



SoundBites

May 2019
Sivantos. The Hearing Company.



Message from Managing Director

Dear Business Partners,

Once again thank you for your continued support, which has helped us to begin the new year with consistent performance. This year brings the most awaited and exciting news for the Hearing Industry as two pioneers, Sivantos and Widex have merged together to form the global group WS Audiology. This new organization is one of the largest players in the industry complementing its strengths in the areas of products, innovations, R&D services and a widely experienced management. With 175 years of combined history and a shared passion for technology advancement, we are a truly global company with operations spread across the world.

This merger should not change our relationship, we will continue to work hard to ensure that we constantly provide a high level of service that meets the need of your business.

Our BestSound Center initiative, which is unique to our country, has been in the forefront of our thoughts and plans. We envisage that the BestSound Center platform would very soon form a strong backbone to the dispensing infrastructure in the country. In order to provide dedicated support to this initiative, we have launched a website for BestSound Centers through which the end-users would easily get all necessary information regarding the BestSound Center concept, our products and services.

We are glad to inform you that we have jointly developed a Center Management Software (CMS) for our customers. The software follows international data security protocols and is certified, ensuring privacy and safety of your data. The software is currently under trial through a pilot project. We expect the mass roll out of the software very soon.

We have received an overwhelming response for our Signia Nx platform in the premium segment from all of you. In Spring 2019, we expanded our portfolio in the Signia Nx platform by launching products in the essential segment. This is another step towards strengthening our product portfolio.

We have also launched the Styletto Connect. The world's first SLIM-RIC now combines exceptional design and wireless Li-ion rechargeability with Bluetooth. Our unified focus on making better products is the recipe for success we'll follow.

There is still plenty to be achieved and I see coming months lined up with many successes and great achievements. As we continue to build stronger partnership, we fully recognize your support and continued trust that you repose on us. We will do our best to justify your confidence in us and continue to nurture our business relationship.

If you have any feedback, please feel free to write to me at avinash.pawar@sivantos.com.

Yours Sincerely,

Warm Regards,
Avinash Pawar

Technological Update

The widest choice of Lithium-Ion Hearing Aids

Lithium-ion rechargeability and Bluetooth Connectivity

Beginning with Siemens, we've considered it our mission for more than 140 years to bring the best hearing experience to as many people as possible - and along with this, all the convenience modern hearing aids can offer. Today, this means lithium-ion rechargeability and Bluetooth connectivity.



Small but powerful Thanks to its pocket-sized portable charging case, Styletto Connect delivers up to four days of user autonomy, free from plugs or cables - even on the go for complete flexibility

Styletto Connect. Streaming in Style

Styletto Connect transforms the image of hearing aids from necessary medical devices to highly sophisticated hearwear. The world's first SLIM-RIC now combines exceptional design and wireless Li-ion rechargeability with Bluetooth connectivity for liberating streaming-on-the-go. Powered by the renowned Signia Nx technology with Own Voice Processing (OVP™) for highest wearer acceptance, Styletto Connect will increase your consumer base by meeting all their needs

Supreme Style and Streaming with Charging-on-the-go.

New!
Model

OWN VOICE PROCESSING
OVP

ULTRA HD
e2e

StreamLine TV
With StreamLine TV, the TV signal is directly streamed into Signia Styletto Connect.

StreamLine Mic
The StreamLine Mic enables hands-free audio streaming (phone calls, music, etc.) from any device with Bluetooth connectivity.

- Stylishly designed new form factor
- Most natural own voice and best speech understanding in noise thanks to Nx chip
- Compatible with myControl App.
- TeleCare ready.
- Wireless charging.
- Equipped with Bluetooth.

Performance levels



Signia Styletto Connect.

Signia's new Styletto Connect combines all the best of audiology, convenience and design. Powered by Signia's groundbreaking Nx platform, this fashionable hearwear combines lithium-ion power cells with all benefits of Bluetooth connectivity for recharging and streaming-on-the-go. In addition to its high-class performance, Styletto Connect comes in an exceptional and distinctive new design – with a unique appeal that will attract even more customers.

Embracing life with stylish high-tech.

New!
Model



Charging case
Wearers enjoy full-day wearing and charging on-the-go via Signia Styletto's ultra-slim portable charging case.

- Stylishly designed form factor
- Outstanding speech understanding in noise thanks to Nx chip



touchControl App



Wireless charging.

New
Performance levels

2

1

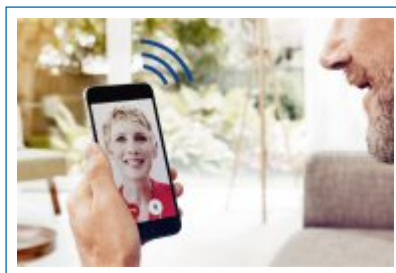
Signia Styletto.

Transforming the image of hearing aids, Signia's revolutionary hearwear Styletto combines most of the audiological advantages of our acclaimed Signia Nx platform with a stylishly designed form factor. And now it is accessible to even more people: Available in performance levels 2Nx and 1Nx, it provides the latest advancements in terms of energy efficient

Now available for all Nx performance levels.

New!

With our RIC Pure™ Charge&Go Nx and BTE Motion™ Charge&Go Nx, we now take these benefits to performance levels 2Nx and 1Nx. By expanding this level of convenience to our essential segment, Signia offers the broadest portfolio of hearing aids combining Li-ion powered wireless rechargeability and seamless bluetooth connectivity in the industry.



On and on and on.



Thanks to their unique rechargeable lithium ion power cells, our hearing aids offer a dependable lifetime throughout the day, so wearers needn't worry about changing batteries.

Connected to convenience.



Hands-free telephone calls, music streaming, and watching TV: Bluetooth enabled Signia hearing aids provide wearers with a maximum of convenience.

Small and powerful: the first Intuis 3 RIC.

New!
RIC Model



touchControl App and miniPocket to enhance its discretion, Intuis 3 RIC 312 is remotely controllable via the touchControl App™ and the miniPocket™.

- For mild to severe hearing loss
- Small design for a high level of wearing comfort

Performance level

Essential

Intuis 3 RIC 312.

Welcome to the family! Completing the proven Signia Intuis 3 range, the remotely controllable Intuis 3 RIC 312 is an attractive and convenient solution for mild to severe hearing loss. Thanks to its automatic directionality and a variety of noise reduction features, it offers a reliable hearing experience and improved speech intelligibility even in noisy environments. TeleCare lets your customers enjoy live remote support and fast, smooth trials.

Clear structure, Clean Look: Connexx 9.



To enhance your workflow, Connexx 9 comes with many new and improved features. Working seamlessly across Signia Nx, primax, binax and micon platforms and based on user research, mature workflows have been enriched and now support additional use cases such as extending fitting sessions from monaural to binaural and a copy functionality.

More than ever before Connexx 9 is designed to maximize convenience and offers you an ideal balance of ease-of-use and expert options.

Re-design for enhanced workflows The new Connexx 9 offers a fresh and modern look & feelsupporting you with highly intuitive workflows.

Styletto Connect Roadshows



Sivantos India conducted roadshows across seven major cities in India to showcase and launch the Styletto Connect and the new Essential portfolio of products. More than 550 professionals attended these road shows, experienced the new products and showed a positive outlook on the latest offerings.



Styletto Connect Roadshows



Hearing vs Listening



Dr. Tushar Malik
Audio-Vestibular Physician
Dr Malik's Prime Clinics

The hearing industry is flourishing with innovation. We have newer and improved hearing aid technology being delivered every few months. One would assume that now the most recent stock of hearing aids would be like magic. Put them on and one should be able to hear, with absolute clarity, folks sitting 50 feet away talking in espanol while they chew a "benarasi". However in reality patients who cannot understand speech unless directly looking at the speaker aren't few and far between. The audiogram alone doesn't explain it & speech score assessment is a rarity in most hearing aid centres. When an octogenarian walks into the OPD and complains that s/he doesn't hear as clearly as the friend next to them, they are looking for an answer. Here it is important for the hearing care provider to know & understand the concept of Cortical Hearing. Almost everyone must have, at one point in time or another, got a message similar to this : "Aocdrnig to a rscheearch at a Uinervtisy, it deosn't mtttaer in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteers be at the rghit pclae.

What led you to read the above jumbled mess was the fact that the visual cortex has a memory of each of these words. It matches the pattern of the letters to the memory of the word it has and can easily reproduce their meaning even in case of a partial match. Similarly there is a part of the brain that is responsible for understanding auditory sounds even if they are not fully heard. There is a distinct memory of how each word should sound and when we hear something being said, our brain is trying to match the sound to understand the meaning of it. People who have had an uncorrected hearing loss for many years find this memory to have faded. Therefore when they hear a sound, it takes much longer to match it to a word. This leads them to take longer to understand the meaning of sentences. In our experience, longer the duration of uncorrected hearing loss, more difficult will it be for them to understand speech. For this reason alone, it is imperative for hearing loss to be corrected well in time. Just because a loss has not progressed over time doesn't mean the understanding ability of the individual has not deteriorated. Early fitting might make all the difference between hearing and understanding of words.

Best Practices



Dr. (Mrs.) Ranju Verma
Audiologist and Speech Therapist
Sai Speech and Hearing Centre

In my practice of 25 years, I have seen the changes which have come in identifying the hearing loss in early stage. Earlier back in 90's we used to see the children at 5-7 years of age coming for hearing test and it was a shock to parents to know that their child is not hearing that's why he isn't speaking. That used to be a very sad situation for us also as most of the critical time for language learning was lost. Thanks to increasing awareness and also the education level of parents that we are now getting children of hearing loss detected right within one month of age. Also the new born hearing screening program has made the path easy for early detection and intervention. Still we have long way to go as most of the population of India stay in village and still the new technology has not reached there.

My main concern is about that sector of children between 7-18 years of age who have moderate to moderately severe or slopping hearing loss as these are the children who suffer most because of the confused stage of hearing. Most of the time, parents, relatives and teachers are complaining that "He/She hears clearly when there is something of his/ her interest, otherwise he/she just tries to ignore the speech." Parents and teachers feels that possibly child is ignoring their orders or instructions. These children do develop language though not age appropriate and they do have speech though unclear. Due to ignorance about partial hearing loss it never occur to parents or teachers that child may not be inattentive but might be having hearing loss. These are the children who inspite of having good caliber keeps getting low grades in school as following the speech and instructions of teacher in midst of background noise is a big struggle for them. I came across a case in hospital who was admitted under psychiatry department for tendency of suicide. I happened to interact with the doctors treating him and I offered to test his hearing and discover that he was suffering from bilateral moderate hearing loss due to which his educational as well as social life was affected. No one realized the real cause of it. When these kinds of cases are correctly diagnosed and filled with hearing we followed by little auditory training and speech therapy, their life changes very fast and they develop new confidence in them. Timely intervention can help in removing emotional and psychological pressure from these kids. I personally request all audiologist and professionals working in the field of hearing to emphasize on the compulsory hearing test at school like any other health and eye and dental checkup. If such thing become compulsory at every school, this will be a great revolutionary step for tapping the hidden disability at an early stage.

Center Management Software



Dear Business Partners,

"Business is to Grow". Infact, growth is life. Constant improvement reflects growth. Sivantos, today has come out with yet another value addition support to our partners like you, to accelerate this growth.

We all agree that manual tasks consume more time and energy and it is necessary for our partners to have every information of our business in our hand palm, anytime, anywhere, whenever required in today's day to day competitive scenario.

We are proud to announce the launch of the Signia customized software platform - CMS (Centre Management Software) which takes care of a series of important tasks in a hearing care clinic, like Practice / Patient Management, Scheduling and Billing, Inventory Management - Stock Management and transfers and Electronic Medical Record Management. We also plan to enhance the capabilities in future. It is important to proclaim here that this has come to us as an advantage at the right time of market expectation and requirement.

In today's demand, there is a firm requirement to meet the market needs and Industry standards, stay ahead of competition, improve the turn around time and provide breakthrough service support and solutions to customers.

We require a dedicated system which will take care of all the said details, help us to measure, monitor and follow up.

We would like to inform to you that we have associated with a software provider to formulate a management information system which when installed and implemented will take care of your day to day activities to give you an extra edge in managing your business.

This is the platform by which a user with administrative access can create new users and assign roles and permissions. Clients pay a periodical subscription, which is a maintenance cost and get access to the application and data during the entire subscription period. Client data is stored in a secure HIPAA compliant cloud hosting service that means full data security and protection.

Before we roll out the plans to the whole market, we have successfully run a pilot project with selected customers resulting in our decision to roll out the plan across India.

The current global trend is shifting to cloud-based solutions for managing MIS – Management Information System.

Advantages of a Cloudbased Solutions

- Data / Reports can be accessed at any time, any place at your convenience and requirement.
- No duplicate efforts required since a common database is maintained making collaboration stronger, faster and simpler.
- Remote access to inventory data makes communication much simpler, as any employee can update and share files in real time.
- Avoid the exchange of information's over lengthy phone calls.
- Improvement in productivity and efficiency.

THE CLOUD IS HAVING A MEASURABLE IMPACT ON BUSINESS

20.66% Average Improvement in time to market

19.63% Average increase in company growth

18.80% Average increase in process efficiency

16.18% Average reduction in operational costs

15.07% Average reduction in IT spending

16.76% Average reduction in IT maintenance cost

Some more points...

Overview

This platform offers you the operational visibility that can make all the difference between managing a centre and running the centre efficiently, thus boosting profits. Software integrates all your departments & branches spread across different geographic locations giving you the access to a unified look at your business operations.

Monitor daily workflows

Align technology with your business strategy and gain valuable business insight from robust, real-time analytics reports and multiple dashboards to make the right decision.

Smart Inventory Management

- Track every item or batch in your inventory with serial number and batch tracking feature.
- Centralized logical store.
- Check stock level, manage inter-location transfer, and generate reports for specific location within seconds.
- Complete stocks at your fingertips.
- Stringent stock control through random stock taking.
- Complete face plate tracking, from order to delivery.

Reports & Analytics

- Analytics Solutions included in the software help monitor and forecast financial and operational performance with better efficiency.
- AI generated insights from the software are accurate and actionable that give a unified view of your business operations and thereby give you the competitive edge.
- Collates and unifies data from diverse and connected departments under one function. This helps scrutinize, monitor and foresee financial and operational performance with higher efficiency.

Intelligent Patient Record Management

- Efficient & reliable appointments and real-time patient status information with optimized patient flow.
- Lead generation and effective lead management.
- Centralized data access, anywhere, anytime.

Data Security

256-bit encryption

ISO 27001 certified data centers

HIPAA compliant

Microsoft Partner

We are happy to inform all our BestSound partners that the software will be rolled out to you totally free of cost for the first year and at 50% cost sharing during the second year. The non-BestSound Centers would have to bear the costs of the software from the beginning. We have been able to negotiate a very good price for the package, which will be shared with you soon.

For more information about the software please write to vijay.amarnath@sivantos.com

About BSC

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BSCs

We feel proud to announce the launch of dedicated BestSound Center website in Mar'19. The website will feature Store locator using google map. This website will also feature Nx product portfolio, upcoming event update and testimonials from business associate.

www.bestsoundcenter.in

LAUNCHED



Organization Update

BRINGING TOGETHER our **PASSION** for Innovation



The new global Group WS Audiology represents a strong top-3 player in the hearing healthcare industry, with over 10,000 employees, and one of the strongest R&D teams. The new combined company, WS Audiology is driven by a passion to improve the quality of life for more than 700 million people with hearing needs. Together, the two industry pioneers have a combined experience of more than 175 years and will redefine the competitive landscape in more than 125 countries.

Employee journey



Satish Rangaswamaiah
Senior Executive Logistics

It was April 1st, 1999, when I started my career with Sivantos (then Siemens). There were many ups and downs in my career but Sivantos family kept me going. Today I'll share some of the best moments I had in Sivantos.

September 3rd, 1999 my first interaction with Mr. Sharma Ji (Then the Managing Direct). It was an unforgettable moment when I was offered a job opportunity with Sivantos in logistics department in the year 1999.

It might not be that exciting and surprising for anyone else but for me my first air travel was exciting and enjoyable. I thank Sivantos for this amazing experience.

Learning experience with old management was backbone of my career and our new management has given wings to my career by providing more challenging opportunities.

It was great to receive special awards for all hard work on special occasion like completion

of 10th year, 15th year, 20th year, employee of year award, best performance awards from the organization. That show how much our management does to keep us motivated.

I take this opportunity to thank Sivantos management, all my managers and colleagues for guiding and help me to grow for the last 20 years. These moments keep me motivated so that I can sincerely do my duties till my last day in the organization. Thank you and best wishes Sivantos.

South Africa Trip

Sivantos India along with select group of customers visited South Africa in Feb'19 & have bought back sweet memories



Recreational Activities

The Sivantos Team taking a break... Everybody needs one...



Employee of the Month

In recognition of outstanding performance, team spirit and dedication to work, we honour our employees:



★ Aiyanna Ponappa Maletira ★

Jan - 2019
Senior Executive - Technical
Manufacturing,
Custom Repairs



★ Venkatarama Sharma ★

Feb - 2019
Executive - Technical
Manufacturing
ITE Lab Services



★ Geethabai Bhagirath ★

March - 2019
Sr. Executive Customer Care

Disclaimer - Offers and benefits if any mentioned in this newsletter are valid for a specific period of time and are open to change at the discretion of Sivantos India Pvt. Ltd. Sivantos will not be liable for any information perceived arbitrarily and without discretion.

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