

HEARING
FITNESS™

Introducing the world's first hearing fitness technology



HEARING
**KEEPS
YOU FIT**



HearingFitness helps your clients get the best out of their Oticon hearing aids.

At Oticon, we've long approached hearing as a cognitive process - that's what inspires our BrainHearing™ technology. Now, HearingFitness takes it one step further. Because everyone's brain gets a vital workout when they participate socially, HearingFitness can help optimize hearing aid use in these situations.

It's the start of data-driven hearing care, and it will enable more personalized hearing care than ever before.

HEARING FITNESS™

Gathers data
to inform product
development

**Rewards positive
development**
of listening behavior



Helps set hearing goals
and tracks progress
towards them

Gives a clear overview
of hearing aid usage



Welcome to the smarter future of hearing

Oticon's pioneering connectivity has allowed us to take a bold step into e-health technology. Like an exercise app for the ears, HearingFitness in the Oticon ON App helps users set goals and track their hearing aid usage.

HearingFitness receives data from the hearing aids and analyzes current sound environments, total daily hearing aid use, and historical usage data. HearingFitness can also use data from other apps and wearable devices, like measurements of heart rate and sleep patterns, to guide users towards healthier habits.

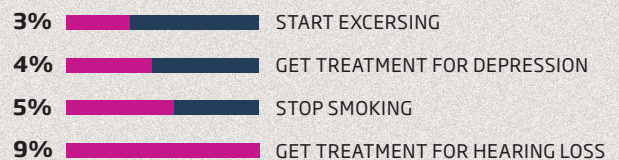
Empowering clients to fulfill their hearing potential

After you fit your clients, they head out into the world where their behavior has a big influence on their hearing health. HearingFitness encourages them to take control of their own hearing health and get out into challenging sound environments.

Battle against hearing loss-related dementia

HearingFitness is inspired by striking new evidence that shows how ideal treatment of hearing loss in mid-life potentially reduces the risk of dementia more than any other action - including quitting smoking and exercising more.*

Risk reduction



*Livingston et al, 2017



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