

## Perfect Assistive Device

1. *The original Gruv Button™* was designed so the “groove” that fits the fingertip could be “built-in” to the speaker itself during manufacture. This opportunity was presented and made available to the hearing aid manufacturers, starting in 2016, but they have not yet adopted it.

The new *Gruv Button™ Retrofit* gives the manufacturers a much simpler and very inexpensive alternative: It’s a small plastic sleeve that slides over the existing speaker, crucially providing the same “groove” in the speaker’s end-surface, so the finger does not slip off during attempted insertion.

The industry award-winning innovation was designed with the intention to make it extremely easy for the hearing aid manufacturers to produce the sleeves to fit their own particular speaker designs, and then monetize and distribute them through their extensive networks of hearing aid clinics. The result: A simple and reasonable accommodation for all of their end users, and more Patient-Centered Care.

2. Hearing care professionals already know how to add *Gruv Button™ Retrofit* onto the speaker, because they regularly use what is called a retention tail (another type of plastic sleeve, but only with a “tail” attached that is intended to help hold a speaker in place in the ear canal). That means no special training is required for clinic staff.
3. *Gruv Button™ Retrofit* provides greater flexibility, since it can be produced either with or without a retention tail, depending on the needs of each individual patient.
4. Using *Gruv Button™ Retrofit* is instinctive – fingertip and fingernail to the ear – so no special training is required for end-users/patients.
5. It contributes to Equal Opportunity in the workplace. Some hearing aid users also have a physical limitation that interferes with inserting their hearing aids, such as tremor or arthritis. This simple, inexpensive design is recognized as a “reasonable accommodation” that makes it much easier for them to achieve proper insertion. In the workplace, users with such limitations can find it difficult to perform assigned tasks, participate in conversation, or successfully engage with counterparts. That is unfair.
6. The estimated retail price is reasonable: \$15 or less.