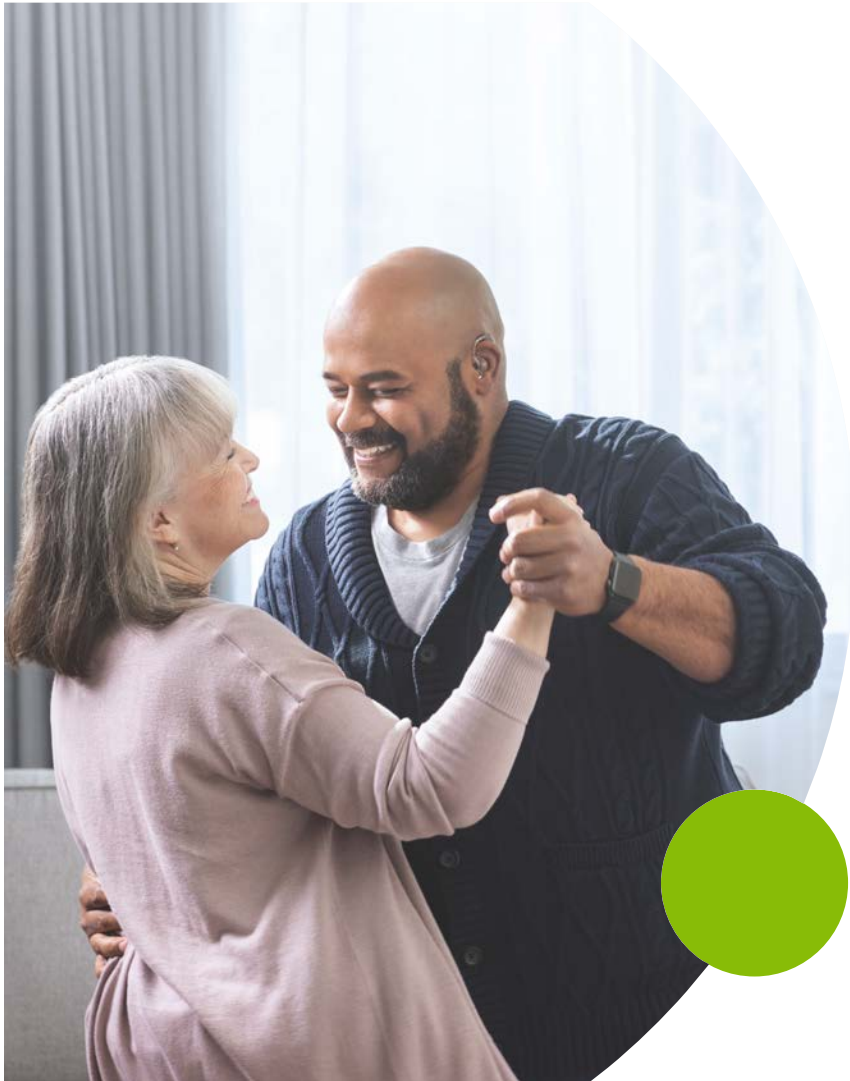




Webinar FAQs

How to ask a question:

- Click Q&A, type your question and Send.

- **Where to get the handout:**

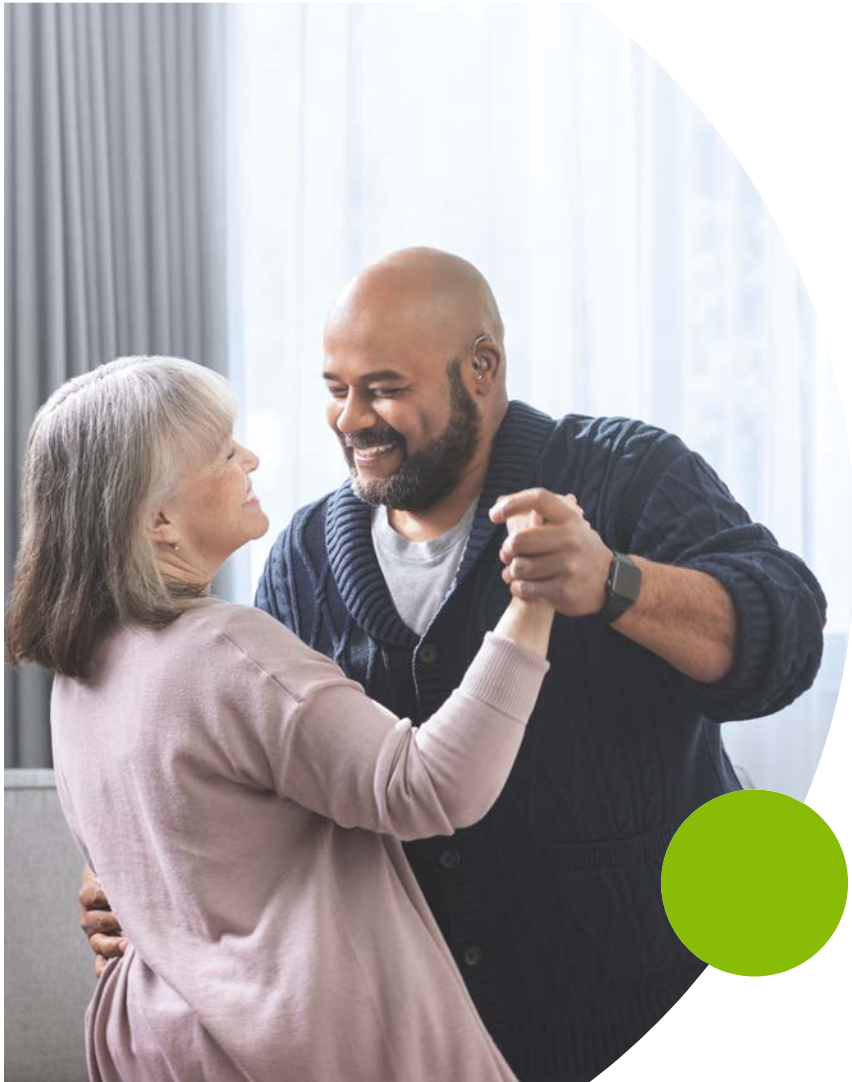
- Download from Pending Courses
- Or Click on link from Chat

- **How to earn CEUs:**

- After the webinar, go to your Pending Courses and pass the multiple-choice exam.

- **For assistance or tech support:**

- Call 800.753.2160
- customerservice@audiologyonline.com
- Use the Q&A window



PHONAK
life is on

Phonak Naída™ Lumity●

Conversations shine for everyone

Steve Hallenbeck, AuD



Learning objectives

After this course, participants will be able to:

- List new Lumity products designed to address severe-to-profound hearing loss
- Describe benefits of SmartSpeech Technology
- List resources available to you and your patients

Time-ordered agenda

Time Increment	Topic	Instructional Method (Lecture, Screen Share, Case Study, Interactive Discussion)	Learning Outcome (1, 2, or 3)
0:00-0:10	Phonak heritage	Lecture	1
0:10-0:25	New Phonak products	Lecture	1
0:25-0:40	Nuts, bolts and fitting	Case study	2
0:40-1:00	Connectivity and patient resources for success	Lecture	3

Phonak Well-Hearing is Well-Being™

At Phonak, we believe in changing lives and creating a world where “life is on” for everyone. It’s a world where everyone is free to engage fully with everything that life has to offer and enjoy a greater state of well-being.

Because taking steps towards hearing well is linked to noticeable improvements in physical, cognitive, and social-emotional dimensions of well-being.

We are not only committed to offering comprehensive hearing solutions. It is of equal importance to raise awareness, encourage action, and change the conversation around hearing healthcare. Because hearing well is vital to living well.





Well-Hearing is Well-Being: Resources



<https://www.phonak.com/en-us/well-hearing>

Supporting HCPs on the cognition journey

ECHHO The Enhancing Cognitive Health with Hearing Optimization dedicated training program aims to empower hearing care professionals with the knowledge and tools to better integrate the cognitive health aspect into their discussions with clients.



Find out
more!



Introducing Phonak Naída™ Lumity



Power is in our DNA



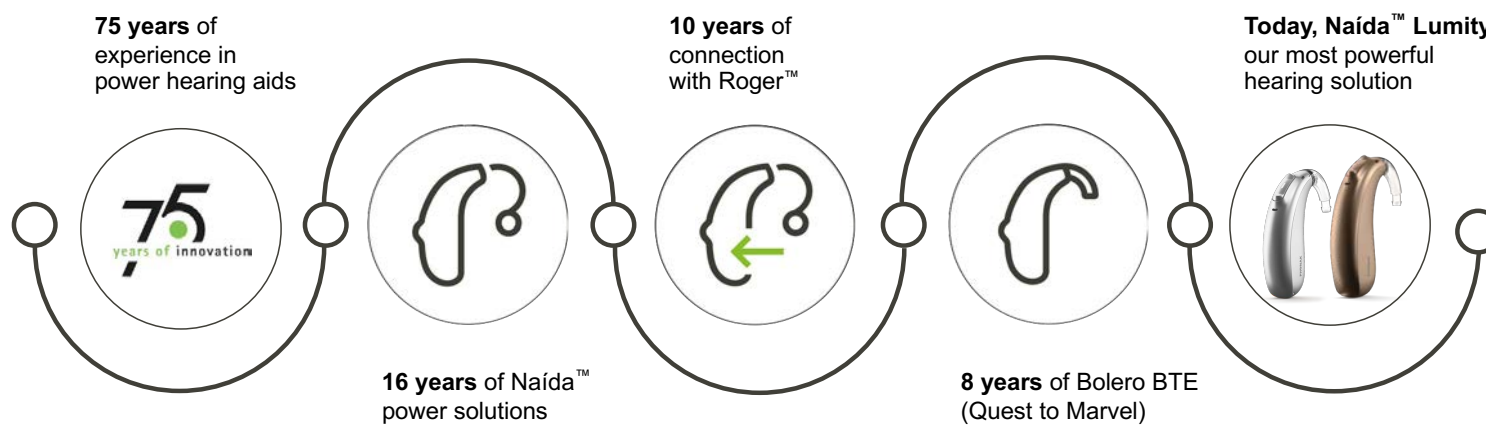
Navigate conversations
with confidence



Connect your patients to
the world around them



Power is in our DNA





PHONAK
life is on

Bring the
conversation
back

Phonak CROS L

Phonak CROS L



Experience speech understanding with our innovative technology

- StereoZoom 2.0
- Autosense OS 5.0
- Roger™ microphones for speech understanding in noise and over distance



Ease of use

- Tap Control
- Hands-free calls
- Rechargeability – Battery hassle-free



New ways to personalize your hearing experience

- myPhonak app and myPhonak Junior app
- Compatible with Audéo, Naída and Sky Lumity hearing aids
- CROS Lumity offers a range of stylish colors



Connect to the world around you

- Universal Bluetooth® connectivity to TVs, smartphones, tablets, and more
- Phonak Target 9.0



Conversations shine for everyone with Lumity

I'm less worn out physically and mentally

I miss fewer words throughout the day

I feel like less of a burden

I'm more aware of my environment

Social situations are less daunting



I can recognize the nature of sounds more quickly

I feel safer overall

I don't have to keep turning!

It's easier to hear in a classroom setting

I can hear speech from my weak side

The world is brighter

A Lumity solution for pediatrics



50 years of commitment to
pediatric solutions



Speech understanding
with innovative technology



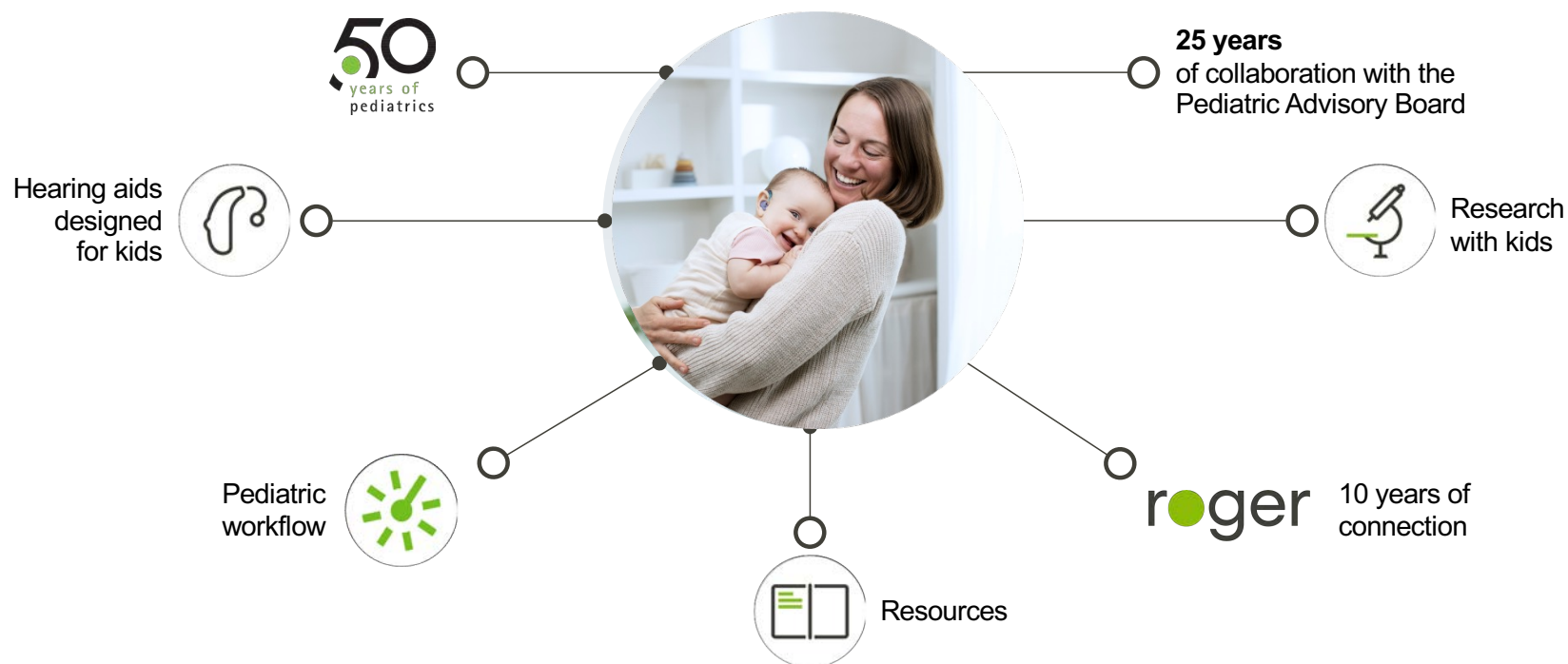
Connectivity



Designed for young users



Phonak and pediatrics



Introducing the Phonak Lumity pediatric ecosystem

Sky L
(PR, UP)



Audéo L
(R, RT, RL)



CROS L



Chargers



Roger™



myPhonak Junior

Compatible with: Sky L | Sky M | Audéo L | Audéo P |
Audéo M | CROS L | CROS P



Challenges and a Naída™ Lumity solution

“2 challenging patients with extra long appointments today.”

“Anxious about finding a solution.”

“Maybe a case for Naída Lumity.”





Ms. Ollie

Mild to moderate degree of hearing loss
Excellent speech understanding with RIC
Persistent irritation of the ear canal
Rejected the hearing aid

When would you consider a BTE?

Ear canals too small

Collapsed ear canals

Atypical shape of the ear canal

Discharge

Experienced with BTE





Naída Lumity PR

Naída Lumity PR SlimTube option - Acoustic coupling



Naída Lumity PR

SlimTube SDS 4.0
dome, SlimTip, earmold



Ms. Ollie

**SlimTube will improve comfort
in ear canal**

- No receiver needed
- Twisting tube while inserting OK
- SlimTip keeps the canal open

Naída PR under the Lumity hood

Navigate conversations with confidence

- AutoSense OS 5.0

SmartSpeech™ Technology

- StereoZoom 2.0
- SpeechSensor
- Speech Enhancer
- Dynamic Noise Cancellation
- Motion Sensor Hearing
- RogerDirect™



Connect your patients to the world around them

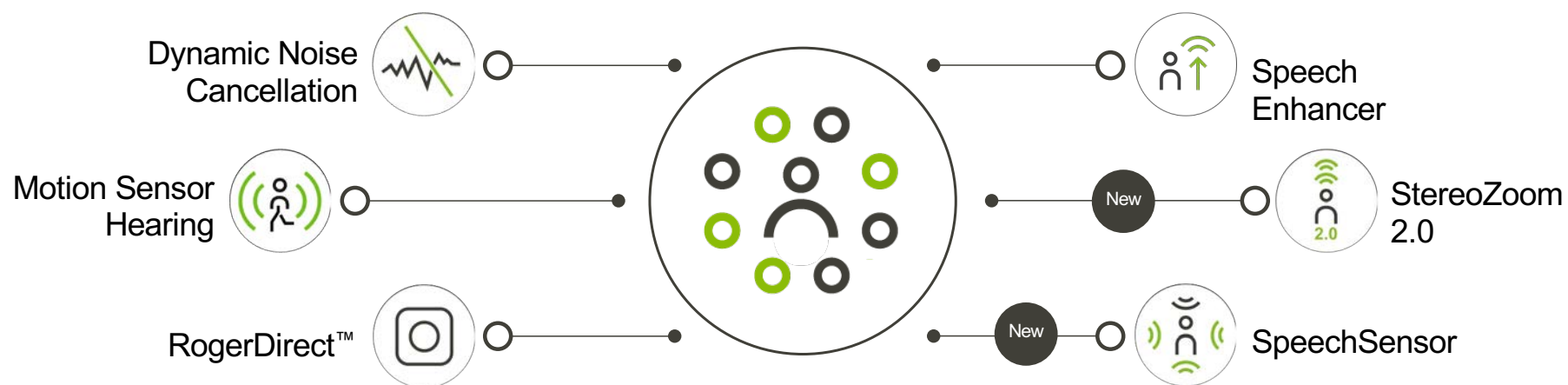
- Connectivity Roger & Bluetooth®
- Hands-free calls & tap control
- myPhonak & myPhonak Junior app compatible
- Health data and Remote Support

and more

- Rechargeable (and CROS compatible)
- Tinnitus Balance

The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Sonova AG is under license.

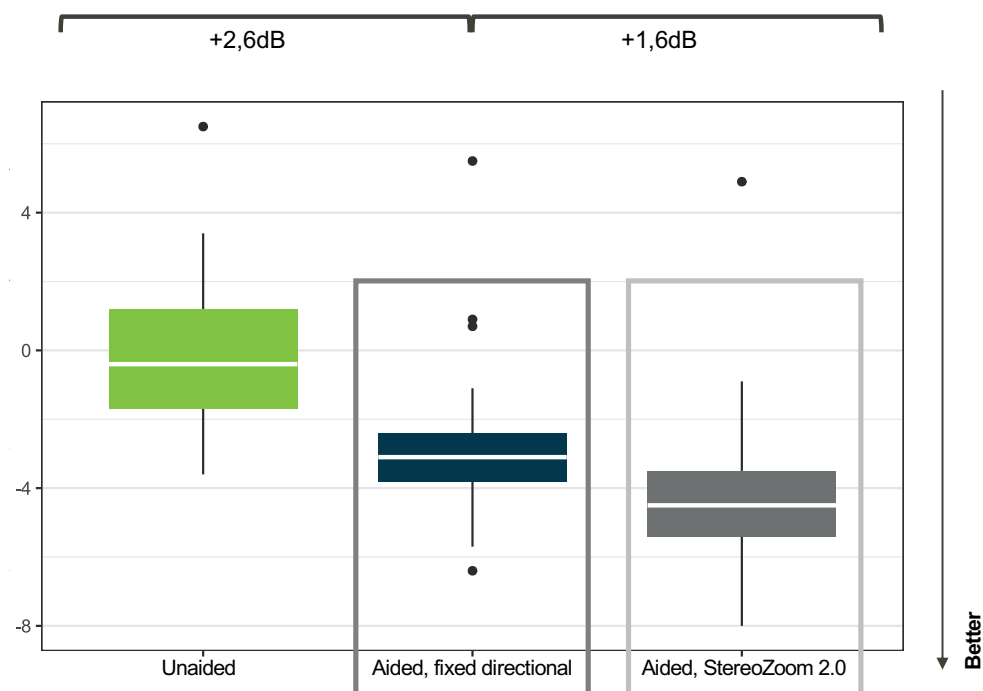
Phonak SmartSpeech™ Technology



StereoZoom 2.0 better speech understanding with speech from **the front**

26% better speech understanding with directional microphone*

16% better speech understanding with StereoZoom 2.0 **



* Compared to unaided **compared to fixed directional microphone

Latzel, M., Lesimple, C., & Woodward, J. (2022). New implementation of directional beamforming configurations show improved speech understanding and reduced listening effort. Phonak Field Study News. <https://www.phonak.com/evidence>

StereoZoom 2.0 better speech understanding with speech from **behind** and the **side**

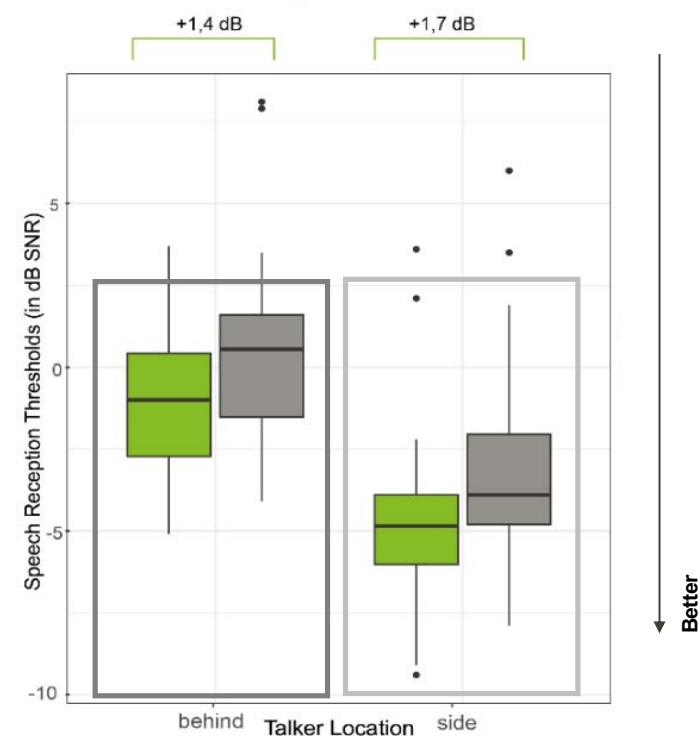
14% better speech understanding with Real Ear Sound with speech from behind*

17% better speech understanding with fixed directional with speech from side*



* Compared to StereoZoom 2.0 without SpeechSensor

Latzel, M., Lesimple, C., & Woodward, J. (2022). New implementation of directional beamforming configurations show improved speech understanding and reduced listening effort. Phonak Field Study News. <https://www.phonak.com/evidence>.



StereoZoom 2.0 with SpeechSensor reduced listening effort, with speech from **behind and the side**

11% reduced listening effort
when speech is not from the front

Effort scaling unit (ESCU)

Signal to-Noise Ratio (SNR) in dB



Latzel, M., Lesimple, C., & Woodward, J. (2022). New implementation of directional beamforming configurations show improved speech understanding and reduced listening effort. Phonak Field Study News. <https://www.phonak.com/evidence>.



Speech Enhancer

*From 4 meters
** 2, 4 and 8 meters

Latzel, M., Lesimple, C., & Woodward, J.(2023). Speech Enhancer significantly reduces listening effort and increases intelligibility for speech from a distance. Field Study News <https://www.phonak.com/evidence>

“My recommendation, Ms. Ollie will
love Naída Lumity PR!”

“next... Mr. Williams”



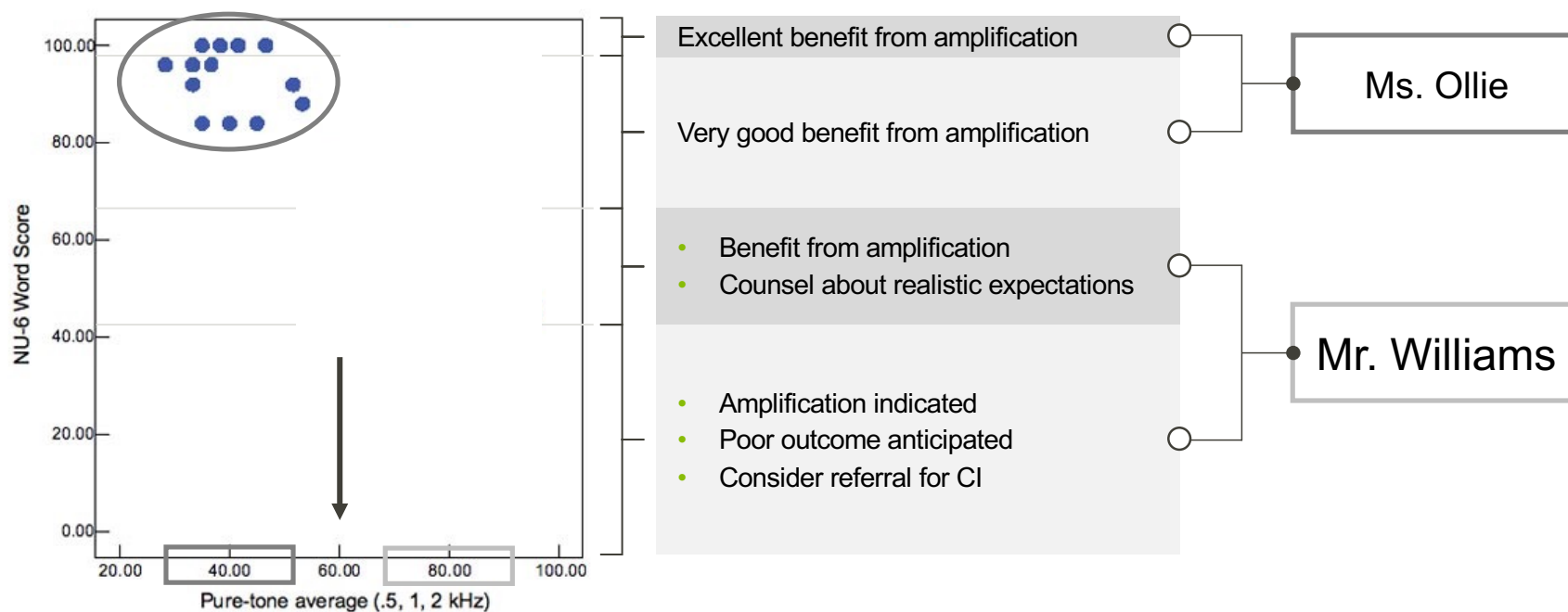


Mr. Williams

Severe to profound degree of hearing loss
Poor speech understanding
Old and out-of-date power solution

Naída Lumity UP

Severe to profound hearing loss is not predictable



Mr. Williams hearing loss results in 3 key challenges



Adults with severe to profound hearing loss reported **“less listening fatigue and more confidence, independence, social inclusion and engagement, and quality of life when using a wireless microphone system like Roger technology.”***

* Scarinci, Nerina, Nickbakht, Mansoureh, Timmer, Barbra H., Ekberg, Katie, Cheng, Bonnie and Hickson, Louise (2022). A qualitative investigation of patients, significant others, and clinicians' experiences of using wireless microphone systems to manage hearing impairment. *Audiology Research*, 12 (6), 596-619. doi: 10.3390/audiolres12060059

“I know what Mr. Williams **must have** in his hearing aid”

- Powerful
- Robust and reliable
- Acoustic feedback control
- Specialized sound processing
- Direct wireless connection to everything
- Latest state-of-the-art updates



Naída L-UP can meet Mr William's needs. It's...

Powerful

Robust and reliable

141 dB SPL maximum power output
24 dB maximum gain

Acoustic feedback control

Naída L-UP is 15% more reliable than Naída L-UP
Naída L-UP looks good

Specialized sound processing

- Feedback cancellation algorithm

Direct wireless connection to everything

- Refined limiting systems

- Roger™
- Smartphones
- Bluetooth®
- T-coil



Latest state-of-the-art updates in Naída Lumity UP

Navigate conversations with confidence

- AutoSense OS 5.0

SmartSpeech™ Technology

- StereoZoom 2.0
- SpeechSensor
- Speech Enhancer
- Dynamic Noise Cancellation
- RogerDirect™



Connect your patients to the world around them

- Roger™
- Universal Bluetooth® connectivity
- Hands-free

Discover all the ways to use our app

- myPhonak and myPhonak Junior app compatible
- Wearing time and Remote Support

and more

- Robust and reliable housing
- Telecoil

Dynamic Noise Cancellation reduces listening effort



in
Speech in Noise
program

in
Speech in Loud Noise
program

↓
Better

DNC_level

People with severe to profound hearing loss reported **less listening effort in noise** when Dynamic Noise Cancellation was on versus off

SoundRecover2

“I know what Mr. Williams **must have** in his hearing aid”

- Powerful
- Robust and reliable
- Acoustic feedback control
- **Specialized sound processing**
- Direct wireless connection to everything
- Latest state-of-the-art updates



SoundRecover2: Audibility where it matters most



SoundRecover2: Compresses signals into frequencies that could potentially provide cues for individuals with severe to profound hearing loss.

Field Study News:
www.phonakpro.com/evidence

SoundRecover2

Restores access to high frequency information while preserving high frequency discrimination and sound quality

Retains the essence of our SoundRecover strategy, while allowing lower cut-off frequencies with weaker compression ratios

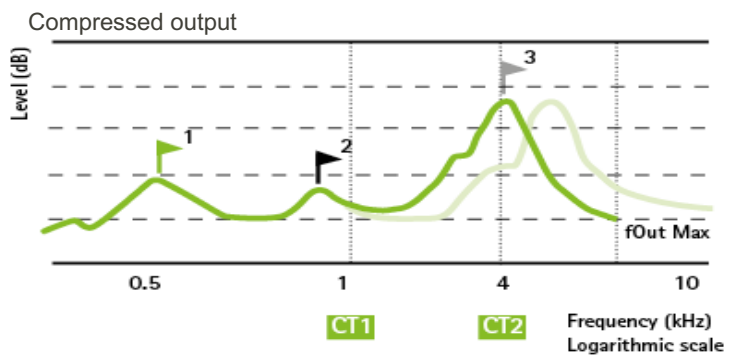
Maintains the familiarity of low and mid frequency sounds

Extends the benefits of SoundRecover to:

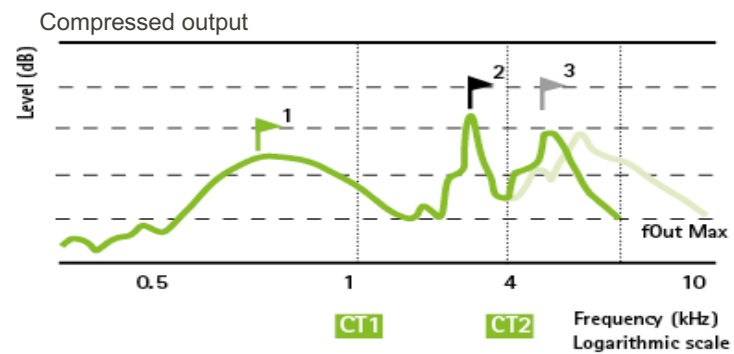
- more profound losses
- left corner audiograms
- ski-slope audiograms

Adaptive nature of SoundRecover2

Input with significant **high frequency** energy present



Input with significant **low/mid frequency** energy present



Benefits of SoundRecover2 pre-calculation

Maximize stimulation of the hearing nerve by setting the **Maximum Output Frequency** at the upper limit of the individual's audible bandwidth.

No risk of deprivation

Protect the low and mid frequencies by setting the upper cut-off (CT2) high enough so that audible speech (without compression) is not affected.

No risk for distortion of low and mid frequencies

Extend the benefits to severe-profound losses by combining a lower starting point for compression (CT1 or lower cut-off) with a weaker compression ratio.

Overcomes the constraints of SoundRecover and provides benefit for more users

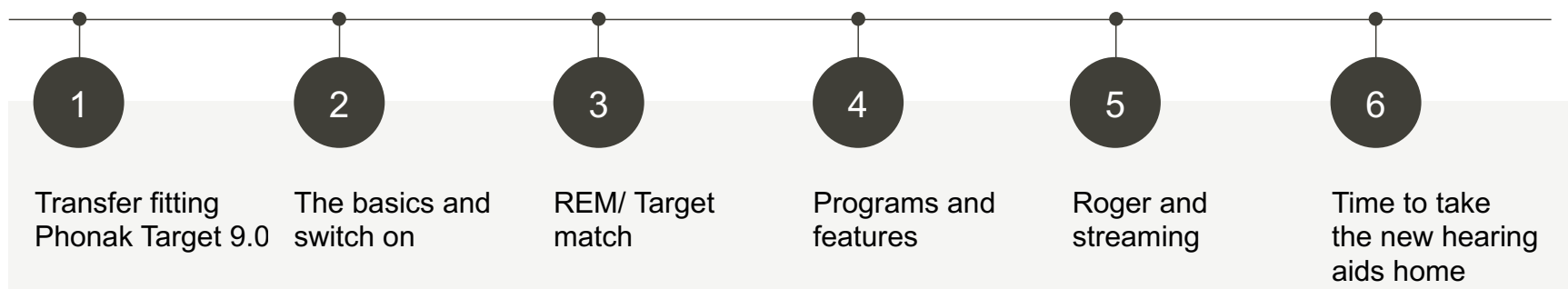
Adjusting SoundRecover2



Updating Mr Williams from his old Naída with a successful fitting of Naída Lumity UP

See the eLearn

6 steps to a successful fitting of Naída Lumity UP

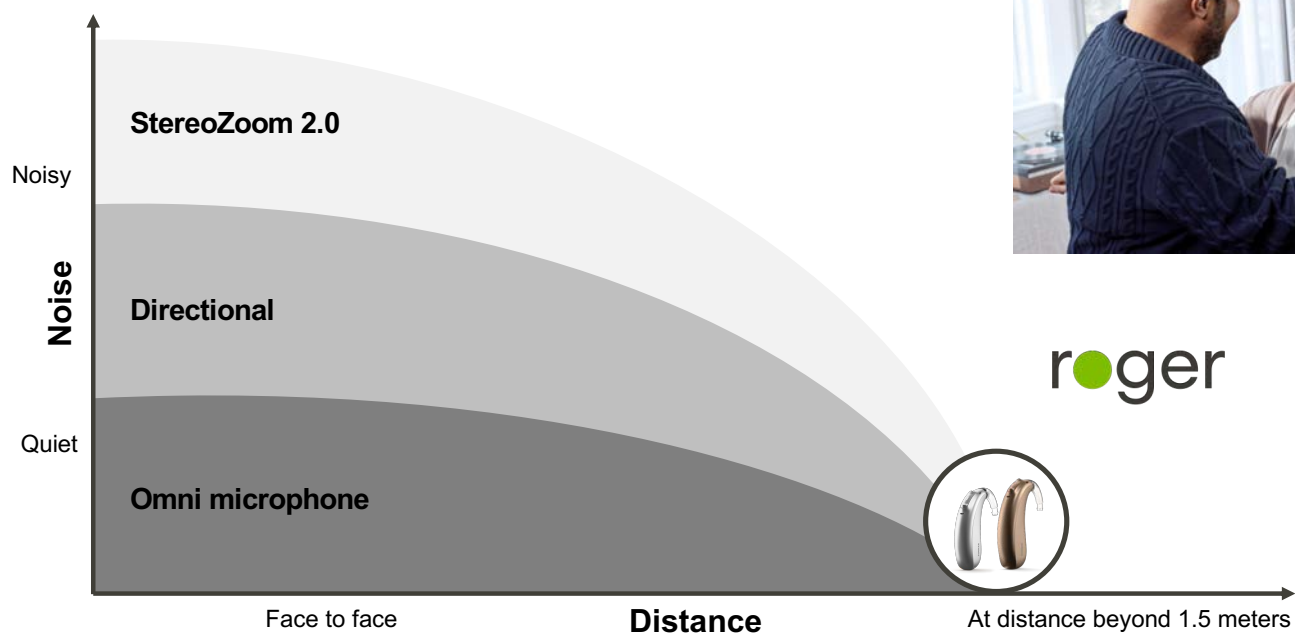


“Mr. Williams **Naída L-UP** Ms. Ollie
Naída L-PR next...”

- Roger compatibility
- New Roger On™
- Smartphones and Bluetooth
- myPhonak
- Performance levels and colors
- Battery Life



Connect to the world around you
Mr. Williams loves his Roger On™



roger

Hearing loss impacts the whole family

- Involve the family
- Roger for communication partners



Naída Lumity compatible with all Roger™ microphones



Roger
On™



Roger
Table Mic II



Roger
Select™



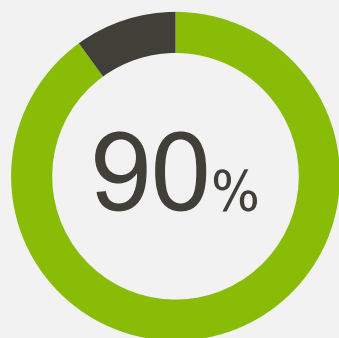
Roger
Clip-On Mic

The new Roger On™

The comfortable
solution to wearing
headphones over
Naída BTEs



Roger™ technology for proven performance



of Roger users would recommend
Roger to their friends and family*



**For speech understanding
in group conversations
and over a distance****

* Taphuntsang, D. (2019). Market Research ID 1299. Please contact marketinsight@phonak.com if you are interested in further information.

** Thibodeau L. M. (2020). Benefits in Speech Recognition in Noise with Remote Wireless Microphones in Group Settings. *Journal of the American Academy of Audiology*, 31(6), 404–411.

Connect to the world around you with MFA and Bluetooth®



MFA is Made for All smartphones
with hands-free calls

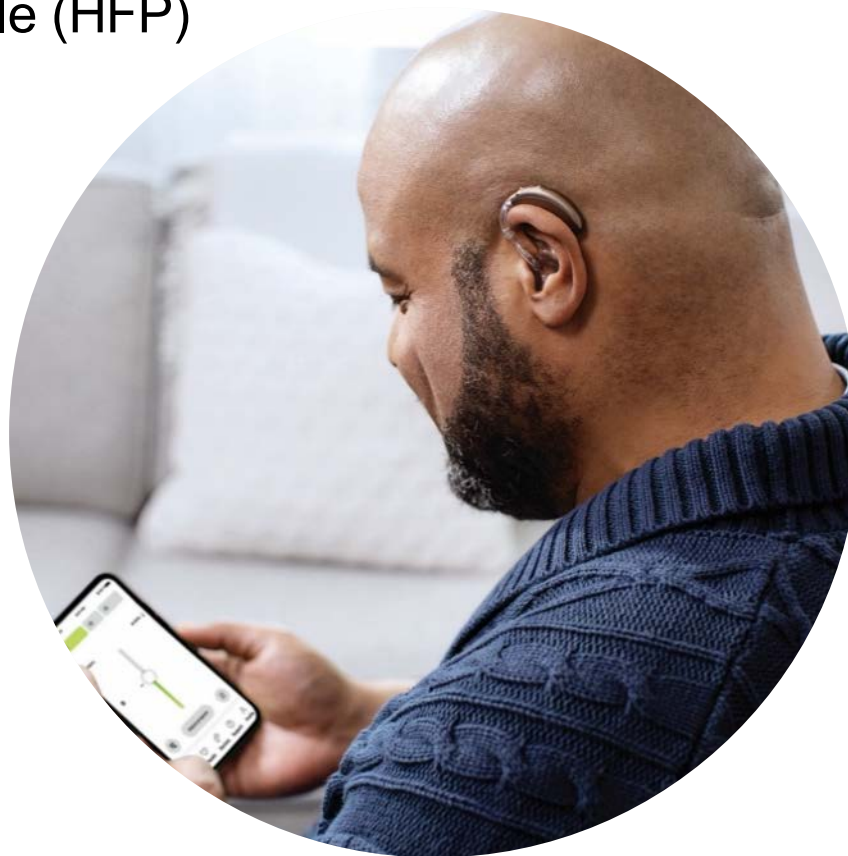


Bluetooth compatible devices



Improved Smartphone hands-free profile (HFP)

- Frequency bandwidth for hands-free profile widened from 4.5 kHz (Paradise) to 6.5 kHz (Lumity)
- Widening the bandwidth is for the outgoing voice signal



not only myPhonak: Naída Lumity is also compatible with myPhonak Junior and myRoger app.

Highlights

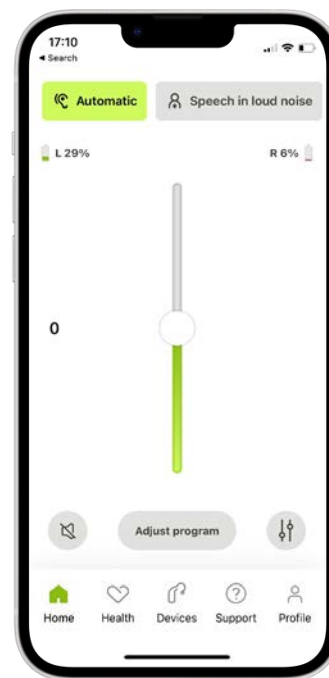
- Optional always-on connectivity
- Optional dark mode
- See steps, distance, acoustic environments*
- Capture health data and monitor your hearing aid usage*

Functionalities

- In-app Rating
- Get notifications about your next online appointment
- Access to self-support and how-to videos

Benefits

- More control for the Naída wearer



Naída Lumity
compatible with
myPhonak **Junior**

* Naída PR only

Naída Lumity 4 performance levels

Feature	90	70	50	30
SpeechSensor	X			
Speech Enhancer	X			
StereoZoom 2.0	X	X		
Dynamic Noise Cancellation	X	X		
Motion Sensor Hearing*	X	X	X	
RogerDirect™	X	X	X	X
UltraZoom	X	X	X	X
AutoSenseOS 5.0	X	X	X	X
EchoBlock	X			
Tap control*	X	X		
SoundRelax	X	X		
DuoPhone	X	X	X	

Feature	90	70	50	30
Real Ear Sound	X	X	X	
WindBlock	X	X	X	X
User Preference Tuning	X	X	X	X
Tinnitus Balance*	X	X	X	X
Auto Acclimatization	X	X	X	X
Environmental balance	X	X	X	X
SoundRecover 2	X	X	X	X
WhistleBlock	X	X	X	X
NoiseBlock	X	X	X	X
QuickSync	X	X	X	X
AOV	X	X	X	X
Fine tuning channels	20	20	16	12

* Naída PR only

Naída L-PR and UP choose your shine



Naída Lumity charging solutions with improved reliability!



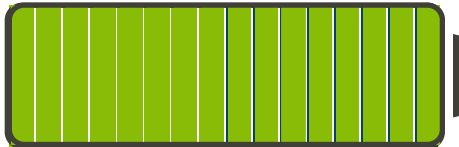
Charger Combi BTE



Power pack

Battery life

Naída Lumity PR: Rechargeable



24 hours of use without streaming
8 hours of everyday listening plus

- 4 hours of streaming via Bluetooth®
- 4 hours of TV streaming

* UP battery time dependent on brand of battery, degree of hearing loss and how the hearing aid is used, eg streaming time etc.

10 days is based on a 16 hour day.

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Naída Lumity UP BTE: 675 zinc air battery



~10 days*

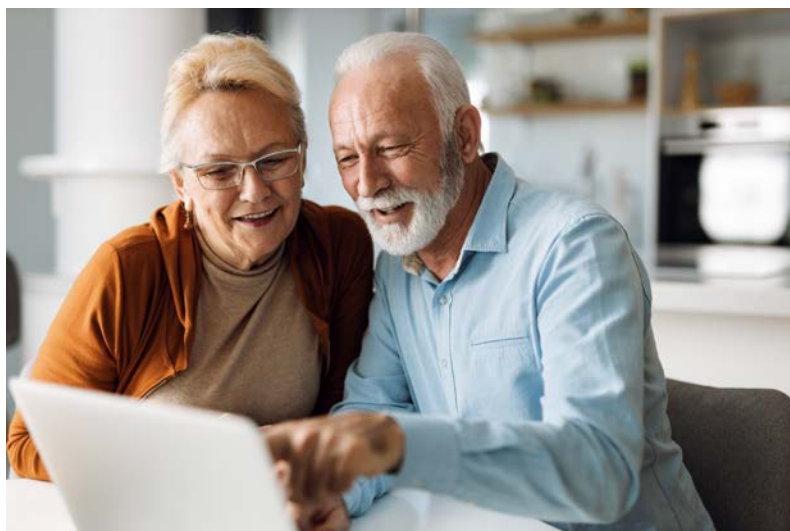
“OOOPs!”

Checklist

- ☒ Naída Lumity BTE UP and PR
- ☒ myPhonak for more wearer controls
- ☒ Roger™
- ☒ Don't forget the family
- ☐ HearingSuccess



Auditory training should be a fundamental part of hearing healthcare



“YES! 2 really different people,
both with Naída Lumity”

Checklist

- ✔ Naída Lumity BTE UP and PR
- ✔ myPhonak for more wearer controls
- ✔ Roger™
- ✔ Don't forget the family
- ✔ HearingSuccess



Introducing Phonak Naída™ Lumity



Conversations shine for everyone with Naída Lumity





Together,
we change lives ●