

Medical School

University of Sao Paulo - USP

Otorhinolaryngology Department

Professor and Chairman: Ricardo Ferreira Bento





Silvio Penteado. E.E., PhD

## Hearing Aids to Attend to Public Policies in Brazil: From Academia to Patient's Ear

Pretoria, 30th May - 01st June, 2012

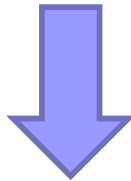


# Legislation

Ordinance 587/589 (October 2004).

Hearing aids, ENT, AUD, Social Assistance, Psychiatrist, exams.

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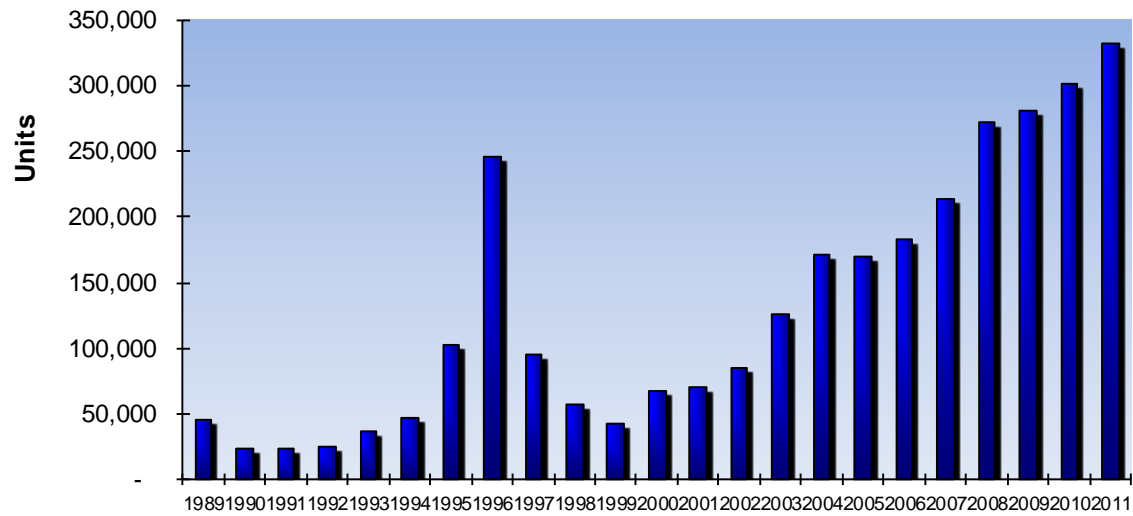


**FOR FREE**

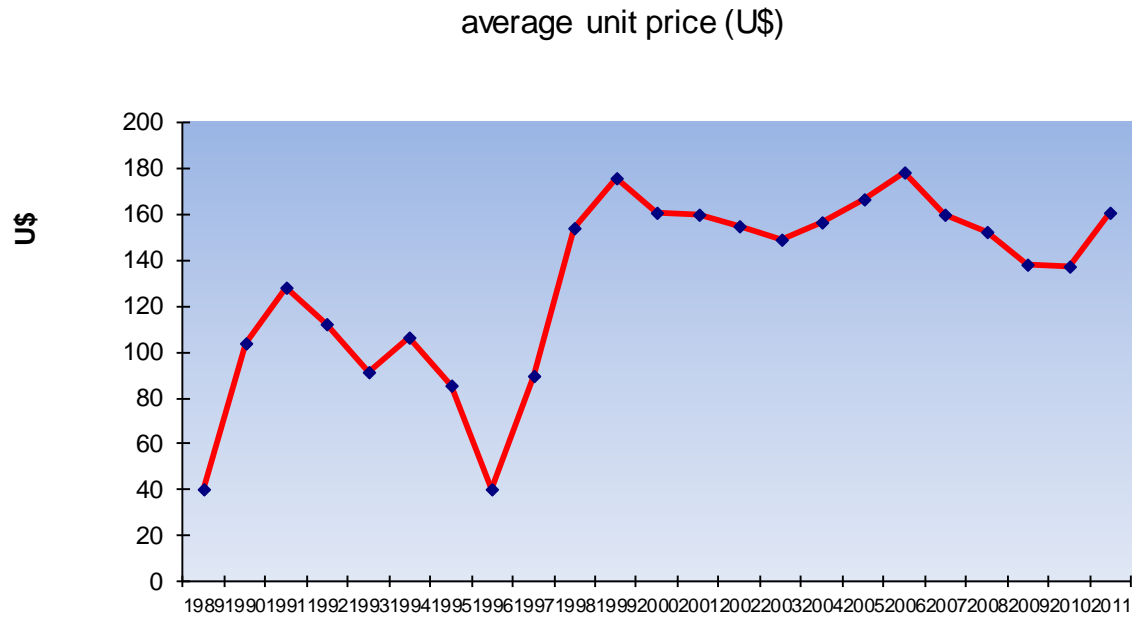


# Figures

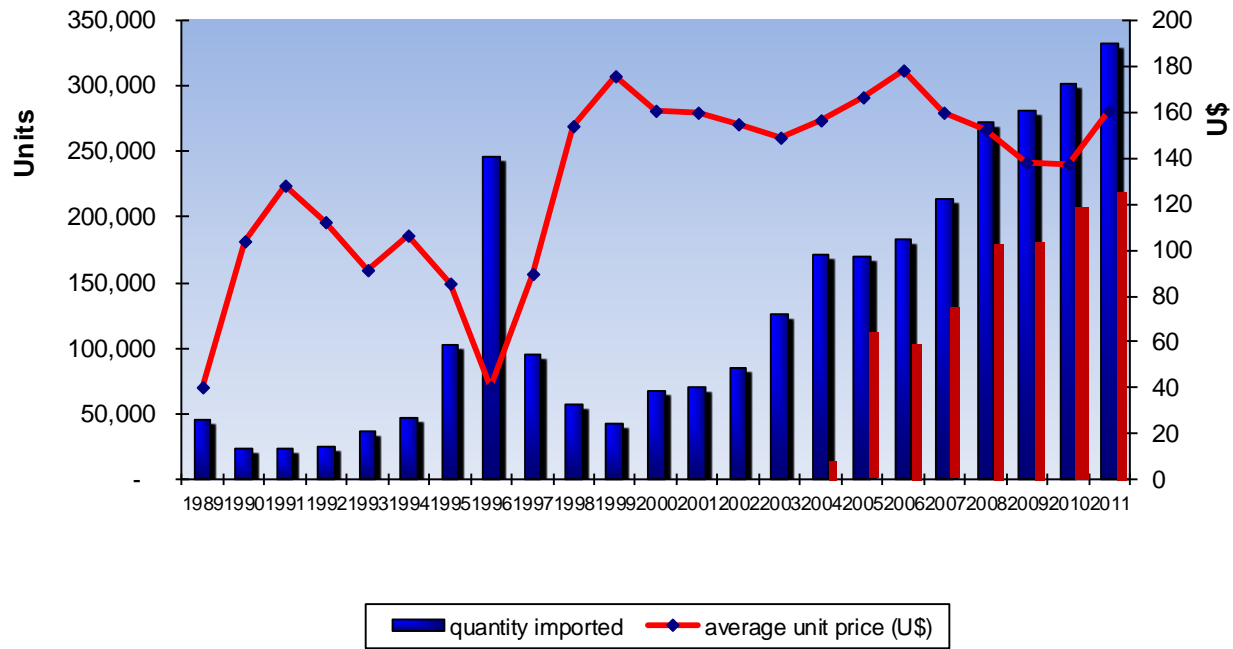
Hearing Aids traded in Brazil (1989-2011)



# Figures



# Figures



Communication letter - Health Minister (2012).

## Marketing

Counterfeits or product pirates



# Marketing

Design copies or trade dress

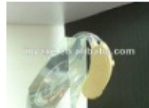


Images: Internet (2012).



# Engineering

## Original Equipment Manufacturer (OEM)



### [AcoSound Hearing Aid , Acomate 210 BTE](#)

**Min. Order: 10 Pieces**

2WDRChannels 4 adjustable frequency bands  
Digital signal processor  
Adaptive noise reduction  
Adaptive feedback cancellation...

Compare

[29 Similar from this Supplier](#)

Hangzhou Invaxe Medical Technology Co., Ltd.  
[ Trading Company ]

China (Mainland)



### [Rechargeable mini hearing aid with NI-MH battery](#)

**Min. Order: 500 Pieces**

Rechargeable mini hearing aid with NI-MH battery  
-good quality and low price  
-mini in the ear  
-long warranty period...  
Type: **hearing aid**

Compare

[1293 Similar from this Supplier](#)

Huizhou Jinghao Electronics Co., Ltd.

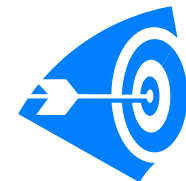
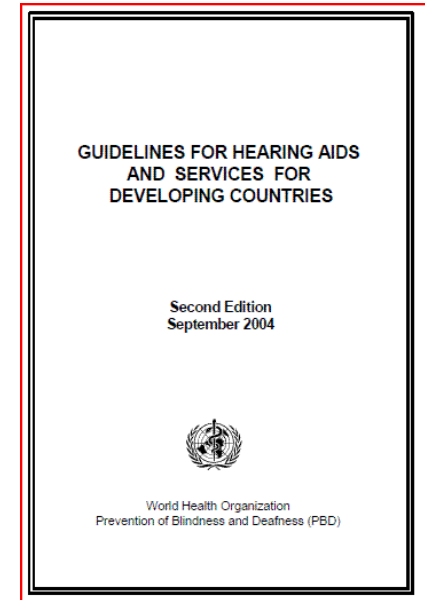
[ Manufacturer, Agent ]



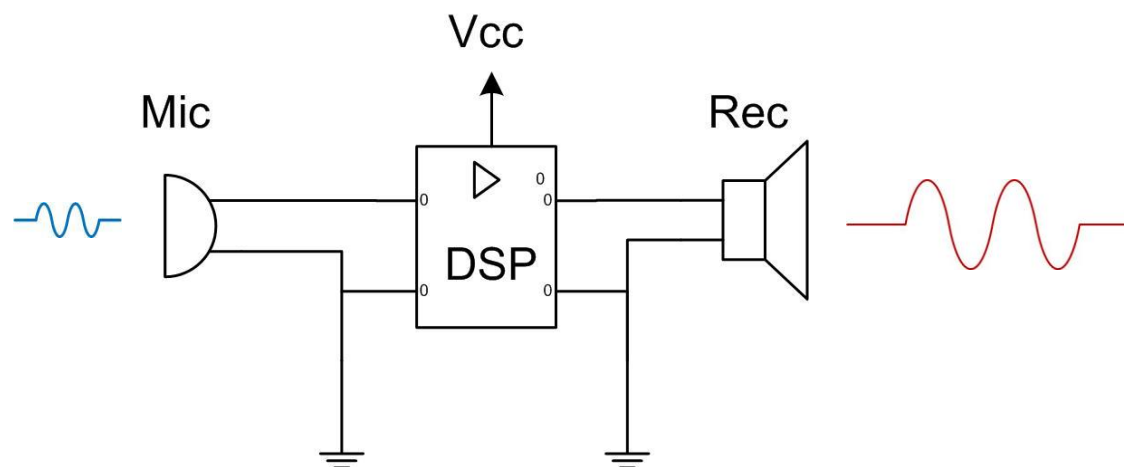
China (Mainland)



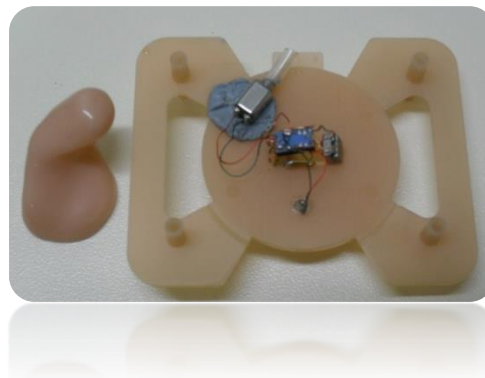
# Engineering



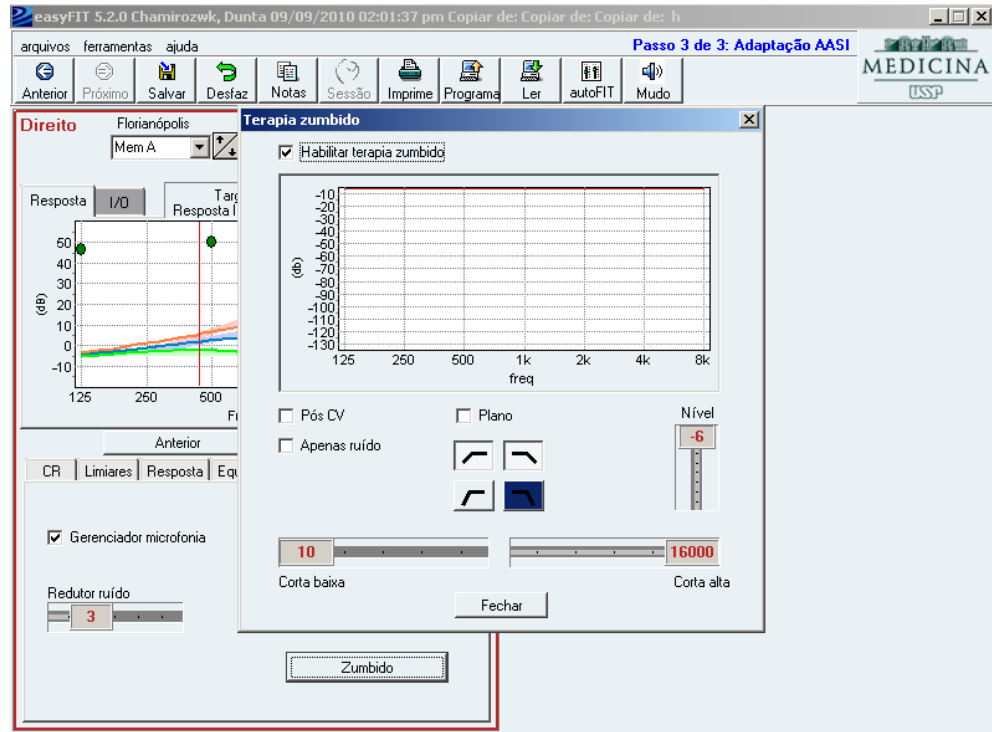
# Innovation



## Solutions provided - HAs

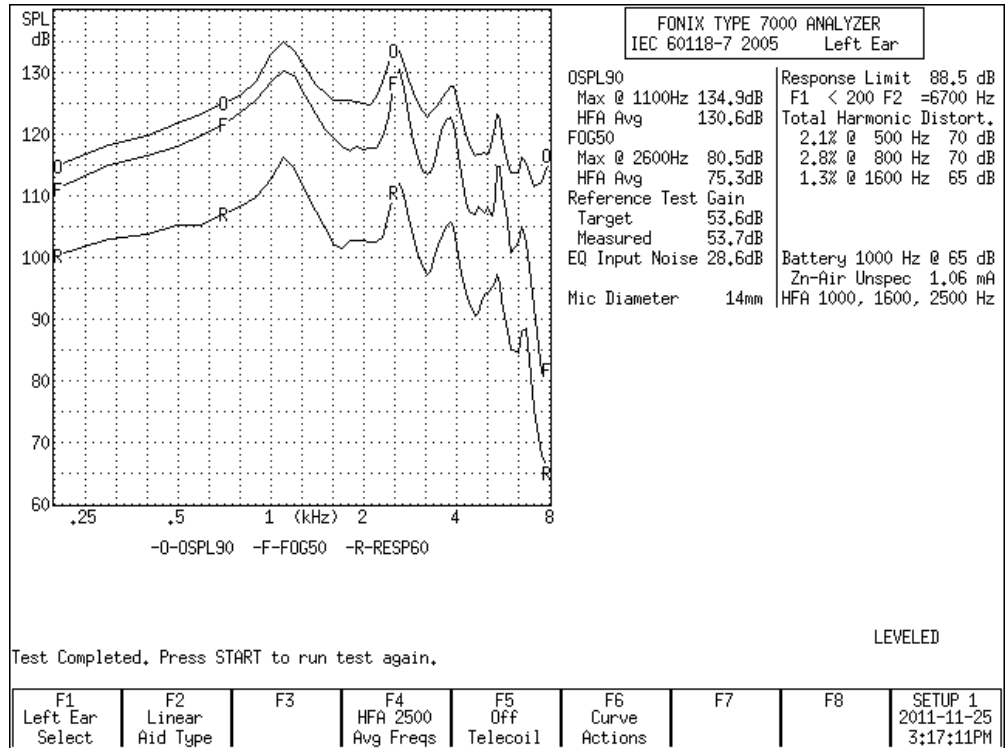


# Solutions provided - HAs

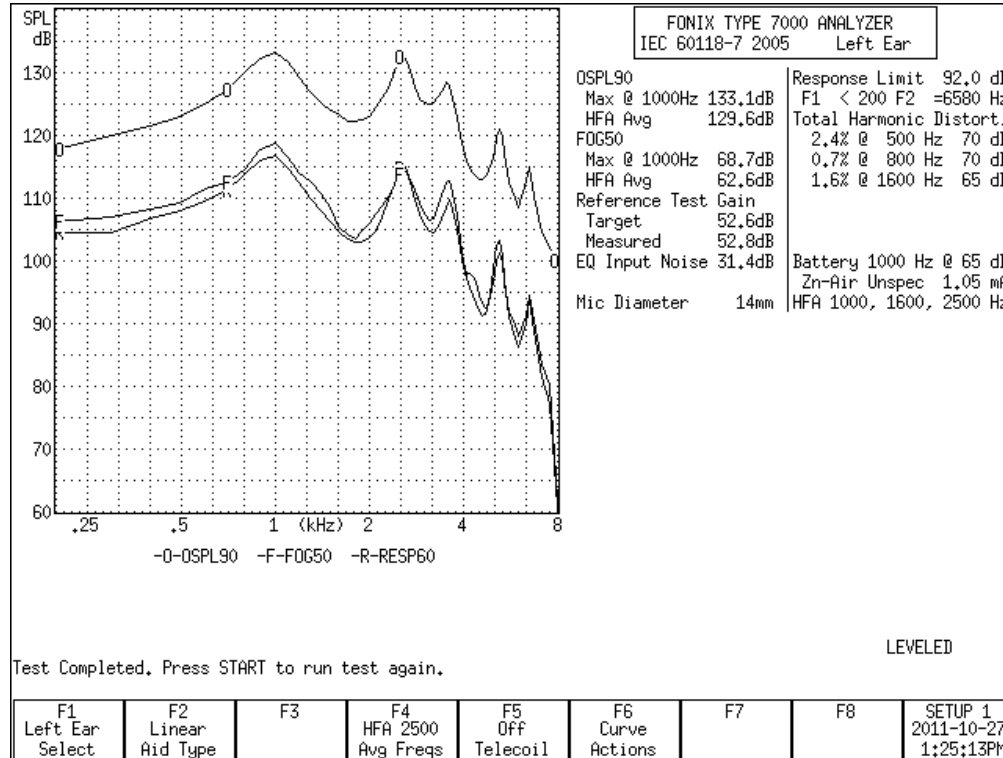


easyFIT screen shot.

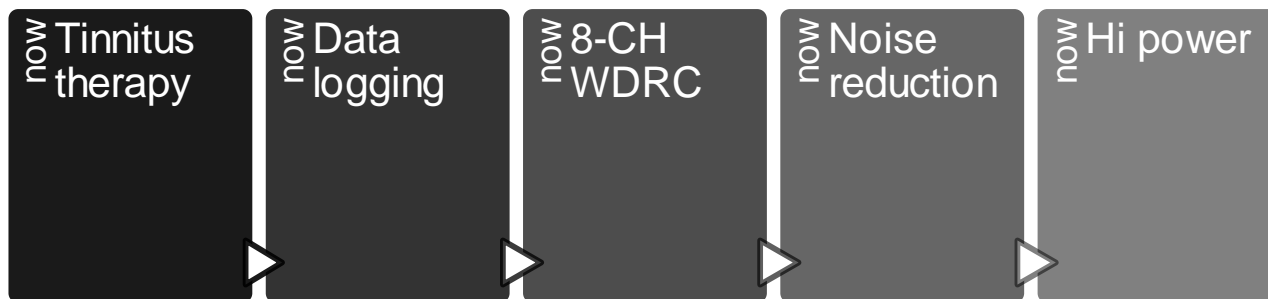
# Solutions provided - HAs



# Solutions provided - HAs

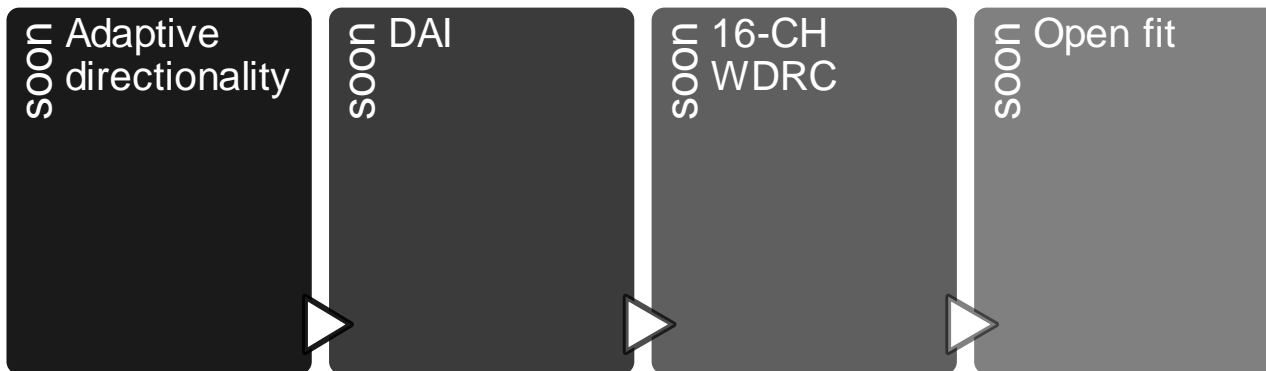


Now

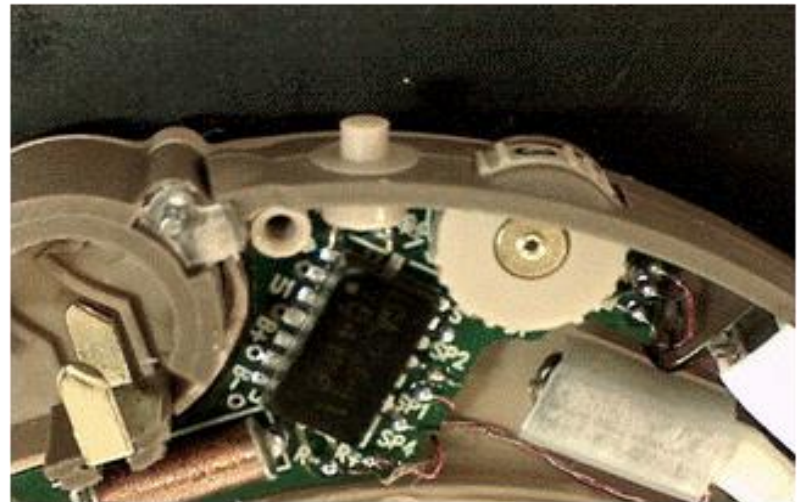




# Coming soon



# Improvements



## Politec 9 - manufacturing plant



## Politec 9 - manufacturing plant



# Engineers have feeling



