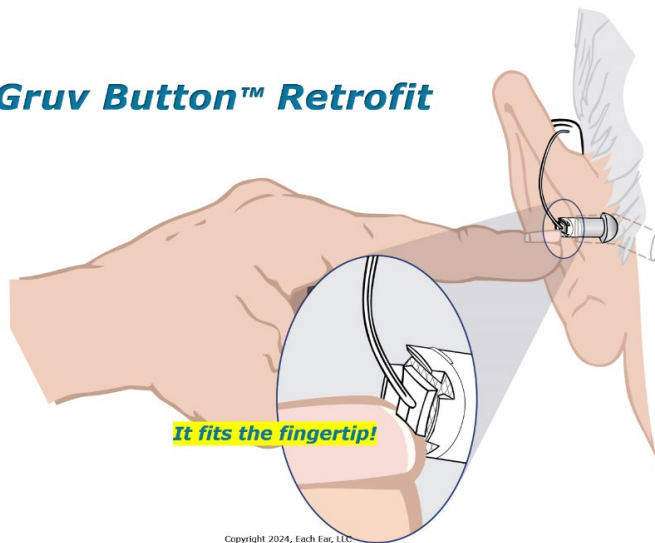
Every day, far too many Veterans and Veteran-caregivers face an annoying and documented problem: Difficulty inserting their hearing aids. It's so annoying, many end up abandoning their hearing care altogether, which has huge medical and social implications.

Hearing Aid Manufacturers have known about this hearing aid insertion difficulty since 2009; they even documented the enormity of this crisis in a 2022 industry survey, revealing *40 percent of new hearing aid users find it difficult to insert their hearing aids*. But they never publicized their findings. We're calling this the *Hearing Aid Insertion Crisis*.

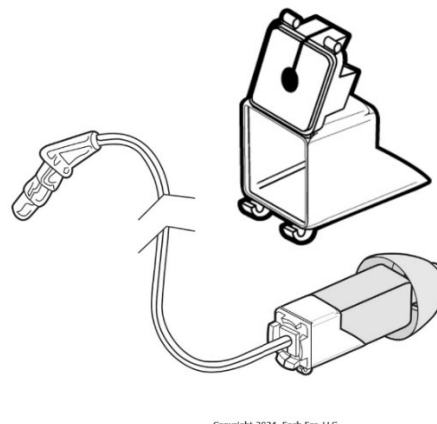
For some unknown reason, the Hearing Aid Manufacturers have not adopted a simple tool that's now available to solve this crisis. In that regard, we agree with your own comment: *"...let's fix it, instead of just seeing a problem and letting it go."*

And VA CAN FIX IT – simply by requesting that Hearing Aid Manufacturers provide VA with that simple tool: The innovative, award-winning *Gruv Button™ Retrofit*, the hearing-aid add-on that "Fits the Fingertip," allowing easy and complete insertion. This will give our Veterans the help they need – thereby publicly reaffirming VA's efficacy, as a positive and reliable force in society.

Gruv Button™ Retrofit



Gruv Button™ Retrofit



This GIVES VA a HUGE PUBLICITY OPPORTUNITY to demonstrate its efficacy in helping our Veterans! To do this, VA can simply request that the Hearing Aid Manufacturers provide *Gruv Button™ Retrofit* to VA's Audiology organization, so its obvious and proven benefits can be further demonstrated and recognized. Let our Veterans experience the benefits it provides!

And, to assist in that effort we, the inventor/company, will roll-out our own publicity campaign about this opportunity, starting in September, relying primarily on social media such as Truth Social, X, Facebook, and LinkedIn.

We have prepared a 4½-minute animation, entitled "*The Hearing Aid Insertion Crisis*," to inform the public about the opportunity VA now has, to urge the Manufacturers to make *Gruv Button™ Retrofit* available to help our Veterans. (This animation is styled to be easily understood by the general public.)

Our "*The Hearing Aid Insertion Crisis*" publicity campaign is scheduled for September 15, 2025. Here is a Preview of "*The Hearing Aid Insertion Crisis*" animation: 👉
<https://youtu.be/jDy1r5PFuMM>.

Secretary Collins, this is a great opportunity to confirm VA's efficacy and commitment to our Veterans.

I greatly appreciate your attention and stand by to be helpful in any way I can.

Respectfully,



Jeffrey Szmanda, HIS
President, Each Ear, LLC
Advocate for Hearing Aid Users
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Summary of VA Opportunity for Positive Publicity

HEADLINE: VA Rolling Out New Hearing Aid Initiative; Shows Commitment to Helping Veterans

Requests Hearing Aid Manufacturers to improve product, addressing documented hearing aid insertion difficulty

Widespread insertion problem could be solved with simple add-on, but industry hasn't acted

Innovative and award-winning add-on (*Gruv Button™ Retrofit*) "fits the fingertip," allows much easier insertion

Could help millions use their hearing aids more effectively

VA's request to manufacturers will permit further demonstration and awareness of add-on's benefits

VA taking the lead, shows commitment and efficacy in improving health services to Veterans

"When we see a problem -- let's fix it!" says VA's Collins

Cc: Secretary Pete Hegseth Staff and Secretary Robert Kennedy, Jr. Staff

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

**Secretary of Veteran Affairs
Doug Collins**

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
#faniedreamsmovement
www.faniedreams.co.za
faniedreams@gmail.com
peersupport@faniedreams.com
fanie.dt@mweb.co.za
064 757 5528 (only text)
YouTube channel <https://youtube.com/@faniedutoit1402?si=MzsK9litMtuzwh6B>

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](https://www.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

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**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 and 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

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**Secretary of Veteran Affairs
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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

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**Secretary of Veteran Affairs
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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

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**Secretary of Veteran Affairs
Doug Collins**

Insertion Problem and Solution – Graphic

www.HearingAidInsertionCrisis.com

Recent Announcements

Gruv Button™ Retrofit Wins Global 2024 Hearing Technology Innovator Award

👉 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

Documents

News Release (PDF) 👉 <https://bit.ly/4IA8FGx>

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

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>