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.
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
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