Audiology
In a world of Web and Apps

Francois Julita, Head of Digital Health Solutions, Sonova
A day in the life of... Ben
Ben
Taxi driver
in London
Pauline
Hotel Manager in Paris
smarte's Jewel - amazing view, very fortorate!
Ile-de-France, France

- Home/apt
- 2 Guests
- 0 Bedrooms
- 1 Bed

57CHF
Per Night

Check In: mm/dd/yyyy
Check Out: mm/dd/yyyy
Guests: 1

Instant Book

Your Credit Card will not be charged
UberCARGO
UBER QUALITY, FOR YOUR ITEMS

UberBLACK
BASE FARE
$20
PER MINUTE
$1.60

uberTAXI
$4.50
PER KILOMETER

UberCARGO
MIN FARE CANCELLATION FEE
$40
$20

SAMPLE VEHICLES: TOYOTA HIACE, HYUNDAI H1, NISSAN URBAN
Year 2025
Norbert
Train driver in Germany
Today
Bruno
Bus driver in Switzerland
Simon
General Practitioner in Atlanta
Ask a Doctor on your Android Phone
Anytime, anywhere

Hi Doctor. I have a rash on my skin. I have attached a pic. Please let me know what needs to be done.
Claire Audiologist in Sydney
Take our hearing test

Click here to take our new Speech Perception Test. It tells you about the speech sounds you are able to hear, and helps measure your hearing difficulty.

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

Risk-free purchase

- Free shipping for hearing aids
- 100% no-quibble returns
- 3-year warranty
- Extensive expert support

Our guarantee to you
OMG!
DIGITAL TRANSFORMATION IN ALL INDUSTRIES
Pokemon GO
Good or Bad?
Change has arrived. Embrace it?
You have to understand the change, before you can embrace it.
DRIVERS

Demanding consumers

Web, Apps, Cloud

Costs, Automation
BENEFITS

Control, Convenience

Monitor, Insights

Optimize, Autonomy
Monitor
Optimize
Control
Autonomy
Consumers
The challenges were ANSD and ... the internet

Marie Pigeon
65+ ACTIV SCEPTICAL DEMANDING AUTONOMOUS
Optimize, Control and Autonomy
Healthcare
Data logging is a gigantic tool... I wish we could do more.

Marie Pigeon
Data logging is great but it does not give situational information.

Ryan McCreery
Health checks in future

Measure blood pressure

Call and appointment

Patient

Medic

MAYO CLINIC

ALERT
Mayo Clinic – myCare App, integrate patient in rehab
Twine – Coaching to achieve health goals
HealthTap – 76’000 registered physicians, 3bn answers served
Orthocare  – Self adjust with expert at your side
TELE AUDIOLOGY by Phonak
TELE AUDIOLOGY by SONOVA
Parents were not aware that day-care team did not put HA in...

Ryan McCreery
HEARABLES – All in one?

Inside The Dash:

- **Electronics**
  - 4GB Flash Storage
  - Analog Frontend with 22bit ADC
  - Battery 100mAh
  - Bluetooth 4.0 with APT-X

- **Bluetooth**
  - Permanent Connection
  - On Demand Connection

- **Size**
  - [Dimensions diagram]

- **Sensors**
  - 9-Axis Accelerometer
  - Ambient Mic
  - Ear Bone Mic
  - Thermometer
  - 5 Field Capacitive Sensor

- **Track Your Performance**
  - Distance
  - Speed
  - Steps
  - Cadence
  - Pace
  - Time
  - Rotation
  - G-Force
  - Turns
  - Drop Rate
  - Airtime
  - Altitude

- **Measure Your Body Vitals**
  - Heart Rate
  - Heart Rate Variability
  - Oxygen Saturation
  - Body Temperature
  - Calories Burned
PEACE OF MIND
Sudden infant death syndrome by Mimos
PEACE OF MIND FOR SIGNIFICANT OTHERS

Medicine Monitoring by Proteus
Take home message
Change has arrived. Embrace it...
Monitor, Optimize, Control, Autonomy
Unsure?

How smart, connected products are transforming competition
Michael E. Porter
Harvard Business Review Nov 2014

The patient will see you now
Eric Topol, 2014
Bestselling medical book of 2015
THANK YOU!

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