

# Simply Hearing Software Inc.

**Cost effectively addressing multiple,  
diverse and fragmented markets**

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Simply Hearing Software Inc. provides office management software to both Public and Private Hearing Healthcare Providers around the world. Initially developed in 2004, entirely in PROIV, Simply Hearing OMS | AURORA now fully supports the unique Health Care Systems of Canada, New Zealand, Australia and the United States.

With PROIV, Simply Hearing Software is able to address the whole of the audiology market, while containing costs and delivering against critical policy deadlines.

## Addressing a Fragmented Market

The audiology market presented both an opportunity and a challenge when Jeff Crumb, founder and president of Simply Hearing Software, saw the need for an Office Management Solution (OMS) specifically designed for hearing healthcare professionals. When the product was formed, the audiology market was greatly diversified. The size of the clinics varied, “from single location operations to large organizations of more than 100 locations”, as was their choice of platform and regional healthcare policies.

Rather than select a narrow segment of the market and build a solution that would only be relevant to some, Jeff Crumb used PROIV to deploy to multiple platforms and hardware.

**Simply Hearing OMS | AURORA was able to be relevant to the whole of the market with a one-time investment in software development**

The result is that Simply Hearing Software has just one version of their application to support and maintain. When new releases of platforms, databases or browsers become available, PROIV handles the changes. This has facilitated the significant growth of Simply Hearing Software, and has allowed them to support a wide variety of customers, whether they are independent private providers or large organizations.

## Rapidly Changing Landscape

Working internationally within the Healthcare Industry has meant that the variation and evolution of policy is an ever-present demand.

Changes to government requirements can come with as little as one month’s notice. Jeff Crumb explains that, “meeting these deadlines is absolutely critical for our clients. If a change is introduced and our system is

not ready for it, it can result in our clients not being paid or claims being rejected. Obviously that would be a huge issue!”

**“The way in which our clients file their claims with the government varies from country to country and sometimes province to province or state to state... this adds an extra level of complexity”**

In using PROIV the business rules are abstracted from the system. As Jeff points out, “we can actually code the change, then place it into the relevant system without any alteration to the whole”.

Because of this, Simply Hearing Software can respond to industry requirements and maintain their success in the long term, without the need to significantly increase their support staff.

## Future Proofing

**Not only does PROIV provide platform independence, but with PROIV’s multilingual feature Simply Hearing OMS | AURORA is a geographically independent product.**

Today, Simply Hearing OMS | AURORA stands out in the market as the only “commercially available system that is fully multilingual.” It supports many European languages, as well as multibyte languages such as Mandarin.

Transitioning to a browser-based offering from a traditional client-server model would have been a huge undertaking for their competitors, however, Simply Hearing Software was well positioned with PROIV and had the advantage of transitioning their application more easily. Using PROIV, Simply Hearing Software is better positioned to cope with evolutions in technology and to protect their investment.