



Digital transformation in hearing healthcare

Francois Julita, Director Digital Experience, Sonova

A story about ...

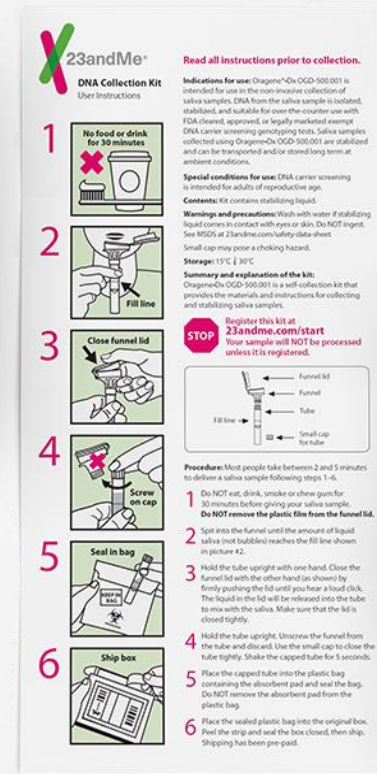
Change



saliva collection kit



specimen bag



step by step instructions



saliva collection tube

funnel lid

tube cap

tube container

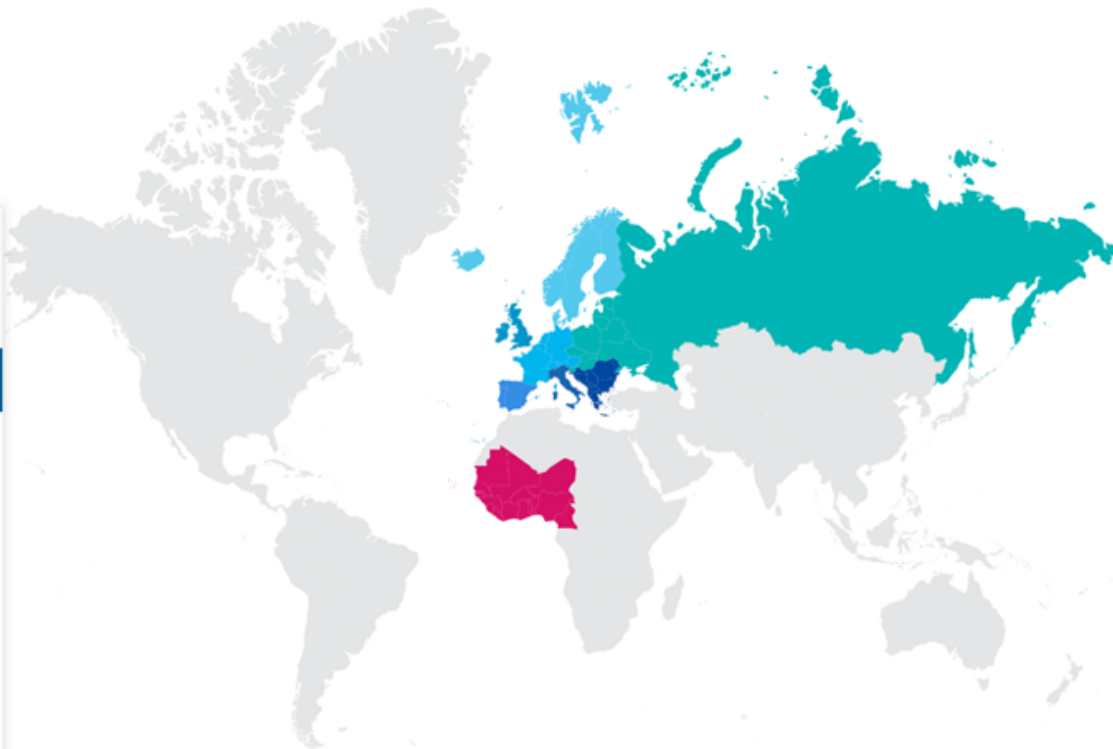
Audiology and Digital Transformation

Francois Julita, Director Digital Experience



Francois Julita		100%
European		99.8%
● French & German Switzerland	45.4%	
● Italian	5.9%	
● British & Irish	5.8%	
● Balkan	3.4%	
● Iberian	1.5%	
● Eastern European	0.3%	
● Broadly Northwestern European	26.0%	
● Broadly Southern European	6.7%	
● Broadly European	4.8%	
Sub-Saharan African		0.1%
● West African	0.1%	
Unassigned		0.1%

[See all tested populations](#)



A day in the life of...

Ben



Ben
Taxi driver
in London



UBER





Pauline
Hotel Manager
in Paris



Where to?

Become a Host

Messages



Help



Francois



57CHF ⚡

Per Night



Assaf

Montmartre's Jewel- amazing view, very comfortable!

Paris, Île-de-France, France



Entire home/apt



2 Guests



0 Bedrooms



1 Bed

Check In

mm/dd/yyyy

Check Out

mm/dd/yyyy

Guests

1

Instant Book

Your Credit Card will not be charged



Jorge
FedEx Driver
in Mexico City

UberCARGO

UBER QUALITY, FOR YOUR ITEMS



UberBLACK

uberTAXI

BASE FARE
\$20

+

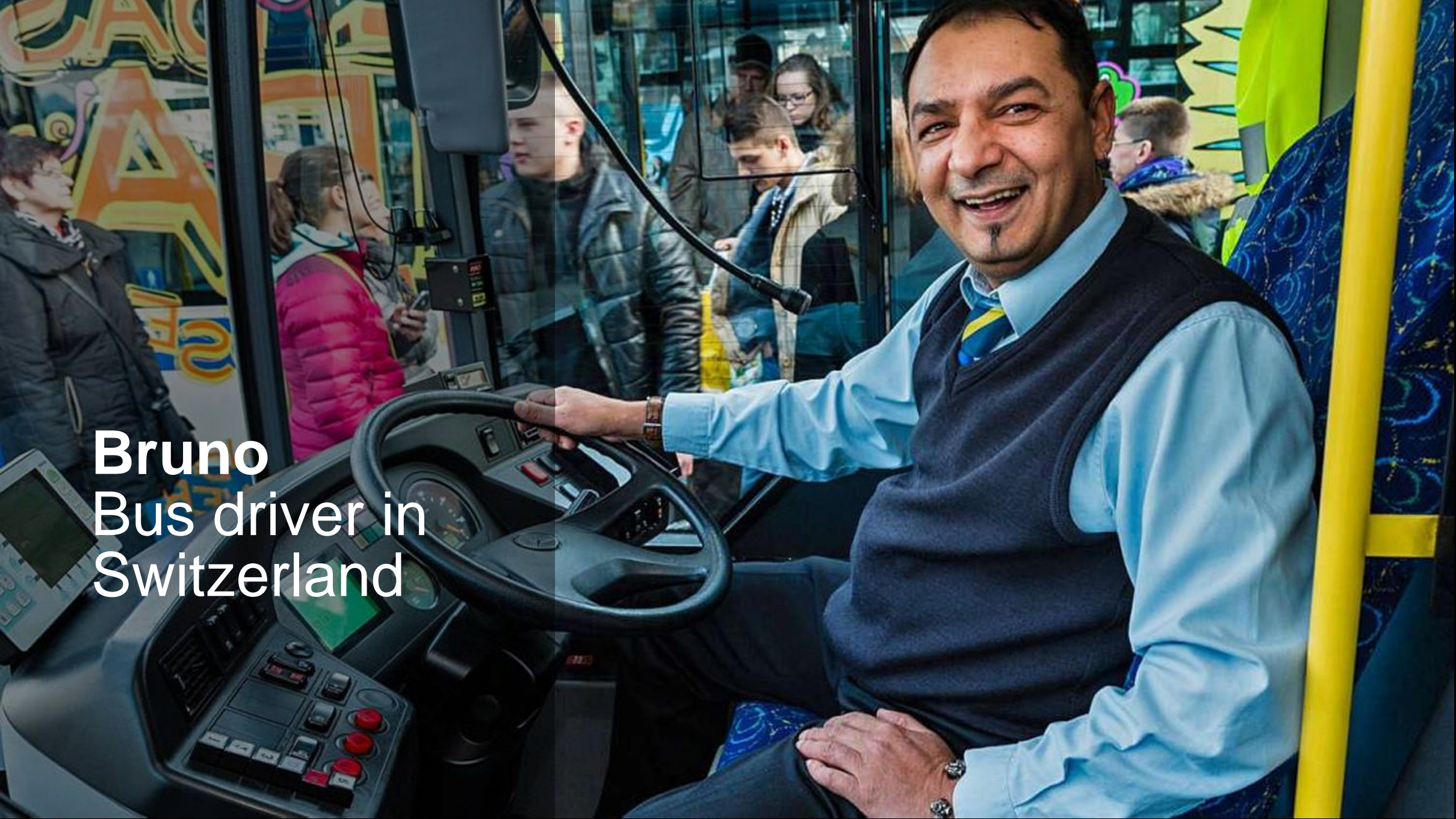
\$1.60
PER MINUTE

+

\$4.50
PER KILOMETER

MIN FARE **\$40**
CANCELLATION FEE **\$20**

SAMPLE VEHICLES: TOYOTA HIACE HYUNDAI H1 NISSAN URBAN



Bruno
Bus driver in
Switzerland



Autonomer Shuttle
Navette autonome
Navetta autonoma

www.carpostal.ch

navya

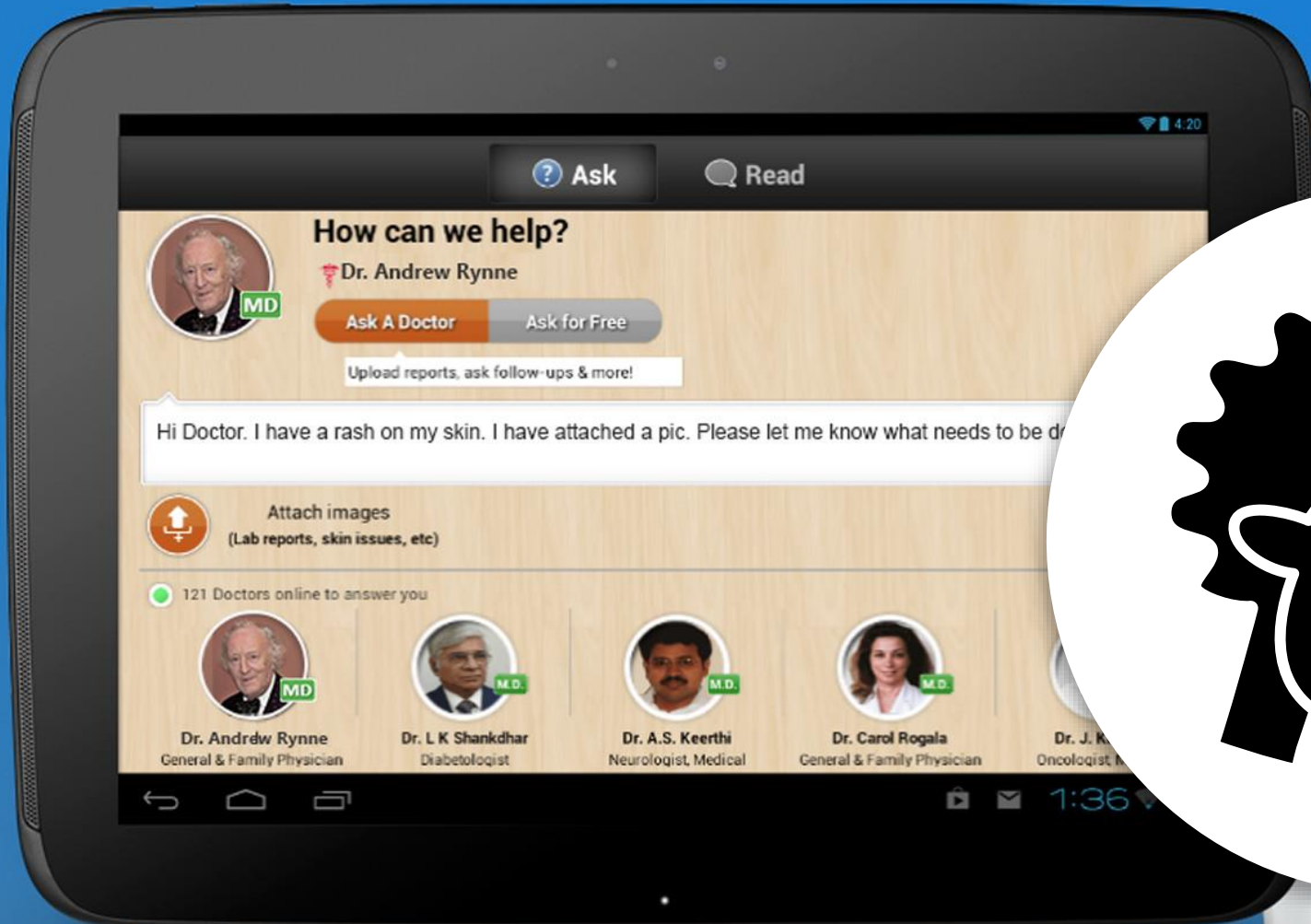


Simon
General
Practitioner
in Atlanta



Ask a Doctor on your Android Phone

Anytime, anywhere





Claire
Audiologist
in Sydney

Home

Compare Hearing Aids

Buy Hearing Aids

IHearYou®

Hearing Clinic

About Us



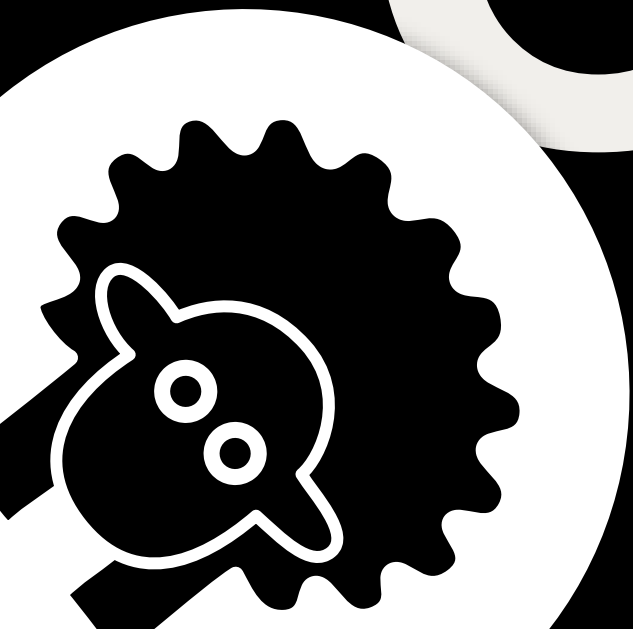
Hearing aids and expert service online

Blamey Saunders hears are pioneers in the science of hearing. We invented an effective low-priced, self fit hearing aid system. Test your hearing, buy it online, adjust it yourself, and our expert team support you along the way.

[Professor Peter Blamey and Doctor Elaine Saunders](#)



OMG!

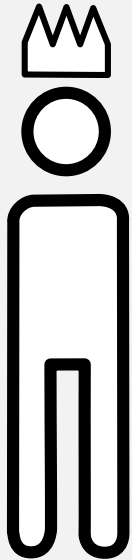


MEGA TREND

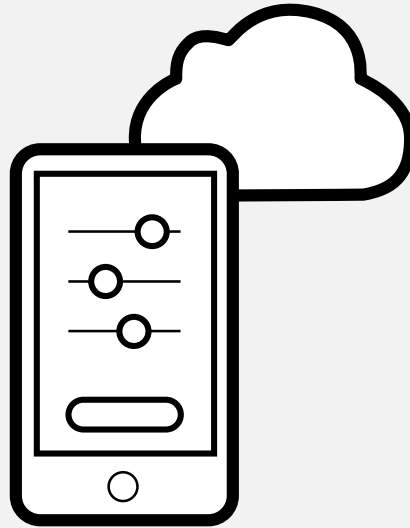
DIGITAL
TRANSFORMATION

IN ALL INDUSTRIES

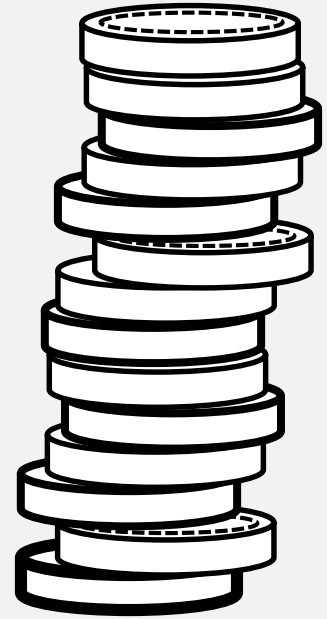
Drivers



Consumer behaviour,
convenience



Web, apps,
cloud



Cost pressure,
automation

ACTIVE
SCEPTICAL
DEMANDING
AUTONOMOUS



What to Say, How to Say It, and Why It Matters

THE LANGUAGE
of TRUST

Selling Ideas
in a World
of Skeptics

Products
Issues
Yourself
Services

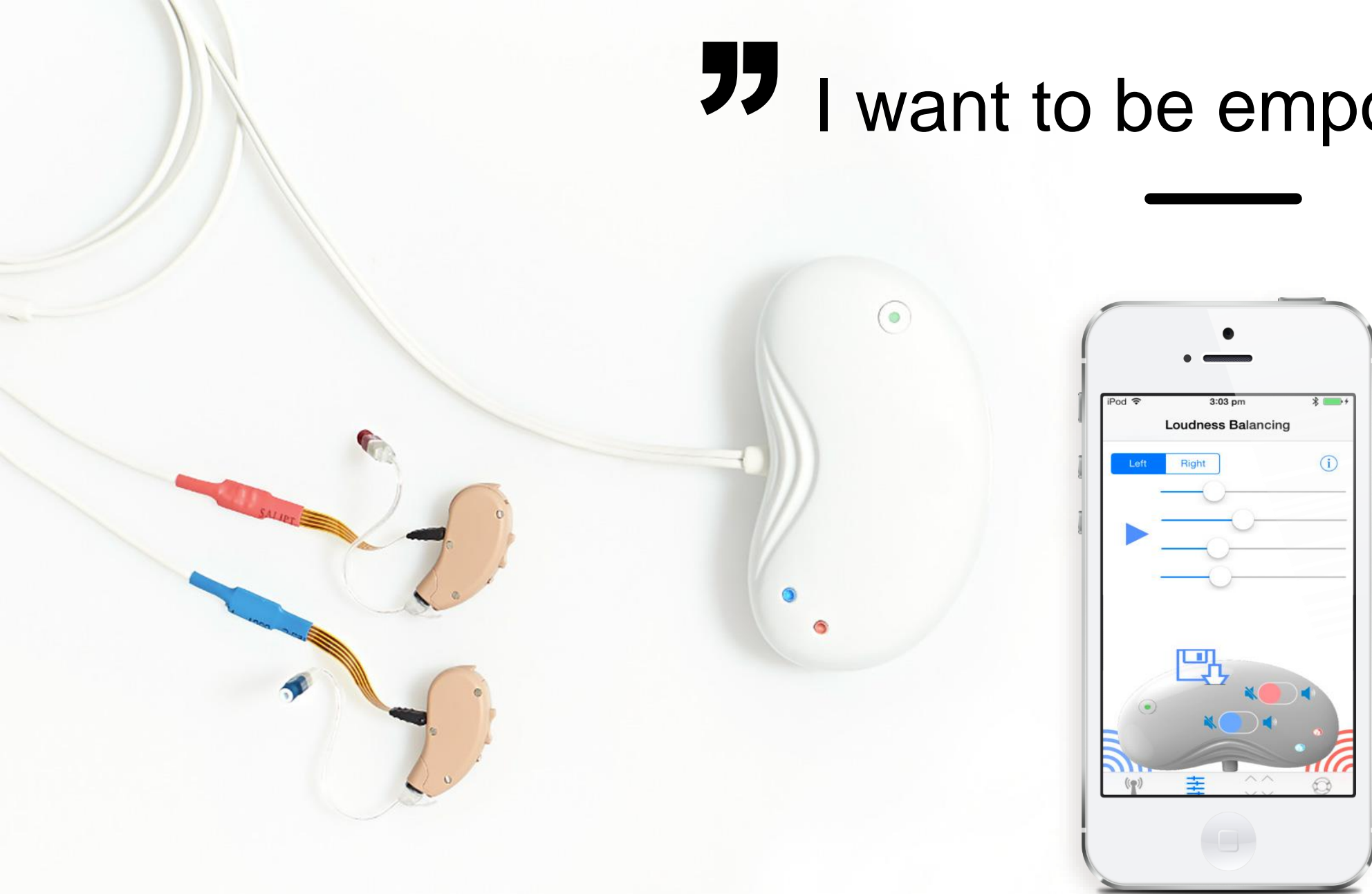
Based on the acclaimed New Word Order program

Michael Maslansky with Scott West,
Gary DeMoss, and David Saylor



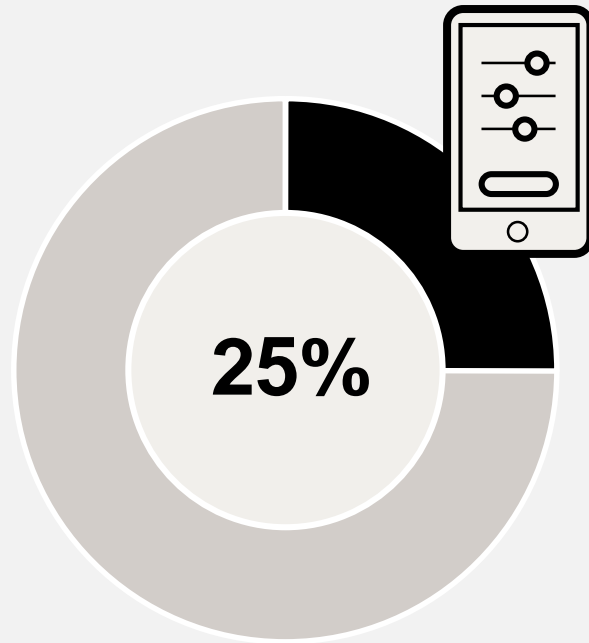
65⁺ ACTIVE
SCEPTICAL
DEMANDING
AUTONOMOUS

” I want to be empowered

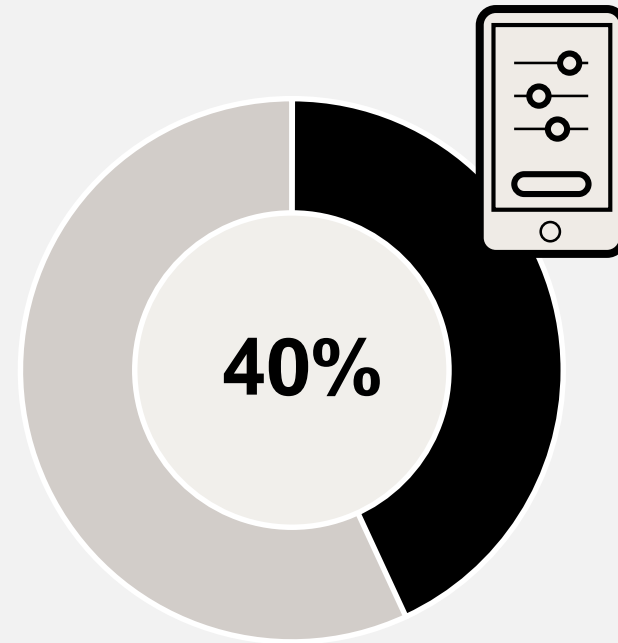


Modern consumers

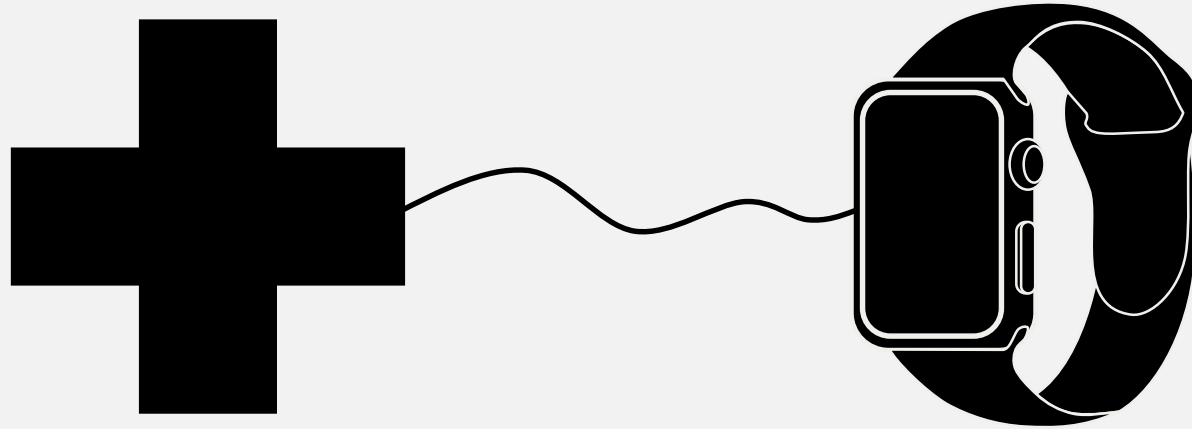
2016



2020



Medical devices or **consumer goods?**



Surgeons call on HoloLens during reconstructive surgery.

mHealthNews 30.01.2018



A man in a blue jacket and plaid shirt is wearing Bose earbuds and talking to a young girl in a red and white patterned sweater. They are in a cafe setting with a brick wall and a window in the background. A large play button icon is overlaid in the center.

BOSE

Now, Bose want to
help you hear every
word of your
conversations.

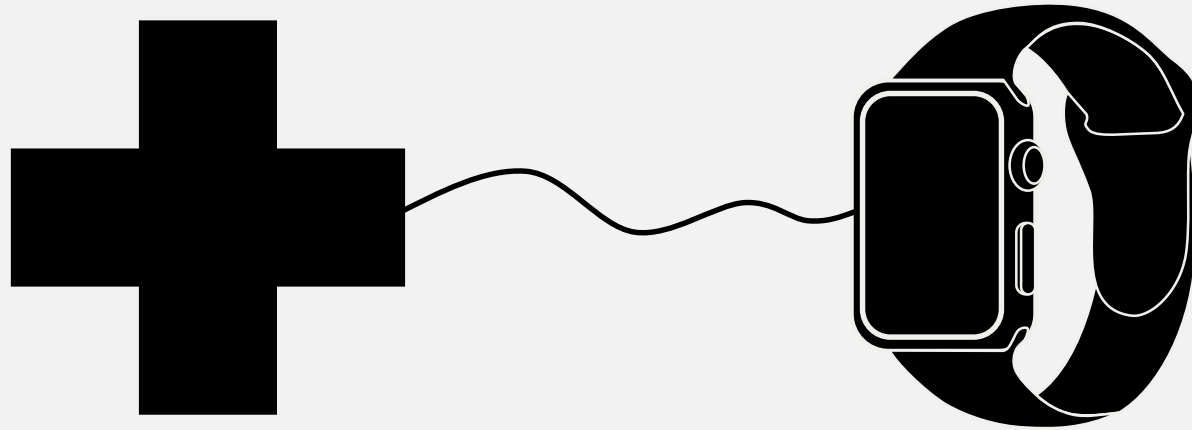
hearphones.bose.com

OMG

OMG

OMG

What business are we in?

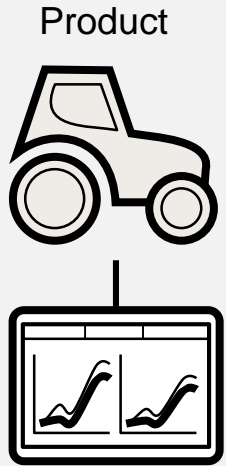


The **BIG** **picture**

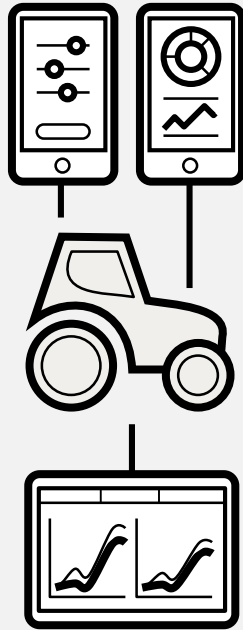




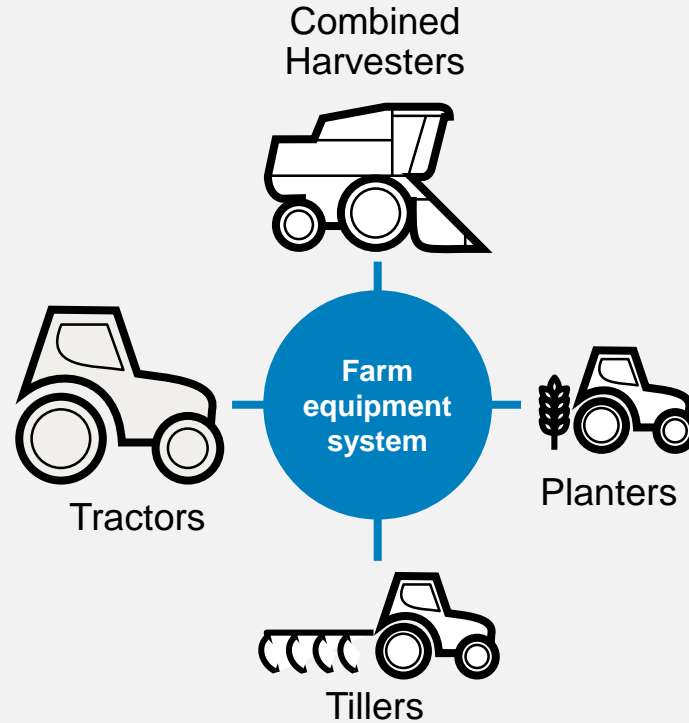
Smart Products



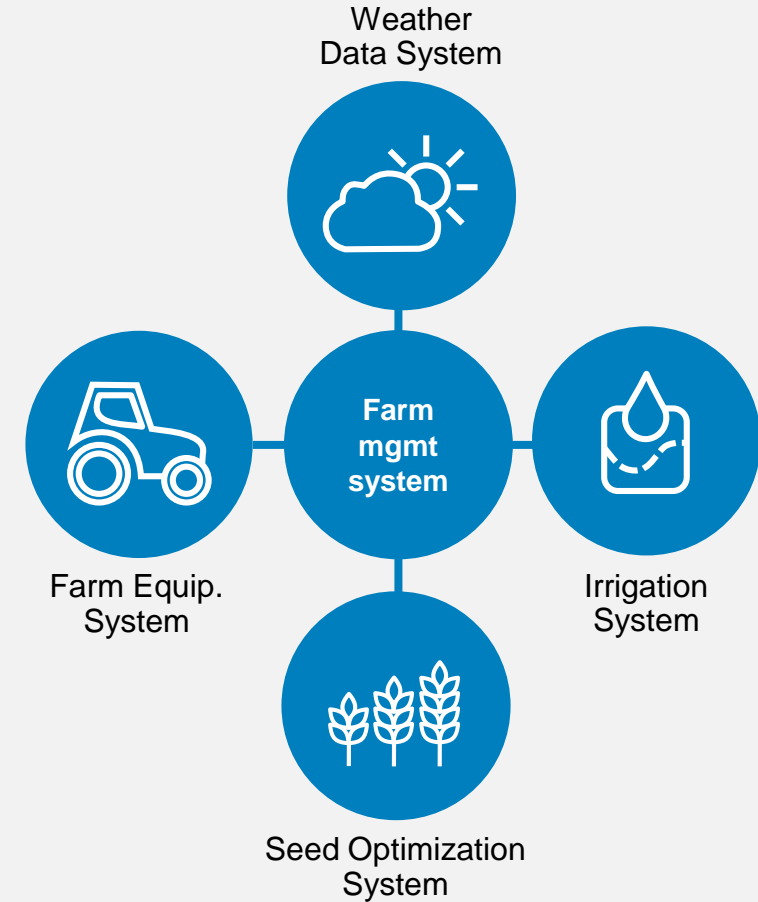
Connected Products



Product System



System of Systems



Evolution of smart, connected systems

**4
dominant
patterns**



Monitor

Optimize

Control

Autonomy

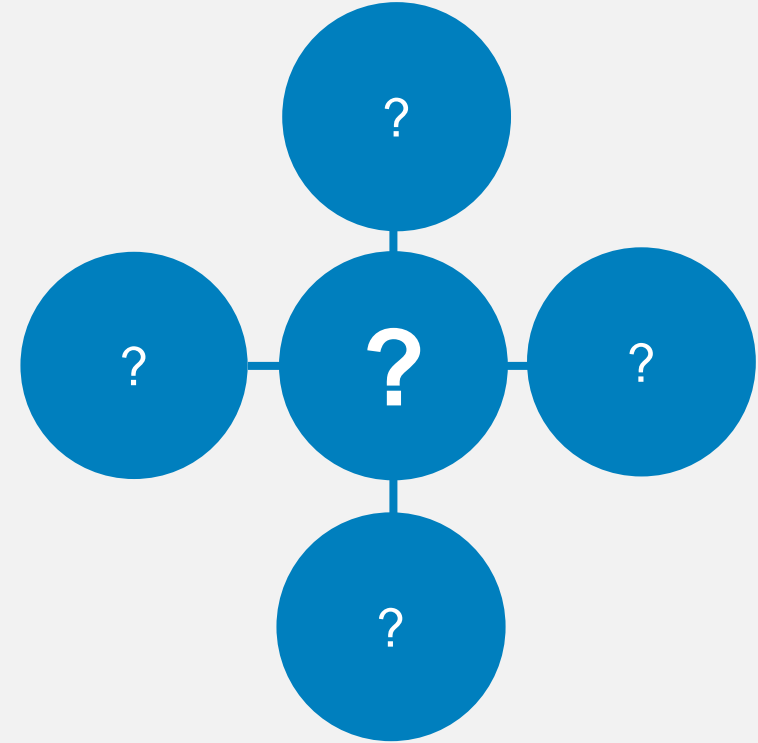
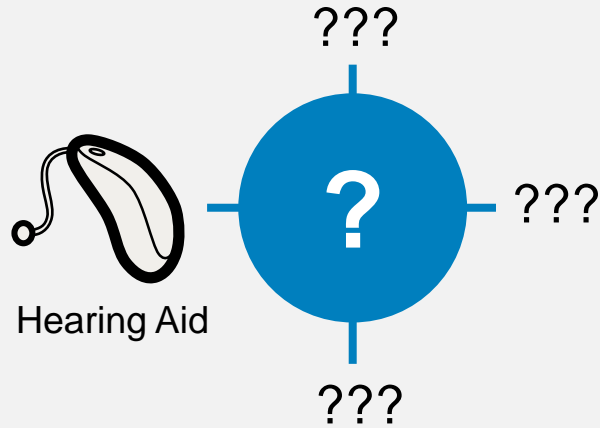
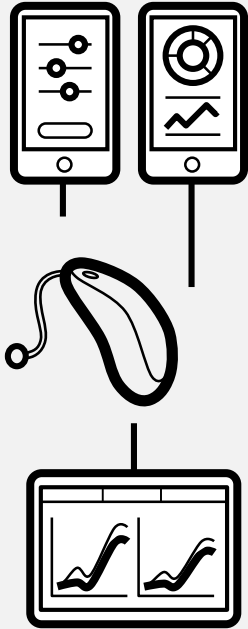
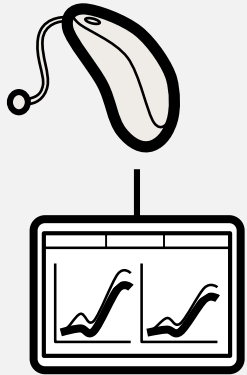
Smart Products

Connected Products

Product System

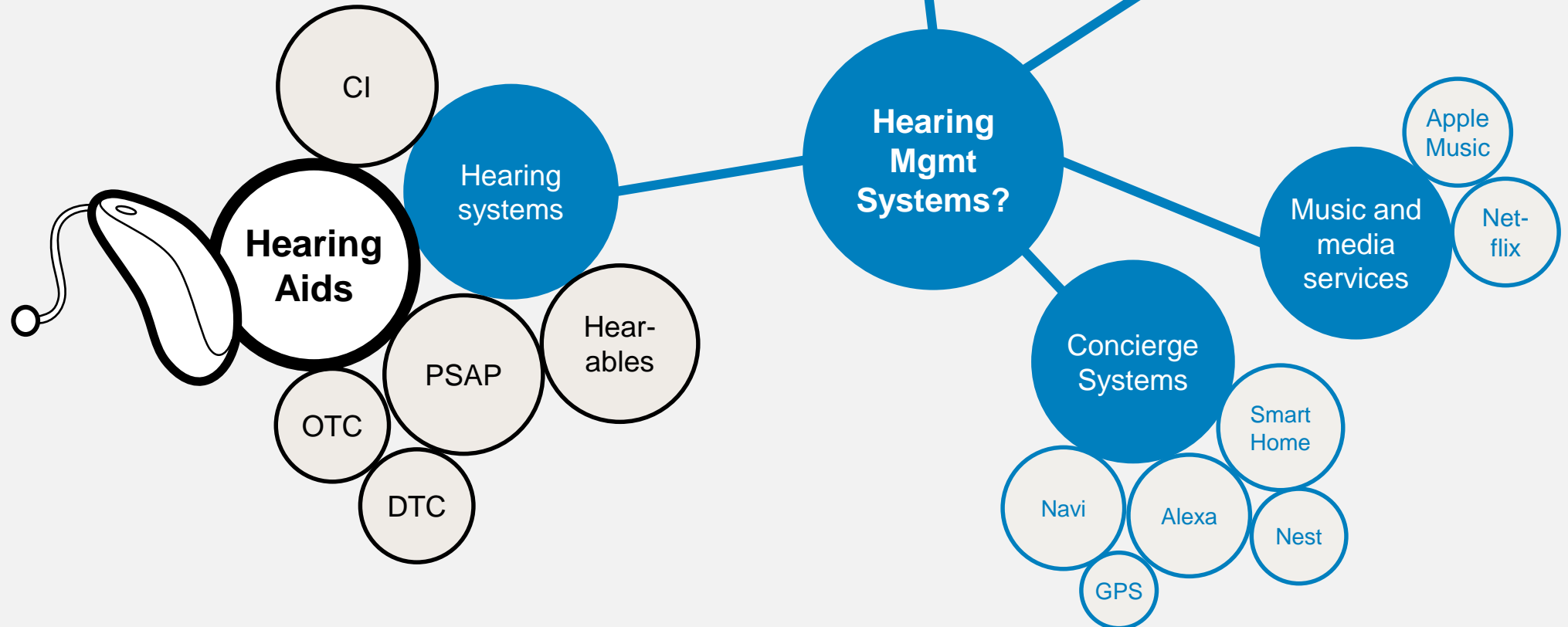
System of Systems

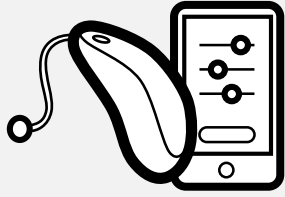
Product



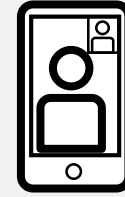
Evolution of smart, connected systems

What business are we in?

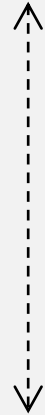




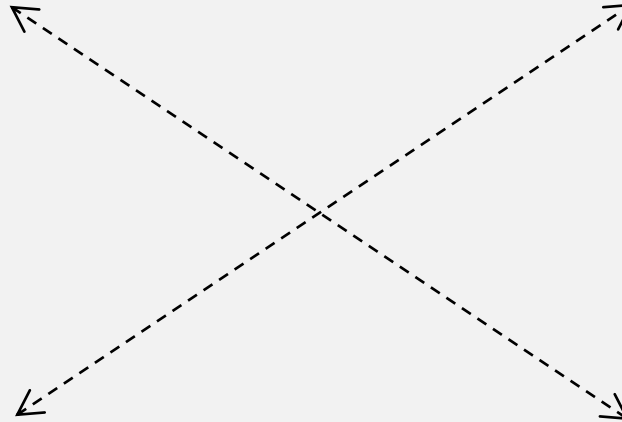
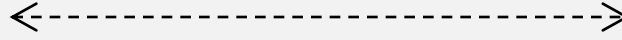
Product



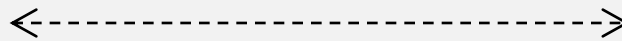
Service



Cloud



Data





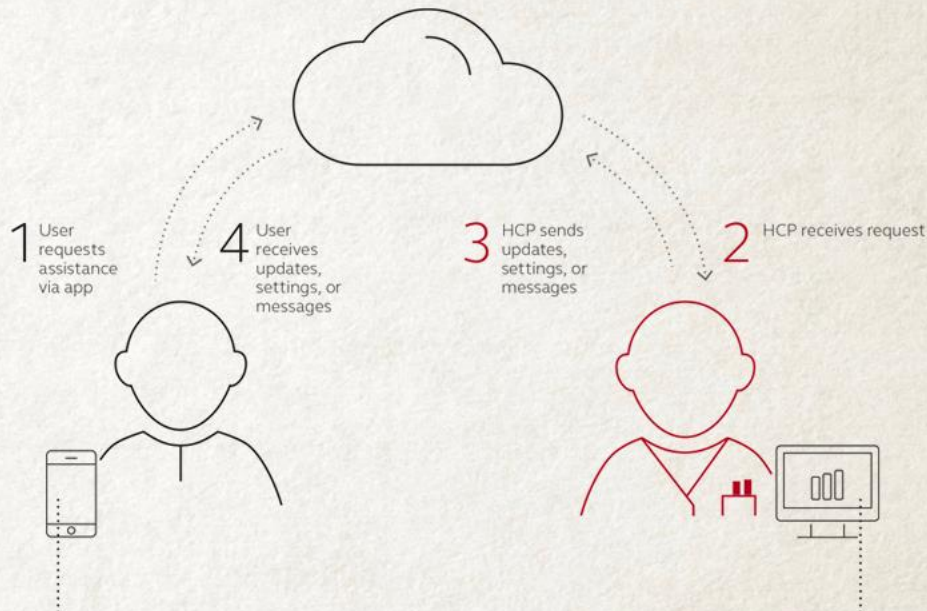
It's here

oticon

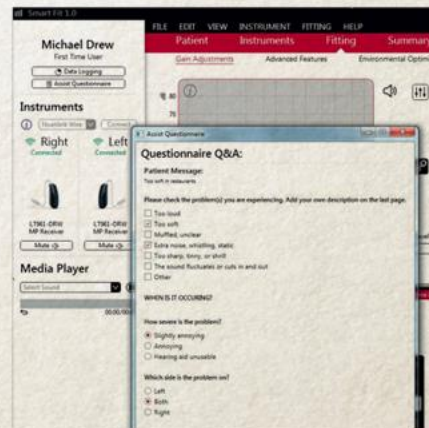
Services



Applets



ReSound Smart 3D app



ReSound Smart Fit



”

Assistive hearing is the next big thing for wireless earbuds.

Bragi's and Mimi Project *Ears* is fusing wireless audio with hearing aids.

Both companies are working on a Personal Sound Amplification Product (PSAP) - backed with FDA approval.

OMG!

Job loss

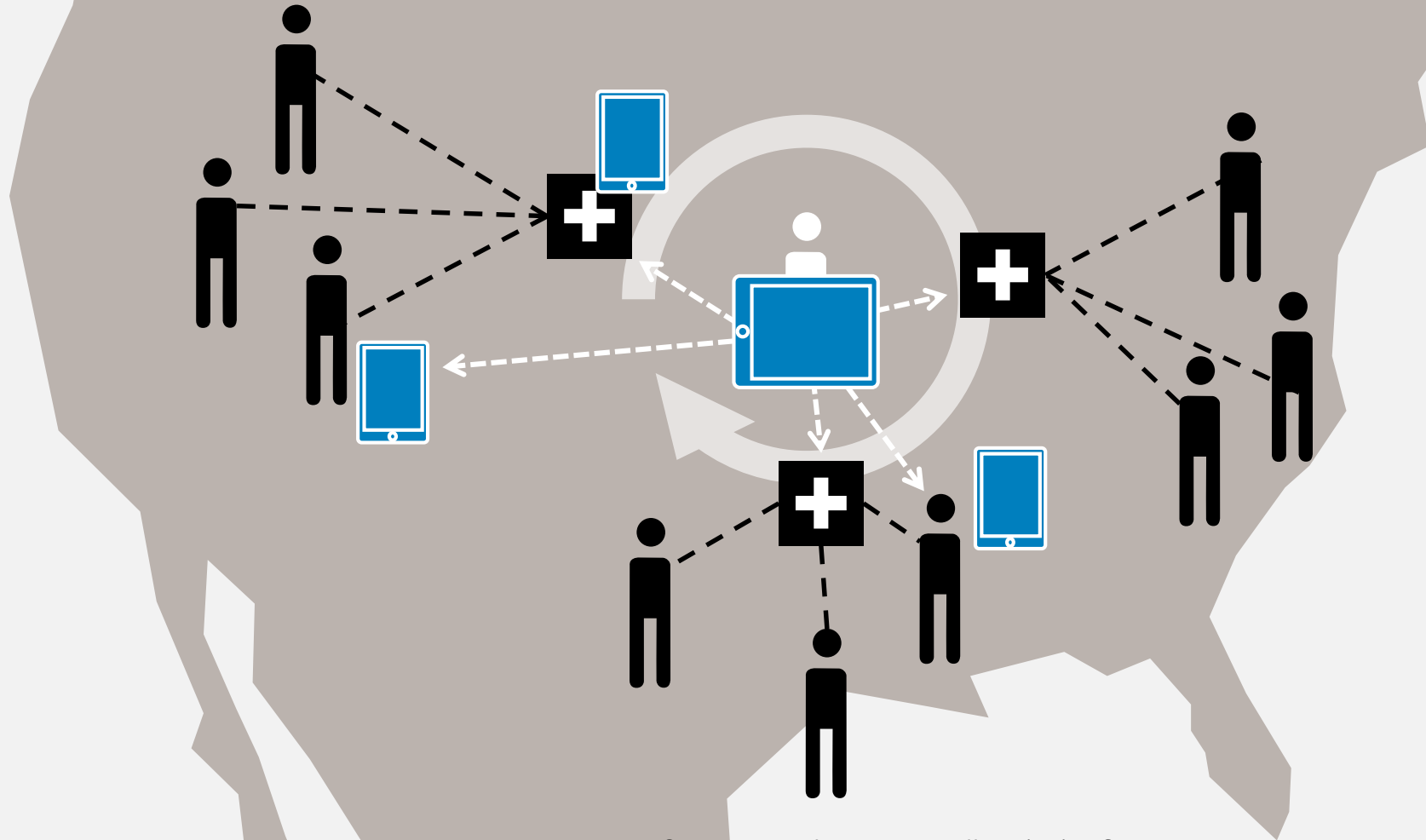
Data privacy

Let's put it in
perspective





2014, Phonak Remote Support



What did we learn?



50user

100+ sessions



65y

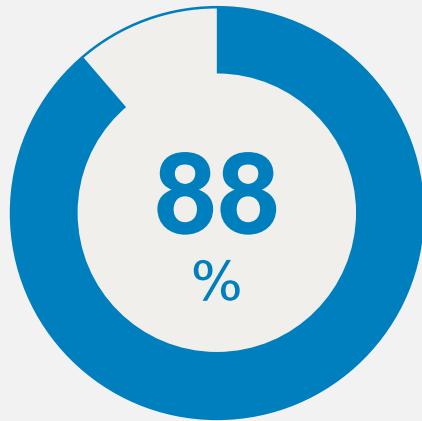
average age



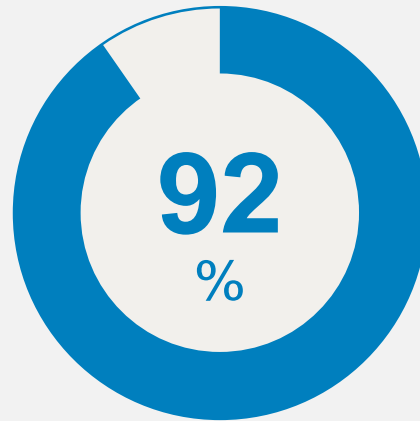
35min

Average travel time

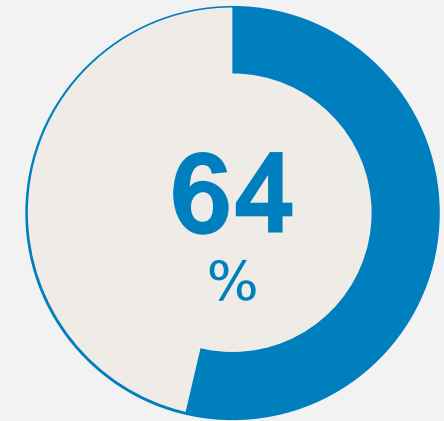
Users reported...



Prefer tele sessions under difficult conditions

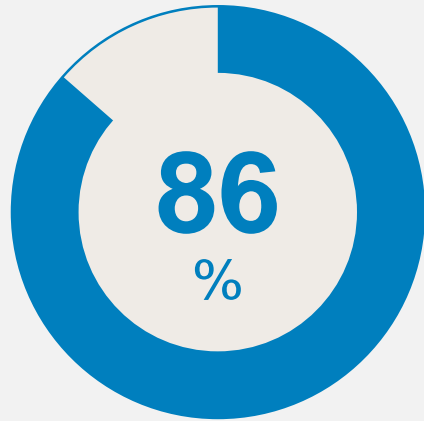


Would **recommend** tele sessions to other users

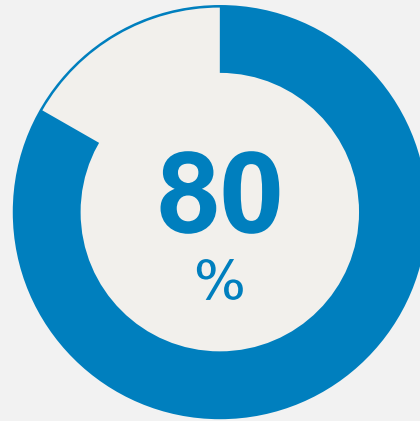


Would prefer tele sessions if offered a **choice**

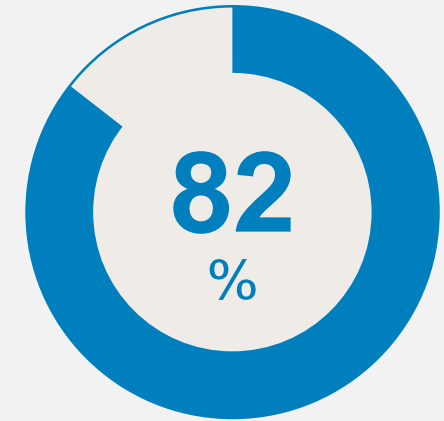
HCP's reported...



Tele sessions had **stable connection**

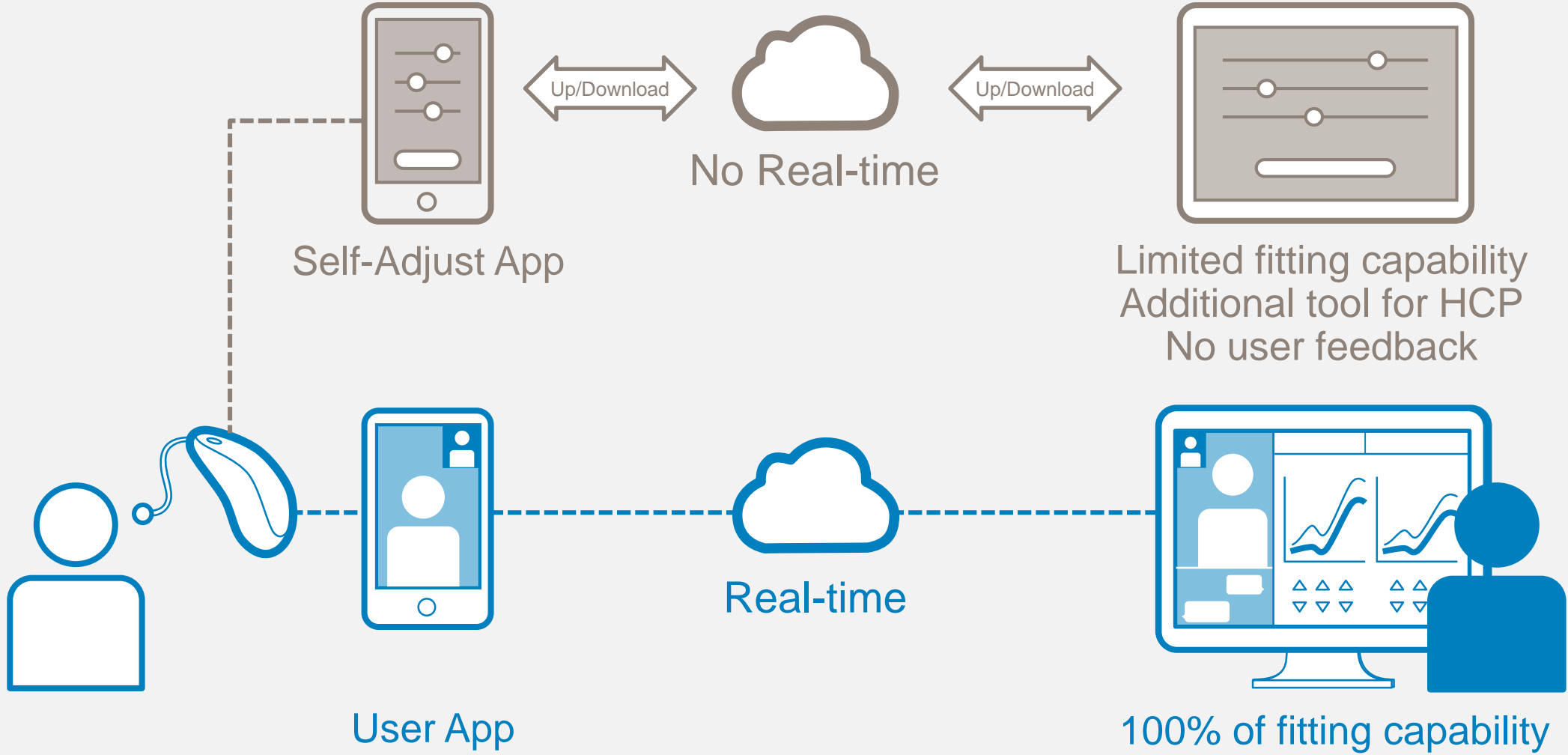


Tele sessions as **efficient** as face-to-face



Tele sessions **satisfied** with outcome

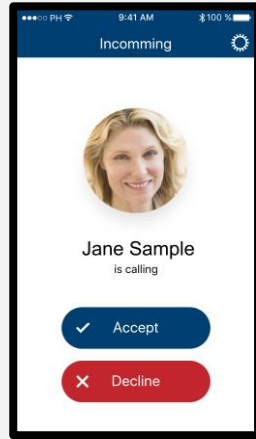
Asynchronous settings exchange



Synchronous real-time tele-session



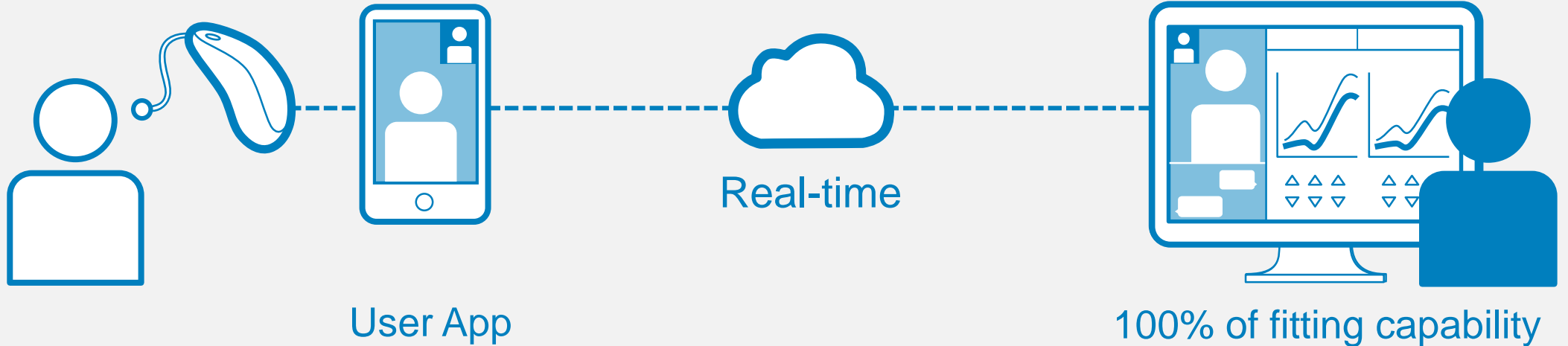
Audéo B-Direct



VA User App

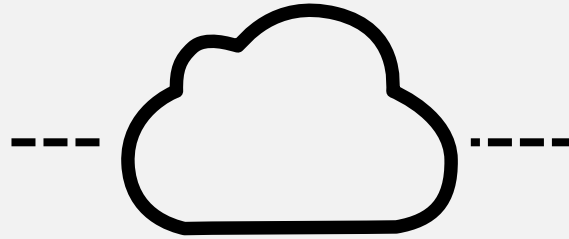


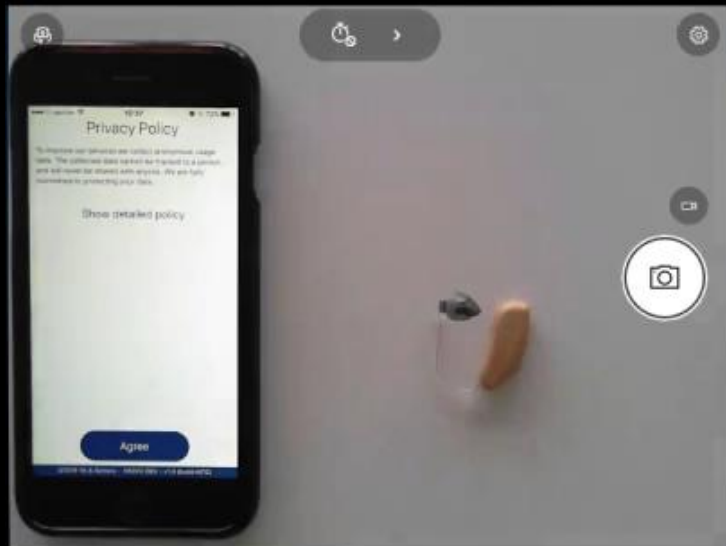
Phonak Target
Regular Fitting Software



Synchronous real-time tele-session

Let's have a look...





Phonak Target 5.2 (Beta 1) File Help

Clients & sessions

Search... Search Show all

Client#	Last name	First name
0000005	VA	test
▼ 0000006	Demo	VA
Session 1	28.02.2017	
Session 2	28.02.2017	
Session 3	28.02.2017	

Demo, VA eAssistance

Session 3 28.02.2017 15:36

28.02.2017 28.02.2017

No hearing instrument

Audéo B90-Direct
SN: WQ46803L9

New client... Open session New session Reports...

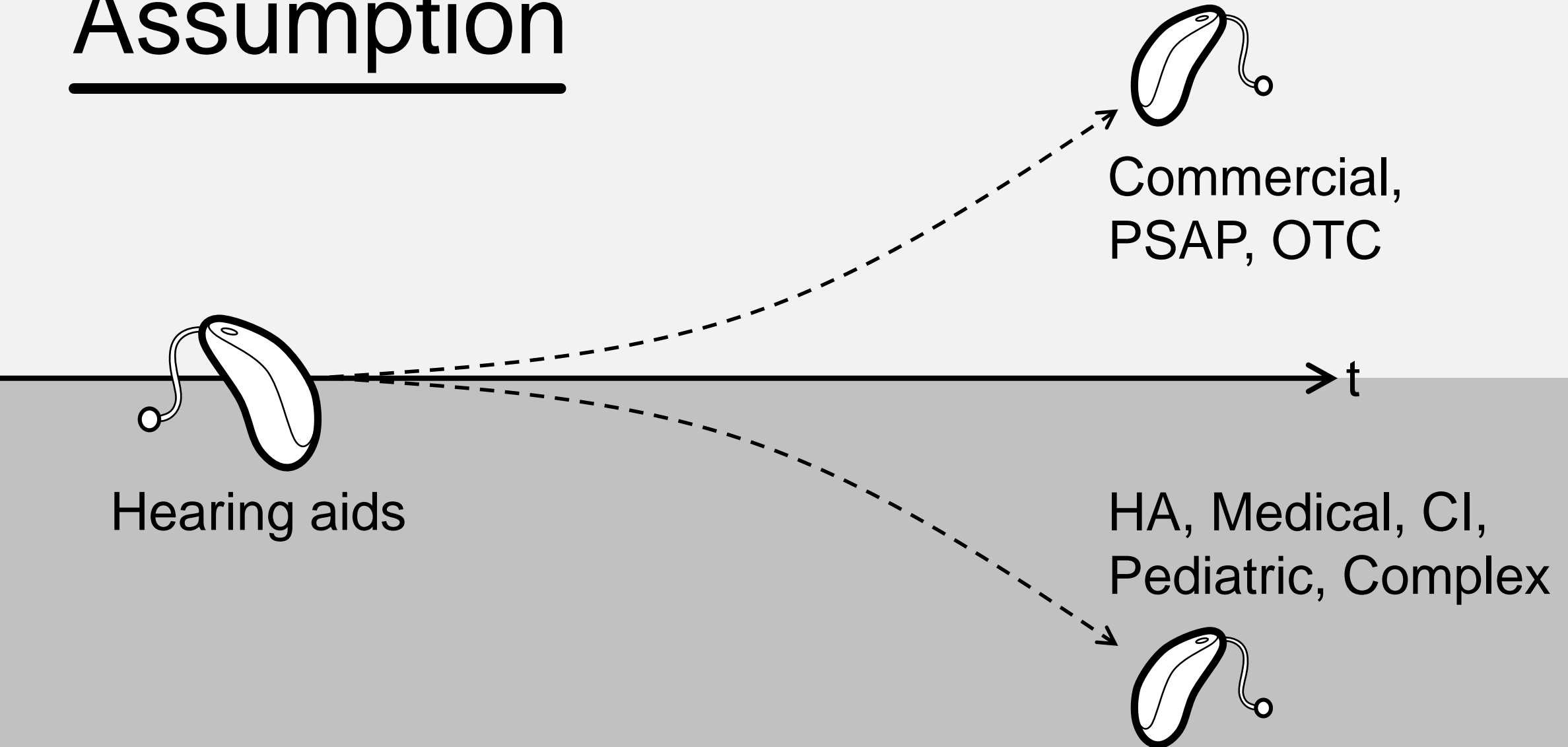
Clients & sessions Demonstrator Media Tools for testing, updating and resetting hearing instruments or accessories.

A large, black, circular play button icon is centered on the screen, overlaid on the software interface.

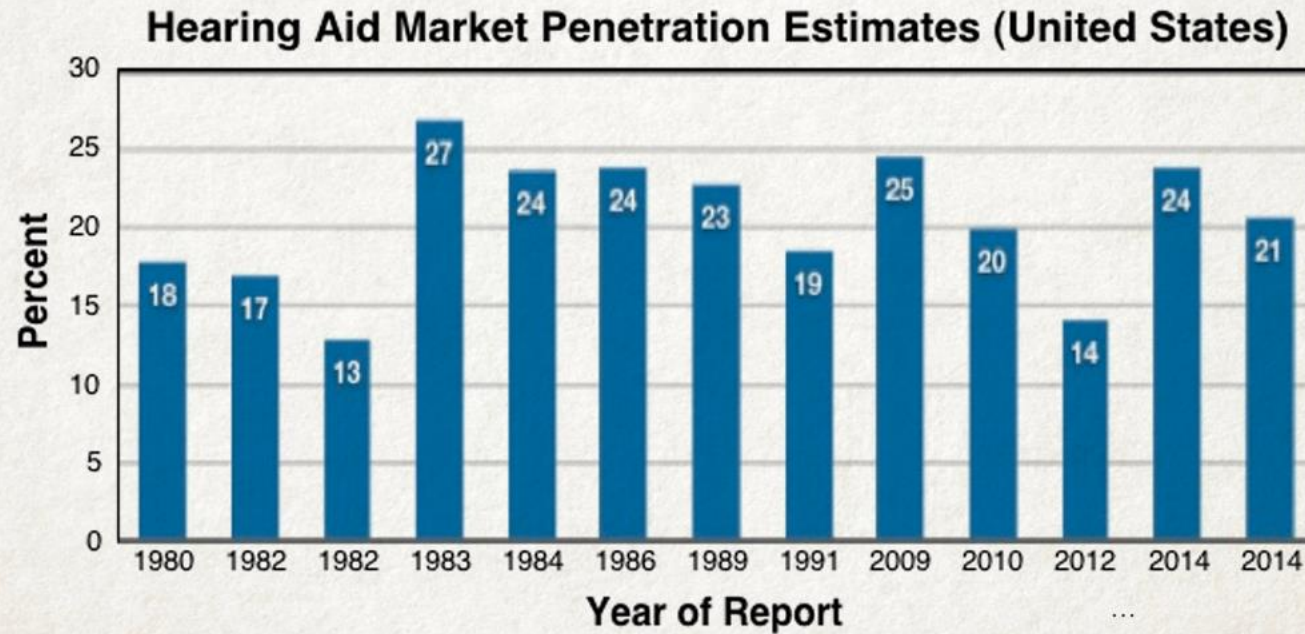
OMG?

Yes, the role will
(have to) change, but
it won't disappear

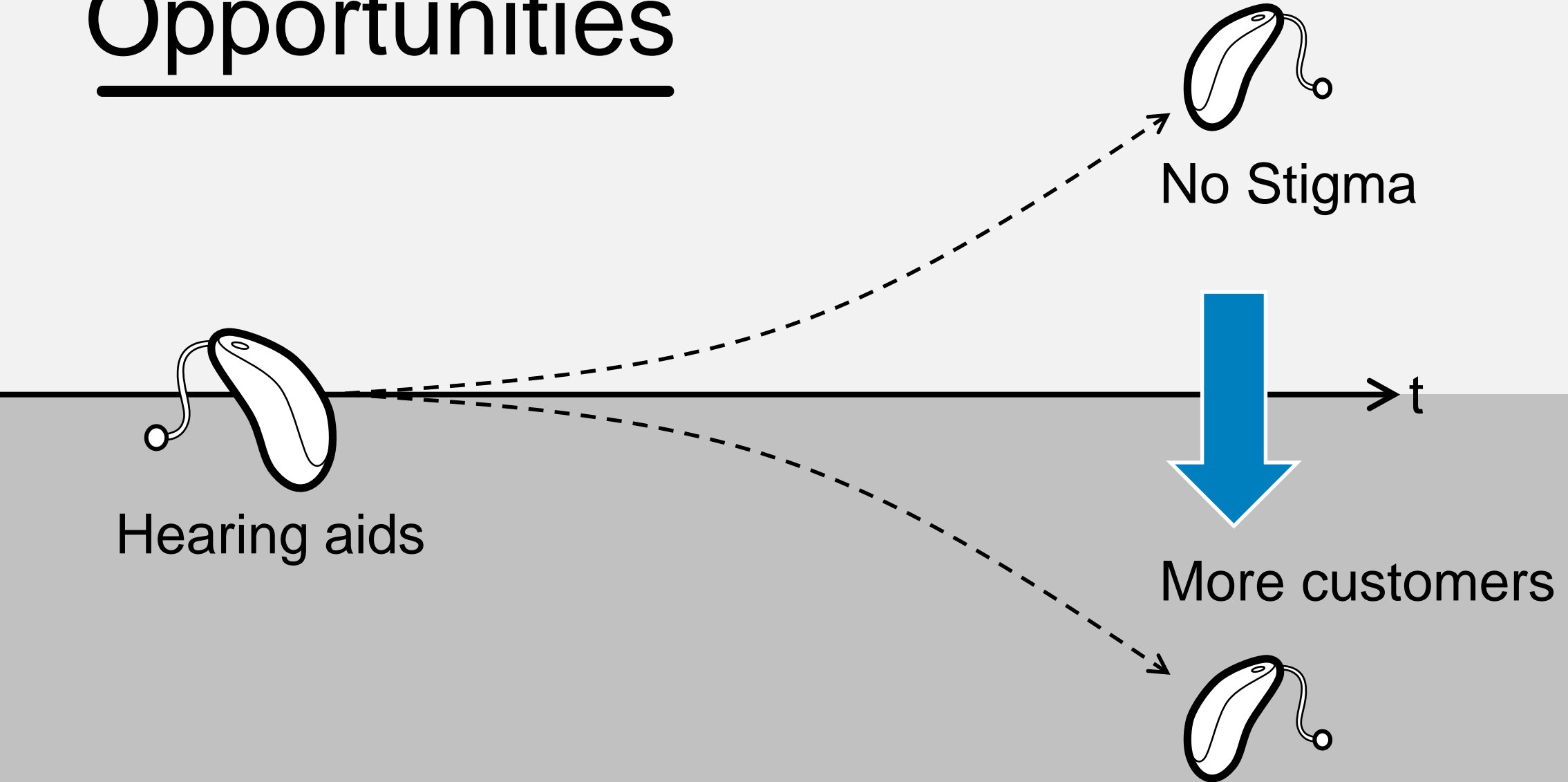
Assumption

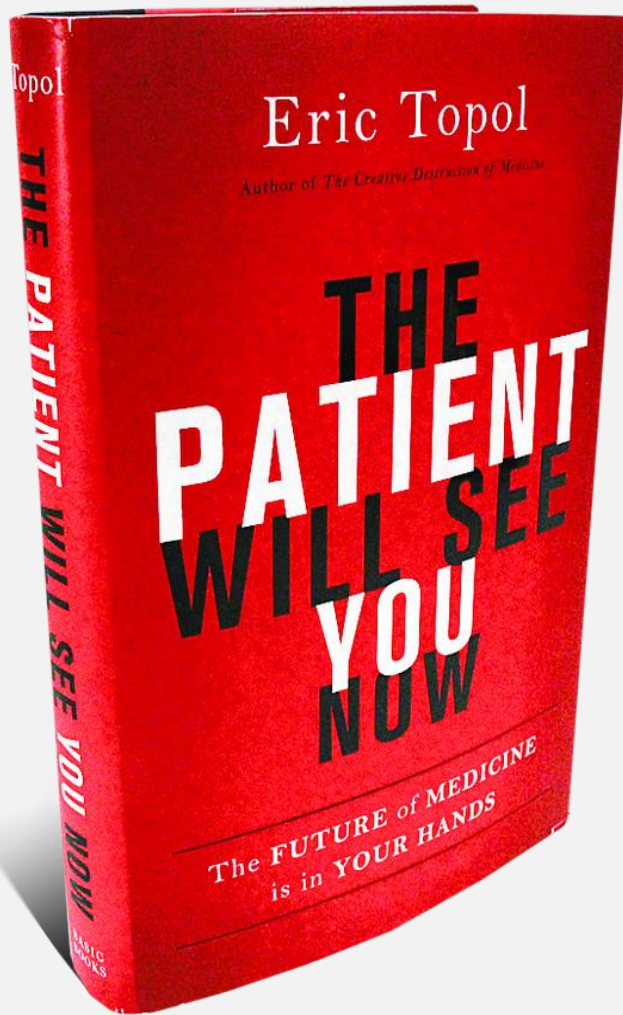


Adoption



Opportunities





...more ?

How smart, connected products
are transforming competition

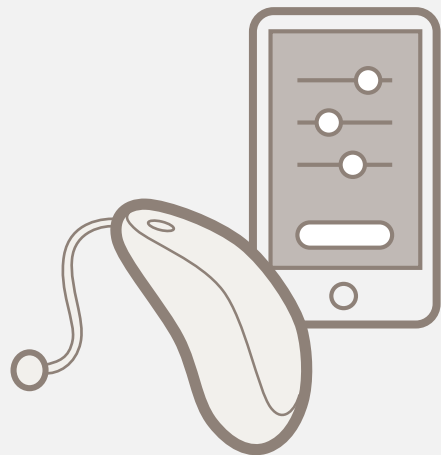
Michael E. Porter

Harvard Business Review

The patient will see you now

Eric Topol,

Bestselling medical book of 2015



Let's embrace the change
and let's offer great
hearing experience to our
future, modern customers.

Thank You!