

CASE STUDY

Healthcare Tech Leader Jabra Enhance Disrupts Market with Data-Driven Innovation

Jabra Enhance (Formerly Listen Lively):
Leader in Hearing Healthcare Technology



Jabra Enhance is transforming the hearing aid experience for the 30 million Americans living with hearing loss. For those struggling to understand conversations or filter out background noise, even a simple conversation can be a hardship. Hearing loss can lead to other struggles like social isolation, depression, and a poorer quality of life.

While hearing loss has its challenges, the traditional process of obtaining hearing aids adds to the struggle. Those with hearing impairments have difficulty communicating, which can lead to prolonged or unnecessary illnesses due to inadequate communication with healthcare providers. In-person visits often pose impassable logistical and financial barriers for patients, if they can even drive themselves to appointments in the first place.



Data Challenges Threaten an Innovative Vision

Jabra Enhance wanted to empower their clients with hearing issues, but faced several notable challenges due to inadequate data management. The company provides users with personalized analytics dashboards populated with information based on their individual health histories and goals. A lack of integration among disparate data sources created organizational silos that obstructed a comprehensive view of customer experiences and led to missed opportunities. For instance, data from electronic medical records (EMRs), mobile app usage logs, and customer service databases couldn't be reconciled, preventing the company from building a unified profile of each user.

As Jabra's customer base grew, so did its volume of unstructured data, which caused slowdowns in in-app performance and connectivity issues. These backlogs also affected customer support response times and frustrated users. Because Jabra was handling protected health information (PHI), the company faced an urgent need to shore up data privacy and security controls to meet HIPAA obligations and reduce the risk of breaches.

Jabra Enhance required an urgent solution to ensure continued growth for the company, since data mismanagement prevented its development as a top hearing aid provider.

Data-Sleek Amplifies Jabra Enhance's Competitive Advantage With Data Integration

Jabra Enhance's disconnected data infrastructure impaired its ability to scale, despite an innovative product. Data-Sleek partnered with Jabra Enhance to build a modern cloud-based data platform and an operational strategy that addressed both performance and governance.

The highlight of the process was Data-Sleek's implementation of a modern cloud-based data platform that broke down organizational silos. The new platform consolidated pipelines into a single source of truth and enabled unified analysis of user behavior and preferences.

Insights from health data provided Jabra's customers with a clear view of their auditory health. This, in turn, enabled hyper-personalized product recommendations and hearing aid calibrations tailored to individual profiles. Data-Sleek also optimized system performance by reducing load times and stabilizing data connectivity to enhance the overall customer experience. Jabra Enhance converted its data challenge into a market-strengthening capability and launched a modernized hearing aid that attracted significant consumer interest.

Strengthening Security and HIPAA Compliance

Rather than repeating general compliance language, Data-Sleek implemented targeted controls to align operations with HIPAA and enterprise security expectations. Key measures included encrypting data at rest and in transit, enforcing role-based access controls, and establishing centralized audit logging and tamper-evident trails. The team also added data-loss prevention, anomaly monitoring, and formal administrative safeguards under a Business Associate Agreement (BAA). Together, these steps reduced exposure, strengthened incident response, and enabled secure self-service analytics.

Jabra Enhance Turns Up the Volume In the Hearing Health Industry

Data-Sleek's custom solutions helped Jabra Enhance scale both product and operations. By modernizing their data environment and leveraging data-driven insights, Jabra achieved individualized experiences for users while also increasing customer satisfaction and revenue. In 2021, sales grew at a triple-digit rate with an estimated annual revenue of \$15 million.

Implementing Data-Sleek's data management solutions allowed Jabra to streamline its product portfolio and internal workflows and improve operational efficiency. The company's pioneering data and digital capabilities secured its position as the leader in the hearing health industry. Jabra's sophisticated data infrastructure and scalability caught the interest of industry titan GN Holdings, and Jabra Enhance was acquired by GN Holdings in 2023 for \$94.8 million.

In a press release announcing the Jabra Enhance launch, GN Holdings stated the brand "combines the convenience and design of true wireless earbuds with advanced hearing technology to

About Data-Sleek

Data-Sleek® is a consulting agency and a leading provider of comprehensive data management solutions. We specialize in data transformation, data migration, data integration, data architecture, data warehousing, and database consulting. Our commitment to client satisfaction empowers organizations of all sizes to unlock the full potential of their data assets. Data-Sleek is a trusted partner of Fortune 500 companies, dedicated to innovating and revolutionizing the way you do business.

address the needs of millions of Americans with mild-to-moderate hearing loss, helping them take the first steps on their hearing health journey."

Despite explosive growth and success, Jabra Enhance remains committed to its core mission to elevate users' hearing experience. "Our name has changed, but our mission has not," says founder Adam Karp.

Jabra Enhance's evolution from Lively into a data-driven audiological powerhouse exemplifies the transformative potential of innovative data management in healthcare. By collaborating with Data-Sleek to address fragmented data infrastructure and security concerns, Jabra Enhance improved their operational efficiency and revolutionized customer experiences and customer engagement. By listening closely to data insights, they're not just amplifying sound - they are transforming lives, one ear at a time. Ready to do the same? Hear what your data is saying. Talk to an expert for a free consultation today!

Ready for your own success story?

Learn how Data-Sleek makes data management easy.

Contact us to learn more about Data-Sleek and how we can help drive actionable results with your data.

Book a Free Consultation



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