

About the Awards

2024 Hearing Industry Award



Gruv Button™ Retrofit, with its universal design, solves the hearing aid insertion problem for ALL receiver-in-canal (RIC) hearing aid users, which represent 81% of all hearing aids.

With the announcement of the *Gruv Button™ Retrofit* and the global 2024 HEARING TECHNOLOGY INNOVATOR AWARD, presented by the *Hearing Health & Technology Matters* organization, *Each Ear LLC* has made it much easier for hearing aid manufacturers to solve their basic hearing aid user experience problem. This includes those with Parkinson's disease, multiple sclerosis, cerebral palsy, arthritis, muscular dystrophy, stroke, and diabetic neuropathy, which can result in tremor and dexterity issues, and any other limitation that interferes with proper insertion.

Very easily, hearing aid manufacturers can produce and monetize the *Gruv Button™ Retrofit* assistive device, and distribute it through their worldwide network of hearing aid clinics.

"The Innovator Awards are designed to shine a spotlight on the visionaries and companies turning groundbreaking hearing technology into tangible solutions," stated Dr. Robert Traynor, a member of the 2024 Awards judging panel. "Companies like *Each Ear LLC* are driving the industry forward with their commitment to advancing technology and improving lives."

2022 Caregiver Industry Award



Today's Caregiver Magazine and *Caregiver Media Group* presented the 2022 TODAY'S CAREGIVER FRIENDLY AWARD to *Gruv Button™* because it could make hearing aid insertion so much easier for caregivers and hearing aid users – worldwide.

Caregivers are tasked with inserting hearing aid speakers into other people's ears because: 1) the speaker is small/smooth/slippy, so the fingertip slips off and past it. This makes it very challenging to insert existing speakers sufficiently deep into ear canals, and 2) many people have challenging ear canals that angle, bend, narrow and/or are obstructed by cartilage.

Ergonomically-designed for the fingertip, *Gruv Button™ Retrofit* gives caregivers and users better access to and control over the speaker. They're better able to manipulate the speaker, aiming it in the proper direction as they insert it into the ear canal.