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# Canadian Audiologist

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## Industry News

The Canadian Academy of Audiology

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**CAA Board Member Glynnis Tidball Received the  
Providence Health Care (PHC) Award For Excellence In  
Clinical Practice**



BC audiologist and former CAA board member Glynnis Tidball received the Providence Health Care (PHC) Award for Excellence in Clinical Practice in June. This award is given to a clinician considered “an exemplary model of clinical practice” by their colleagues within the PHC organization. Excellence in clinical practice is demonstrated by a consistently exceptional level of performance in clinical practice, interpersonal



According to the company's website, the new SoundControl™ hearing aids are intended for perceived mild to moderate hearing loss and are classified as FDA-cleared Class II medical devices. They will be available for purchase on May 18 in a limited number of states.



## Bose Hearing Aids

Bose Hear app is used to adjust the SoundControl™ hearing aids

According to the company, the new hearing aids work in tandem with the [Bose Hear app](#) “to provide clinically proven audiologist-quality customization to fit a variety of situations. With CustomTune™ technology, just two controls allow you to set the volume and sound clarity of what you hear to your liking”.

The app provides adjustable volume and bass/treble settings to allow the user to set to their personal listening comfort. Additionally, like most traditional hearing aids, it offers the user the ability to set custom listening programs such as: *Restaurant, Music, TV, Outdoors, Airplane.*

Directional microphones on the hearing aids allow the wearer to change the Focus setting to choose the direction you want to hear – in front or all around.



### Bose SoundControl™ Hearing Aids Pricing

According to the company's website, the new hearing aids will cost \$849.95. The company provides visitors to its website a comparison table so they can compare how Bose hearing aids stack up against traditional hearing aids and PSAP devices:



## Compare SoundControl™ Hearing Aids to other solutions

See how our solution stacks up against PSAPs and audiologist-tuned hearing aids.

SoundControl™ Hearing Aids	Hearing aids from audiologist	Personal amplifier (PSAP)
Self-fit, self-tune hearing aids. Available direct to consumers without the need for a health care professional.	Traditional hearing aids that are prescribed, purchased, fit, and tuned through an audiologist or health professional.	Non-medical hearing devices that amplify sound with no fitting or tuning intended for hearing health.
For perceived mild-to-moderate hearing loss	For mild-to-profound hearing loss	Not indicated to treat hearing loss
FDA cleared Class II medical device	FDA regulated Class I & II medical devices	Not a medical device
<b>\$\$\$</b> \$849 per pair	<b>\$\$\$\$</b> \$998 - \$6,000 per pair	<b>\$\$</b> Varies
<b>Tuning</b> CustomTune™ technology supports clinically proven self tuning with the Hear app for audiologist-quality results.	<b>Tuning</b> Tuned by audiologist/professional. Many offer limited adjustments.	<b>Tuning</b> Limited adjustments.

The hearing aids will offer a 90 day trial period and include complimentary virtual setup and offer ongoing support through in-app tips, support videos and video chat or phone call.

### Industry Impact

For years, there has been ongoing speculation and rumors that Bose would enter the hearing aid market following the 2017 passage of the Over-The-Counter (OTC) hearing aid legislation.

In fact, many in the industry had anticipated the company's entry into the hearing aid market much earlier, especially after the FDA announced approval for Bose to market a "self-fitting hearing aid" in 2018.

*"The impact of the Bose product, with its lower retail price, direct-to-consumer purchase channel, and self-fit feature, will have its greatest influence on the professional service sector. Providers will be forced to re-think not only their value proposition, but also their*

*business model. From an industry standpoint, expect traditional and non-traditional manufacturers to follow suit. Time will reveal the status of baby who got thrown out with bath water.”*

***–Aryn Amlani, PhD***