

This unedited transcript of a continued webinar is provided in order to facilitate communication accessibility for the viewer and may not be a totally verbatim record of the proceedings. This transcript may contain errors. Copying or distributing this transcript without the express written consent of continued is strictly prohibited. For any questions, please contact customerservice@continued.com

Widex Quick Guide: Delivering Natural Sound for All - #TheWidexDifference

Recorded November 29, 2021

Presenter: Susan de Bondt, AuD

- [Susan] Thank you for joining us today for a review of Widex performance levels. Widex Moment prioritizes the delivery of natural sound quality throughout all levels of technology, while also allowing for options to meet every budget and every need. Today, we'll take a look at how we can guide the choice of the right level of technology to meet the individual's audiometric lifestyle and personalization needs. First, I'd like to take a moment to define exactly what is #TheWidexDifference. Since the early days of digital processing, Widex has been committed to providing the purest, most undistorted natural sound. Three core elements define Widex's natural sound quality. Processing speed, sampling rate and input dynamic range. Widex Moment provides the fastest throughput speed in the industry, delivered through the pure sound and universal processing pathways at 0.5 milliseconds and 2.5 milliseconds respectively, which is 2 to 10 times faster than our closest competitor.

PureSound essentially eradicates those delay-based distortions. The unique use of frequency, intensity and time filter banks also allow Moment's 33,000 hertz sampling rate and a 108dB linear input range to ensure the highest fidelity and definition of natural sound. As we will see, these core elements are provided across all Moment performance levels, delivering natural sound through a hearing aid for everyone. In addition to choice of the style that is most appropriate for the client, for which we know factors such as cosmetics, comfort on and in the ear, practical ease of handling, durability, reliability, maintenance, all come into play. The choice of performance level and related financial investment are often big considerations, for both the clinician and the client.

In most cases, the client just wants the hearing aid to be invisible on the ear, easy to get in and out and easy to care for and adjust, or maybe not need adjustment at all. Signal processing and performance, and user preference control all play an important role in understanding what the human brain needs for ease of listening and supporting social engagement. And we know that the evidence is clear, that PureSound's 0.5

milliseconds delivery of sound supports the experience of natural sound quality and understanding in noise and listening ease. So I'd like to use this as a framework for our discussion on selecting the Moment technology level that connects best to the end user's needs. We'll focus on processing, performance and preference, as they relate to what the technology then delivers to the listener at each performance level.

We'll look at those processing features that deliver sound quality to all performance levels, like PureSound, Variable Speed Compression, Linear Input Dynamic Range and of course the TruAcoustics fitting algorithm and Sensogram. We'll differentiate how specific performance features differ by technology level, and we'll see how the patient has control of their listening experience across all technology levels with the use of user preference control, either by push button or through the Moment App, and also through MySound and Sound Sense Learn. So let's start the choice of technology with understanding what is the same across all performance levels, and then we'll recognize what's different. In the next few minutes I'll provide those same different insights, and introduce some tools that can help guide both clinician and client in that decision making process.

But the first step is the conversation between client and clinician. Attached with this course, is the new Moment Technology Selection Guide, CRM13M, which can facilitate that discussion of the client's listening priorities and explain why there are a variety of technology levels designed to meet their needs. Identifying the client's priorities and what makes a great hearing aid for them is key in finding the right technology level, which lets them fully participate in the environments most important to them. Don't forget to download this PDF or order copies for your office through your sales manager or trainer. This guide asks 10 basic questions, and asks the client to rate the importance of things like being an active member of society, living an active lifestyle, and rate the importance of feeling in control in their important listening situations.

Once the client's priorities for hearing are established, the guide provides visuals relating how each performance level provides AI trained sound class identification in the Universal and PureSound programs. As a clinician, our first question to ourselves, and tech level choice, typically, is how is the client's processing performance and listener preference impacted by our choice of performance and technology level? Our clinical judgment of a successful choice of tech level is typically evidenced by our verification measures. You know, does the hearing aid meet target? Are aided speech and noise tests improved? And maybe by whether or not the end user wears the hearing aids consistently and feels happy with their investment. But maybe the first question to ask is how will the client judge success of the performance level I've recommended?

And I think success is judged by the client through an experience of easier listening in the situations they need improvement most. Easier participation in daily communication in general. The fact that they're not reminded constantly of their hearing difficulty. Now, we know that no one size fits all needs and all budgets, but I would argue that Widex Moment provides more support for ease of listening and ease of participation across all performance levels in comparison to competitors. In other words, there is more that is the same across Widex Moment performance levels, with just a few specific things that are different, and matching those specifics to the client's needs is key. This graphic captures the most important elements to Widex sound as defined by performance level.

It separates features by our three categories, processing, performance and personalization. Now, you'll notice the bottom block and the light gray remains about the same size across all four technology levels, and that is on purpose. That's partly to demonstrate that the commitment Widex has through a variety of different technology levels to pursuing the best, most natural quality of sound. So within that block, we have the 108dB linear input dynamic range, the ability for the hearing aid to measure

accurately and precisely, the acoustics in the situation. And then, of course, for TruAcoustics, the fitting algorithm to apply the right amount of gain to meet the listener's needs. And the option of PureSound as that industry leading 0.5 millisecond throughput speed processing option is available across all levels of technology.

Other features, also, like Variable Speed Compression, Sensogram and C2 Threshold Measurement for accuracy in that fit, obviously, are applied in the same way across all levels of technology, as well as the Zen tinnitus management feature and Auditability Extender for frequency lowering. The middle block, in which you notice changes slightly in size, does show the features that are specific to the technology level. We're gonna highlight some of these features, and kind of go into a little background on the differences between those features and technology level within the next few slides. But you'll notice here that even our 220 and 110 have some very desirable features that contribute to the Widex sound. And then the top block shows you that we have the Moment App that is accessible through all levels of technology.

The 440, 330 and 220 Moment Apps also offer MySound, which is Widex's innovative AI feature that allows the client to fine-tune within just seconds. One of the features most important for supporting social participation is the Widex Speech Enhancer feature. So we'll see that in the 440 and 330, Speech Enhancer is available in a very fast and real time application in the 440, and with inter ear coordination in the 330. So obviously for noise attenuation for comfort versus noise attenuation with speech enhancement, the 330 and the 440 would be the tech levels of choice. The 220 and the 110 will ensure that if the patient is in a loud, noisy environment, that they're going to be kept comfortable in loud noise. Also, in the 440 level of technology, another noise management feature, called SmartWind Manager, is available.

Particularly important for any of your clients that spend a lot of time outside. Those golfers, walkers, bicyclists, those people that are out in wind and really wanting to be

able to have a conversation at ease in those situations. And again, that SmartWind Manager is available only in the 440. Sound Class technology is available in both the Universal Program and in PureSound. And there are some differences in this adaptive environmental program application across different technology levels. The 440 level of technology allows differentiation of up to 11 different types of sound environments, seven of which are really focused on supporting speech and noise understanding. The 330 differentiates 7 different sound classes, the 220, 4 sound classes, and the 110, 3 sound classes. We'll take a look back at those in just a minute.

Adaptive Directionality is available across all technology levels, but HD Locator is available in the 440, 330 and 220. Now, remember, HD Locator is a feature that allows directionality based by each individual channel. That'd be 15 channels of independent directionality in the 440, 12 channels in the 330, 10 channel directivity in the 220. The more specific that the system can monitor what's happening and where the voice is coming from, as it may move around, obviously, is beneficial to those patients with maybe more severe loss, more severe word recognition compromise, or those patients that find themselves in noisier or more chaotic kinds of listening situations. Next, let's look at performance levels from the clinician's perspective, and consider the varying flexibility and fine-tuning that each level provides.

Your ability to make adjustments to the fitting over the lifespan of the hearing aid should be almost as important as the basic processing and feature performance to the client. On the next few slides, we'll look at the fine-tuning options that you will have in Compass GPS for meeting the client's needs. Specifically, we'll look at how each performance level varies in the program manager screens, by user preference control adjustments and in the feature tabs. Looking in Compass GPS at the program manager screen, we can see, circled in red, things that stay the same, regardless of technology level. So under automatic programs, we have Universal and Puresound as available

options across all technology levels. Under special programs, we have Zen and Phone available for choice, and under Smart Toggle, we've got the Zen Plus option available.

In the following slides, we're going to look at what differs on this program manager screen through the different technology levels. Here we're looking at the fine-tuning screen in a Moment 440, more specifically, the program manager screen. And you'll notice here that in the 440, you have six additional programs as optional choices, including social, which is that program that's great for smaller conversational listening, kind of in-between a quiet environment with only one or two people, versus being in a noisy restaurant with many people talking at the same time. You also have four special programs, Impact, Comfort, Zen and Phone. And the Impact Program is a great option for patients that might need something to sound a little bit more like a previous hearing aid fitting, maybe something with Fast Acting Compression as compared to Variable Speed Compression.

And maybe a previous fitting that's been a little bit more linear. Some people like that little bit sharper, faster sound. On the right, you see there are up to five programmable memory slots as well. On the program manager screen in a Moment 330, you have five additional programs, Quiet, Transport, Urban, Party and Music. And in the special program category, you have Comfort, Zen and Phone. You have four designated programmable memory slots in the 330. In the Moment 220, you have four additional programs, Quiet, Transport, Party and Music, and three special program options, including Comfort as well as Zen and Phone. And of course three memory slots available on the right there. And in the Moment 110, you'll see three additional programs are available, Quiet, Party and Music.

Special programs is limited to Zen and Phone. You still have Zen Plus as an option, and again, you have three programmable memory slots available for use. Now we'll take a look at how performance level varies, while we're looking at the sound class tab, and

specifically at the user preference control in each technology level. Looking at the Moment 440, under the tuning tab on the left there, and we're specifically under the sound classes, you see the listing of Quiet, Transport, Urban, Social, Party and Music. So we have user preference control available in each of those areas. Within Quiet, Party, Transport and Urban, you'll see a designator with speech versus without speech. And of course the with speech is related to the Real Time Speech Enhancer feature, available in these four classes.

The Music sound class in a Moment 440 also can differentiate between different types of music. You'll see listed here, contemporary music versus classical music. And you have the ability to adjust towards more ability or comfort with each of these, individually. Contemporary music would be music that has less variability, in terms of soft to loud ranges. Classical music, just think of an orchestra where one specific instrument may be softly playing, or the full orchestra may be playing. A lot of variability. Musicians love the idea that their hearing aid can differentiate between these different types of music and optimize their listening experience automatically. The Moment 330 gives you fine-tuning control within five different acoustic environments, five different sound classes, Quiet, Transport, Urban, Party and Music.

In the Moment 330, the Speech Enhancer feature is available both in Quiet and in the Party sound classes. And again, you can see this is evident, both Party with speech as a separate fine-tuning control over Party without speech. And in the Moment 220, you have fine-tuning control of the sound classes of Quiet, Transport, Party and Music, with adjustability under your user preference control towards more audibility or more comfort. And in the 110 you have fine-tuning control in three different sound environments, or sound classes, Quiet, Party and Music. Just a reminder, the user preference control is much, much more than just a gain adjustment. Moving towards more audibility might also make changes to impulse control, soft level noise, sound

level contrast, speech enhancer and noise reduction, obviously, in the 330 and 440 levels of technology.

So with just a motion of an adjustment towards audibility or comfort, you're using all of the advanced adaptive features within that level of technology to help speech to stand out and be more accessible, or to make the situation more comfortable as an overall listening experience. Looking at the feature tab in Compass GPS, you can see that there are some changes as we move through technology levels. What does stay the same, however, are the ability for you to have control over directionality, control over speech and noise management, feedback canceling modes and soft level noise reduction. So now we'll take a look at each of the technology levels individually. We're now looking at the range of control that you have under the feature tab options, and obviously this is a Moment 440, where we have eight feature settings that we have some control then that are modifiable.

User preference is kind of a global control between audibility and comfort, making the same adjustment to all sound classes as compared to the individual sound class adjustment that we saw on the previous screens. The Microphone Mode allows us to choose between HD Locator with Digital Pinna, HD Locator without Digital Pinna. If you have someone that's been a long time BTE wearer, they may not need that. You also have the choice between front, back and omnidirectional settings in the 440 under Microphone Mode. The Speech and Noise Mode gives you options of real time speech enhancer, a standard speech enhancer, not quite as fast or precise, but still active, noise reduction only, a noise reduction comfort, which even decreases inputs in the modulated channel inputs, and the ability to turn noise reduction off.

In the 440, we also have wind noise attenuation. That's the SmartWind Manager, which defaults it on. And on the right there, at the bottom, you see a high frequency boost. That's a boost that gives a little bit of extra gain above 6,000 hertz. A lot of people like

that very crisp sound quality. And on the bottom, Feedback Canceling Mode, Soft Level Noise Reduction Mode and Impulse Sound Mode. And there are a variety of settings within each of these blocks. So a lot of fine-tuning control, if you should need it, in your feature settings. When we move to the Moment 330, under the feature settings tab, really everything remains pretty much the same, but you'll notice that we don't have the high frequency boost, and we don't have the SmartWind Manager.

But within each of the existing six feature tab blocks, you still have fine-tuning control in about the same way as you did in the 440. The feature settings within the Moment 220 offer the same six feature fine-tuning controls, but with a little less adjustability as compared to the 330. For instance, under HD Locator, the Microphone Mode, you won't find the option for that Digital Pinna application. In the Speech and Noise Mode, you'll find noise reduction, with which offers a slight increase in the mids, and noise reduction comfort attenuation across all bands. And in soft level noise reduction, you'll find just a standard reduction only. The Moment 110 offers four feature fine-tuning controls, with really just basic adjustments in each.

In your Microphone Mode, you'll have the locator available in four bands, and then front or omni as an option. In the Speech and Noise Mode, you'll have noise reduction and noise reduction comfort only. In soft level noise reduction, you'll have just the standard reduction, which is up to about 6dB. And in the feedback canceling block, you'll have super gain, super gain fast and super gain max. No super gain for music. Now we've seen how Widex Moment's commitment to natural sound is the same across all levels of technology, and we've highlighted what is different in each level, that will meet not only the client's needs, but also the hearing care provider's fine-tuning needs. In the end, choosing the right performance level will support the client's ease of listening, which leads to the cognitive benefits of engagement, which can then restore their joy of participation in daily life.

New Widex support materials can help to guide the discussion of the importance of getting hearing care, and the difference Widex technology can make in clients' lives. Reach out to your regional Widex team, or call our customer service number here to order the technology selection questionnaire and guide that we saw earlier, and this new Moment consumer brochure. PDF versions are also attached to this course as well. The Widex Moment commitment to natural sound for all and performance levels to match individual client needs, along with the tools we've discussed today, assist in identifying important needs to the client, setting realistic expectations and choosing the right technology level to deliver that improves social engagement and the joy of more active participation in life. Thank you for spending time with us today. If you have any questions on Moment or Moment performance levels, please submit them to AOInquiry@widex.com.