

## HEARING TONE TEST CARD



### ABSTRACT

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This inexpensive electronic card serves as a clever and practical hearing checker. The pocket-size card fits neatly into wallets and purses and uses simple electronic technology found in popular “singing” greeting cards – with an important difference.

Users simply press a button on the card while the song plays. The song contains high and low frequency tones – a yellow light activates as the “test tone” plays and users press a button if they hear subsequent sounds. A red or green light indicates if the user has “heard correctly” or could benefit from a visit to a hearing care professional for a hearing check. The card has strong “pass-along” appeal. It can be reused numerous times to test family members or colleagues.

The inexpensive, interactive device offers many opportunities for dissemination – via handouts at events such as rock concerts, community health fairs, community events, conferences of hearing health professionals and as an insert in magazines.

The card can be easily re-designed to keep the concept fresh and to allow sponsors to customize the theme and incorporate healthy hearing advice and tips. The card can be tailored with graphics, for example photos of performing artists and songs that appeal to seniors, adults, teens and youths.

An interactive website would be launched to support the card and provide users with additional information about hearing care, hearing loss prevention and steps to take to find the right hearing care professional.

## RATIONALE

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The appeal of a simple “test yourself” checklist, gadget or quiz has been used by numerous healthcare organizations to motivate awareness and action – from self-checks for depression and eating disorders to fitness and weight loss.

Self- tests, ranging from the silly to serious, are booming online and increasing in popularity in the United States and Europe. Emode.com and SurveyMonkey are the leading quiz sites, which have both quadrupled traffic in the past year.

Who’s taking these quizzes? Of the 4 million unique visitors to emode.com each month (as tracked by the research firm of Nielsen/NetRatings), approximately 70% are women with an average age of 30.

## GOAL(S)

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- Raise awareness of the importance of regular hearing checks to ensure hearing health
- Enlist the support of people who will “pass along” the sing-a-song card to family, friends, and colleagues
- Motivate people to contact hearing care professionals for more thorough hearing evaluations

## AUDIENCE

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The 60-Second Tone Test is a combination gadget and self-test that appeals to men and women of all ages.

## EXECUTION

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### **Phase 1 - PREPARATION (6-8 months)**

Work with engineers/audiologists who can develop the sound parameters for the simple testing device

Commission musicians to record the song in formats suitable for seniors through school-age children

Develop the sound/response technology for imbedding in the card

## **Phase 2 - IMPLEMENTATION (1-2 years)**

Sell-in concept to sponsor organization via outreach to hearing health organizations and hearing-focused organizations in countries around the world

Develop core turn-key kit to allow easy customization and implementation by sponsoring groups

Collaborate with sponsors on optimizing implementation in their markets including: special event/concert dissemination strategies; educator teaching guides/support for elementary/high schools; direct mail/media (magazine insert; radio tie-ins; PSAs) and other outreach activities.

When sponsor(s) are secured, introduce the electronic card concept worldwide via publicity campaign that underscores key hearing health messages

Selectively support launch of sponsored electronic card initiatives in key media markets

## **DELIVERABLES**

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Production of fully functioning electronic test-tone card prototype

Creation of a sponsor sell-in presentation

Outreach to 20-30 sponsor candidates; secure 15 presentation appointments

Confirm 4-6 sponsors in three key regions (US, Europe and Asia/Australia)

1 million persons worldwide

Support sponsor launch activities in 5 major media markets