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Welcome to the Vivante Experience

Presenter: Courtney Smith, MA, CCC-A

- Thank you all for being here today. I'm Courtney Smith and I'm so excited today to present to you about the Vivante experience. It's a real pleasure for me to be here presenting to you today. Vivante is a Latin word. It's derived from a Latin-based language, meaning alive or lively or living. And the Urban Dictionary defines it as a person with a free spirit and happy disposition who enjoys the pleasures of life. This seems very fitting as our new platform is all about enabling your clients to step into all of life's moments, to be at the heart of every conversation without missing a beat. Just a few learning objectives today that we would like for you at the end of this course to be able to summarize the technology and benefits of the Moxi Vivante hearing instruments.

We would like for you to be able to outline key feature controls and updates in our TrueFit software. And finally, we would like for you to, at the conclusion of the course, be able to identify the key features and benefits of our experience innovations that we use here at Unitron. So to get everybody a little bit excited about Vivante, we have a high energy video to show you that provides a good overview of what Vivante has to offer. Awesome, I love that video. It's so much fun to watch every time I see it. So the sound of that video really kind of keys up the presentation today. In this presentation we're going to cover three key areas where Vivante really impresses.

We have new innovations in sound performance, fresh new products designed for life, and we have our unique experience innovations. We will also talk a little bit about our industry-leading made for all connectivity and how Vivante shines at all technology levels, not just the premium segment. So if you have worked with Unitron before, you're familiar with our Blu platform, which came out in April, 2021. So go ahead and type in the Q&A if you have a chance to mention what are some of your favorite things that you have enjoyed about working with our Blu devices. Go ahead and type in and I'll just give you all a couple of moments to do so. There's a lot of things that we really have enjoyed about the Blu platform and it continues to shine.

Hearing aid patients continue to love it. So, many of you in the audience today may have had some experience with Blu and it was really popular, as some people mentioned, tap control is a favorite feature, better sound quality with Blu. So we're building on the tremendous success of Blu and we're kicking off with the sound performance in Vivante. So sound performance involves a system of features working together, not just individual components working in isolation. So today we're going to make sure you have all the details and I'll give some background, but instead of walking through the entire sound performance feature set, let's just get into what's new and different with Vivante. If you're wanting a more in-depth refresher, please get in touch for a follow-up training with our training department.

We also have a lot of information about our legacy details on MyUnitron and AudiologyOnline in some of our past coursework. So let's just take a bit of an end user focus and look at some problems that are needing to be solved in hearing healthcare today. So in this recent survey of 145 hearing healthcare providers, they were asked to rate how important are specific product attributes when you're choosing which brand to work with and which brand to sell at your hearing aid practice. So as you can see, there's a lot of variables that were rated, but it may come as no surprise that speech in loud environments was rated as the most important for patients for performance. And despite ongoing improvements throughout the years, this is still one of the most common complaints for people with hearing loss and both with and without hearing aids.

So let's take a look at how Vivante delivers sound performance for hearing and noise. Like with Blu, our main engine driving the best sound performance in Vivante is also called Integra OS, and it still determines the type of sound environment your patient is in and automatically adjusts to support them, be it a high or a low complexity listening environment. Since speech and noise is generally an environment with high complexity,

one of Vivante's headline features can be found with our high complexity listening situations. So what's new with Vivante? we're pleased to introduce two significant new features which help address this challenging situation. Integra OS has now evolved to include a new 8th listening environment called Conversation in loud noise with HyperFocus.

And this program improves signal to noise ratio for conversations in very loud noise environments for your patients. So when sounds enter the hearing instruments, Integra OS takes them in and classifies them into a range of key listening environments from very quiet to loud noise. Integra OS then optimizes the listening experience for each specific situation blending most environments into one of many thousand combinations. Our automatic system has had a seven base environment structure for several generations and with Vivante we're excited to show you how it has evolved to include this new 8th environment. There are also two unblended environments, so these environments activate when appropriate. We have music which has been around here at Unitron for many years and it never blends due to the unique characteristics of music.

The new 8th environment, which is conversation and loud noise, is also not blended. So we'll look at the details in a moment. This illustration is meant to show you what is blended and what is not, relative to low and high complexity acoustical environmental situations. So now that we have this 8th environment within Integra OS, let's see what else is new. So HyperFocus, which improves the signal to noise ratio for conversations in loud noise, let's get into how HyperFocus works a little more in depth. So in that environment where patients are really challenged and they might be on the verge of just giving up or tuning out, every DB of signal to noise ratio matters that they can get an advantage.

So this conversation in loud noise with HyperFocus will automatically activate for face-to-face conversations in extremely challenging noisy situations. So with HyperFocus, the microphones are engaging into a narrow beam to improve the SNR, and there's three listening conditions that should be met in order for HyperFocus to engage. So speech is coming from the front, from in front of your patient, the noise around your patient should be sufficiently loud and the listener or the patient will be stationary or not moving. And we do this from a safety and listener intent vantage point. We assume that a listener who's moving probably wants more sensitivity to the sound around them while they're walking. Let's get into the details of HyperFocus a little bit deeper.

So the beam width of HyperFocus, it's extremely narrow in these noisy environments. So with this in mind, we built it in to make sure the patients experience seamless sound. So we want this transition to be gradual and smooth for your patient. And it starts when the environment is fairly quiet. Gradually the beam of HyperFocus becomes narrower as the noise level increases. If you look closely at the illustration, the strength of the beam or the narrowness depends on the noise level. And so in our session on software, we will go into that a little bit more and you'll see that on Thursday. So how are we benefiting the patient with these new features? At our premium offering, which is our technology level 9, it's very simple because this feature is automatic for your patients.

We also offer this new feature to help support the complaint or the patient's performance in noise as a manual program. And that's available to patients at both the premium level 9 and our advanced level 7 device. In the manual program, once conversation in loud noise has been selected, HyperFocus will engage up to the strength setting configured in true fit. And so it's unique to the manual program. You, the provider, can adjust the strength setting of HyperFocus in TrueFit, the patient can also adjust it in the app. And as with most of our adaptive features, the selected setting

represents the upper limit available, but the actual setting in the moment can be less than that as the strength is still adaptive in the manual program.

It just varies based on the noise level. So we're gonna shift gears a little bit and talk a little bit about what else Vivante has to offer. And so toss some responses in the Q&A. What are some challenges in a car that your patients might face? I know that when I was practicing in the clinic, my patients would always mention that this was a difficult situation for them, having to hear in the car, go on road trips, or picking up grandkids from school. But why is the car such a difficult environment? Go ahead and type in the Q&A and I'll give you a couple moments to respond. So someone mentioned that noise in the car and also patient sitting in the backseat.

Definite challenges for patients today. So as we all know, there are a ton of challenges in the car. There's so many, I mean, the patient doesn't have the visual cues that they're used to. They have engine noise that they're contending with. There's an air conditioner, there's so many distractions. So the car is definitely a challenging situation for patients. And so let's take a peek at how Vivante addresses these challenges. So in Vivante, we literally get patients back on the road with our new 360 conversation in car manual program that automatically focuses on speech regardless of where your patient is sitting in the car. So let me let that sink in a little bit. It is a manual program that patients need to either press their multifunction button on the hearing aid or use the app to activate or go into this setting.

It is recommended that they do so when they get into the car. And then once activated, 360 conversation in car, that program's automation takes over and reduces noise and gives preferences to speakers wherever they are located. Let's put our geek hats on a little bit and find out more about how this works. So when this 360 conversation and car program activates, it leverages the binaural system of two hearing instruments with two microphones each. And this design allows for the direction of the speaker to

quickly and accurately detect where the speech is coming from. And once that happens, the directional focus is applied and it is automatic. So in the minimal instances where the default settings don't measure up, this manual program is also configurable in TrueFit and it's also something that patients can add into the mix using the optional app program in the Remote Plus app.

So it will show up in their app as 360 car and patients will be able to select it and add it into the mix. In a car, in this program, we're taking into account the very specific acoustical environment of the car and optimizing for that setting. So this is a little video that shows you a little bit how the 360 conversation in car program works. And so what you'll see there on the bottom right of the screen is the difference between the level five and the level nine device. So let's take a quick listen.

- [Narrator] Any road trip can become the ride of a lifetime with 360 conversation in car. This manual program will automatically focus on speech, regardless of where passengers are sitting.

- That was a good workout at the gym today. That new instructor really made us work. I'm exhausted. Thanks for dropping us off at home on your way to dinner. Hey Matt, can you give Julie the short directions so we can avoid the trafficking construction?

- Sure, no problem. This can be a tricky neighborhood, but I found a good way the last time. Just make a left turn at the next corner, then follow the road until you get to the intersection of the stoplight, then turn right and just stay on that road until you get into our neighborhood.

- So you see there the difference between the level five technology and the level nine with 360 conversation in car, you can hear that microphone beam really kind of swinging towards the speaker. I recently was able listen to my Vivante instruments in

the car when I was picking up my kids from school and it just absolutely blew my mind that I was able to hear them so clearly in the backseat. And this is a user testimonial. So someone was on a holiday road trip, you know, from Canada all the way down to Florida, that's a long road trip, with his family. So one of our internal test patients said this about Vivante. He's an experienced hearing aid wearer for many, many years.

And here's how he described his experience. He found that he could hear the kids much more than he could with just the automatic program alone. And so he reported a noticeable improvement over what the hearing aid could do for him in that automatic setting. So let's look at some consumer data conducted in three key markets, the US, Germany, and China. So throw some numbers out in the chat. What percentage of patients do you think, patients all over the world, think that it's important to hear clearly in a restaurant or a bar or a cafe? Go ahead and type in the chat what percentage you think in this study. So some of you may be surprised to hear that 60% of patients thought that this was the case, it was an important situation to hear better in.

And then what percentage of patients would you say agreed that it's important to hear during in-person meetings? So we have 60, we have 95 responding. So in this study it was 55%. What about the percentage of patients that agree that it's important to hear clearly while traveling in the car? What percentage would you say? Someone said 60, someone said 70. So the answer is 53%. And so although in this study with the consumers that were researched for this study, you know 60%, 55% and 53%, it may seem a little bit low, but you know, the main point here is that hearing aid wearers think that all of these situations are important more times than not, these are situations they're in and they need to hear better in.

So let's talk a little bit now about lower complexity situations because they're super important too. And as we can see from the consumer data we looked at earlier, let's see how Integra OS addresses low complexity environments. These are not new

features in Vivante but we will cover them just kind of as a reminder to you. So the lower complexity environments in Integra OS include quiet without speech and conversation in quiet and conversation in a small group. So when speech and low level noise are present, speech enhancement and noise reduction automatically engage and adapt as appropriate. And so to help preserve these subtle cues and these important speech cues, we have Pinna Effect 2 and soft speech lift there working in the background as well.

So Pinna Effect 2 is a default microphone mode for those lower complexity situations and we're strategically putting in a small amount of asymmetric directivity to account for the head related transfer function aspects. So it really works hard for your patients in the background to minimize the impact of any missing acoustic cues that they might lose from wearing hearing devices. And there's more to effectively amplifying very soft speech signals than just turning up gain for soft inputs. So by increasing gain for all soft sounds, patients will notice low level noises can increase as well. So soft speech lift is designed to boost the speech and help it rise above the noise without increasing all of those other less important environmental sounds for your patient.

Let's now focus on how Integra OS manages higher complexity situations as a review. AutoFocus 360 is not new for Vivante but let's just review it again so you're clear on how this key component of Integra OS contributes to managing high complexity environments. So AutoFocus 360 engages automatically whenever the classifier determines the environmental blend is predominantly any combination of a high complexity environment. And so the illustrations here on your screen are just a few representations of the incredibly wide variety of situations that AutoFocus 360 is designed to handle. We know that speech does not always come from the front and kind of setting the stage here, you know, going all the way back to 2004, this Walden study was published and showed that speech was not from the front 20 to 24% of the time.

So we've been offering features that allow for focus in various directions for several product generations now here at Unitron. With Blu we started tracking speech direction in complex listening situations and making that information available to you with Log It All. So you can actually use that Log It All screen to see what speech direction is coming to your patient specifically. And it's very, very interesting to use this data when making recommendations to your patients. In late 2022, we actually published a new white paper documenting logged speech direction from nearly 7,000 hearing instrument wearers. We won't cover all the details now and you can read this paper for yourself. You can always ask your Unitron regional sales manager or trainer to send it to you, but this graphic taken from the paper shows the median percentages for target speech locations for all of these clients for their time spent in high complexity situations.

So it shows that listeners did not face the direction of the speech about 25% of the time, which is nearly as often as they did face the speaker, which ended up being about 30% of the time. So the quote on the slide is taken from the conclusion of the white paper and just makes that point that since speech does come from other directions than the front about one-fourth of the time, it really makes a lot of sense to offer patients hearing instruments that accommodate non frontal listening behaviors. And so the good news is that Unitron, we've worked really hard to give this to our patients and let's just take another look at how we do it. So it begins with knowing the location of speech.

Of course this varies from person to situation, but the point is a system doesn't know where speech is coming from and noise, focusing to the front when speech is not there, it can do more harm than good, right? It's a common problem with less sophisticated systems. But with Vivante and AutoFocus 360, we're able to leverage our binaural network of four microphones. So we can quickly identify where that speaker is.

Once we know the speeches location, we're able to separate the speech from noise with the intelligent steering of the beamforming system. And this example shows speech coming from the left with a corresponding focus in that direction. And here are some other illustrations of how beamforming is applied in different directions depending on the detection of that speech target.

So also just to point out when no speech is detected, AutoFocus 360 applies a conservative fixed wide directionality approach. And so the the key point for your patients is that this is all happening automatically and your patients don't have to think about it and they also don't have to hear these transitions happening. They're smooth, they're seamless, and they're gradual. So AutoFocus 360, another key element that's working in the background for your patients is that it is applying frequency-specific gain adjustments that correspond to the speech direction. So if speech is coming from the front, Vivante adds more high frequency gain and if speech is coming from the back, we reduce the high frequencies and raise the mids a little bit.

For speech coming from the side, we introduce asymmetric gain offsets, just like the normal unaided ears would receive. There is yet another automatic aspect of AutoFocus 360. So speech enhancement is impacted by the speech direction and the beam pattern. So when speech is from the front, additional symmetrical speech enhancement together with an overall noise level reduction are applied to provide that contrast between speech and noise. Then when speech is coming from the back symmetrical speech enhancement is applied to the speech and an overall noise level reduction to boost that speech noise contrast. And then when speech comes from the side, asymmetrical speech enhancement is applied providing additional emphasis to speech on that ipsy side. And finally, for speech from the front only there is an additional spatial noise canceler, which is called dynamic noise reduction.

And it works in conjunction with a directional beam former. By comparing the noise levels coming from the front and the rear hemisphere when there's more noise coming from the back than from the front, it boosts the amount of noise suppression from the back to deliver an even better signal to noise ratio for speech from the front. So we show these various aspects of AutoFocus 360 as steps, but really all of these things are happening gradually and instantly depending on the environmental changes around your patient. So they improve your patient's signal to noise ratio and your patient can just enjoy the moment. So we're gonna go into, just to briefly touch on Pinna Effect 2, it is not a new feature in Vivante, but it is an important feature for Unitron instruments.

Pinna Effect 2 is really to preserve those spatial cues around your patient. And it is not new as I mentioned, but it is something that you might want to mention to your patients that are exploring the thought of getting hearing instruments, that this is an important part of life that we want to preserve for those patients. So what we're going to do next is shift a little bit into how Vivante is designed for life. So our Moxi Vivante receiver in the ear devices have been designed to seamlessly fit into your patient's lifestyle no matter where their day takes them. And so in addition to our new sound performance features, Vivante has two beautiful new RT designs for patients who really prioritize aesthetics and comfort and ease of use.

And these new form factors have been designed following the same user-centric design philosophy that we have had here at Unitron for many, many years. Moxi Vivante features two new RT designs and a new charging case that have been designed to focus on that comfort, those aesthetics and ease of use. So for patients, you know, they're gonna love the streamlined design and we also have a brand new charger that we are presenting to patients and it has a magnetic hold for the hearing instruments and a really nice right and left insertion. It's wonderful design for our patients, especially for those with some dexterity issues. Let's go into a little bit more about performance in Moxi Vivante.

So our Vivante performance profiles, we are using the same receiver options as our previous platform. So we have those four receiver strengths available to your patients and that full range of coupling options. So you know, domes, custom, seashells, vented domes, we're designed to accommodate almost all of the hearing losses that your patient may present with. To touch on the charger a little bit more. This charger is going to help keep your patients moving all day long and we're really excited and we think you and your patients will love this charger. It's quick to charge. Our rechargeable solutions will provide your patients with a full day of hearing including streaming and it's backed by proven lithium ion technology that you can count on.

They go to a full charge in about three hours and as you're used to, the hearing aids turn on and off automatically when they're removed from the charger or inserted into the charger. And just a quick note that the indicator lights are the same as Blu, so you can pull those details from previous presentations, but the charger, the indicator lights that you're used to seeing will be the ones that you see with Vivante as well. So these are hearing devices that are comfortable to use all day long. We still have access to that multifunction button that your patients probably already love that can control programs, volumes, streaming, however you would like to set it up in the TrueFit software.

We also have that tap control feature built in that one of our participants today mentioned that he loves using with his patients. So for those patients that want that totally hands-free experience when they want to answer their phone or activate their voice assistant, they can use two taps on the outside of the Pinna when they're wearing Moxi Vivante and they can activate, answer their phone, activate their voice assistant as well. And Vivante is coming in our array of six designer colors. We have that high value lacquer finish and we have colors that complement every hair or skin

tone beautifully. So just a wonderful array available to your patients. So the Vivante experience is just really about empowering people to live life to the fullest.

So, with our design and our charger, it's something that I'm really excited for all of you to be able to present to your patients the next time they come in. And it's really designed to fit every single patient and their lifestyle. And no matter what changes life brings, Vivante is prepared to handle it. And just to touch on our connectivity, if you've used Unitron before, you're probably already appreciative of our made for all connectivity. Vivante also offers that true made for all connectivity for both Android and Apple devices using a classic Bluetooth protocol for hands-free calls and media streaming. So no matter what kind of device your patient has, Vivante is equipped for it. We have six different wireless protocols that are supported in Vivante.

We have three standard Bluetooth protocols and three Sonova proprietary protocols. And so each activates automatically when needed for binaural communication for that control to stream those high fidelity calls and media, and your patients, if they're using Unitron currently, I know that they already love that they have all of this flexibility when it comes to connectivity. So we also have those multiple connections and at Unitron we have those two active Bluetooth connections that your patients can use. I would tell patients we have two parking spots for two devices. So if your patient has a laptop and a cell phone or you know, an exercise bike and a iPad, they have those two free parking spots that they can utilize and they can use those Bluetooth connections simultaneously.

Again, with tap control, Vivante has this built-in option. If patients want a totally hands-free experience, they can just double tap to access Bluetooth, accept and end phone calls. They can play and pause any streamed content that's coming from their device or they can activate Siri or hey Google, and this is available only in our rechargeable instruments. Vivante does have those two rechargeable designs, but just

as an aside, our rechargeable instruments are equipped with tap control. And as a reminder, Vivante is also fully connected and integrated for our Remote Plus app that you already know and love. It's a free app and it's available for both Android and Apple users and just offers really easy, convenient user control and personalization options for patients.

Bluetooth low energy is employed to interface with our app and so it's very easy for patients to go from using the app and then go to streaming calls as well. Unitron also has that unique ability for patients to personalize in the moment. So no matter what situation your patient wants to hear better in, they can take steps to boost both clarity and comfort in our app. Some of you may just wanna refresher on what these buttons do in our app. So if your patient pushes the comfort button or the comfort on those two options there, when they apply comfort, they'll get additional noise reduction kind of added into the mix. When they do select clarity, they'll get a little bit of boost in speech enhancement in those complex listening situations.

So if a patient is in a listening situation and they want to make some changes outside of the parameters of the automatic program, there's a convenient option for them to select from all of these preset programs. So this does include 360 conversation in car at the level nine and Conversation in Loud Noise manual program with HyperFocus at the level seven and the level nine technology levels. Patients also have options for live music and television and the user adjustments are retained in these programs for easy access again in a similar situation in the future. So this is really designed for there to be less time spent from you in the clinic, kind of curating programs for your patients and more time for them to spend on creating listening environment changes that they really want and personalizing it for their own situation.

We also have that equalizer available. So in our app patients have the ability to, you know, raise the mids, lower the highs, lower the lows, whatever the sound is best for

them. They can reduce noise, enhance speech, they can also increase that focus mic so they can increase that directional beam or narrow it themselves. Really helps patients to enjoy all of these unique situations they're in. And as we know, no patient is the same as another. So our app really offers patients that personalized hearing experience. It's really unique to Unitron and patients really, really appreciate it, as do providers. What's also nice is that when patients do add these programs, you can see in TrueFit that they've done so.

So we have that visibility for you as the provider. So I find this study to be very interesting. MarkeTrak showed that 44% of hearing instrument wearers in 2022 had an app on their device that controlled their hearing aid on their smartphone. So way up from 17% in 2019, really, really interesting statistic. And of this group, as you see on your screen, 59% use the app weekly and they have a big satisfaction rating. So people out there are using their app, they're downloading the app, they're using it to make changes to their hearing aid settings. So you know, smartphone usage has gone up, app use has also gone up, and I feel like, you know, just from seeing these numbers in just a few years, this huge increase, I feel like there's a great chance that they'll continue to go up.

So Unitron offers that ease of use in our app and your patients can feel really confident using it and being able to make those unique changes that are personal to their own situation. As a reminder, we do have the TV connector available with Vivante instruments and while streaming from the TV, while connected patients can adjust the balance between the TV volume and environmental sounds, either using the multi-function button on their hearing aid or the remote control or the Remote Plus app. We also have that PartnerMic available as an accessory to your patients with Vivante. So it's a great little accessory to stream information directly to the patient from the PartnerMic. Connecting it is really, really simple, just placing the PartnerMic close to the hearing instruments and pressing that connect button.

That's all you have to do and it's done. We do have a remote control option as well. So for patients that may have dexterity issues or may be used to using a remote or patients that do not want to use the app, we do have a remote control that patients can use to change volume or programs when they want to. It's very, very easy to pair and just a great option for patients out there. And here's something that's in the realm of connectivity that's just unique and compelling. Moxi Vivante products do have Roger direct, so they are compatible directly with Roger Transmitters. And so while many competitive products can access Roger microphones via additional receivers that are attached externally via audio shoes, no additional receivers or outside components are required for our devices to interface with Roger Direct.

So patients do have to, you know, we have to purchase and install them, but this allows people access to that signal. Really nice for those people that are in these types of situations that require maybe that FM, that strength of signal. We have the Roger Select, the table mic, and the Roger On as well. So we really just have that unmatched connectivity here at Unitron and I'm very excited that Vivante supports all of those connectivity means that we're used to, that our patients are used to, and providers have grown to love. And let's talk just a little bit about our experience innovations. Experience Innovations are a core offering at Unitron. And so we know that hearing really goes beyond the audiogram and patient's needs are so much greater than what they may be able to report to you.

Our experience innovations leverages data-driven insights from your patient and helps your customers provide a unique or get a unique and personalized hearing care experience. And why does this matter? So throw out into the Q&A, what do you think is the percentage of consumers that are more likely to purchase something when they're offered something that can be personalized to them? We have a guess of 45%. Anybody else have any guesses? So the actual number is 80%. So in that particular

study, 80% of people found that when something was personalized or tailored to their needs, that 80% of people found this to be extremely important. And so Unitron, we've been ahead of the game with this for many years and we continue to be inspired by the hearing aid consumer and their journey.

We know that you need more than just great products to deliver a totally personal experience. And so, you know, we know that our patients, they go through a lot to get to our office. From that very first step of coming in for the hearing test, finding out that they have a hearing loss, going through all the options that are available to them, patients have to make decisions, they have to make a purchase, and all of this has to happen sometimes in about an hour. And so, you know, you have a big job as a provider. Patients are going through a lot, they've already gone through a whole process before they've even sat in the chair at your office.

And so, this process is really a journey for both you and the patient. And so, Unitron, we know we haven't even mentioned to talk about the emotions. So our patients are, they can be overwhelmed, they can just be a little bit unsure of themselves, just feeling a little bit of that sticker shock and they might be excited. I mean, they might be hopeful that this is going to be the way that they get kind of get their life back. They're really hopeful and hinging everything on the fact that these hearing aids are gonna work for them. So I mean, just looking at all of this, this is not an easy journey. At Unitron, what we've done is we've kind of embraced that and built in features into our software called Experience Innovations.

And so we have these methods built in to personalize the hearing care journey for your patient. We have FLEX:TRIAL, we have Log It All, Ratings, Coach, we have FLEX:UPGRADE, and Remote Adjust. And so these are all awesome features that Unitron has built in for your patient. We're very fortunate to be able to offer these and we have coursework on AudiologyOnline if you want to go deeper into these particular

aspects of our experience innovations. I have to say that since I've started working at Unitron, having an opportunity to use Log It All and use that with patients for counseling, it's really nice to show your patient what their listening lifestyle is really like. And it's something that's hard for people to understand what's really going on in the world around them.

We are able to offer you that personalized snapshot for each patient so you can tailor your recommendations to that person and what they actually need. It's a wonderful feature and, again, if you have any questions about using it, you know that our Unitron training team is here ready to help you and your regional sales manager is also ready to help you. And so this is just a really cool testimonial that I really like. There's probably so many of these out there that we can show you. In the customers that I work with every day that use Log It All, they absolutely love it. But this is a customer of ours up in Canada and she is a big believer in FLEX:TRIAL.

And so just as a reminder, if you're not sure what FLEX:TRIAL is, it's a way for your patients to kind of test-drive a technology and go out into the world and experience it and come back so providers can review that Log It All data and see how that level of technology worked for them out in their real life. So let's hear a little bit about this particular customer of ours and how she uses FLEX:TRIAL.

- Hi there, my name is Krista Hearn. I'm one of the owners here at Quality Care Hearing in St. John's, Newfoundland and hearing practitioner. I've been using FLEX:TRIAL for approximately 10 years. And the reason why I love it so much is because it does let my clients from that very first initial appointment, take a hearing aid home and try it out in the comfort of their own home for what I often say is a real life assessment with no obligation to purchase. And it takes away that risk factor for them, it creates trust with them and I do believe it eliminates all that fear and anxiety that they would initially be feeling when we all know that first client walks through the door, they get to bring it

home and you get to confirm all the wonderful sounds that they can now hear, like the birds chirping and their grandchildren laughing and just converse with people they probably couldn't have in a long time.

So you get to confirm that instead of reconfirming the things that they can't hear with, I find when they come back, they're more confident in their decision and do wanna purchase and that leads to happier clients and less returns, which we all love. I also find that you do get more referrals. They're a happy client and happy clients want to send you praises and let your brand stand out amongst the competition and you're gonna create a really different experience than they may have gotten somewhere else. And I think that's really important because your brand can be whatever it wants or whatever you say it is, but it's what your patient says it is, is truly what your brand is.

So if you can create that happy patient that's gonna go out there and send you referrals, that's amazing. It's cost effective for your clinic as you don't have to have a lot of stock on hand and just creates that happy, overall positive experience for the client. Thanks so much. Hope you love FLEX and I highly recommend it.

- And that's just an awesome testimonial and just one example of a customer of ours that loves to use FLEX:TRIAL. And so she takes full advantage of those experience innovations that we have built into our software and her patients are extremely happy. And so Vivante really helps patients thrive throughout their hearing journey, throughout process of getting help for their hearing loss. This device is really built for you and built for them. And there's just a host of features that we have that are in Vivante that are available in all technology levels. And so aside from all of our experience innovations and continuous care features that we have built in, in all technology levels, we have all of these fitting approaches, these different controls that you can manipulate in the software for all that flexibility that you may need as the provider to help make your patients happy.

And we have all of the directivity built in to optimize situations for your patients. We have personalization in our app as well as in TrueFit. We also have the convenience of having all of these accessories, our Remote Plus app and different things that are built in to give your patients that advantage. And so this is a lot and I'm really just, thank you all for being a customer of Unitron. Thank you for wanting to learn about Vivante today. Really excited for all of you. And this is just a video to summarize what we have to offer, but just wanted to thank you all for being here today with us and thank you for spending the time, and just this last video just kind of sets you off to go and try Vivante with some patients of yours.

- [Announcer] Welcome to the Vivante experience. It's the sounds of the good life right to your ears, like those from your backseat drivers telling you where to steer because Vivante keeps up with you and the moves you make. Even during dinner with your date. No matter the path you choose to take, life sounds really great. Vivante, the newest platform from Unitron.

- That is all that we have today. Thank you all for being here with us today. I will stay on here for a few more moments, so if anybody has any remaining follow-up questions, you're welcome to go ahead and type into the Q&A and we'll be happy to answer them. Also, feel free to get in touch with your Unitron representative or your trainer if you want to go any further into the product or into the software. We also do have an AudiologyOnline course coming up on Thursday if you want to review our software features. So thank you all so much for being here.