

# E-COMMERCE OPPORTUNITIES IN AUDIOLOGY

DTC, OTC, AND B2C  
OPPORTUNITIES BEYOND THE ACRONYMS

New York, March 2022



***“SOON, MILLIONS OF PEOPLE WITH MILD TO MODERATE HEARING LOSS WILL FINALLY HAVE LOWER COST HEARING AID OPTIONS -- AND MORE OPTIONS MEAN MORE COMPETITION IN THE MARKET, FURTHER DRIVING DOWN THE COST FOR CONSUMERS.”***

***SENATOR ELIZABETH WARREN (MA) & SENATOR CHUCK GRASSLEY (IA)***



# THE HEARING AID MARKET HAS A GROWING BASE OF USERS IN AN EXPANDING CATEGORY DESPITE A COVID LULL

## MARKET GROWTH

Figure 1, reproduced from the WHO, shows global projections of disabling hearing loss until 2050, for all ages.

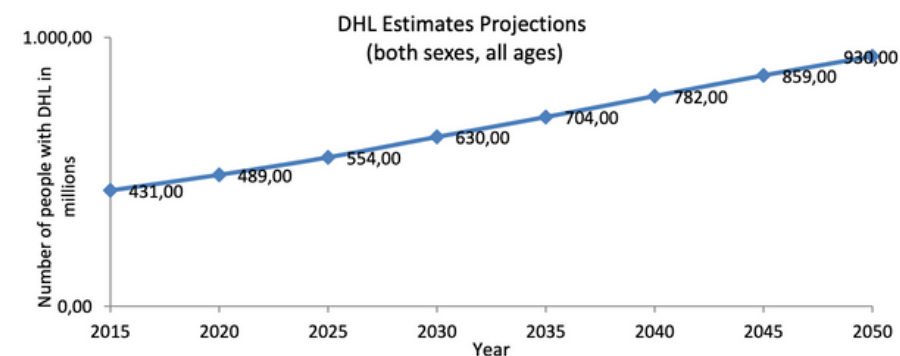
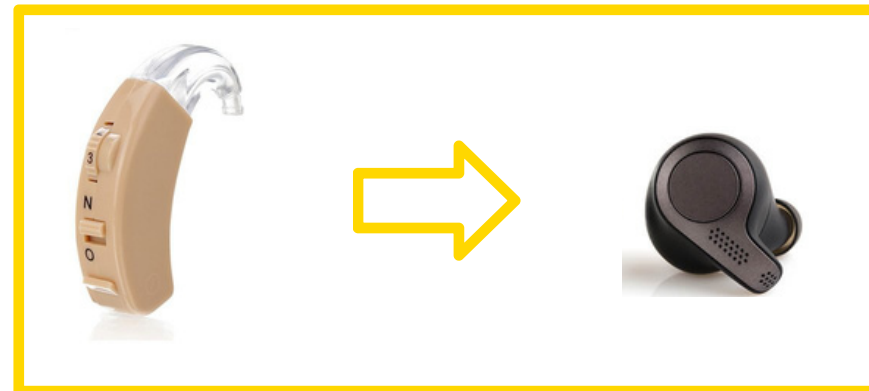


Figure 1. Predicted prevalence of global disabling hearing loss, all ages (WHO, 2018d)

- Global disabled hearing loss projected to rise through 2050
- 49.5m Americans with disabling hearing loss not using hearing aids\*

Growing base of hearing aid users

## DIAGNOSIS OF MILD HL



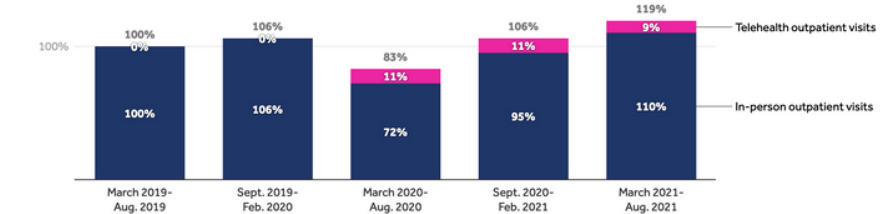
*New patient dynamics have created new product categories*

- Recognition of milder HL through more sophisticated diagnostics
- Up to \$75bn/pa hearables market opportunity\*\*

Shifting product types & expectations

## NEW NORMAL

Outpatient visits in-person and over telehealth as a share of outpatient visits before the pandemic



Note: Outpatient visits were standardized to the first 6-month period (March - August 2019).

Source: KFF and Epic Research analysis of Cosmos data • Get the data • PNG

Health System Tracker

*Share of outpatient visits has rebounded with telehealth still a strong component*

- Dip in audiology visits hearing aids was temporary
- 55% of patients view telehealth as accessible & familiar\*\*\*

Market strength with new modes of care & new competitors

DETAIL

IMPLICATION

\*\*\*APCO Survey 2020

\*\*Juniper Research Assistive Hearables (Sep 2020)

\*WHO World Hearing Report 2020



# HOWEVER, THERE ARE 4 SHIFTS TOWARDS CONSUMERISM UNDERWAY THAT WILL REQUIRE NEW WAYS OF WORKING

CONSUMER SHIFTS

1

Fit is happening where patients are

2

New class of devices targeting mild to moderate hearing loss

3

New business models that are direct to consumer / subscription

4

Regulatory environment enabling over-the-counter switch for some devices

NEW WAYS OF WORKING

Consumer Focused

Tailored Products

Responsive Business Models

Purpose Fit Regulation

1

MODERN OMNICHANNEL CRM SYSTEMS

2

DIGITAL WORKFLOW & CARE MANAGEMENT

3

E-COMMERCE & FULFILLMENT

4

COMPLIANT PRODUCTION & SERVICE DESIGN

# WHAT CAN YOU DO TO PREPARE FOR CHANGE?



## AUDIOLOGISTS



## HEARING AID PRODUCERS

1

MODERN OMNICHANNEL CRM SYSTEMS

CREATE DIGITAL CRM CAPABILITIES FOR YOUR PRACTICE

MAP E2E FUNNEL WITH CONSUMER TOUCHPOINTS

2

DIGITAL WORKFLOW & CARE MANAGEMENT

DEVELOP CUSTOMIZED SERVICE / EXPERIENCE OFFERINGS

BUILD NEW DIGITAL SERVICES

3

E-COMMERCE & FULFILLMENT

BUILD WHITE LABEL E-COMMERCE CAPABILITIES TO DIFFERENTIATE

INTEGRATE CONSUMER AND MEDICAL E-COMMERCE EXPERIENCES

4

COMPLIANT PRODUCTION & SERVICE DESIGN

LEVERAGE TECHNICAL EXPERTISE WITH TELEHEALTH CAPABILITIES

ENSURE COMPLIANCE WITH NEW INTERMEDIATE PRODUCT OFFERINGS

# LEVERAGE OUR AUDIOLOGY EXPERTISE TO ENHANCE YOUR E-COMMERCE BUSINESS

*Hearing Aid Manufacturer*

*Electronics Supplier*

*Consumer Health Company*

CASE STUDY

**GOING TO MARKET WITH DIRECT-TO-CONSUMER HEARABLES**

**BUILDING E-COMMERCE PLATFORMS**

**LAUNCHING NEW WEB-BASED OTC SUPPLEMENT BUSINESS**

WHAT

Setup a new DTC hearables web shop and CRM system that reduced CAC by 50%

Designed & built \$200m+ annual B2B e-commerce platform with >500m items

Advised on tech stack, smoke testing, brand strategy, and recruitment for first web-based OTC supplements business in market

HOW



Market Assessment



Setup Web Shop



CRM System



Business Model Design



Platform Development



Go-To-Market



Brand Design



Smoke Testing



Recruitment

Let's **DISCUSS!**

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