



# Hearo GO

Global Outreach

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# 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



MANUFACTURERS WANT  
TO GAIN GLOBAL MARKET  
SHARE



THEY NEED PROVIDERS  
TO DEVELOP THESE  
MARKETS WITH CLINICS



THEY WILL OFTEN FUND  
THIS EXPANSION



ONCE FULLY  
FUNCTIONAL AND  
CONSISTENTLY  
SUCCESSFUL MAY  
PURCHASE THE CLINICS



BULK AND DISCOUNT  
STORES (WALMART,  
COSTCO) MAY WANT TO  
WRITE OFF OLD UNSOLD  
TECHNOLOGY AS  
DONATIONS, IMPROVE  
THEIR BOOKS AND GET  
THE CAUSE MARKETING  
BENEFIT INSTEAD OF  
DISCARDING



BASIC TRAINING FOR  
LOCAL PROVIDERS CAN  
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 self-sustaining income