

CASE STUDY

CENTRICITY

RCA Accessories made its entry into the over-the-counter hearing aid market in May 2023, in response to a pivotal ruling by the U.S. Food and Drug Administration aimed at enhancing access to hearing aids and reducing costs for millions of hearing impaired Americans. All RCA OTC hearing aids strictly adhere to FDA requirements and are fully FDA complaint.



Challenge

Individuals suffering from hearing loss depend on hearing aids, and cannot be without them for any extended period.

Older adults and their caregivers seek brands that understand their unique traits, customize products to fit their lifestyle and provide convenient senior-friendly tech assistance.

Resolution

Centricity, the leading protection company for AgeTech, provides comprehensive Hear For You plans designed to cover RCA Accessories' OTC hearing aids.

The Hear for You protection plans offer consumers assurance by safeguarding their hearing aids against accidental damage, coupled with extended service coverage for mechanical or functional breakdowns for a duration of up to two years. These invaluable service plans are now available for all RCA hearing aids purchased online.

Under Centricity's Hear for You protection, consumers benefit from repair or replacement coverage for RCA hearing aids with no deductibles and no service fees providing peace of mind and minimal disruption to their lifestyle should something get damaged or fail.

Real Results

"We have made significant enhancements to our product offering and are very excited about the protection plan launch," said Ian Giese, President of VOXX Accessories Corporation.

"Partnering with Centricity made all the sense in the world based on their deep expertise in lifestyle protection products and focus on building AgeTech support services that satisfy the needs of our target customers.

"We will continue to drive innovation in this category addressing the needs of millions of Americans suffering from hearing loss while lowering the financial barriers to entry."

36M
Americans report some hearing loss