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Signia QuickTips: My WellBeing
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- [Erin Downard] Hello and welcome to our Signia QuickTips series. My name is Erin Downard, and I am on the Clinical Education team here at Signia. Today's QuickTip session will review the My WellBeing feature found in the Signia app. Before we get started, I do have a couple housekeeping items to review. For assistance with this course, please contact AudiologyOnline. Please visit the AudiologyOnline website for other live and recorded events from Signia. My WellBeing is a tool for hearing aid engagement and wearer well-being. So, hearing well isn't just important for completing daily tasks, it's also important for a healthy body and mind. It's clear from years of research that unaddressed hearing loss has been linked to a wide range of mental and physical health conditions.

We know it, hearing care professionals know it, but how many consumers truly understand the profound implications of unaddressed hearing loss, on not just their day-to-day interactions, but to their health and their wellbeing? High-quality hearing aids are crucial to maximize the well-being for those people with hearing loss because they deliver a customized sound to optimize the hearing. But they must be worn consistently for the wearer to experience maximum benefit. With inconsistent use, the brain cannot learn to interpret and use the sound from the hearing aids as effectively. A common analogy is that hearing is like a muscle. If you use it consistently, it performs its best. If you do not use it consistently, it does not perform as well.

Not fully believing in the importance of this is one reason some new wearers do not finish the trial period successfully, and it is a reason why some current hearing-aid owners are not hearing-aid wearers and are not experiencing the well-being benefit that good hearing can deliver. Introducing My WellBeing. Again, this is a tool to encourage consistent hearing aid use for maximum hearing aid benefit and to increase awareness of the importance of hearing aids to overall well-being. And, of course, increasing awareness is one of the pillars of our Signia Responsibility Initiative. Through this new collection of features, we deliver innovative ways to empower wearers and

motivate them to consistently engage with and wear their hearing aids, inspiring them to commit to maximizing their benefits with hearing aids, and to see hearing as an important component of well-being.

My WellBeing leverages existing AX technology in new ways to deliver insights about wearers hearing activity and physical activity to provide additional motivation for them to wear their hearing aids consistently. In addition to helping patients hear better on the move, the hearing aids built-in motion sensor allows wearers to see exactly how many steps they take each day, which is via My Steps, and how active they are via My Activity. In addition, wearers can see how consistently they are using their hearing aids via My WearTime, and interacting socially with others via My Conversations. These insights are quick and easy to see in the Signia app and can be viewed in day, week, month, or year timescales. My WellBeing will be available for both new and existing AX wearers.

Existing fittings will require a firmware update via Connexx 9.8. Following the hearing aid firmware update, My WellBeing will automatically be available and viewable in the Signia app. Privacy is important, hearing care professionals and wearers want to make sure their privacy is protected. My WellBeing makes sure of that, all data and insights are stored and visible only in the My Signia app. Data is not stored anywhere else and insights are not visible anywhere else. You have no access to My WellBeing information in the Connexx software, it is only via their app. Now, we will take a look at all of this in more detail. First, a closer look at each of the four My Wellbeing features. Then, I'll show you some examples of how the wearer will experience the My WellBeing insights within the Signia app.

My Steps is very straightforward, it is a step counter. In fact, in our market research, we found this was the most tangible and attractive feature to consumers. This makes sense because step trackers are widely known and provide very concrete information

with an easily understood benefit. However, My Steps has better accuracy than wrist-worn trackers and smartphones due to its ear-worn position. So, wrist-worn trackers are known to overestimate steps during activities that involve mostly our movements, such as washing dishes or vacuuming. The hearing aid's motion sensor detect steps based on movement patterns. There is also the option to customize a goal, some wearers may enjoy this additional motivation to increase hearing aid engagement as well as step count.

It comes with a default goal of 5,000 steps, which is based on recommendations by the World Health Organization and the US Department of Health and Human Services. My Activity provides a different look at physical activity. Instead of counting steps, it provides an estimate of overall movement/activity level. Data from the motion sensor is analyzed, and minutes of activity are classified as moderate or fast. The moderate class includes all active sitting, standing, and walking-based activities. For example, kitchen work, playing table football, gardening, standing around such as waiting for a bus, and all walking activities. More vigorous activities, such as jogging or running, those are going to be categorized as fast activity. There's also the option to customize a goal if the wearer desires in My Activity as well.

The default goal of 30 minutes is based, again, on recommendations by the US Department of Health and Human Services for at least 30 minutes of physical activity at least five days a week. Now, moving from measures of physical activity to insights into hearing activity, My WearTime empowers wearers to track their hearing aid use. My WearTime was found to be the most impactful of all the My WellBeing functionalities in the minds of hearing care professionals according to our market research. This makes sense, promoting increased wear time is a goal of hearing care providers in general because they understand it is important to maximize the hearing aid performance, and of course, increase the satisfaction, and hopefully, reduce the return rate.

My WearTime displays the duration of the hearing aid over the course of the day. Of course, hearing care providers have long had access to similar information in Connexx via the data logging. However, My WearTime is a little different in a couple of ways. This is the first time hearing-aid wearers have had access to this information about their hearing-aid wear time. So historically, they would come into your office, you would look up their data log and tell them how many hours per day they were averaging. They never knew, though, until they were in your office, so that's a nice feature for them to be able to track. In addition, My WearTime data is displayed for each day, not simply just an average, so it's gonna provide more accurate tracking of daily hearing aid use with more granularity than what the hearing care professional can see in Connexx.

My WearTime also has a customizable goal with the default goal of nine hours based on Signia's general recommendation minimum. My Conversations provides insights about a wearer social interaction and participation. It provides an estimate of the duration and dynamics of social interaction by analyzing conversation at length and the amount of wearer participation. Estimates are going to be displayed in one of four categories, ranging from low to very high. This functionality does not have the option of a goal because the individual baseline varies so widely due to living situation, personality, things that don't necessarily make sense to compare against a goal. The amount of wearer participation is detected by Own Voice Processing 2.0. Here, it is especially important to emphasize both to wearers and the hearing care professionals who may not already be familiar with Own Voice Processing.

But OVP does not gather any information about the content of the wearer's speech. It doesn't have that capability, but it works only by detecting the presence of the wearer's voice. So it's not necessarily what they're saying, it's if they're speaking and how often they're speaking. So, My Conversations is not going to be available for your

Insio AX fittings, your monaural fittings, or fittings where Own Voice Processing 2.0 training was not completed. In these cases, the My Conversations category will not appear in the app, but the wearer will not perceive that something is missing. All those insights from the for My WellBeing features are conveniently viewable in the Signia app. They can zoom into the day and see their daily insights broken down across three time periods.

For this specific example, we are looking at My Steps. The wearer must pair hearing aids to the phone via Bluetooth, not one of the other pairing options that's offered by the Signia app, it does need to be via Bluetooth. It is very important to synchronize the hearing aids with the Signia app once daily. So, this can be done by opening the Signia app just one time every day, and this transfers the data collected on the hearing aid so that the app displays accurate insights. If the wearer forgets, the data transfer to the app will be divided across those days since the last synchronization, it's expressed as an average. So, data is collected on a one-minute timescale, then grouped into 15-minute blocks that are then transferred to the app every 15 minutes.

This transfer by 15-minute blocks is due to battery consumption and data traffic considerations. The data transfer happens in the background and does not disrupt any phone functionality. And of course, privacy is important. So, hearing care professionals and wearers want to make sure their privacy is protected. My WellBeing makes sure of that, all data and insights are stored and visible only in the Signia app. Data is not stored anywhere else, and insights are not visible anywhere else. Hearing care professionals, again, have no access to the My WellBeing Info in Connexx. When My WellBeing is opened in the app, the wearer will first see an overview, showing the current insights for each of the four features on that day.

Clicking on a feature will open up more details about that feature. So for example, if we click on My Steps, we'll see this screen with a variety, I'm sorry, with a view of the daily

totals for the current week. And this is what we'd see for My Activity, My WearTime, and My Conversations. So, each feature opens first to the Week view, but wearers are also empowered to zoom in and zoom out on the timescale. They can zoom into the Day view and see their daily insights broken down across three time periods. You can see an example here for My Steps. Or if they want to zoom out, they can see their insights over the course of a month or a year.

So lots of different ways for wearers to view their My WellBeing insights, and it's very easy and intuitive, and it's all right in that Signia app. My WellBeing was designed with the needs of our target audience in mind, and it's not a fitness tracker. That's good because our recent market research confirmed that consumers did not want a fitness tracker and they were actually turned off by the idea of ambitious fitness goals. Rather, they preferred a tool to confirm and monitor their current fitness levels to help them live their best version of their current life while getting the most benefit from their hearing aids. My WellBeing supports wearer success with their hearing aids in a couple of ways.

It motivates wearers by conveniently providing interesting and meaningful insights without needing a separate device worn elsewhere on the body. Interest in tracking and using insights across several relevant health dimensions. And the desire to reach personal goals, thereby maximizing their hearing aid use. A positive impact on overall health conditions. Again, wearing hearing aids consistently, plus celebrating physical activity, contributes positively on the wearer's overall health. The wearer's success is the hearing care professional success, and My WellBeing supports hearing care professionals too. It supports wearers' success and satisfaction by encouraging consistent hearing aid use. Offers engaging insights for wearers, which as prerequisite requires consistent hearing aid use. And it reinforces hearing care professional as the trusted expert. And now, you have met My WellBeing with its four features to empower

wearers with insights about their hearing and physical activity to motivate hearing aid engagement and to maximize hearing aid success.

Thank you so much for taking the time to learn about My WellBeing in our Signia QuickTip series on AudiologyOnline. If you're interested in learning more about our products and software, I do encourage you to search our other courses on AudiologyOnline. And of course, reach out to your Signia team who would be happy to help.