

NAME: Gary Rosenblum, President of Oticon, Inc.

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FINANCIAL DISCLOSURE: I do not have any financial interest or gain in this presentation.

BIO: Gary is responsible for driving Oticon's innovation leadership and commercial excellence in the US. Prior to joining Oticon, Gary managed medical device and consumer healthcare businesses for companies such as Johnson & Johnson and Pfizer. Gary currently serves as Chairman for the Hearing Industries Association. He holds an M.B.A. from Cornell University and a B.A. from Washington University.

COURSE TITLE: Hearing Aid Industry Update

COURSE DESCRIPTION: In this course, Gary Rosenblum, President of Oticon, will present an industry update that will help hearing care providers understand how trends in the hearing care industry will impact their audiology practice, prepare them for macroeconomic factors that may impact the way patients will be treated by them in the future, and help HCPs determine how best to utilize new hearing aid technology to improve patient outcomes. Industry trends such as OTC and DTC, Medicare, Managed Care, Telehealth, and alternative business models will be discussed. Gary will also provide his perspective on the performance of the Hearing Aid Industry in 2022 and his outlook for 2023 and beyond.

LEARNER OUTCOMES: After this course participants will be able to analyze how trends in the hearing care industry will impact their audiology practice to better serve their patients. Participants will be able to identify macroeconomic factors that may impact the way patients will be treated by them in the future, and they will be able to identify how best to utilize new hearing aid technology to improve patient outcomes.