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Lexie Hearing Wins **“Best IoT Healthcare Wearable Device”** in **2021 MedTech Breakthrough Awards Program.**



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Lexie Hearing Awarded "Best IoT Healthcare Wearable Device" in 2021

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Lexie Hearing, a new player in the US direct-to-consumer hearing aid market and a [HearX Group](#) company, today announced that it has been selected as the winner of the “Best IoT Healthcare Wearable Device” award in the fifth annual MedTech Breakthrough Awards program conducted by MedTech Breakthrough, an independent market intelligence organization that recognizes the top companies, technologies, and products in the global health and medical technology market.

[Lexie Hearing®](#) has introduced a revolutionary new way of ensuring that hearing aids are accessible to everyone through a first-of-its-kind subscription model. Customers subscribe to Lexie Hearing® for all-inclusive hearing care at only \$49/mo x 24 for a pair of Bluetooth-enabled hearing aids and access to the Lexie mobile app. The subscription includes the regular delivery of batteries and other hearing aid accessories, insurance for breakages and losses, and Lexie Care - unlimited, real-time video or voice support from friendly/in-house hearing experts.

Lexie hearing aids use directional microphones to amplify the sounds users want to hear while canceling out what they don't. Additional features include noise reduction, telecoil functionality, advanced battery power; sweatproof technology, and crystal clear sound. Customers can also have their hearing aids programmed according to their hearing loss profile through the hearing check in the Lexie App - something usually only done by an audiologist. The Lexie App allows customers to easily choose between six listening environment settings. Users are also engaged through the Lexie Rewards® program, providing them with a counseling and learning tool via the app. It offers regular check-ins to ensure customers are satisfied as well as informative articles and activities.

By participating in the rewards program, customers have access to the typical counseling that they would have received during an appointment at a hearing clinic, except that this approach spreads out the information over time instead of overwhelming customers with information in a single hour. We're proud of our products and services and we're absolutely thrilled that MedTech Breakthrough has recognized the hard work and innovation from our team."

Nic Klopper, CEO at Lexie Hearing

The mission of the MedTech Breakthrough Awards is to honor excellence and recognize the innovation, hard work, and success in a range of health and medical technology categories, including Robotics, Clinical Administration, Telehealth, Patient Engagement, Electronic Health Records (EHR), mHealth, Medical Devices, Medical Data and many more. This year's program attracted more than 3,850 nominations from over 17 different countries throughout the world.

Through the use of smart technology and remote care, Lexie Hearing® has brought medical-grade, direct-to-consumer hearing aids to the US market at 80 percent less than the average cost of hearing aids. Congratulations to Lexie Hearing on winning our incredibly competitive ‘Best IoT Healthcare Wearable Device’ award for 2021.”

James Johnson, Managing Director, MedTech Breakthrough

About Lexie Hearing®

Lexie Hearing® believes that people should be able to enjoy healthy hearing without having to spend thousands of dollars. Too many people do not wear hearing aids because, traditionally, they are so expensive. That’s why Lexie Hearing® is changing the industry. They’re bringing a great experience to customers with high-quality hearing aids, a customer care program that proves that people with hearing loss are at the heart of everything they do, and smart technology that gives customers control of their hearing experience.

About hearX® Group

hearX® Group is an impact-driven scale-up with the mission of providing affordable access to hearing healthcare using smart digital solutions. hearX® has conducted over a million tests in 191 countries globally. We offer the world’s first clinical smartphone hearing test solutions with the aim of providing a healthy hearing for everyone, everywhere.

About MedTech Breakthrough

Part of Tech Breakthrough, a leading market intelligence and recognition platform for global technology innovation and leadership, the MedTech Breakthrough Awards program is an independent program devoted to honoring excellence in medical and health-related technology companies, products, services, and people. The MedTech Breakthrough Awards provide a platform for public recognition around the achievements of breakthrough health and medical companies and products in categories that include Patient Engagement, mHealth, Health & Fitness, Clinical Administration, Healthcare IoT, Medical Data, Healthcare Cybersecurity and more. For more information visit [MedTechBreakthrough.com](https://www.MedTechBreakthrough.com).

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