



*Sensaphonics*  
Hearing Conservation



## **Sensaphonics Hearing Conservation, Inc.**

- Founded in 1985 by Michael Santucci, Au.D.
- Global leader in hearing health for the music industry
- Specialize in hearing loss prevention products and services for the most problematic of unregulated industries.
- Combine unique technology, tireless promotion and audiological expertise to preserve the hearing and prolong the careers of artists and engineers
- Other clients include NASA and the Indy Racing League.



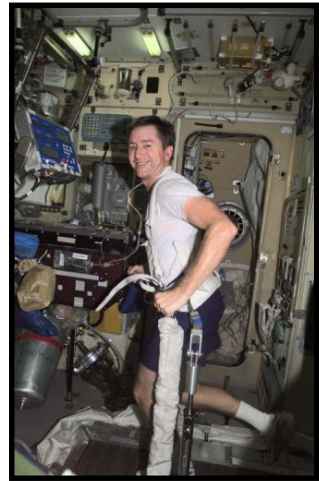
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## INNOVATION THROUGH INTEGRATION

- Product Development
- Education & Industry Outreach
- Audiology Musicians Clinic
- Academic Research
- Mentoring
- Manufacturing





## CLIENT PROFILE

- Unregulated, high-SPL Industry
- Hearing is Mission-Critical
- Risk-taking Behavior without hearing conservation principles

## INDUSTRIES SERVED

Music, Aeronautics, Motorsports  
& others

# THE MUSIC INDUSTRY: How We Got Involved



- Identified an unmet need for hearing conservation in the music industry (1985)
  - No research available
  - No appropriate products available
- Developed expertise and evidence based HC programs.
  - Learned about concert sound from experts / advocates
  - Worked toward non-obtrusive product development.



# EDUCATION & OUTREACH



- Grassroots education of musicians
- Writing articles for music magazines
- Speaking to industry organizations  
GRAMMY chapters, Audio Engineering Society
- Trade shows
- Backstage concert outreach



# PRODUCT DEVELOPMENT

Specialized products - unique needs

- **Develop internal expertise and utilize outside expertise**
  - Input from musicians, live sound engineers combined with expertise of suppliers and in-house engineers

## PATENT PENDING PRODUCTS

- 3D Active Ambient IEM System
- dB Check In-ear Sound Level Analyzer



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# AUDIOLOGY: MUSICIANS CLINIC



- Specialized audiological services for musicians
- High frequency hearing test
- Lifestyle profile & consulting
- Need for privacy
- Visited by performers worldwide
- Promoting HLP strategies within a population that is purely volunteer



# ACADEMIC RESEARCH

- Music-specific studies at LSU, Vanderbilt
- Funding through music industry



# MENTORING

- Golden Circle Audiology Network
- Training seminars
- Student internships





## BENEFITS GAINED



- More artists making music safely
- Awareness of hearing health
- Longer, more productive careers
- Better quality of life



## **FUTURE PLANS**

- More of the same – educating / reaching high-risk unregulated industries with specialized products and services
- Greater emphasis on outcome measures

## **SAFE IN SOUND AWARD**

- Recognition of our innovative approach
- Motivation for further outreach
- Encourage advocacy from celebrities

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