

What is *Gruv Button*[™] *Retrofit*? Why Is It Important?

Gruv Button*[™] *Retrofit

Hearing aid users and their caregivers use their fingertips to insert the receiver-in-canal (RIC) hearing aid receivers into their canals.

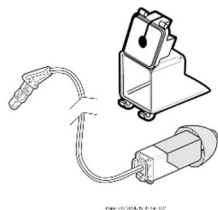
Gruv Button[™] modifies the end-surface of the receiver so that it interfaces with the fingertip. This interface enables all users, especially those with a physical limitation, to control, manipulate, maneuver, aim and steer the receiver into the ear canal.



Gruv Button's[™] ergonomic configuration includes a *Fingertip Support*[™], *Fingernail Backstop*[™], and *Fingernail Gruv*[™]. These elements compose the interface with the fingertip.

The *Gruv Button*[™] *Retrofit* is the practicable, easy-to-implement, and immediate delivery system for *Gruv Button*[™].

Gruv Button*[™] *Retrofit



The patented, *Gruv Button*[™] *Retrofit* features a sleeve with a hinged flap (the *Gruv Button*[™]) that clips closed.

Because the sleeve is similar to those used on retention tails, the simple retrofit process is easy for Audiologists and Hearing Instrument Specialists.

Why It's Important

A 2022 Hearing Industries Association-commissioned MarkeTrak survey revealed 40% of new hearing aid users find it difficult to insert their hearing aids. Millions of new users experience this difficulty.

Some hearing aid users have physical limitations, including: tremor, dexterity issues, numbness, stiffness, diminished sensation, elbow issues, shoulder issues, and other orthopedic issues. These limitations may result from diseases and disorders, including: Parkinson's disease, multiple sclerosis, cerebral palsy, arthritis, muscular dystrophy, stroke and diabetic neuropathy. Physical limitations and/or challenging ear canals, that angle and/or bend, contribute to stress, frustration, anxiousness, hopelessness, hearing care abandonment, and increased hearing aid stigmatization.

For the first time, *Gruv Button*[™] *Retrofit* can be available to all those finding it difficult to insert their RIC hearing aids.

Hearing aid users benefit from sufficiently-deep insertion in several ways. Most importantly, it results in optimal hearing and understanding. The hearing aids that are more secure, making them less prone to loss. Sufficiently-deep insertion also make them less visible, and reduces unwanted audio feedback. Caregivers benefit because they have an easier time with insertion. hearing care professionals benefit because when it's easier for their patients, they can provide more efficient and effective service, experience reduced returns, and enjoy more positive consumer word-of-mouth.

And hearing aid manufacturers facilitate increased hearing aid adoption and an enhanced reputation for our industry. The *Gruv Button*[™] *Retrofit* promotes empathy, inclusion and a better hearing experience.

Hearing aid manufacturers have an opportunity to work with *Each Ear LLC* to produce the plastic sleeves to fit and be compatible with their own particular speaker designs, in much the same way as they have been producing their retention tails. This would also take advantage of the hearing industry's massive production capacity, which would help to keep the price low for consumers. The manufacturers could then make the product available through their extensive networks of hearing aid clinics, offering it as an accessory to their hearing aids. Implementing production, distribution and monetization in this way, *Each Ear LLC* estimates a retail price of \$15 or less.