

## **FAQs for Pharmacy Customers**

**Q:** What is the MSRP for the Sontro® Self-Fitting OTC Hearing Aids, Model AI-S (streaming)?

**A:** \$749/set (75% less than prescription hearing aids) – they come in two colors: Beige and Grey

**Q:** What is my cost and where can I order them from?

**A:** The cost to pharmacies is \$524/set and pharmacies can earn \$225/set or 30% retail profit for each Sontro Self-Fitting OTC Hearing Aid sold. Orders can be placed directly from Soundwave Hearing or from your pharmacy wholesaler. Sontro Self-Fitting OTC Hearing Aids are in stock now!

**Q:** Can I begin testing/offering the Sontro Self-Fitting OTC Hearing Aids in my pharmacy now?

**A:** Yes! The FDA approved the sale of OTC hearing aids Over the Counter on October 17<sup>th</sup>, 2022.

**Q:** Where do I order marketing materials?

**A:** Marketing materials can be ordered directly from Soundwave Hearing or your local pharmacy wholesaler. They include Counter Cards, Patient Brochures, Bag Stuffers. Acrylic displays, non-working samples and window posters can be ordered directly from Soundwave Hearing right from their website at [hearsoundwave.com/](https://hearsoundwave.com/).

**Q:** How do customers check their hearing before they purchase an OTC hearing aid?

**A:** The pharmacy can test the consumers' hearing using the otoTune Assistant hearing testing tablet. The otoTune Assistant Program promotion is available now! To order, visit our website at <https://hearsoundwave.com/pages/wholesale-registration-form> and sign up for a wholesale account or just contact Anthony Florek at [aflorek@hearsoundwave.com](mailto:aflorek@hearsoundwave.com) to get started.

**Q:** What if a patient wants to return the Sontro OTC Hearing Aids? What is the return policy and process?

**A:** Patients have a risk-free, 45-day money back guarantee. Pharmacies have a 60-day return period. All returns are processed through your pharmacy and then to your pharmacy wholesaler or directly through Soundwave Hearing.

**Q:** Where are the Sontro Self-Fitting OTC Hearing Aids manufactured?

**A:** Sontro OTC Hearing Aids are designed, engineered and assembled in the **USA**.

**Q:** Do the Sontro<sup>®</sup> OTC Hearing Aids require batteries?

**A:** Yes. They use 312 batteries designed for hearing aids that most pharmacies already sell.

**Q:** What about Customer Support for the patients/customers?

**A:** Soundwave supports each user with our well trained and staffed Midwest based Customer Support Team! How to videos, User Manuals and Quick Start Guides can be found on our website at: <https://hearsoundwave.com/pages/hearing-resources>.

**Q:** Is there Customer Support for the pharmacies?

**A:** Yes. All training and support are provided by knowledgeable Soundwave Hearing staff. Just contact Anthony Florek at [aflorek@hearsoundwave.com](mailto:aflorek@hearsoundwave.com) to get started.

**Q:** How much training will I or my staff need to get started?

**A:** Forty-five minutes on a video conference call is a typical training session for most pharmacy teams. Follow-up training and/or any one-on-one training can be arranged if needed on request.

**Q:** What technology will come later in 2024?

**A:** A rechargeable Sontro Self-Fitting OTC Hearing Aid will be available in Q3 of next year.

**Q:** What is the difference between an In the Ear (ITE) hearing aid form factor and a Behind the Ear (BTE) hearing aid form factor?

**A:** Sontro Self-Fitting OTC Hearing Aids and 90% of the hearing aids sold today are sold as the BTE form factor. BTE hearing aids sit inconspicuously behind a user's ear and have a thin wire with a speaker at the end that fits comfortably into the ear canal. ITE hearing aids often get clogged with ear wax and moisture and create an "occlusion" effect like hearing in a barrel.

**Q:** What is the difference between a hearing aid and an amplifier or Personal Sound Amplifier Product (PSAP)?

**A:** OTC Hearing aids must be registered with the FDA and are indicated for folks with hearing impairment. PSAP's or amplifiers are not indicated for folks with hearing impairments and are a consumer electronic product. Often used by hobbyists, they can be mislabeled as hearing aids. Also, amplifiers are not programmable to someone's hearing loss and amplify everything. Very frustrating for consumers who want to hear speech in noise and sometimes make their hearing worse.

**Q:** I sometimes see hearing aids priced for \$199 and lower, are they any good?

**A:** Typically, no. They are most likely inexpensive PSAP/amplifiers that are sourced from overseas. They are not indicated for folks with hearing impairment and are not FDA registered. They are not customizable to someone's hearing loss and often just amplify all sounds making hearing in noise impossible. Their return rate is typically over 60% which results in unhappy and frustrated consumers.

**Q:** Who do I call if I have questions regarding the technology or training for the Sontro® Self-Fitting OTC Hearing Aids or the Point of Care Testing using the otoTune Assistant?

**A:** Just contact Anthony Florek at [aflorek@hearsoundwave.com](mailto:aflorek@hearsoundwave.com) to get started.