

Hearing News Network (HNN) is the patient-oriented content streamed from Clear Digital Media right into hearing healthcare waiting rooms across the country. We are the product of choice in hearing care educational entertainment. With our growing audience, we understand that we have a responsibility to our viewers to ensure that our content is accurate, informative, and engaging. Our Patient Content Review Panel helps to ensure that all of our content meets our goal of entertaining patients while they wait, and educating them on current topics in the hearing health care field. Our Review Panel assess our latest videos and gives their opinions on the topic, how it was presented, and what facets may be missing, as well as design and music choices.

 **1,500,000 viewers annually!**

600+ videos in our library

“The material on the media player is very informative and brings a higher level of professionalism to our office.”

-Kim Cyrus, Amplisound Hearing Care Centers



537 waiting rooms currently using the service

5,392 custom client videos made to date

25,000 physician locations are using digital signage



1 ½ min

is the average length of our video content



7 seconds

is the time it takes to make an impression



8 hours

of content played per day

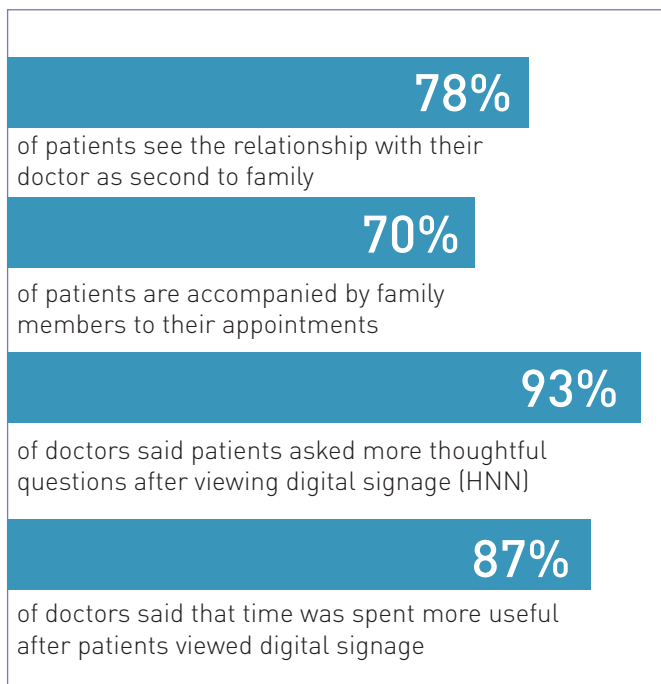


“We have received rave reviews from our patients since installing the HNN systems in our offices. Thanks for everything!”

- Josh Daly, Lyrus Hearing

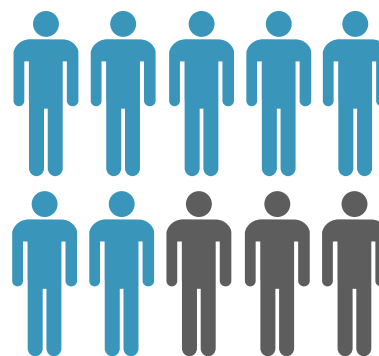


content is updated daily



“It gives another avenue of relationship building and lets the practitioner (me) further educate my patient, showing them why choosing us was a good decision, and all the while building a deeper level of trust.”

- Dr. Sandra Miller Au.D., Complete Hearing Solutions



7 in 10

viewers believe that their doctor's office is a relevant environment for hearing loss advertising

CONCLUSIONS

- ✓ HNN viewers are **3X** more likely to schedule a future appointment with their hearing care professional
- ✓ **9 in 10** viewers feel more educated after viewing HNN
- ✓ After watching HNN, **53%** of viewers felt motivated to do something about their hearing health

