



**Rapid technological  
advancements**

Scenario 1  
**In Tech We "Trust"**

Scenario 2  
**Smart Health Society**



**Less informed and  
engaged consumers**



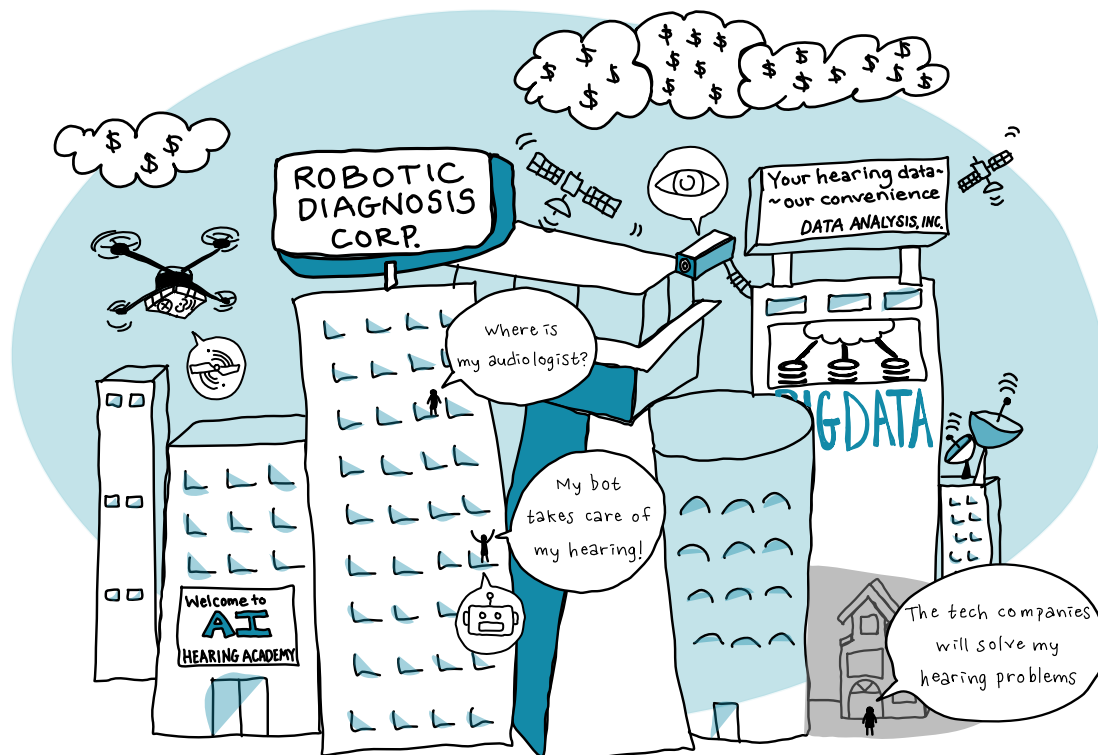
**More informed and  
engaged consumers**

Scenario 3  
**Our Wish is  
Your Command**

Scenario 4  
**Happy Days**

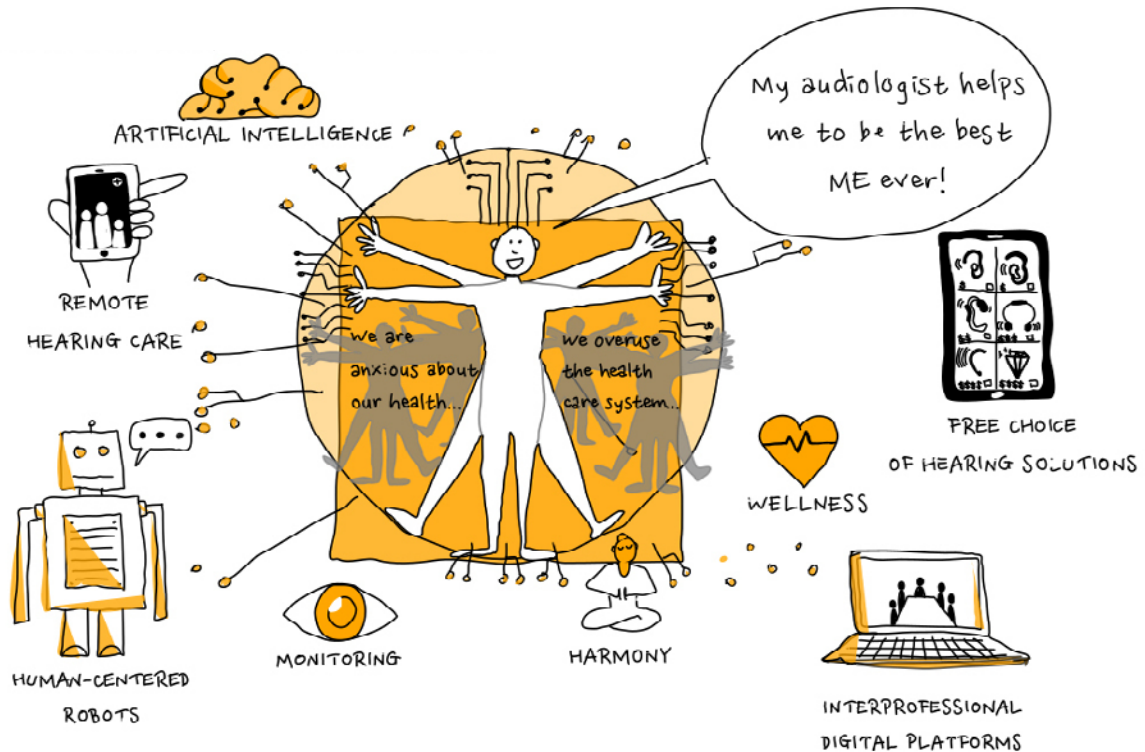
**Moderate technological  
advancements**





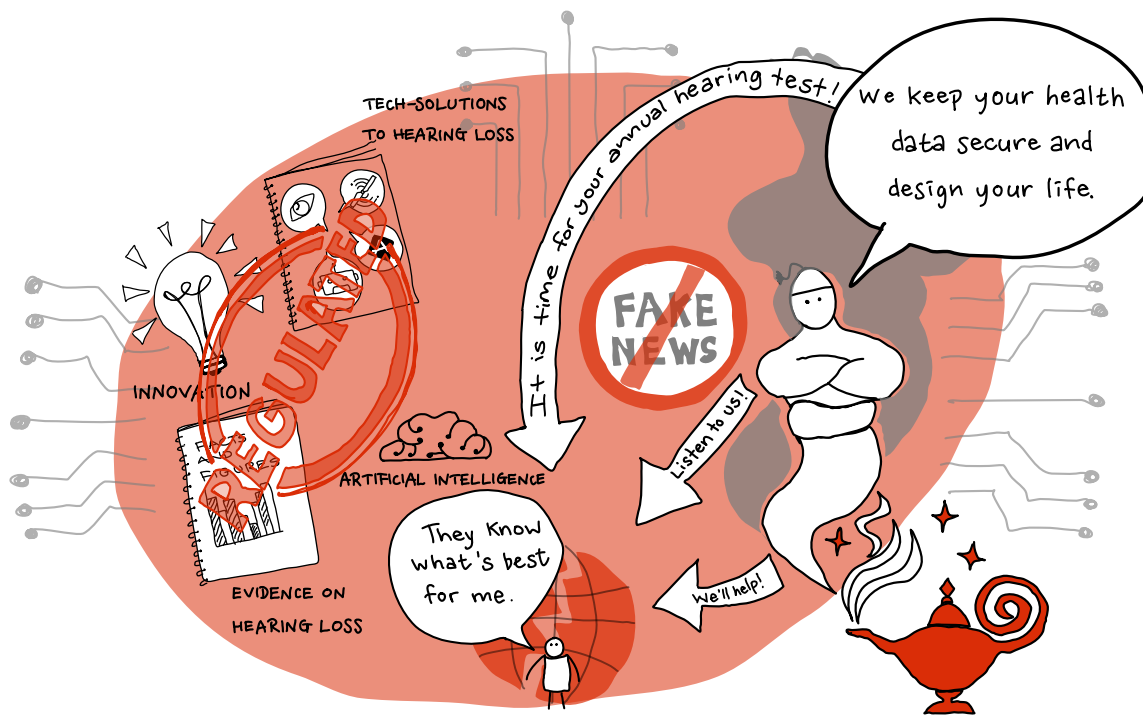
## IN TECH WE “TRUST”

Your hearing device wakes you up to remind you that your health data is due at GoogleLab today, and they have already transmitted this month’s vitals. You shrug and tell them to let your friend know you will be a little late for your virtual coffee date. Welcome to In Tech we “Trust,” where hearing care is disrupted by tech giants and start-ups who capitalize on rapid technological advances and lax regulations to flood the market with devices of varying quality — the best of which only the rich can afford. Ethical and unbiased health information is scarce, leading to the rise of direct-to-consumer models. Testing and diagnosing are done by robots, replacing the role of hearing care professionals. Consumers trade their rights to privacy for convenience without always being fully informed or understanding why data management is important. They also become less-engaged receivers of tech and expect quick fixes to their hearing loss. Customer service is delivered by bots and the role of professionals is managing complex cases where AI falls short.



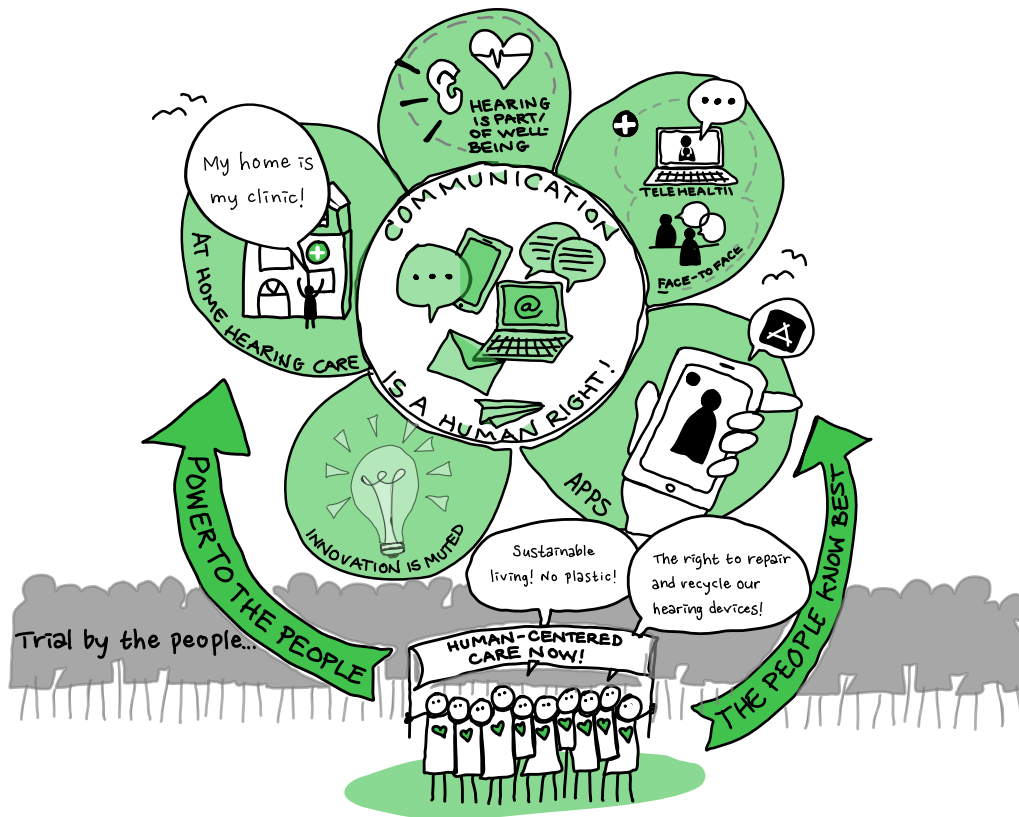
## SMART HEALTH SOCIETY

You're chatting to your hearing counselor as your car drives you to your company's Equal Access meeting. You see the pulse of light on your dash reminding you that your payment chip is getting low. You make a note to look for better rates from other counselors. This is Smart Health Society, where fast-paced technology meets engaged consumers. Hearing is inseparable from general wellness and consumers are informed and have legal rights to communication and equal participation in society. Individualization is expected in all aspects of life, and personal health data is evaluated by AI to customize care and set insurance rates. Hearing care is delivered to consumers at home by medical teams who connect to them through advanced smart devices, providing preventative, holistic care, monitoring vital information, and tracking it through digital platforms. There will always be some aspect of a consumer's health that can be optimized. Consumers are empowered through their personal and professional networks, while their "hearing concierge" will support them in decision-making and payment options.



## OUR WISH IS YOUR COMMAND

The long-awaited update to your hearing device is finally out and your audiologist can upload the new version to your device soon. You hope your hearing data showed enough about your needs, so you won't have to register for an appointment to have them readjusted. You are living in a world where Our Wish Is Your Command, a heavily regulated world where consumer data and privacy are protected, and health services are driven by providers and funded by healthcare systems. Technological advances happen at a moderate pace and governments implement rigorous policies and procedures that professionals must follow. To prevent the spread of misinformation, sharing of health information on social media platforms is banned, but consumers are still disillusioned by misinformation and information overload. They are not actively looking for better hearing solutions and escapism is a common coping mechanism for apathy. Professionals take the lead in a top down approach for identifying and treating hearing loss, with little partnership from consumers. They expect 24/7 support and AI assistance. Due to restrictions, AI is not as accurate as hoped, but does help professionals find and reach consumers based on their health data that is kept secure by the government.



## HAPPY DAYS

You are on a nature hike with your group when you trip and break your hearing device. Even though you've had them forever, they are probably still covered. You joke that it's only the colors of hearing technology has changed in years anyway, so yours will probably be replaced with the same model. You are living in Happy Days, where innovation takes its time, the consumer experience is elevated by human-centered care. Communication is recognized as a human right and, like everything here, it is well protected with legislation. Engaged and well-informed consumers are curious about hearing tech solutions and adopt these gradually while acknowledging that tech is just part of the care package. They rely on digital and social networks to make choices about hearing health and understand that hearing is a part of well-being. The dominant care model offered by audiologists is a hybrid of face-to-face and telehealth. Implementation of tele-services is slow due to regulation and muted innovation, but this pace ensures no one is left behind. Industry and professionals are becoming more consumer-centric. They offer transparent pricing models and clear, evidence-based information. Home is the center of hearing care in a decentralized world, where cheaper, more accessible technology and online fittings, alleviate stress on public systems.