Radical innovation and user involvement in hearing aid development

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Discovery Lead, Oticon A/S
Major Oticon Innovations

First digital hearing aid

First design hearing aid and receiver in the ear

New audiological paradigm and first dual frequency wireless internet connected hearing aid device
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First digital hearing aid and receiver in the ear

First affordable invisible hearing aid by iHear

Hear crisp nature sounds again. Adjust hearing aid settings yourself at home to save thousands.

Adrien Shenhab
San Leandro, United States

$242,152 USD raised by 987 backers

$73% of $35,000 funding goal

As Seen On

TechCrunch
abc
Forbes
gizmag

$199 USD

1 IHEAR HD Device: Pioneer

Get an iHEAR device. Give an iHEAR device to a person in need of improved hearing. You choose Right or Left hearing device before we ship. Basic package includes: 1 IHEAR HD hearing device + 1 Home Hearing Test Kit + USB

Thanks to our 989 contributors, we had a successful revolution raising over $242,000 USD. We are already shipping.
Who am I?

- Design & Innovation Engineer
  - Graduated from DTU in 2009
- 6 ½ year in Oticon
  - 3 ½ years as Mechanical Developer
  - 2 years as Design & Innovation Engineer
  - 1 year as Discover Lead
The Discovery way of working

With our colleagues in WDH and through external networks & collaborations we

1. **scout** opportunities and technologies,
2. **initiate and lead projects** for identification and qualification of longer term opportunities,
3. **deliver demos/mock-ups/prototypes** of radical and significant innovations for future solutions and
4. **follow-through** to make a discovery move to development.
Looking outside Discovery to create the best solutions
Learning to build a successful concept as fast as possible

Start here

Hypothesis build

Build

Decision point

Test

Product roadmap

Analyze

Iterate
Building the prototype
Using the right mean to test the hypothesis
Testing the opportunity / idea
A Discovery project
Working from a hypothesis

Hypothesis build
Build
Analyse
Test
Decision point
Product roadmap
Iterate
A Discovery project
Working from a hypothesis

- Hypothesis build
- Build
- Analyze
- Test
- Iterate

Questions:
- Technologically feasible?
- Does the user want it?
- How will this affect our business?
Ensuring a proper transfer of ideas and knowledge

Avoiding this situation

Working towards this situation
How to navigate in a big organization?
How to navigate in a big organization?
We have tried that before, it doesn’t work…

The test results are really bad…

FDA is coming…

That is not what the user really wants…

We really need to get these projects out in 2016…

The role of the Discover Lead
Reflections

- Getting resources
- Right project setup
- Flexible project management
- Being a medical company
- We are on a learning path
Key takeaways

- Build fast, test fast, learn fast
- External approach
- Ambassadorship