



South Africa

# Lexie Hearing Wins Best Health Solution App at 2020 MTN App of the Year Awards

2020-10-30

MTN recognised the Lexie App, developed by Lexie Hearing, as the Best Health Solution App at the 2020 MTN App of the Year Awards last night.

The Lexie App, developed by hearX Group®, was recognised as the Best Health Solution App at the 2020 MTN App of the Year Awards last night, 29 October. The app was developed with the aim to reduce the cost of hearing healthcare and to remove barriers to accessing hearing solutions for everyone, everywhere.

What a privilege to have been awarded such a prestigious accolade from MTN. The timing could not have been better, as we have just started scaling Lexie in the USA, which is currently the world's largest hearing aid market."

Nic Klopper, CEO of Lexie Hearing and hearX Group.

Using the [Lexie App](#), [Lexie Lumen hearing aid](#) users can now seamlessly connect their Lexie hearing aids to the app via Bluetooth, take a two minute, clinically-validated hearing check through the app, and automatically have their hearing aids programmed from home. The app also makes it incredibly easy for customers to set up their hearing aids with step-by-step, animated instructions so that they can get started on the road to hearing health in no time.

Why does it matter that people with hearing loss can now program their hearing aids from home? Because if hearing aids users want to reap the benefits of hearing aids the devices need to be programmed to their unique hearing loss profile and fine-tuned by hearing experts. This costs far more than many people can ever afford. [The Lexie App](#) saves hearing aid users a lot of money as they no longer need to incur the cost of seeing hearing healthcare experts in person and it's convenient and safe to use, especially now during the pandemic when many people are adhering to strict social distancing protocols.

Other remarkable features in the app are that it gives customers real-time, remote access to qualified hearing experts through video or voice calls so that they can, a) answer any questions they have about their hearing aids or hearing loss, b) remotely fine-tune and make adjustments to their hearing aids when necessary, and c) give customers the support they need as they make the adjustment to wearing hearing aids. The app also includes a first-of-its-kind rewards program, [Lexie Rewards](#), that rewards wearers if they meet their wearing goals and complete their activity goals each week. It is based on a points system that puts as much as 15% back in the wearers pocket.

The [Lexie App](#) offers convenience, helps cut the cost of healthcare, and gives hearing aid wearers access to the support system they need as they navigate wearing hearing aids. All of our app users have raved about how easy the app is to use and the value it has added to their quality of life. And that's what it's really all about!

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