Soft Laser TinniTool

1,013,051/9,405,696
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Project Design
# Project Design

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<tr>
<th><strong>Order number</strong></th>
<th>9405696/1013051</th>
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<tr>
<td><strong>Implementation</strong></td>
<td>June 15 to July 5, 2005</td>
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<tr>
<td><strong>Project content</strong></td>
<td>DisMark GmbH would like to have a survey conducted on customer satisfaction among users of the Soft Laser TinniTool.</td>
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<td><strong>Method</strong></td>
<td>Telephone survey (CATI)</td>
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<td><strong>Basic universe</strong></td>
<td>Customers of DisMark GmbH who had bought a Soft Laser TinniTool.</td>
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<td><strong>Sample</strong></td>
<td>A total of 141 customer addresses were supplied, from which 79 customers could be interviewed (73 customers in Switzerland; 6 customers in Germany) = 56% utilization.</td>
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</table>
| **Project management** | DisMark GmbH, Mr Thomas Reinshagen  
IHA: Finn Andersen  
IHA: Gabriela Deterville |
Confirmation

IHA-GfK AG is ISO-certified and works in accordance with the standards of SWISS INTERVIEW®.

IHA-GfK AG conducted this survey on behalf of DisMark GmbH in its corporate sector for direct marketing, IHA Direct. IHA-GfK AG confirms that the results given and statements made in this presentation correspond to the data collected and are fully valid for the target group interviewed.
2 Results
TinniTool treatment

Question 1. **What do you treat with the Soft Laser TinniTool?**

Base: n=79
Semi-open question/all indications in %

- **Tinnitus**: 96%
- **Hearing loss**: 3%
- **Dizziness**: 1%
- **Other**: 1%
- **Skin**: 1x
Cause of complaint

Question 2. **What is the cause of this complaint?**

Base: n=79
Semi-open question/all indications in %

- **Cause unknown**: 55%
- **Illness**: 8%
- **Stress/work**: 8%
- **Service in the armed forces**: 5%
- **Accident**: 4%
- **Middle ear inflammation**: 4%
- **Age**: 3%
- **Hearing loss**: 3%
- **Other**: 12%

- Trauma from explosion, noise, spinal column, diabetes, DJ, carnival, stroke, dizziness, headphones too loud (1x each)
**Length of treatment**

**Question 3.** How long have you been using the Soft Laser TinniTool?

**Base:** n=79  
Open question/all indications in %

- **1 month:** 13
- **2 months:** 13
- **3 months:** 42
- **4 months:** 13
- **5 months:** 5
- **6 months:** 10
- **7 to 12 months:** 5
Success of treatment

Question 4. By what percentage has your complaint been reduced since using the Soft Laser TinniTool?

All indications in %

- Used for 1-3 months (n=51):
  - Up to 25%: 69
  - 25-49%: 24
  - 50-74%: 8

- Used for 4-6 months (n=20):
  - Up to 25%: 65
  - 25-49%: 20
  - 50-74%: 5
  - 75-100%: 10
Satisfaction

Question 5. *How satisfied are you with the treatment with the Soft Laser Tinnitus Tool?*

Base: n=79
Scaled question/all indications in %
Satisfaction

Question 5. How satisfied are you with the treatment with the Soft Laser Tinnitool?

Scaled question/averages

- Total (n=63): 4.8
- Used for 1-3 months (n=43): 4.4
- Used for 4-6 months (n=18): 5.1
- Used for 7-12 months (n=3): 8.0
- Up to 25% reduction in complaint (n=41): 3.6
- 26-49% reduction in complaint (n=14): 6.2
- 50-74% reduction in complaint (n=5): 7.6
- 75-100% reduction in complaint (n=2): 9.0

0 = not at all satisfied
9 = very satisfied
Additional forms of treatment

Question 6.  **Do you also use the laser for any other forms of treatment?**

Base:  n=79
Semi-open question/all indications in %

- **No others**: 82%
- **Joints**: 5%
- **Acne**: 4%
- **Scars**: 4%
- **Arthrosis**: 3%
- **Herpes**: 1%
- **Other**: 4%
- **No reply**: 1%

- Skin on the nape of the neck, chills and sprains, a bit of everything (1x each)
Overall satisfaction

Question 7. **Overall, how satisfied are you with the Soft Laser Tinnitus?**

Base: n=16 / Filter: Also uses Tinnitus tool for other forms of treatment (Question 6)
Scaled question/all indications in %

![Bar chart showing satisfaction levels](chart.png)
Overall satisfaction

Question 7. Overall, how satisfied are you with the Soft Laser Tinnitool?

Base: Filter: Also uses Tinnitool for other forms of treatment (Question 6)
Scaled question/averages

- Total (n=13) 6.4
- Used for 1-3 months (n=9) 6.7
- Used for 4-6 months (n=3) 5.3
- Used for 7-12 months (n=1) 7.0
- Up to 25% reduction in complaint (n=8) 5.4
- 26-49% reduction in complaint (n=3) 8.3
- 50-74% reduction in complaint (n=2) 7.5

0 = not at all satisfied, 9 = very satisfied
Repeat choice and recommendation to others

Question 8. Would you buy the Soft Laser TinniTool again?
Question 9. Would you recommend the Soft Laser TinniTool to others?

Base: n=79
Closed question/all indications in %
Key Findings
The Soft Laser TinniTool is used to treat tinnitus in 96% of cases.

56% do not know the cause of this complaint. The main causes of the complaint were named as illness, stress and work, as well as serving in the armed forces.

42% of the respondents had used the Soft Laser TinniTool for 3 months.

For 65% of those affected, the complaint had been reduced by up to 25%, for 20% between 25% and 49% and, for 9%, by 50%-100%. The longer the period of use, the greater the success of the treatment.

On a scale of 0 to 9, satisfaction with the Soft Laser TinniTool achieved an average of 4.8. Satisfaction with the Soft Laser TinniTool increased in proportion to the length of use as well as with the extent to which the complaint had been reduced.

18% also used the Soft Laser Tinnitool for other forms of treatment, such as for joints, acne, scars and arthrosis.

The satisfaction of those respondents who had also used the Soft Laser TinniTool for other forms of treatment achieved overall a good score of 6.38 on a scale of 0 to 9. Overall satisfaction with the Soft Laser TinniTool increased with length of use.

54% of the respondents would buy the Soft Laser TinniTool again. 67% would recommend the Soft Laser TinniTool to others.
Representativity/confidence range

**Representativity**
A sample is considered representative when it is permissible to infer conclusions from the sample and apply these to the basic universe.

**Confidence range**
The larger the scope of the sample, the smaller the confidence interval. This means that larger samples represent the facts of the basic universe more accurately.

To make it even more explicit: with a 50:50 distribution of responses, the true value is, given 95% certainty for the various sample sizes, within the following error ranges:

<table>
<thead>
<tr>
<th>Sample size</th>
<th>Confidence interval</th>
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<tr>
<td>79 people</td>
<td>± 11.1%</td>
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The confidence range for the sample size (N) = 79 is at ± 11.1%. This means that a value of 50% found in the sample varies in reality between 38.9% and 61.1% with an accuracy of 95%.