

Hearo GO

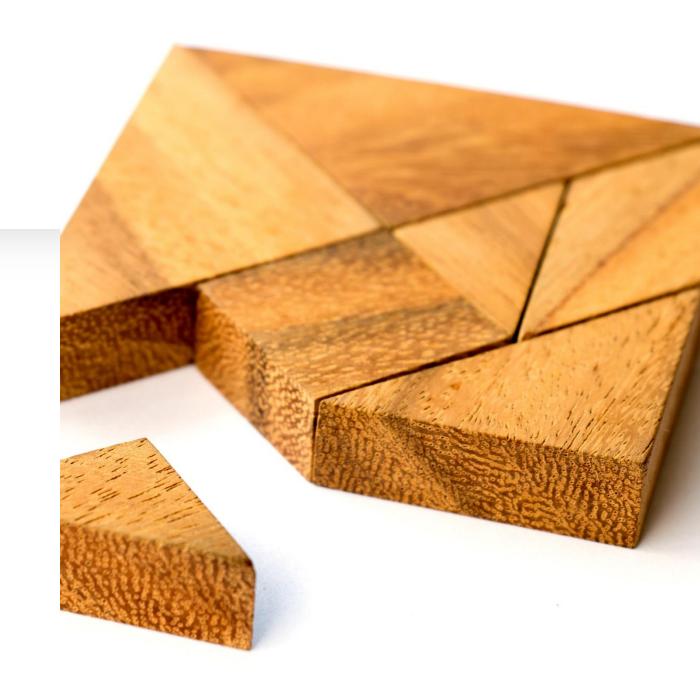
Global Outreach Dr. Markus Hilbert, Au.D. Doctor of Audiology

Audiology Overview

The only paramedical field that

- Is product driven
- Generates revenue
- Requires infrastructure
 - Water
 - Electricity
- Generates jobs
- Benefits the community at large
- Creates opportunities for learning, development, employment and socialization

Audiology is Modular and can be added to any organization.





The Problem

Some areas do not have access to audiology care

Short term outreaches are pointless as once technology fails, patients lose the benefit once achieved

Local providers rarely want to expand into under-serviced regions

Audiology is not seen as a modular but a stand-alone service

Cost of expansion and risk is perceived as too high

The Solution



SUCCESSFUL MAY PURCHASE THE CLINICS WRITE OFF OLD UNSOLD **TECHNOLOGY AS** DONATIONS, IMPROVE THEIR BOOKS AND GET THE CAUSE MARKETING **BENEFIT INSTEAD OF** DISCARDING

BASIC TRAINING FOR BE DONE REMOTELY, CLINIC SET UP WITH MINIMAL COST (UNDER \$30,000) AND LONG-**TERM COMMUNITY BENEFIT ACHIEVED**

Local Knowledge is Required



Accessing local funding

Liaison with Government health authorities



Ensuring regulatory requirements are met and maintained



Helping establish relationships with manufacturers, couriers, staff and facilitating training (remotely via zoom then in-person at set-up)

Dual Model





Profit Model

Retail hearing aids to the community wherever possible locally or from nearby regional hub location

Lower prices compared to the competition

Have a high standard of practice to drive reputation and referrals

Outreach Model

Obtain discard (new but unsold) hearing aids from bulk buyers and provide to those who cannot afford

Set up local clinics where it is warranted or do regular outreaches to these areas from main hub location

Example



- Add a hearing clinic to a non-profit
 - Generates trained jobs, service to community, necessary service
 - Able to give to those in need
 - Able to sell to those not in need
 - Generates selfsustaining income