

Amptify

[Amptify](#) was developed by Customized Learning Exercises for Aural Rehabilitation, Inc. (cLEAR). cLEAR was founded in 2015 by a world-renowned aural rehabilitation research team to develop products for individuals with hearing loss that improve their ability to communicate along with their social, psychological and physical sense of well-being. Amptify represents the culmination of years of NIH-sponsored research.

Key Leadership

- **Nancy Tye-Murray, PhD** (Co-founder & CEO) Dr. Tye-Murray is a professor in the Department of Otolaryngology at Washington University in St. Louis. <https://www.linkedin.com/in/nancy-tye-murray-phd-57664035>
- **Chris Cardinal** (President & COO) Mr. Cardinal is an experienced entrepreneur in the digital health industry with a successful digital health exit in Q3 of 2018. <https://www.linkedin.com/in/christophercardinal>
- **Brent Spehar, PhD** (Co-founder & EVP) Dr. Spehar is an audiologist and a senior research scientist at Washington University in St. Louis. <https://www.linkedin.com/in/brent-spehar-7a5a2739>

Current Status

- The company released an MVP patient/audiologist platform which resides at www.clearforears.com, this platform will be phased out over the coming year.
- A product and market pivot began in Q1 2019. This pivot leverages our existing IP in order to capitalize on emerging hearing healthcare market opportunities resulting from an alignment of regulatory, demographic, and technological forces. Amptify is the result of that pivot.
- The company has been awarded multiple Phase 1 SBIR grants from the NIH to develop and validate Amptify.

Contact

Chris Cardinal
Chris@Amptify.com
314-399-9943

References

1. National Institute of Deafness and Communication Disorders (2020). Age-related hearing loss. <https://www.nidcd.nih.gov/health/age-related-hearing-loss#1>. Retrieved March 2, 2020.
2. Hudomiet, P., Hurd, M. D., & Rohwedder, S. (2018). Measuring Probability Numeracy. Santa Monica, CA: RAND Corporation.
3. Deal, J. A., Betz, J., Yaffe, K., Harris, T., Purchase-Helzner, E., Satterfield, S., ... & Health ABC Study Group. (2017). Hearing impairment and incident dementia and cognitive decline in older adults: The health ABC study. *Journal of Gerontology Series A: Biomedical Sciences and Medical Sciences*, 72(5), 703-709.
4. Kochkin, S. (2009). MarkeTrak VIII: 25-year trends in the hearing health market. *Hearing Review*, 16(11), 12-31
5. Golub, J. S., Brickman, A. M., Ciarleglio, A. J., Schupf, N., & Luchsinger, J. A. (2020). Association of subclinical hearing loss with cognitive performance. *JAMA: Otolaryngology–Head & Neck Surgery*, 146(1), 57-67.

Amptify

6. Reed NS, Altan A, Deal JA, et al. Trends in health care costs and utilization associated with untreated hearing loss over 10 years. *JAMA Otolaryngol Head Neck Surg.* 2019;145(1):27-34.
7. Galvin, J. E. (2017). Prevention of Alzheimer's disease: Lessons learned and applied. *Journal of the American Geriatrics Society*, 65(10), 2128-2133.
8. Mahmoudi, E., Basu, T., Langa, K., McKee, M. M., Zazove, P., Alexander, N., & Kamdar, N. (2019). Can hearing aids delay time to diagnosis of dementia, depression, or falls in older adults?. *Journal of the American Geriatrics Society*, 67(11), 2362-2369.