

***Gruv Button*[™] Retrofit Benefits All Parties!**

Gruv Button[™] Retrofit promotes empathy, inclusion and a better hearing experience. It's the right thing to do and it benefits all parties.

USERS benefit because sufficiently-deep insertion results in:

- Optimal hearing and understanding
- No more daily hassles and frustration
- More user satisfaction and increased hearing aid use
- More secure/reduced fear of loss
- Reduced audio feedback
- Less noticeable

CAREGIVERS benefit because they have an easier time with insertion.

HEARING CARE PROFESSIONALS benefit when it's easier for users:

- Can provide more efficient and effective service
- They will have fewer returns-for-credit
- More positive word-of-mouth

HEARING AID MANUFACTURERS benefit with:

- Increased hearing aid adoption (less insertion difficulty = improved patient outcomes = less stigma against use of hearing aids)
- Enhanced industry reputation based on increased speaker accessibility, improved user experiences, and a demonstration of empathy for users with physical limitations
- Improved financial performance