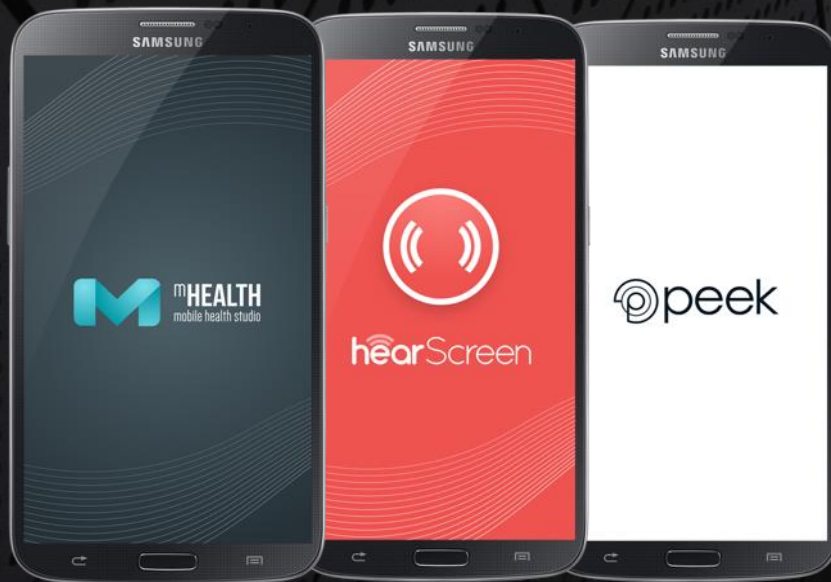




## PRICING PROPOSAL

Foundation of the French Academy of  
Medicine (FAM)



MARCH 2019

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### PRESENTED TO:

Foundation of the French Academy of Medicine (FAM)

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## 1. EXECUTIVE SUMMARY

The hearX Group is an award-winning start up with the mission of providing affordable access to healthcare using smart digital health solutions that anyone can use, anywhere. This has been done through developing smartphone technologies which enables a layperson to conduct a hearing test remotely only needing access to the screening device (hardware and software combination) and mobile data.

The hearX Group has gone to market with several products since the launch of its flagship product hearScreen®, an innovative mobile health application for clinically-valid, time-efficient, low-cost screening with pure tone audiometry. Our innovative solutions are currently used in 38 countries and have been used to screen over 346 000 people in locations across the world and are as accurate but faster, cheaper and easier to use than traditional methods. hearX Group offers a fully managed service providing an entirely new way to overcome traditional barriers to the detection of disabling hearing loss.

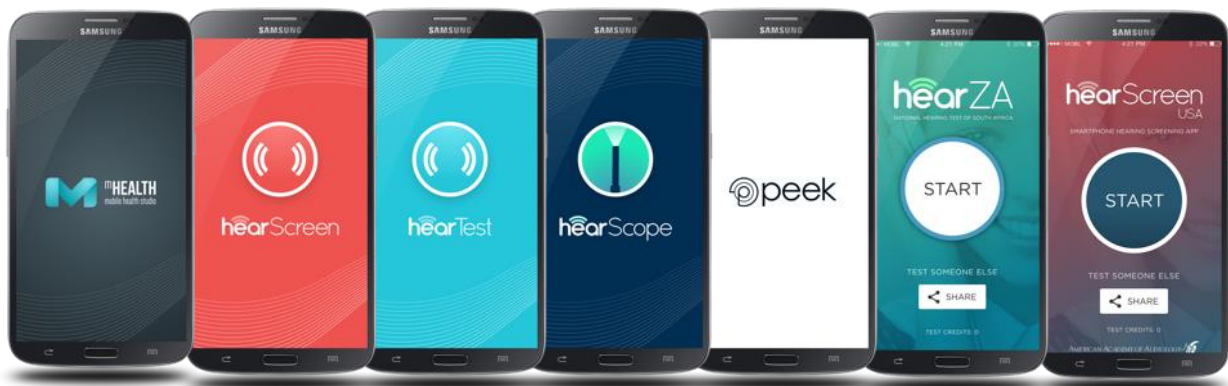


Figure 1: hearX Product Suite

The managed service provides the first smart device-based hearing screening as well as diagnostic testing. With integration of real-time environmental monitoring during testing that ensures compliance, onsite or remote data capturing and sharing capabilities are enabled through a mobile network, allowing for centralised surveillance and monitoring from the central cloud service. It is uniquely suited to be used at grassroots level to conduct population-based screening, diagnostics and linkage to care.

## 2. OUR TECHNOLOGY

The technologies described in this document are:

- 2.1 **hearScreen:** a pure tone hearing screening application
- 2.2 **Peek Acuity:** a logmar vision screening application
- 2.3 **mHealth Studio:** a patient-centric, connected smartphone platform and web-based data management tool

### 2.1 HEARSCREEN

hearScreen® is a hearing screening health application for clinically-valid, time-efficient, low-cost screening using pure tone audiometry. The application's test can be completed in under 2 minutes and gives a 'pass' or 'refer' outcome per patient. hearScreen® software comes installed on a standardised smartphone and is always accompanied with calibrated headphones. The devices are setup with the linked, calibrated headphones in our laboratory to ensure that the screening conducted is accurate.

hearScreen® has been used and validated on more than 160 000 children and adults tested to date in schools, primary health care clinics and in communities in 38 countries. It adheres to international (ISO) calibration standards for audiometric equipment. Clinical validation studies have been published in three of the foremost international subject peer-reviewed journals demonstrating results similar to and better than conventional audiometric screening equipment. hearScreen® is thus an evidence-based, validated solution.

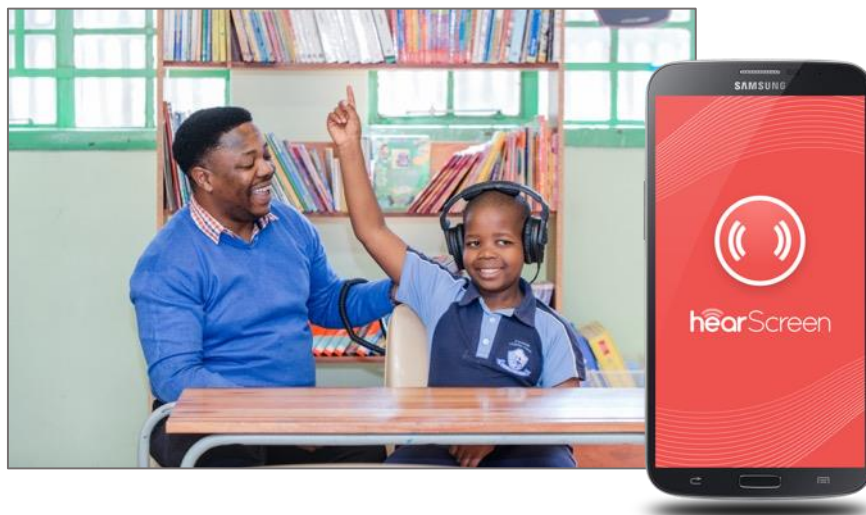


Figure 2: hearScreen® hearing screening application

The application is easy to use, with on screen instructions guiding the user through the hearing screening test. The test sequences are pre-programmed to ensure accuracy and efficiency in testing. It features best-practise pure tone audiometry protocols with flexible customisation. The application also contains a real-time background noise monitoring warning feature to help ensure reliable and accurate testing.

**HEARSCREEN® FEATURES:**

FEATURE	TRADITIONAL AUDIOMETER	HEARSCREEN®
<b>CLINICALLY VALID &amp; CALIBRATED TO STANDARDS</b>	✓	✓
<b>CAN BE USED BY UNTRAINED PERSONNEL</b>	✗	✓
<b>COST</b>	Expensive	Low cost
<b>LOCATION BASED REFERRAL SYSTEM</b>	✗	✓
<b>AVERAGE TEST TIME (12% MORE EFFICIENT)</b>	62.2sec	54.5sec
<b>CLOUD BASED DATA MANAGEMENT</b>	✗	✓
<b>MOBILE AND BATTERY OPERATED</b>	✗	✓
<b>SELF-SCREEN MODE AVAILABLE</b>	✗	✓

## 2.2 PEEK ACUITY

Peek Acuity is a logMAR-style smartphone-based vision screening, with a fast-testing algorithm, that allows measurements to be made in a clinically acceptable time, with greater precision and reliability than is possible with Snellen charts. Visual acuity results can be displayed in familiar Snellen chart notation (imperial or metric) or logMAR.



*Figure 3: Peek Vision smartphone application*

Peek Acuity eye tests are simple to carry out for both adults and children. No need to carry or maintain letter alphabet charts, it also makes recording results easy. The application is based on the display of the letter E shape ('the tumbling E') that makes it simple for people to recognise. This means it doesn't rely on someone knowing the English language and is proven to give the same results as traditional tests.

Peek Acuity has been validated to international standards by the London School of Tropical Medicine and articles related to the findings are published in various peer-reviewed journals.

## 2.3 DATA MANAGEMENT WITH mHEALTH CLOUD

mHealth Studio is an integrated mobile and cloud-based platform for managing patient, facility and test data which consists of two parts; a smart-device centralised platform (mHealth Studio App) and connected online Cloud service (mHealth Studio Cloud).

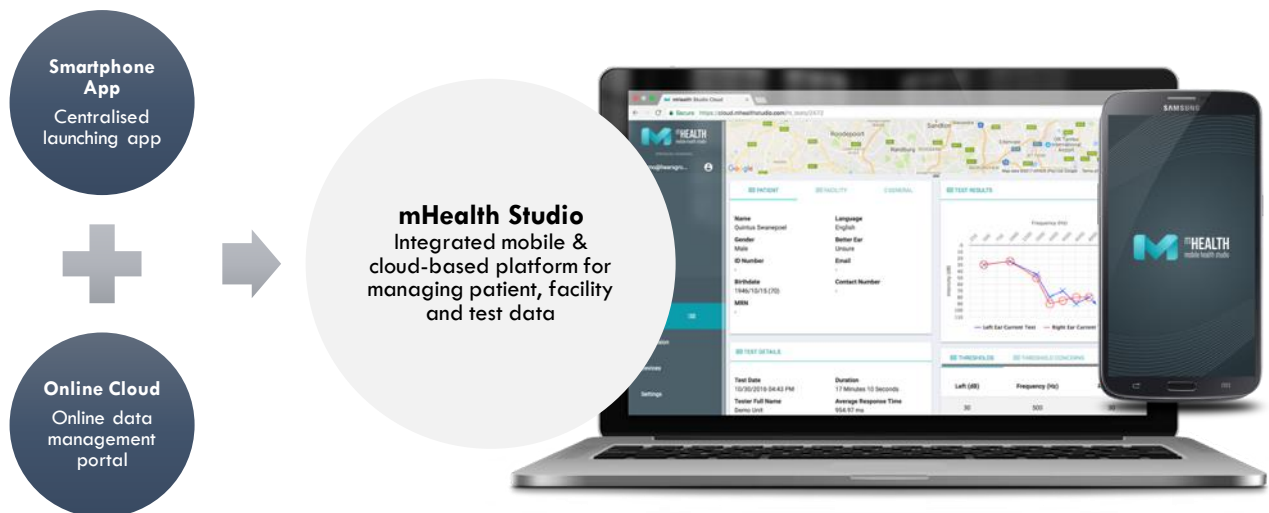


Figure 4: Understanding mHealth Studio

The mHealth Studio application is a central platform application from which the hearScreen and Peek Acuity applications can be launched. This will enable faster and more efficient testing, as patients added to the Admin account will automatically be available on the other applications after a data sync. As a result, we often suggest that the devices should have a permanent, stable internet connection. mHealth Studio Cloud also allows for bulk upload of patient data through CSV (Microsoft Excel) files, allowing for the upload of facility and patient data ahead of time, which comes in handy in applications like school screening projects, where the patient details are both known and available beforehand. This reduces the time required in the field, increasing the efficiency of screening programmes.

mHealth Studio ensures test availability in the field, regardless of whether the devices are offline or online. Once a data connection is available, the data from completed tests is uploaded to mHealth Studio Cloud.

**mHealth Studio Cloud Service Offerings:**

- Central patient data storage, through the mHealth Studio platform application which will save time in test setup
- Full patient data management portal
- Automated Report Generation (Screening Results / Calibration Certificates)
- Tester management centre with quality control
- Asset Management & Tracking (Headphones linked to smart device)
- Subscription management tools

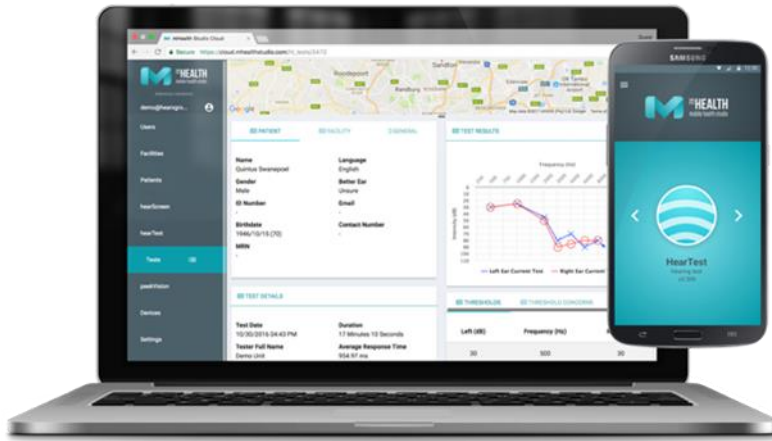


Figure 5: mHealth Studio application

### 3. PRICING

There are two categories of cost to consider for the roll out of this pilot study:

- 1) Software Costs: Software is expensed annually, in advance on a per-device, per-software type basis. mHealth Studio and mHealth Studio Cloud will be accessible for free with the purchase of hearScreen and Peek Acuity.
- 2) Hardware Costs: Hardware has a once-off procurement cost, with the headphones requiring annual calibration and maintenance.

#### 3.1 SOFTWARE PRICING

Software is priced as a set out in the table below:

Description	Cost (Euro)	Discount	Unit Cost
hearScreen® Software Solution 1 080 tests (medium package) 1 year subscription	€160 Per device	50%	€80 Per device
Peek Acuity Software Solution 1 080 tests (medium package) 1 year subscription	€160 Per device	50%	€80 Per device

#### 3.2 HARDWARE PRICING

Hardware is purchased once off, with the headphones then needing annual maintenance in terms of calibration. The annual calibration is required in terms of international standards and cannot be foregone if testing is to continue after the first 12 months.

Description	Cost (Euro)	Discount	Unit Cost
<b>Once-off Cost</b> Hardware Set B: <ul style="list-style-type: none"> <li>• Calibrated Sennheiser HD 280 Pro Headphones</li> <li>• Samsung A3 Smartphone</li> <li>• Hardcover Carry Case</li> </ul> <i>Includes initial calibration</i>	€750 Per headset	Supplying at cost price	€546 Per Set
<b>Annual Cost:</b> Recalibration of the Headphones <i>Excluding shipping</i>	€106 Per headset	22%	€83

Notes on pricing:

1. Pricing is hedged on the USD/EUR exchange rate. Fluctuations in this exchange rate may alter the costing herein
2. Pricing is exclusive of VAT or any relevant taxes
3. Pricing excludes shipping after initial purchase and for maintenance purposes
4. Pricing valid until 25 April 2019



## CONTACT DETAILS

Should you have any queries about the contents of this proposal, please do not hesitate to contact:

**LOHINI PILLAY**

Sales consultant

hearX Group (Pty) Ltd



South Africa +27 12 0300 268  
United States +1 415 212 5500



[lohini@hearxgroup.com](mailto:lohini@hearxgroup.com)



<https://hearxgroup.com>