



RE DUX

HEARING INSTRUMENT CARE REINVENTED.



RE DUX

AGENDA

- The Problem of Moisture
- The Redux Solution
- Revenue Opportunities
- Marketing Tools
- Support



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WHAT IS REDUX?



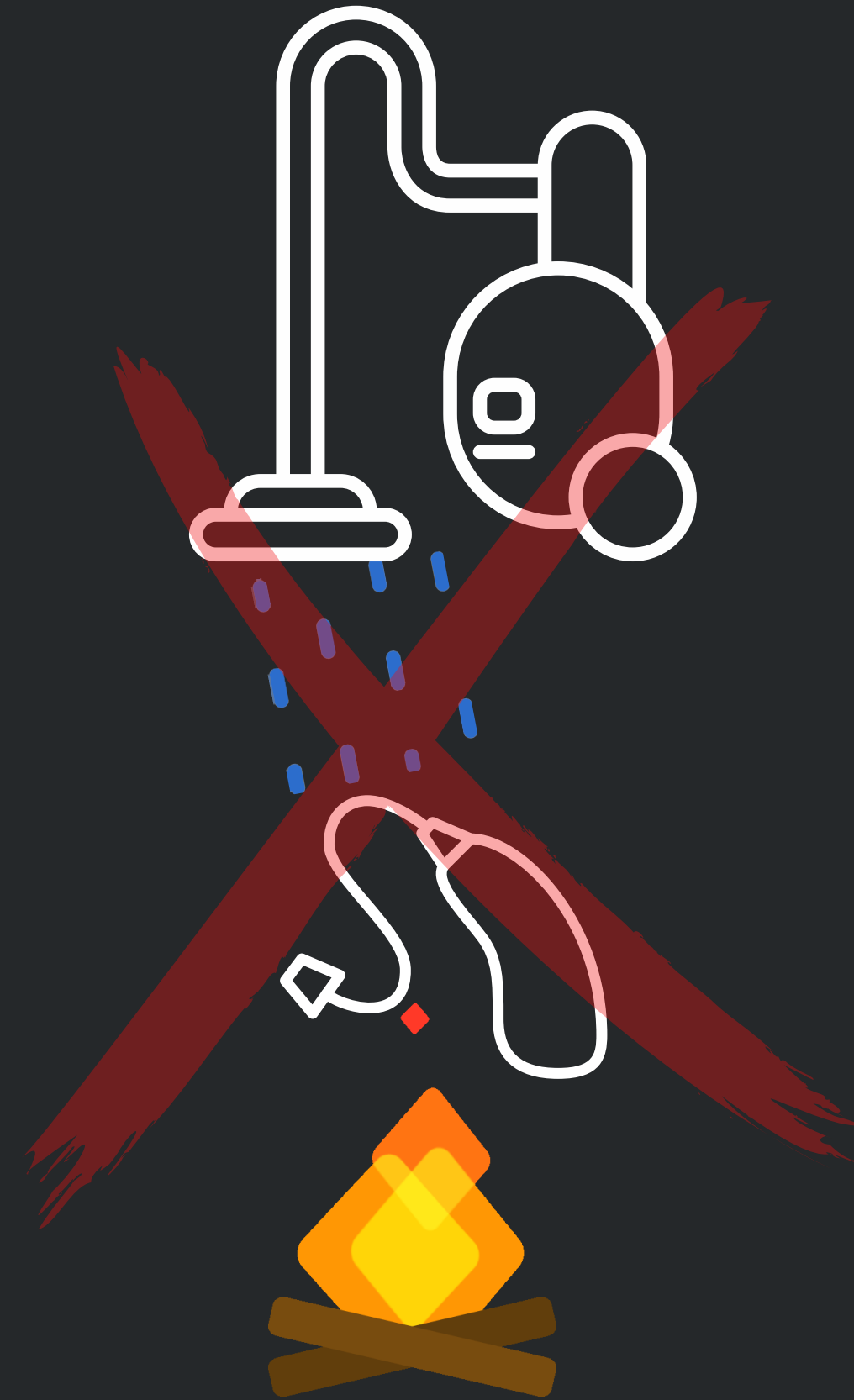
- A professional, in-office hearing aid dryer for hearing instruments
- Offers complete moisture removal in 6 to 8 minutes with real-time data verification.
- Improves the user experience of effective drying
- Proven to be revenue-generating for practices

Redux is temperature-safe for rechargeable batteries!

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HOW DOES IT WORK?

1. Redux pulls a vacuum within its chamber. This reduces the boiling point of water and allows for liquid to turn to gas at body temperature
2. A valve is opened to introduce fresh dry air into the chamber that pushes this vapor outside the chamber across a humidity sensor
3. The process repeats until the humidity sensor confirms all moisture is removed. The amount of moisture removed is reported when complete.



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MOISTURE IS EVERYWHERE

Hearing Aids are expected to function without issue:

- For roughly 40,000 hours.
- On a planet covered 71% by water.
- In the human ear that is as humid as the Amazon Rainforest
- Surrounded by skin that regulates body temperature with sweating.
- Even when exposed to the accidental rain shower, wash, spill, or drop!

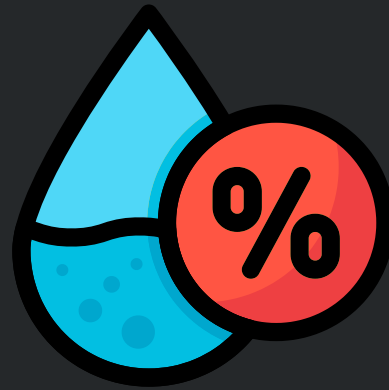
Moisture issues cost time, money, and causes frustration for all: the user, hearing care professionals, and hearing aid manufacturers.



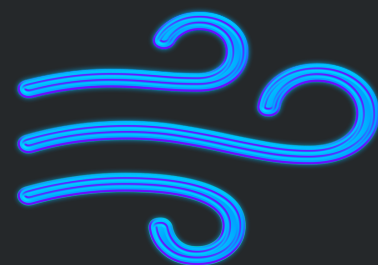
MOISTURE IS EVERYWHERE



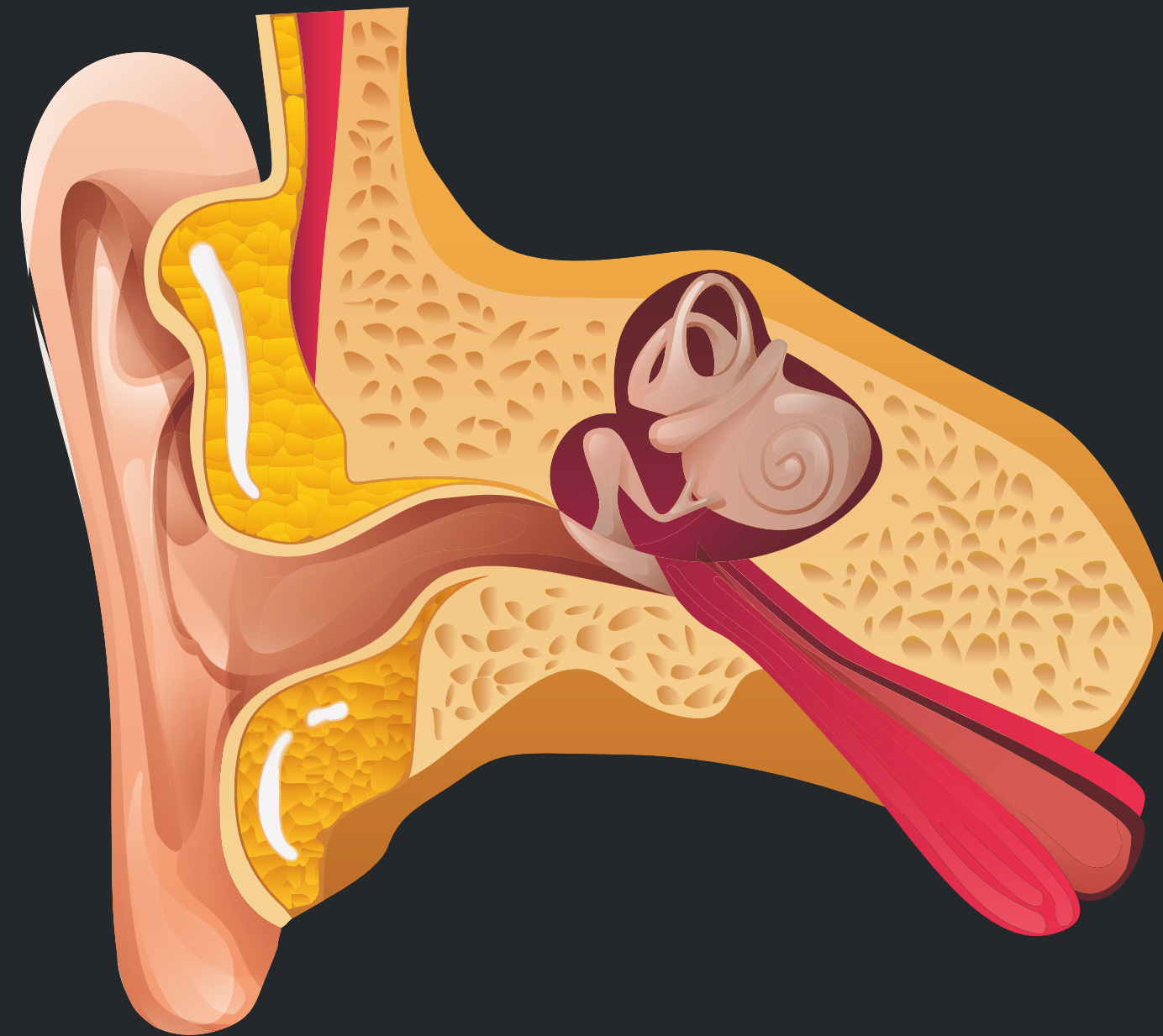
Temperature of the human body: 98.6 degrees



50-95% Humidity of the Human Ear Canal



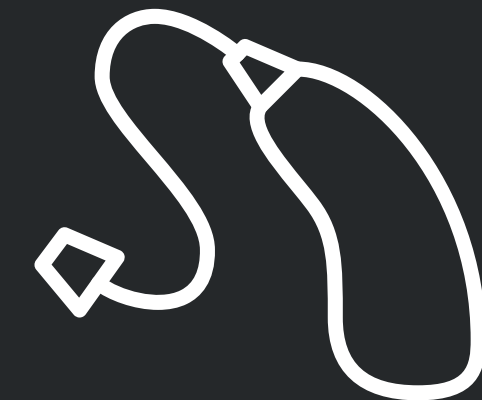
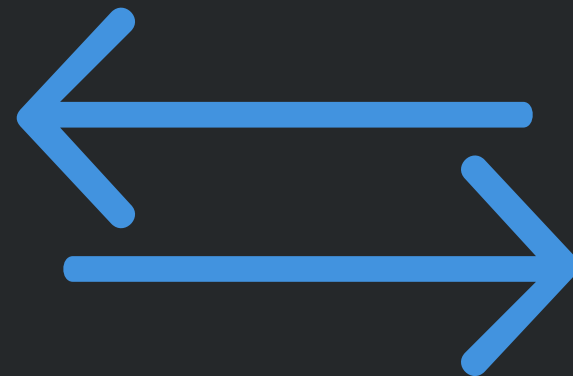
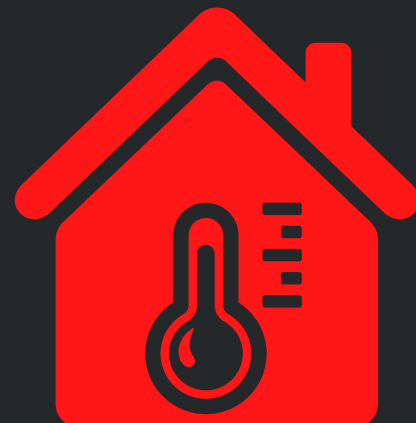
No Air Flow



MOISTURE IS EVERYWHERE

When a cold window feels warm air of the home, condensation will occur.

A hearing aid receiver, like a window, when exposed to warm air of the ear canal, condensation occurs.

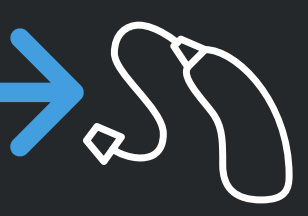
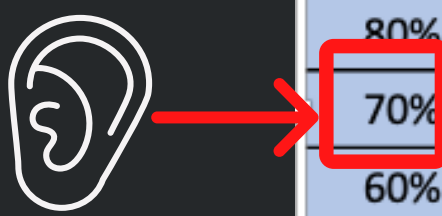


MOISTURE IS EVERYWHERE

Dew Point Temperature (°F) ¹

Relative Humidity	Ear Canal (micro-environment) Air Temperature														
	32°F	35°F	40°F	45°F	50°F	55°F	60°F	65°F	70°F	75°F	80°F	85°F	90°F	95°F	100°F
100%	32	35	40	45	50	55	60	65	70	75	80	85	90	95	100
90%	30	33	37	42	47	52	57	62	67	72	77	82	87	92	97
80%	27	30	34	39	44	49	54	58	64	68	73	78	83	88	93
70%	24	27	31	36	40	45	50	55	60	64	69	74	79	84	88
60%	20	24	28	32	36	41	46	51	55	60	65	69	74	78	83
50%	16	20	24	28	33	36	41	46	50	55	60	64	69	73	78
40%	12	15	18	23	27	31	35	40	45	49	53	58	62	67	71
30%	8	10	14	16	21	25	29	33	37	42	46	50	54	59	62
20%	6	7	8	9	13	16	20	24	28	31	35	40	43	48	52
10%	4	4	5	5	6	8	9	10	13	17	20	24	27	30	34

¹ Chart adapted from ASHRAE Psychrometric Chart, 2005 ASHRAE Handbook of Fundamentals



The dew point graph shows humidity levels on the vertical line, and temperature on the horizontal line. The dew point is 84 degrees.

If the hearing aid is at 84 degrees or cooler, condensation will occur when it's inserted into the ear.

REDUX EXPLAINED



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REDUX IS THE SOLUTION



Dryer

Complete moisture removal



Faster

Average 6 to 8 minutes dry time



Smarter

Specific temperatures based on battery type



Verified

Monitors & reports all moisture amounts removed in real-time

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REDUX IS THE SOLUTION

How big of an issue is moisture?

98% of hearing aids have moisture in them prior to treatment.

How much moisture causes problems?

Removing "a little water" can make a big difference:

- **0.5 uL = 73% of treated aids improved**
- **1 uL = 78% of treated aids improved**
- **3 uL = 84% of treated aids improved**

Improvement of Aids in Any Condition Reported

Dead Aids: 50% revived
Weak Aids: 82% improved
Good Aids: 80% improved

REDUX RESULTS



Hearing aids that are not meeting patient targets can affect patient understanding and lead to communication breakdowns.



80% of functional hearing aids will benefit from Redux treatment.

Quality of life improvement instantly for those who rely on hearing instruments for communication

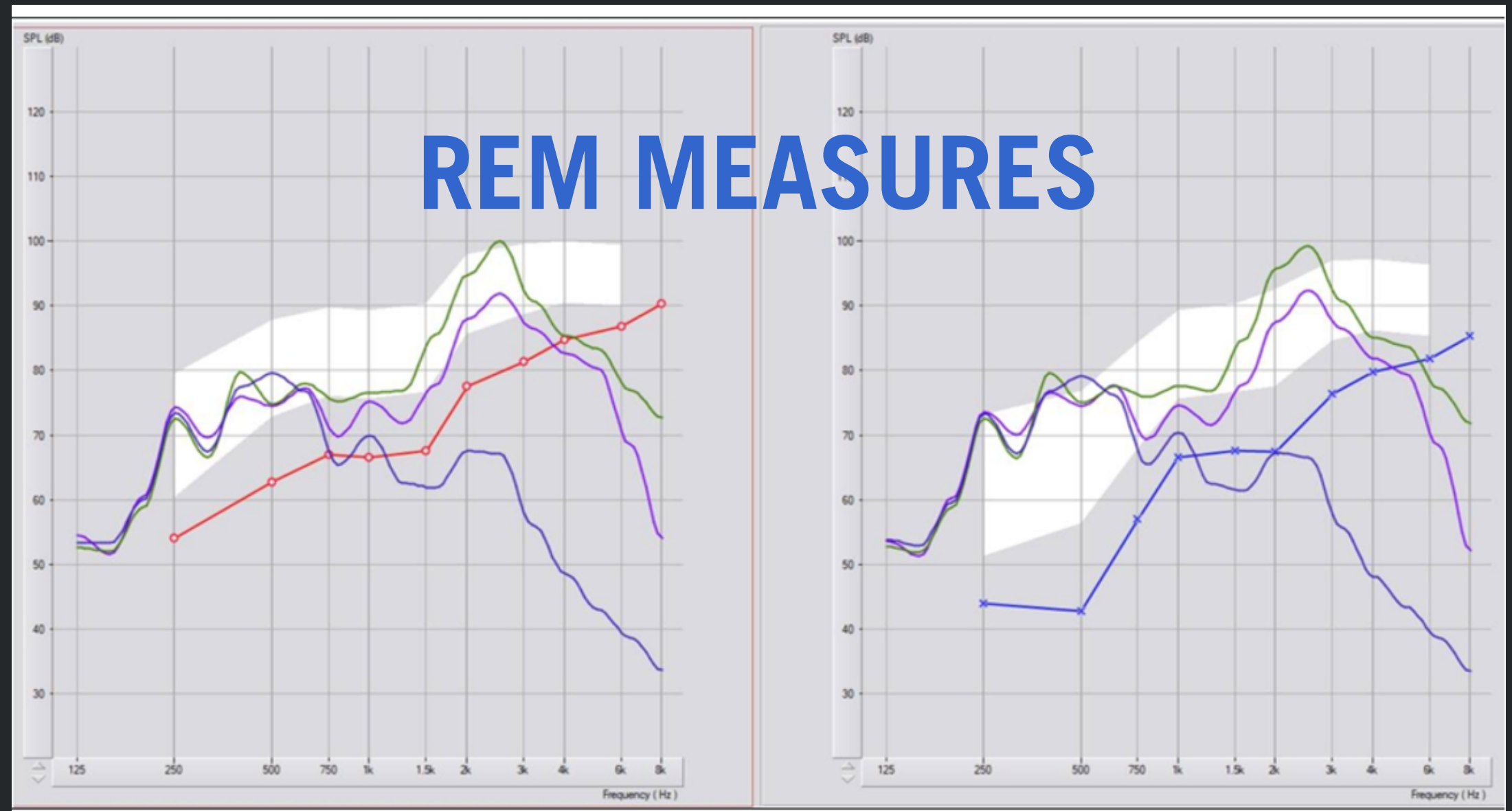
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REDUX RESULTS

Redux is able to bring hearing aids back up to prescriptive targets

Save approximately 1.5 hours of clinical time for each repair avoided and free your schedules.

- Troubleshooting hardware
- Processing repair logistics
- Checking the return aid
- Refitting the aid to the patient during a follow-up appointment



White zones indicate target speech range:

Blue curve: unaided responses

Purple curve: aided responses pre-Redux

Green Curve: aided responses post-Redux

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REVENUE

REDUX MONTHLY ROI EXAMPLE:

Service Type	Cost of Service	Sales Frequency	Totals
Single Dry (Per Treatment)	\$20	<i>Once daily</i>	\$400
Emergency Repair (Out-of-Warranty)	\$175	<i>Twice monthly</i>	\$350
1-Year Subscription	\$125	<i>Twice monthly</i>	\$350
3-Year Subscription	\$275	<i>Once monthly</i>	\$275



REVENUE

INCREASE PROFITABILITY BY



Cutting extended warranty repair costs in half by avoiding 50% of repairs in your clinic with Redux.



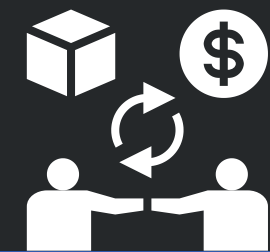
Freeing up calendar and staff from having to reprogram repaired aids that could have been recovered by Redux without needing out of office repair



Increasing the margins on third party payers by selling \$125 one-year or \$375 three-year Redux drying subscription.



Increasing the attachment rate of premium service tier bundles by adding Redux drying into the value proposition.



Sell more drying products by quantifying the patient's moisture issue using Redux moisture removed data.

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MARKETING RESOURCES



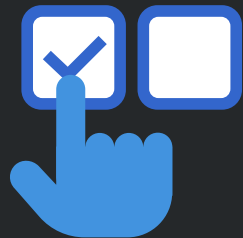
[CLICK HERE](#)

[Redux Marketing Toolkit](#)



REDUX DEVICE USE

OPEN



1

Open Redux by lifting tab on front of dryer.

2

Place up to two hearing aids in the Redux. Close the lid until it latches

3

Select Drying Mode: Rechargeable Battery, Non-Rechargeable Battery

4

Press start. Real-time drying data will begin to display at approximately 4 minutes until the process completes, then summary is displayed.

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REDUX SUPPORT

- [Redux.com/support](https://redux.com/support) provides self-help tools and submitting service requests
- If Redux faults, a QR code displays on the screen with troubleshooting steps
- If an issue is unable to be resolved in the field, please email support@redux.com for a replacement unit and prepaid label to return defective unit

TWO YEAR WARRANTY



Contact Us

James Shrake

Vice President, Sales & Marketing

James.Shrake@Redux.com

Mark Campbell-Foster, Au.D.

Director of Audiology Sales & Marketing

Mark.Campbell-Foster@Redux.com

Support

Redux.com/support

Support@Redux.com

Social & Links

