

## Social Enterprise business model to bring low cost hearing health to hundreds of millions of people

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### Abstract (upto 300 words)

Hearing loss is a debilitating problem around the world. This loss causes significant communication impediments for children, creating large educational challenges. Many adults who lose their hearing lose their job. Seniors with hearing loss may become isolated from family conversations, which can lead to depression. The World Health Organization (WHO) estimates that 650 million people have hearing loss, yet only 10 million aids are sold every year. Fewer than 2.5% of the global population needing a hearing aid can get one. Furthermore, there is a dearth of trained professionals to detect hearing loss, especially with babies and infants, which is a critical time of life for developing speech. Solar Ear has developed a low cost, holistic method to reduce hearing damage and reverse the burden of hearing loss at all ages.

In order to accomplish the organization's mission and goal, a mobile Android based holistic hearing health solution called mDREET (Detection, Research, Education, Equipment, and Therapy) has been developed. We will sell via micro-entrepreneurs, and to hospitals, medical centers, pharmacies and NGO's in developing countries using a readily available Android Smartphone as the platform

Solar Ear will be the first to implement and invent 5 diagnostic apps, which meets WHO medical protocols plus with key international distribution and technical partnerships in place – together create the solution to significantly reducing hearing loss for 160 million people in the next 10 years.

### Biography (upto 150 words)

For 25 years, Howard ran a successful international plumbing manufacturing business based in Montreal. Through life events, he went to work as a volunteer in Africa helping to start sustainable businesses for people with disabilities. We were able to replicate and expand its social business model to Brazil, China, the Middle East. Through his work, he has won several Technology, Health Innovation Awards, as well as the American Academy of Audiology Humanitarian Award, as well as a Global Social Entrepreneur of the Year by WTN. . Projects he has worked on were written in Newsweek, National Geographic and another 20 magazines in 6 countries and products from some of the projects he helped develop were shown at Smithsonian, Alexander Graham Bell and bottom of the Museum of Japan pyramid. Taught classes on social business at Harvard, Oxford, Duke, McGill University and INSEAD. At any time, he is also mentoring several young social entrepreneurs. His greatest mentors were two young adults with Down Syndrome.



12<sup>th</sup> International Conference on Otolaryngology: ENT Surgery, March 29, 2021

**Citation:** Howard Weinstein, Social Enterprise business model to bring low cost hearing health to hundreds of millions of people, Otolaryngology 2021, 12<sup>th</sup> International Conference on Otolaryngology: ENT Surgery, March 29, 2021 , Page-10