

## Hearing Aids

One of our clients in the healthcare technology industry is considering a move in the hearing aid market. They have recently discovered some innovative technologies which let them miniaturize speakers in a new way. Let's look at the size of the hearing aid market first: would you like to estimate the size of the US hearing aid market for me?

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Let me get this straight: you want me to calculate the US market of hearing aids?

- **That's correct.**

Ok. Well, I believe that hearing aids are covered by health insurance, but I know that not everyone in the US is fully insured. Some people rely on Medicaid, some are privately insured. Do we have any information on that?

- **Even though it's not realistic, just assume that everyone is insured and that there are not differences between insurances.**

Very well, one more question: do we have any information on the age distribution in the United States?

- **What do you think this distribution is?**

**Note: If the interviewer returns your question, you've crossed the line between what you can ask and what you should calculate/assume.**

Well, I think the age distribution in the US is pretty straight: there are about as many elderly as there are youngsters. Could I have a minute to draw up my structure of analysis?

**Take some time to draft your own structure of analysis. An example structure has been given on the next page, but write down your own before you look at the example.**