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Conversations Shine with Lumity
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- [Anna Smith] Welcome to today's course, Conversations Shine with Lumity presented by Shannon Basham. It has been said that innovation is seeing what everyone has seen and thinking what nobody has thought. This month on AudiologyOnline, we're celebrating innovation in the hearing industry with our third industry innovation summit. Thank you for joining today and we hope to see you in other summit courses which you will find in our course library. We'd like to thank our title sponsor Care Credit, and all of the companies who are participating in the 2023 summit. And now it is my pleasure to turn the microphone over to Shannon.

- [Shannon] Thank you Anna and thank you AudiologyOnline for hosting such a wonderful series. So today, hopefully by the end of this session, you will be able to list new products provided by Phonak. You will be able to describe benefits of the new features and you will be able to pick a best solution for your patients. I'm gonna turn off this video so as to preserve some of the bandwidth. Okay. So for 75 years, Phonak has been at the forefront of innovating hearing technology. From hearing aids to developing products that enable connections between millions of people. Being an industry leader, we never stay still. We continue to innovate, we continue to light up those connections. Okay. Just forgive me a little analogy for a while.

In today's world, at least in the hearing space, we can often find ourselves a little distracted by the nice to haves. Hmm, let's call those frosting, if you will. And we shift focus from the real reason we do what we do or even why we are here. Let's say that's the cake. And I bet it wouldn't take you long to start naming off some of those frostings of which I speak. Now, don't get me wrong, one could actually argue that some of those nice to haves have moved into the essential category for some of our patients, but for all patients, it truly is about that cake, which is hearing performance. So with our new platform, we continue to innovate, to improve that number one patient desire, which is hearing performance, or more specifically, better speech understanding.

With Marvel, you saw us generate love at first sound, moving that needle on first fit success. With Paradise, we added to love at first sound and let people experience that unrivaled sound of Paradise. And now Lumity provides sound quality you expect from Phonak and puts the focus squarely on illuminating speech understanding, especially in the presence of noise. And this is super important because, after all, it is what patients want. Speech understanding is important. It matters. We know that patients and their families value it. It's key to communication and it's important to overall wellbeing. In repeated studies, we find that speech understanding is ranked in the top six areas patients place value. As you look at the list here, I'm sure these six areas are not a surprise to any of you listening.

Most of these are the situations that connect people. Sorry about that. Clearly she thinks so too. That keep people connected at home, at work and at play. There's no question that historically Phonak has fiercely innovated in the space of sound quality and hearing performance. We've worked on that cake. However, with Lumity, we aim to provide the absolute best performance of speech understanding in all environments. As you can see here, Phonak Lumity is feature-rich and it's packed with industry-leading technology that you can expect from us. With Lumity, we introduced our first rechargeable-only product line, ensuring that all models benefit from the innovations that rechargeability enables. Upgraded AutoSense OS 5.0 is central to all Phonak technology.

This ensures precise and seamless automatic adjustments to any environment that your patient goes into. It's really the key ingredient to that cake. New with Audeo Lumity is Phonak Smart Suite, sorry, SmartSpeech Technology, which utilizes this bundle of unique to Phonak feature sets. They aim to provide the best audio for your patients, continuing to provide sound quality they expect from us. Key Phonak-first innovations, such as made for all connectivity, true hands-free calling, multiple Bluetooth connections and the ability to simultaneously connect to two devices are all

established foundations and delicious frostings that are essential to the patient satisfaction. They can still be found in Lumity. With myPhonak app, you can empower your patients to track their health, connect to you remotely and even personalize their hearing experience all within the palm of their hand.

All of this is in addition to the support services that we provide when you partner with us and it ensures that you have the product, the digital support and the business support to grow with us together. So I've given you a quick little overview of the triple threat, the SmartSpeech Technology digital services and support services. So let's talk about what's at the heart of the product piece. Like I said, that key ingredient of the cake, which is the operating system. Orchestrating the features that illuminate speech is that AutoSense OS 5.0. Using decades of machine learning, AutoSense OS actually scans the environment 700 times per second to select from over 200 unique combinations to provide the best settings to maximize hearing performance automatically so your patients don't have to.

And because environments are not typically pure noise or pure speech, AutoSense OS is smart enough to blend features and game model. Conversations shine in a variety of environments. Because of its fast processing, AutoSense OS creates a listening experience without harsh or abrupt changes from one environment to the next. It truly is and creates that seamless listening experience for your patients. AutoSense OS balances comfort features, such as wind block, speech in car, echo block and sound relax with SmartSpeech technology. These are features that have been proven to reduce listening effort and improve speech intelligibility. Also, more features you may be familiar with, or better yet, that you may know and love, motion sensor hearing, speech enhancer, dynamic noise cancellation, Activent and my personal favorite, Roger, they've already been established and they have a reputation of excellence.

With Lumity, we now introduce two new features for hearing in noisy environments, which we know are the most challenging of listening environments for individuals with hearing loss. I think it's safe to say that we rarely have a patient walk in and say, "You know, in noise I'm good. It's the calm environments with no competing noise, that's where I struggle." This is exactly why at Phonak we are constantly working to improve listening in noise and I'm sure you are in your clinics as well. And this is where our new friends, StereoZoom 2.0 and SpeechSensor come in. StereoZoom probably sounds pretty familiar at this point and that's because we've been utilizing this binaural directionality feature- and made adaptive its behavior for many years.

However, with Lumity, we've made StereoZoom smoother, smarter and stronger for those situations where your patients are in a noisy place and they're facing or looking at their communication partner. But what happens when the speech isn't coming directly from the front? Well, that's where SpeechSensor kicks in. So let's take few moments and have a deeper look at these two new features. The benefit of directional microphone technology is absolutely well documented. We all know improved signal to noise ratio from directional microphone has been shown to improve speech intelligibility in typical speech in noise situations, where speech is coming from the front and the noise is coming from the side or the rear. We can actually show that with Phonak's directional microphone technology, your patients can enjoy 26% better speech understanding thanks to fixed directional microphone modes.

This is probably very familiar to all of you. Because with most hearing aids, when the noise level increases, the hearing aids switches directly to a narrow directional mode and your patient will notice that this gives them the focus that they need on their communication partner's voice. But sometimes, they may find that the sudden change in directionality causes a reduction of their awareness of what's going on around them. And this has been documented that listeners with hearing loss, they likely spend more effort in maintaining awareness, than the normal hearing. Now this environment, it's

probably pretty familiar to you. With diffuse noise around your patient, a narrow beam former, like StereoZoom 2.0, will be activated, but now much more smoothly.

This smooth activation means there's no more abrupt change from adaptive fixed direction setting of UltraZoom direct to a narrow setting, and it will give your patient more environmental awareness as they settle into their noisy setting. But what happens when the noise level continues to increase, when the situation just keeps getting noisier and noisier and noisier? StereoZoom 2.0 has a newly built-in noise level sensor that smoothly and smartly adapts to the narrowness of the beam former as the level increases. This will give a more focus beam former with louder noise environments, resulting in more focused speech smoothly and smartly. So this smooth adaptation of the binaural beam former is helpful in background noise, but sometimes, patients still need just a little bit more.

Hearing in noise is exhausting and individuals with hearing loss, they need all the help they can get. With StereoZoom 2.0 coupled with a MyPhonak app, your patient can actually increase the strength of the beam former in real time to address the challenges of speech in that diffuse noise situation. So by sliding the speech focus slider to the right, your patient can get up to 0.5 noise ratio. And new with Lumity and MyPhonak app, your patients are able to independently reduce dynamic noise cancellation or DNC via the noise reduction slider. So DNC is designed to reduce the typical type of babble noise of a restaurant from sides and the back. That reduced listening effort from DNC, along with the improvement in signal to noise ratio with using that speech focus slider to adjust the StereoZoom, will really help conversation shine and reduce the listening effort for your patients.

And reducing listening effort helps to free up the cognitive resources for purposes other than listening so they can focus on other things while they're in those environments. Technical measures on StereoZoom 2.0 show the new implementation provides three

dB better signal to noise ratio when speech is coming from the front in challenging environments, and when set to maximum strength, there's an additional 2.5 dB better signal to noise ratio. The overall benefit is that StereoZoom 2.0 provides more environmental awareness thanks to the smooth activation of StereoZoom 2.0 and more speech focus with the ability to increase the strength of StereoZoom 2.0. A keen awareness of the sound environment can actually contribute to your patient's overall physical confidence. Even slight improvements in confidence can alter patients' sense of wellbeing.

If you can't tell, I'm a pretty big fan of StereoZoom and it is fantastic when speech is coming from the front, which it does about 80% of the time. But what about times when speech isn't coming in the front? Again, our friend SpeechSensor. As previously discussed, directionality is going to be activated in noisy environments, giving the listener an improved signal to noise ratio. So let me set the stage. This is a patient here in a restaurant and the waiter is listing the specials for the night. Once the waiter has finished and is allowing the guest to ponder the dish that they're gonna choose, the patient will look away from the waiter and back to the people at the table.

Well, the hearing aid and beam former will naturally follow suit. If the waiter comes up again to take the drink order now, but your patient is still listening to the person across the table from them, and this is how SpeechSensor will help the situation. Because of AutoSense OS, the environment is constantly being monitored. In noise, SpeechSensor is just on in the background monitoring factors like noise level and speech to noise ratio and the direction of the loudest speech sound. And this occurs in each hearing aid. So the hearing aids are going to talk to one another via a data exchange, and this is that same protocol that supports QuickSync, for example. So there's actually a 360 degree picture of what's happening.

So in this case, SpeechSensor has determined that the loudest voice, the waiter, is coming from the right. This information is then sent back to AutoSense OS 5.0 and AutoSense OS 5.0 will activate the most appropriate beam former setting. In this case, it's chosen that fixed beam former, so that the patient can hear the waiter and maintain awareness of the table around him. However, if the loudest speech sound would've been from behind, AutoSense OS would've chosen real ear sound, which is an omnidirectional with a pinna. So in a nutshell, SpeechSensor is our spatial speech detection algorithm. It's constantly monitoring the sound environment, creating a 360 degree picture. The result is an accurate detection of the direction of the primary speech signal, regardless of how challenging the environment may be.

SpeechSensor is great when you're at that sporting event and you wanna hear the person next to you, but you don't wanna miss not even one second of the action on the field. So in quiet and in noise, in one-on-one and in group settings, it may sound impossible that a solution that's comprehensive enough to meet your patient's listening needs, a solution that's flexible enough to be as unique and adventurous as they are, well, it's a delicious cake with all the right combination of frostings, yes, it can be Lumity. Combining innovative technological and audiological-driven features, Lumity does have the technology you need to customize a solution as unique as every one of your patients. And because hearing aids don't just help you hear better, they help you live better, our products and features are built on our well hearing is wellbeing philosophy.

It's no surprise to any of you listening that hearing loss can affect overall wellbeing for both patients and their families alike. We're pretty passionate about this. Phonak's well hearing is wellbeing models the World Health Organization's view, recognizing that social, emotional, cognitive and physical wellbeing are core dimensions of one's overall wellbeing. You probably notice this every day in practice. It actually starts with listening to your patients. There will be trigger words that let you know where they struggle and

we're all quite accustomed to listening for which environments or situations are problematic for our patients. We, together with our patients, often decide which technology level recommendations and solutions based on their lifestyle and their communication needs, but are we really tuned in to their wellbeing?

I mean, like what do you think when you hear a patient say they're exhausted or they're lonely or they're nervous? Because exhausted could have nothing to do with physical stamina. Sorry, stamina, and actually translate to how much listening effort is required to follow everyday conversations. Lonely may not be a reflection on the physical distance between family members or friends, but it could be social isolation as a result of untreated hearing loss. And nervous is often a feeling expressed by those with hearing loss who feel unsteady in their environment. The good news is research shows that hearing rehabilitation is linked to improvements in overall wellbeing. And this too is probably something you've seen daily in your office with hearing aid fittings.

Patients who are fit successfully with hearing aids, they sit back, unfurl their brow, they become part of the conversation instead of a witness to it. Relationships improve. Patients present as younger or more vibrant and with it and they take up activities or situations that they previously had withdrawn from. Lumity includes many features that support the three dimensions of wellbeing, motion sensor hearing, dynamic noise cancellation, SpeechSensor, StereoZoom 2.0, and our UltraZoom and Roger all keep people connected so they can thrive socially and emotionally. We've shown decreased listening effort thanks to APD 2.0, which is our proprietary fitting algorithm, dynamic noise cancellation and speech enhancer. These are all great features to hear well and keep your cognitive resources freed up to do something other than strain to hear.

Health tracking features in myPhonak app, Lumity Life, AutoSense OS 5.0, motion sensor hearing and Roger technology all empower patients to hear well while they're on the go. With life, this keeps them hearing when they're working out, my gosh, in

torrential rainstorms and even at the beach with their families. Audeo Lumity addresses not only speech understanding but also overall wellbeing to support your patients along their better hearing journey. So let's look at the products that have this terrific technology. There are three models in this fully rechargeable lineup. By offering these models with lithium ion rechargeability, we are able to power our accelerometer, which enables tap control and mo- Goodness. Motion sensor hearing, health data tracking and features like Activent.

Let's not forget Activent. Super cool technology. With Activent, you can have the best of both worlds. The comfort of an open fitting and the clarity of a closed fitting with up to 10% better speech understanding and you get that full robust sound while streaming. You'll see the Audeo Lumity L-R rechargeable, Audeo L-RT, which is a rechargeable model with telecoil. Both of these models have a new redesigned, easy-to-use charger. There's magnets in the lid, which makes popping the charger super easy for all patients. On the right is our second generation of the world's first waterproof rechargeable hearing aid. Audeo Lumity Rechargeable Life, so Audeo L-RL. Audeo Life has been tested and succeeded in pool water, saltwater, freshwater, sweat and humidity and it has withstood the elements, making Audeo L-RL practically lifeproof.

Audeo Life comes with our inductive charger, which is also another easy to insert and remove charger. With these three models in four levels of technology, you can now offer illuminated conversations for almost any hearing loss configuration. Additionally, by using the same receivers, domes and custom acoustic couplings, the same as Marvel and Paradise, there's no new equipment that you're gonna need to have in your office. Just touch briefly on digital services, as these allow your patients to integrate their technology into their day-to-day lives. Key Phonak-first innovations, such as made-for-all connectivity, true hands-free calling, multiple Bluetooth connections and

the ability to simultaneously connect two devices are all established foundations of Audeo Lumity.

With the myPhonak app, you can empower your patients to track their health, connect to you remotely and personalize their hearing experience all within the palm of their hand. And although I adjust a bit and refer to these as nice to haves or frostings, they are key innovations that lead to patient satisfaction. They're expected as baseline from today's technology and truly lend themselves as part of your patient's communication package. The myPhonak app gives patients who wear Lumity a myriad of little luxuries. It offers them the ability to receive information about the status of hearing aids, to personalize their hearing experience in real time to ensure they're in control of their listening preferences in noise and in quiet, to activate the health track data and to connect to you via remote support for counseling, hearing aid instructions and programming adjustments, again, all within the palm of their hands.

Included with the myPhonak app is the ability to track health features. Participation is completely optional, but this optional information can be obtained by the hearing instruments and it can all inform you and your patients about how they're spending their days physically and acoustically. You can set goals for both wearing time and steps. The myPhonak app gives your patients confidence to address hearing in any listening situation while maintaining a healthy lifestyle. Of course, this can't stand alone without the proper support from you. To help you be truly successful, Phonak has the support services that you would expect. So let's peek at a few of them. We know that being an industry leader isn't just about delivering innovative products to the market.

It's about providing industry leading digital services and supporting our customers in a way that no other manufacturer can. So the relationship between hearing healthcare professionals and industry, it should grow and flourish as we are basically on the same side pushing for the same goals. We're only successful when you are, and there's

always been an art and a science needed to successfully treat hearing loss. It's the yin and yang coming together, technology innovation coupled with the artfully skillful professionals that drive this process leading to success. The licensed professional continues to be the gold standard of care when it comes to treating hearing loss. Hearing performance, ease of use and convenience for your patients. Working closely with Phonak unlocks additional support services, such as marketing support, tailored learning and development and expert business insights and best practice benchmarks.

Our partnership can help you meet the needs of more patients to change lives and grow your practice. Phonak proudly delivers a broad portfolio of hearing solutions, developed to meet both the audiological and lifestyle needs of your patients. Audeo Lumity innovates with new inherited features to shine a light on conversations, no matter where they're coming from or what environment they're in. Individualized patient care can truly be achieved when you have a strong foundation. I mean, think of a delicious layer and sprinkle in all of the frostings to meet the needs for a complete patient satisfaction. I just wanna thank you all for your time today and if you have any additional training needs or questions, please do not hesitate to reach out to anyone on your Phonak team, especially your Phonak clinical training team or your field rep, because together we change lives.

- [Anna Smith] Thank you so much, Shannon. I do not see any questions in the Q&A, so at this time I'm gonna go ahead and end the event and hope to see you guys in other summit events throughout the month of February. Thanks.