

Audiodontics- Tooth Phone Auditory Device

Published date: Jan. 20, 2011

Technology description

Technology Description

Audiodontics develops intra-oral electronics that are platforms for novel products which can satisfy unmet needs in both the medical and non-medical fields. Its first product, the Tooth Phone (TPAD), treats hearing loss by attaching to the teeth a removable sub-miniature transducer that converts electrical signals received from an ear level microphone into speech vibrations and allows hearing through bone conduction. It is a non-surgical alternative to the surgically implanted bone-anchored hearing aid, which currently is the preferred solution for certain types of hearing loss. Being a non-surgical and out of sight alternative, the TPAD immediately will deliver a reduction of cost in current therapy by 50%, eliminate surgical risks, and improve cosmetics for users. Related core technology has the potential to serve as a platform for other product areas such as voice recognition and communication, diagnostics for apnea & skull trauma, and oral electronic drug delivery.

Market Synopsis

The initial market for the TPAD will be individuals who qualify for purchase of a bone-anchored hearing aid. Annual sales of such devices presently exceed \$98 million US. Audiodontics estimates the value of the market to be over \$1 billion annually based upon the existing prevalence, rate of new cases, and current bone-anchored device pricing (reimbursement rates) established by Medicaid and insurance companies. Between 2004 and 2009, revenue for bone-anchored aids has grown ~245%; continued growth is expected. These estimates do not include the crossover potential for the traditional hearing aid market (estimated at approximately \$9 billion dollars) or markets for other pipeline products.

Market Analysis

The traditional hearing aid market is highly segmented by severity of the hearing disability, style of the aid, and cost. The prevalence of hearing loss in the US exceeds 32 million individuals, with those who potentially qualify for the TPAD being approximately 9 million. A recent Audiology Online article said, The market for bone-anchored hearing solutions is a high-growth market with considerable unexploited growth potential, but also a market in which only few manufacturers have the technical skill to act. Bone anchored hearing aids are a surgical procedure with the overall cost of therapy usually

exceeding \$15,000 with third-party payment. The target cost of therapy for the non-surgical TPAD shall be between\$7 - \$8K.

City

Bethesda

Industry

Medical Device

State/Country

Maryland

Booth Number

408

Institution

[Audiodontics](#)

联系我们



叶先生

电话：021-65679356

手机：13414935137

邮箱：yeyingsheng@zf-ym.com