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Philips Tools for the Member Journey

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Hello and welcome to our course, Philips tools for the member journey today's course is going to focus on the tools that Philips offers to help both you and your member as they take that journey to better hearing.

Before we begin our course today, let's quickly review our learner objectives so our three learner objectives demonstrate knowledge of the Philips HearLink technology, describe how to perform a first fit of a Philips HearLink device within the hirsulTE fitting software, and be able to apply three Philips counseling and follow up tools within case history scenarios.

Before we begin discussing these various tools, it is important to keep in mind that our discussions today are going to center around only certain aspects of the members hearing healthcare journey. However, at Philips, our goal is to not only provide support at a select few points, but rather to provide support throughout the entire member journey, and this includes the initial needs assessment, continues through the first fitting and follow up, and goes to member counseling and beyond. Therefore, even as we progress throughout this course, keep these additional stages in mind and consider what other Philips tools might be used.

We will first begin with the Philips products and how they can support you and your members.

The first product we will discuss is the Philips HearLink 9041st. Let's go ahead and look at the HearLink 9040 mini, wrITE Tachyde and Tr and the mini BTE and tr. These products have features such as six color combinations featuring the new solid beige color, an IP 68 rating, the led light single or dual push buttons depending on the model, and a standard telecoil. The HearLink 9040 devices have a 312 plus lithium ion for the minirITE trip and a fully encased size 13 lithium ion for the mini BTE TR, and those are for the rechargeable options, and then they feature a size 312 zinc air battery for both the MinirITE T and mini BTE devices.

Pictured here are the fitting ranges of the various speakers available for the HearLink 9040 miniIITE instruments. It is important to understand that the fitting range of each speaker is obviously affected by various factors such as the member's audiogram, the ear canal, acoustics, and even the acoustic option that you have chosen. Therefore, while there is no steadfast rule of how and when to fit each speaker, generally the 60 speaker does fit up to about a 60 decibels loss, the 85 speaker fits up to an 85 decibels loss, and the 100 speaker fits up to a 100 decibels loss, with the 105 speaker fitting up to a 105 decibels loss. For more in depth information on fitting ranges and speaker output. I do encourage you to view the spec guides that are posted on the Costco Philips intranet portal.

These guys are going to provide greater details regarding the full scope of technical data for each of these products.

Now pictured here are the fitting ranges of the HearLink 9040 mini BTE instruments for both the earhook and thin tube options. The mini BTE and mini BTE TR styles fit up to a moderately severe hearing loss if they are fit with a traditional tube and mold. For those with mild to moderate hearing losses, a thin tube option with a customized earpiece or dome is also an option. And again, for more in depth information, I just encourage you to view those spec guides that are posted on the Costco Philips intranet portal. Again, those guides do provide greater details regarding the full scope of technical data for these two products.

So in addition to the HearLink 9040 BTE style products, Philips does also offer your members a full line of HearLink 9030 custom products and we are going to go over those in a bit of detail. Next pictured here is our full lineup of custom hearing instruments. The invisible in the canal or IIC is the least visible of those moving to the completely in the canal or the CIC, the in the canal or ITC and then we do offer two in the ear variations, those being the half shell and full shell custom hearing instruments as noted, 2.4 GHz for Bluetooth connectivity is available in the ITC and ITE custom sizes and Philips does offer

five color options as well. And each of these color options are available in any size which does allow you to better meet the needs and requests of your members.

So the invisible in the canal or the IIC is the most discreet custom solution and since there is only one automatic program, the member does not need to operate their hearing aids in any way, thus making it a very user friendly choice for your member. The IIC does use a size ten battery and has two speaker options, the 75 and 90 available. Therefore it does cover a wide range of hearing losses, including a severe hearing loss.

The completely in the canal or the CIC is still a discrete solution where maybe perhaps an IIC is not a good fit for the ear canal or the member perhaps needs a little bit more functionality for the hearing instruments to suit their lifestyle. The CIC does bring an added bonus of NFMI providing binaural noise management, binaural synchronization and the ability to add a push button. The one thing that you will also notice with the IIC and the CIC is that they do have one microphone so there is no directionality. However, with how deeply they do sit within the ear canal, you do still get the benefit of the natural pinna effect.

The in the canal or ITC is the most discreet style with truly all feature options available. It can be tailored to individual needs and preferences when it comes to functionality, features and connectivity. The ITC is also available with the 7591 hundred speaker levels and therefore it does fit a wider range of hearing losses. The ITC has dual microphones allowing sophisticated directional features to enhance performance and noise, and it also does have the NFMI which enables that binaural communication between devices, while the 2.4 GHz Bluetooth technology provides the connectivity to external devices and of course the ability to perform a remote fitting appointment. You'll also see that you can add the volume wheel on the ITC, the push button as well.

And now we do see the addition of a telecoil. One quick note about the telecoil is that if you do want a telecoil, it is either or with reference to the 2.4 GHz. So you can have the 2.4 with the Bluetooth connectivity or the telecoil added. You can't have both at the same time.

Next we see the in the ear styles. In this we have the half shell and full shell styles. They both do have a size 312 battery as the only battery size option. So again, no. 13 battery 312 battery is the only battery size option.

And this is because we are staying true to our focus on member comfort and feature packed custom devices with the use of the 312 battery being ideal when it comes to device modeling. The it does also feature the same options as the HearLink 9030 ITC, but the ITE styles of course are optimal for users with maybe some dexterity needs who prioritize a hearing instrument that's a little bit easier to handle given the larger size. So you'll notice that options and features are pretty well exactly the same as the ITC, but of course with the ITE half shell and full shell just being a tad bit larger in size.

So now that we have reviewed all of our custom options and the availability each, I want to just stop and take a moment and we're going to go through some scenarios and combinations to really reinforce what we have learned. It is really important to have a strong understanding of the available combinations, not only when you're ordering the devices, but also when you do counsel your members so you can begin to set realistic expectations from the start regarding what is and what isn't available. So I'm just going to pose some combinations and we're going to go through if they are possible or maybe aren't, if they aren't possible at all. So first we see a custom HearLink 9030 ITC, and we want to order a 75 speaker, 2.4 NFMI directionality with a push button and telecoil. So as we discussed earlier, we look at it, you know, is the 75 speaker available?

Yes, with the ITC, we saw that we had the 7591 hundred speakers available with the ITC. Is the 2.4 and NFMI available? Absolutely. We discussed that the ITC is the smallest style that this is available in. Do

we have directionality?

Absolutely. We do have those two microphones available in the ITC. And is the push button available?

It is. Push button is available in the ITC.

And lastly, can we get a telecoil in the ITC? There is that one caveat with the telecoil that you cannot have both the 2.4 and the telecoil together, that we do have to choose one or the other. So since we had already added the 2.4 with the NFMI, we would have to forego the telecoil.

So our next scenario, we have a custom HearLink 9030 ITE. We want a 100 speaker size 13 battery, 2.4 directionality, push button, and vc wheel. Can we get the 100 speaker? Absolutely. We have all three speaker sizes available in an ITE.

How about that size 13 battery?

We cannot. So if you remember what we spoke about, is that only a size 312 battery is available. That is ideal for modeling to keep the size small and have the most features in that device for your member. 2.4 and NFMI is available in an ITE directionality. Yes.

We are going to have those two microphones, push button and vc wheel. Absolutely. We are going to have both available. You can have either or you can put both. But again, there is no size 13 battery option for custom devices.

And our final scenario, we have a custom HearLink 9030 CIC with a 90 speaker size ten push button, 2.4 in NFMI, and a member with a really, really big ear canal. So can we get a nineties speaker? Absolutely. Can we get a size ten battery? We can push button on that CIC?

Absolutely. CIC is the smallest size that we can get a push button. Can we get 2.4 in NFMI? And remember, we've got a member with a really big ear canal. So lots of room in that ear canal, we cannot so 2.4.

That 2.4 is placed on the face plate of the device, so size of the ear canal really does not matter with reference to adding the 2.4. So we would have to go up to an ITC style with a 312 battery.

So now that we have reviewed the overall Philips product portfolio and the styles that are offered for your members, let's break these down even further and go ahead and discuss the various acoustic options that are available for each the HearLink 9040 mini write t and MinirITE TR is of course compatible with a variety of acoustic options and this includes the micro shell, the open base dome, the base dome, double vent power dome and our full line of custom mold options. The mini rITE instruments do use the minifit speaker units which are available in four fitting levels, the 60, 85, 100 and 105, with of course the 105 only being available in that custom power mold.

The HearLink 9040 mini BTE supports all existing minifit thin tube options. Therefore, it is compatible with both the 0.9 and 1.3 millimeter thin tube acoustic options and the same ear hook that was introduced with the HearLink 9030.

So as we saw in the previous slides, the HearLink 9040 is compatible with both non custom dome and custom mold options. Now in previous courses we have discussed the use of these various options and when each might be recommended. So I feel that it is very important to revisit this information, especially since these same acoustic options are available for the HearLink 9040 and therefore the same recommendations do hold true when choosing certain acoustic coupling options. So this chart that you see here does look at the non custom dome options and some of the factors that will help to guide you when choosing the acoustic coupling option for the member in addition to the audiogram. So the open base dome that is recommended for comfort or possibly if the member experiences occlusion

or if they do have a smaller ear canal.

Next we see the base dome double and this is recommended if you are experiencing some feedback with the member. So if you have to put a little bit more inside the ear canal, or if you have a member with a dynamic ear, and this is a member who has an ear canal that moves excessively with chewing, with yawning, or with opening and closing of the mouth, and then of course we see the power dome. And this is an option that is also recommended to help with feedback or for a member who might desire that full fit or like a very kind of comfortable solid fit with a non custom dome, but they aren't quite ready to go to a custom mold.

Just as with the non custom domes, the custom options are designed to also meet a variety of not only obvious member needs, such as ensuring retention and adequate gain, but also many other subtle needs and concerns that your members may pose. And here we do see some of the considerations for the various custom mold options. So we have the micro mold, which is kind of a short and stubby mold. It's a shorter length and it is great for members with small or short ear canals or maybe a member who has a very sharp second bend when you can't get a very deep impression. We have the light tip mold, which is that flexible suspension mold, and it's truly just there for maybe some retention and comfort.

Then the canal mold. This is not recommended for members with small, narrow or short ear canals because it is a little bit longer and it does help, of course, with retention. The skeleton mold is once again wonderful for those dynamic ears or members with some dexterity issues because it does help with putting it in and taking it out. Full shell is a great mold for more severe losses when you do need that really good seal because of feedback issues. Micro shell is optimal for members with a small ear.

And remember, it is only for 60 and 85 speakers. It's kind of that deconstructed receiver it is built in and it does again have that separate order form as well. If you've never ordered the micro shell, it is on a completely separate order form from our other custom options and it is only for 60 and 85 speakers.

And then we have the power mold, which is our custom mold for the 105 speaker. That is a built in and you can replace that speaker wire on that power mold.

So as you have seen, Philips does offer a variety of mold options and choosing which mold is best suited for the member can be a bit daunting. Some members simply prefer non custom domes. However, there are many, many fittings where choosing a mold is necessary. So let's just quickly go over a few scenarios that might help you navigate choosing a custom mold for your member. So let's first look at a member who is fit with a HearLink 9040 miniRITE tr with an 85 speaker.

And the member currently has a light tip and likes the size but does have difficulty with insertion due to the variability in positioning of the mold on their speaker. So for example, it spins. Therefore keeping a mold that is small in size and one that would help with their insertion concerns. What might be their next best option? So as we think back to the table that we just saw, the best option for the smallest custom fit is going to be the micro shell mold here.

This is going to provide a optimal fit for the member. It's going to be for smaller ear canals, and it's going to help this member with insertion as it is embedded and therefore it's not going to move in its positioning.

Our second scenario, we have a member who, when taking an impression, is extremely sensitive and therefore it is very difficult for you to go very far into the canal. However, they desire a discreet custom mold because they do not like the feel of the non custom domes in their ear. Now, knowing the impression is going to be short and that they desire a small sized mold. Thinking back once again to that table, what do we feel the best option for this member would be? So if you think back to a mold that was good for members with a shorter canal, narrower canal, or maybe that sharp second bend, we think that the micro mold is the option that is going to be the best for this member.

The micro mold is available for both the mini ride and mini BTE. It will fit the 60 85 speakers, and for the mini BTE it is available for the 0.9 and 1.3 thin tube sizes. And again, it's a great option not only if the member has a small ear canal, but also if due to a sharp bend or other reasons such as sensitivity, you're just unable to get that really deep impression.

And our final scenario is a member that has had a custom canal with a canal lock mold for about a month and has had issues with it working out when chewing. Given the mold options we discussed previously, what do you feel might be the best option for this member? So we already have a canal with a canal lock and it's still working out. So we want to go with a little bit more added retention. So we're going to go with the skeleton mold.

This mold is an extremely versatile option, so it's just going to enhance the retention of the mold and give a bit more versatility to be able to get a better seal and a better lock with reference to movement for this member with that dynamic ear. And just a note, quick note here, that anytime you are getting a new mold due to issues such as feedback fit, or going to a different size mold, it is always a good idea to send us a new impression and make sure that you not only get a very good impression of the canal, but also all of the external components of the ear as well.

So now that we have talked about the acoustic options for our BTE styles, I would like to take a deeper look at the acoustic options of the HearLink 9030 product line, specifically focusing on venting and speaker options. So first, let's go ahead and dive into venting options.

An important component of custom hearing instruments is venting, and there is a lot that does go into creating an acoustically sound vent in a HearLink 9030 custom device. It has been shown that vents should be of course as large as possible to optimize comfort and sound quality, but of course small enough to minimize the risk of feedback. So before looking at vent sizing, let's first look at the venting options when selecting a vent option. A limiting factor, of course, could be the size of the member's ear

canal, and often the type of venting will also depend on the size and the style of the hearing instrument being chosen. Now, regardless of venting option, it is important that the vent in the hearing aid matches the vent selected in the hearsulTE fitting software.

Here you do see the vent types listed with their descriptions, and we're going to cover these in a little bit more detail with some examples.

So the first one is a round vent and this is the most traditional vent and is recommended truly anytime sufficient space is available. Oval vents tend to be easier to fit when space is a little bit more limited and they are used mainly for IIC and CIC custom instruments. Free vents are used when placement is difficult and vent sizing is often as large as possible when you are using a free vent. It is also very important to note that free vents are not an option for IICs and you can see that as noted on the order form collection vents are ideal when space is limited and may reduce occlusion because of their conical shape. And note that these images are taken from the HearLink 9030 order form and are designed to help guide you should you choose to select the venting manually versus choosing factory select.

So another factor to consider with venting is that size matters and of course, size as it refers to the diameter or how large the vent is. And keep in mind that this is often limited by your member's ear canal and their custom instrument style option. However, for the purpose of this course, let's go ahead and assume that there aren't any true limiting factors to the venting. So, as you may know, larger vents do lead to decreased low frequency output. And this is because longer low frequency sound waves do more easily escape through the ventilation hole as shown in the bottom image.

And this is a well documented occurrence. And according to an article in the hearing review, a vent diameter of 1 mm results in a decreased output at 200 hz by approximately seven to eight decibels with a decrease of up to 28 decibels with a vent diameter of 3 mm. So this means that if you throw in a vent

of 3 mm in a custom device or an ear mold, you are losing up to 28 decibels of gain or output at 200 hz. So given those numbers, it can be very, very daunting to really choose the exact vent diameter that you want to put into a device. So the table that you see here is a general guideline that you can follow to help in not only choosing venting diameter, but also understanding venting options.

So essentially what we see is for those members with thresholds less than 20 to about 30 decibels hl at 500, a vent diameter of 3 mm is optional. For every ten decibels increase in hearing loss of 500, a decrease of approximately 0.5 mm in vent diameter is recommended. Now know that we do recognize that choosing a vent can again be a very daunting task and there are many, many variables to take into consideration. So when ordering Philips custom HearLink 9030 devices, you do have the ability to choose factory select venting. And this option will enable our modeling team to not only evaluate the member's ear based on the provided ear impression, but also their audiogram.

And then from there select the optimal venting size and shape.

Now, looking at the speaker levels, with three speaker levels, the custom HearLink 9030 devices do cover a wide range of hearing losses up to 95, making the Philips custom hearing instruments a preferred choice for nearly any member looking to an in the ear option.

So as many of you know, there are times when the hearing aid itself is just one piece of the puzzle when it comes to the members total hearing healthcare package, so to speak. And there are times when in order to adequately address their needs, accessories are very much needed. Philips has worked to pull a variety of tools together to address these member needs through useful accessories.

All of the Philips accessories work via SoundTie two and through Bluetooth connectivity. Therefore, to use the devices within the connectivity portfolio, it is necessary for the Philips HearLink device to contain 2.4 GHz Bluetooth technology. I emphasize this because while all of our BTe style devices do

have this technology standard, it is optional in our HearLink 9030, ITE and ITC styles and it's not available in the CIC and IIC style devices. So if the device is equipped with this technology, connections of course will include the tv adapter the Philips remote control, the audio clip, and the HearLink two app. Be advised that this does include the capability of offering remote fitting via the HearLink two app.

Therefore, remote fitting is not possible for those members fit with a CIC or IIC device. Now, if equipped with an FMI only, the devices will of course have binaural synchronization and binaural noise management. However, there is no connection to wireless accessories or apps, even for remote control purposes only.

Philips accessories also include our charging units for the rechargeable BTE style devices. The Philips standard desktop charging unit is compatible with all Philips rechargeable devices from the 9010 through the 9040. Now, there are slight differences between the desktop charging units for the mini, right? And those for the mini BTE devices, such as slightly larger charging ports. For the mini BTE devices.

However, the basic function is exactly the same.

And then we see the charger plus. And this is compatible with the Philips HearLink 9030 and 90 40 mini wrITE and mini BTE styles. And you can see on this slide there are several differences between the charger plus designed to accommodate the mini wrITE and the charger plus designed to accommodate the mini BTE. However, overall the look is the same.

So now that we have gone through the tools that Philips offers you regarding the product offerings, I do want to move into a group activity. And the purpose of this activity that we're going to kind of go into is to demonstrate how we can gather these various tools and then begin using them as you talk with

members and begin your decision making process. So we have a case study here, and we have a member who is a 64 year old male who's worn hearing aids for about five years and is coming in for new technology. Currently, he wears an ItE hearing aid. And he tells you that while he's very, very satisfied with the style of device he has now, he isn't against trying a BTE device.

He does want to be able to stream music, and he's not too sure about those new rechargeable batteries that he's heard about. There is no significant medical history, and the member does have no dexterity or vision concerns that you need to worry over. So here we see our member's audiogram. And from this we gather that our member has overall good test reliability, a high frequency hearing loss, excellent word recognition scores, and testing shows truly no concern for loudness discomfort. So now it's time to choose the product again.

Our member currently wears an ITE, but isn't against trying the BTE we know that the member does want to stream music. Therefore we will need to have Bluetooth connectivity and the member isn't overly sure about rechargeability. But possibly they do not have the information needed to make an informed choice. So overall, when you're looking at this member, kind of at first glance, you see two needs with direction that this member should go regarding product choice. First, the overall need for amplification and second, the need for Bluetooth.

All other options at this point are variable and in your hands as the professional to really guide your member. So let's discuss what these options.

So scenario one, we have a HearLink 9030 ITC or ITE. So again, you're providing amplification. You are going to provide that Bluetooth connectivity. You're going to stay with what is comfortable for this member. You have the same style and the zinc air battery, which is what the member knows.

Then we have scenario two. We are going to go with the HearLink 9040 mini BTE or mini wrITE t. Again, the member said that he wasn't against trying a BTE style. So we are going to upgrade, get new technology. We're going to ensure that he has the Bluetooth connectivity for streaming.

We're going to put him into that new BTE style, but we're going to keep things a little bit familiar by keeping that zinc air battery. Or we can kind of go all in and we can counsel him on the benefits of the rechargeable battery, you know, what the differences are. And then we can go all in. We can do the HearLink 9040 mini BTE tr or mini wrITE tr. We can try a new style.

We can try rechargeable batteries. He has the new technology and now he also has that Bluetooth connectivity and everything else that he was looking for together.

So moving into our next section, we think of what is a tool without the technology behind it. So we all have those ITEms in our toolbox at home that we know work and we know they work well. But possibly we don't always understand exactly how or why they work as well as they do for the purpose of this course. Those are the Philips HearLink hearing aids. And today we're going to explore a bit about the technology behind the HearLink devices so you can truly understand why and how they work the way that they do.

Before we begin looking at the various features of the Philips hear link products, I do want to first visit the archITecture of Soundmap two. And as we move through this section, while some of the features will be available in the HearLink 9030 custom products. It is important to note that some of the features introduced with Soundmap two, of course, are exclusive to the HearLink 9040 technology. But I will be sure to emphasize that as we move through each of these features and the technology tools available here, we see the archITecture of Soundmap two available in the HearLink 9040. Soundmap two contains directionality, sound protect, AI noise reduction, speech clarifier, and an extremely high frequency resolution with the 24 frequency band archITecture.

Also within this system, you can see our patented feedback system that is highly effective at controlling feedback. So we're going to look at a few of these pieces in a bit of detail, but quickly, I do want to first mention directionality and AI noise reduction. The Philips HearLink products do contain these two systems that work within this 24 frequency band architecture to enhance the speech signal and reduce the presence of background noise for your member. These highly complex systems do automatically work to seek out speech and the environment, and then they use artificial intelligence to reduce background noise, resulting in improved signal to noise ratios that ultimately benefit your member. So working in tandem with these systems are speech clarifier and sound protect, which we are going to discuss in a bit more detail.

So first we're going to discuss speech clarifier, which is found in both the HearLink 9030 and 9040 products.

So as shown in the illustration on the left, you can see the effect of conventional directionality and noise reduction, where noise of course is attenuated across the bandwidth and then while in sum up noise control with speech clarifier as shown on the right, the net effect shows that while noise is attenuated, the level of the speech is increased. And this improves the contrast between speech and noise because the noise level below 1 above 5 khz are not amplified. And of course because the long term spectrum of speech is concentrated between one and 5 khz. So overall, the benefit to the member is the ability to make that speech stand out depending on their preferences in a noisy environment.

And since sound protect is such an important part of Soundmap two and the HearLink 9040 product technology, we're going to look at this feature in a bit more detail as well.

So the first component is Soundmap wind noise management. Now, Soundmap wind noise management is an updated feature, and it's really designed for members who are kind of disturbed by

this wind noise and those especially who have difficulty understanding speech in these difficult listening environments. It is also helpful for members who are bothered by unwanted handling noises. So adjusting the hearing aid of their hair against the microphones, touching the hearing aid, putting on a hat, etcetera.

So we want to look at how exactly does the system work. Wind and handling noise are detected by the front and the rear microphones at different moments, and this creates what we call uncorrelated noise. This is caused by turbulent air reaching the microphones at different times. Now, Soundmap wind noise management counters this noise by a careful analysis of the noise level in each of the microphones. It then selects the microphone that has the lowest noise level for each band and adjusts this selection over time.

This ensures that the cleanest signal is allowed to reach the AI noise reduction system.

The second component of sound protect is Soundmap transient noise reduction. This system reduces sudden sounds for those members who are sensitive, and it really helps to balance these sounds in the overall sound environment through faster detection and reduction, again, where speech understanding is important. So the focus here is on speech understanding.

Sound protect transient noise reduction monitors the overall sound level of the environment and calculates the average sound level. And then when a sound is considerably above this average sound level, the system considers it a transient sound and quickly reduces it. The new system, the sound protect transient noise reduction, employs a frequency specific reduction versus a broadband reduction, which leads to a better preservation of signal and ultimately a cleaner signal before it then being passed on and processed by AI noise reduction. Transient sounds in quiet environments receive less attenuation and transient sounds in louder environments have more attenuation, and it leads to these transient sounds being attenuated before the input signal is compressed and therefore they're not

over amplified. Once this is all complete, the signal is processed by AI noise reduction.

The last technology tool I would like to take a moment to discuss is the program available in the Philips HearLink products known as hi fi music. Philips does pride itself on the ability to provide your members with superior sound quality when they're listening to speech and other environmental sounds. However, we are also extremely proud of our ability to provide exceptional sound quality when your members listen to music.

Hi fi music is a program that is specifically designed for when your member listens to music, whether they're in a live music environment or listening to recorded or streamed music. This is because the rationale for this program is based on a music signal versus a speech signal, like the other fitting rationale such as nal or fit for speech.

So, diving a bit deeper into hi fi music, the amplification strategy is based on targets that balance the hearing loss and matches the sound of music. The program does have a broader bandwidth and higher gain as compared to the dynamic program, and this is especially in the bass and the treble regions. It is optimized with reference to compression ratios and really designed for the specific dynamics of a music signal. The HiFi music program can be optimized through the advanced features, some of which we just discussed in detail, and of course through the streaming equalizer available via the HearLink two app.

So moving into our second activity in this last section, we just spent a little bit of time talking about the Philips tools and how they work and really the technology behind the product. So as we move into this next activity, we're going to implement this knowledge as we move forward with our member from the initial case study. So as a reminder, here is the member and the information that we gathered. So we have our 64 year old male who wanted to upgrade his current it es, and we ended up with our member pursuing the HearLink 9040 mini wrITE tr.

Okay, so now that we decided what device we are going to pursue with the member, we begin to go over their cozy goals. So as you can see here, we have our three cozy goals. First, we discussed with the member that they wanted to hear better when playing golf with his men's group, who meets two to three times per week. Second, wants to stream music to hearing aids via the smartphone while out walking his dogs. And third, understand dinner conversation better when out on weekly date nights with his wife at a crowded restaurant.

So let's take each of these goals, and we're going to think back to the technology tools that we just discussed. And how might we use these technology tools to help this member with their goals that they have that we just discovered through use of the cose.

Okay, so here we see here better when playing golf with his men's group who meets two to three times per week. So right off the bat, we know that this is a very important goal for this member. They're meeting two to three times per week. So we do have the sound protect wind noise management, which of course does default to being on. But we would want to check and make sure that that is available.

And on for the member, we would have things such as AI noise reduction. AI noise reduction is going to be very important for this member because even in that program, one, that dynamic program, remember that there are no really set rules for exactly what that program is going to be. So regardless of what the situation is and how the situation is changing, it is going to react sufficiently for the member as their environment does change. We have the comfort control which is going to add some additional comfort for the member when they are in that noisy situation out playing golf sound protect transient noise reduction. That is going to help perhaps if they have some sensitivity when the ball gets hit with people yelling, laughing, etcetera.

In that golf situation, if they go and they get their hearing aids and they come back on a follow up and they need perhaps some additional support, we have the speech clarifier that we could boost. We have the sound map noise control transition. Maybe we could boost that to high to provide some more support or even in the directionality mode. We could maybe move that to maximum effect and give them some more support with directionality to create a more kind of focused environment for them when they're playing golf.

Stream music to hearing aids via smartphone while out walking dogs. This we might focus more so on the accessories tab. But of course we would also want to check sound protect wind noise management, make sure that is on phone level. We can make sure if we need to maybe boost that to three decibels or nine decibels to increase the streaming level microphone level. Of course that will adjust the balance of the microphone, the hearing aid microphones versus the streaming level sound perception and low frequency enhancement.

You can also counsel this member on the availability of the streaming equalizer because of course sound perception and low frequency enhancement will make overall adjustments regardless of the streaming source. So if they listen to Spotify Apple music YouTube sound perception is going to change all of them at one time versus if they like how Spotify sounds. But maybe Apple Music sounds a little bit tinny to them, then they can go in and change streaming equalizer while listening to that specific streaming source. So maybe kind of dig a little bit deeper to what exactly is going on and how the music sounds and when it's sounding that way to determine when and how to make those adjustments and then understand dinner conversation better when out on weekly date nights with wife at crowded restaurants. This perhaps could be an instance where you may want to add a speech and noise type of a program depending upon the amount of difficulties that your member is having.

But more often than not the program one will cover this type of a situation. They do have the added protection of sound protect transient noise reduction, which is going to help with perhaps those restaurant noises, you know, those clanging noisy sounds in the background. They may be able to boost speech clarifier which will help with speech understanding in those noisy environments. Again, maximum effect with the dynamic directionality can help to give a little bit more of a focus when going into that directional mode. So still a lot of different changes that we can make on follow up, but again, ensuring that on that first fit we do want to stick with the defaults because defaults typically are where the member is most comfortable for everyday situations and even those more complex situations.

We want to err on the side of staying at defaults and then of course if they do have continued difficulties based on the situations, maybe adding programs or just adjusting those advanced features.

So far we have discussed the Philips products or tools and what we have available to meet your members needs. We have also then discussed the technology within those products, diving into not only what is available, but then taking a step further and looking at how those tools work and how you can make them work for your member and their hearing healthcare needs. Now let's look at the next step and how you can make hirosulTE work for you through first fit success. So when you open Philips hairsulTE, the software is laid out such that the headings or tabs along the left side of your screen essentially serve as a pathway for your fitting. Now if you do follow this pathway from top to bottom, you will have first and follow up fit success.

We're going to review each tab in detail. However, we will first do a quick overview of the highlights necessary for our first fitting. Under client data. You are going to confirm personal and audiometric data and choose the fitting rationale. Next, instrument acoustics allows you to choose the dome ear mold and venting as necessary.

The fit instrument tab will contain the options for the adaptation manager, real ear measurement program manager and feedback manager. Once those are complete, move on to finished session where you will want to confirm your general controls, visual indicators and of course save and quit. Essentially you are less than seven clicks from a successful first fit.

So as mentioned, client data contains both the personal and audio metric data that are brought directly in from your members cycle file here. You will also want to change the fitting rationale to nal if you don't already have it defaulting and once that is complete, move on to instrument acoustics and either choose or confirm your receiver and dome or ear mold. The contents of this section do depend on the exact device that you're fitting. However, as we mentioned previously, always ensure that the acoustics physically match what is on your member. So software must match member.

So next, once you have the member and their device ready to go, it is time to move to fit instrument tab. The first stop here is to move the adaptation manager to 100% and perform real ear measurements. Now once real ear measurement is performed and targets are matched. It is important to determine the member's starting point using the adaptation manager. You want to set it to 80 or 90 if needed and set the end goal to 100% with automatic adaptation enabled.

Then you can determine if the member needs additional programs. Note that if they aren't going to use the telecoil program. If you have a BTE with a telecoil enabled like standard, you can this would be a great time to either delete it or replace it with another useful program for the member. And then lastly, under this tab you do also want to quickly run the sound map feedback canceler system. Now it is always running in the background, so if you do forget to run this, not a big deal.

However, we do recommend running it at the first fitting to maximize its potential and last but not least, finish session. General controls gives access to activation of volume control which by default will be turned off and of course program change and push button call controls. Audible indicators is where the

notify me setting is found for the HearLink 9040 product and therefore if the member wants the spoken low battery notification, you will have to select that option here and then save and quit when at this screen we want to make sure that both data logging and binaural communication options are turned on, unless you would want to opt out of them. And there it is. You are truly less than about seven to ten clicks away from a highly effective and truly successful first Fitzhen of a Philips HearLink product.

So our last section of tools that we will discuss today is the SBO Philips Costco portal. Pictured here is the landing page of the portal. As you can see, there are several options to choose from. From this page you can access information relating to Philips products, accessories and fitting software, but you can also access order forms and a variety of courses, many which do offer CE credits. Today we are going to specifically be discussing the job aids available to you.

Therefore, I would encourage you to explore this page and to do so you can click on any of the first three icons.

So once you find yourself at this page, I would suggest clicking on clear filters. By choosing clear filters you'll be able to see all available support materials and therefore I typically recommend doing this unless you can immediately find the document that you are looking for.

There are many options that are available to you via the portal and each of these are designed to assist you at various points as you help your members on their journey to better hearing. But today we are going to focus on compatibility, consumer tools and dispenser tools.

Under compatibility tools you will find PDF versions of the compatibility quick guides for both Apple and Android and these provide you with printed versions of what is available on the US english website. And note that the global website does feature a dropdown list from which your members can choose their specific phone to see exactly what is compatible with our accessories and apps. And we also do

now feature the QR code for compatibility as well.

Consumer tools also includes ITEms such as the [here link to app guide](#), the 23.1 product insert card, and the consumer brochure. And then of course we have the consumer connectivity guide that is developed to assist your consumers in reconnecting and connecting to their devices.

In the dispenser tools we have various faqs for your use.

We have the Apples to Apples Guide, the HearLink 9040 training sheet which is a little bit about why Philips and why the HearLink 9040 devices, and then the HearLink 9030 Customs Counseling Guide which is a wonderful guide to help your member decide exactly maybe which custom device is best suited for them and their needs, and then a listing of the accessories that are available.

So here we see also under dispenser tools we have the HearLink 9040 acoustic guide which is kind of just a printout of the acoustics available, how to use them, when to use them HirosuTE fine tuning guide is almost an exact replica of our fitting assistant within the software. So if you want to see a printout of that and then we have our [here suTE first fit guide](#) which is a simple to use printout of a typical first fit of a Philips HearLink instrument.

Throughout this course we have learned a lot and explored what Philips offers you, the HCP as you take your member from beginning to end on their hearing healthcare journey, beginning with premium products and superior technology to meet your members needs that are made evident not only through their audiogram, but also through their case history and cozy. Then the hero suTE software offering advanced feature settings that make sound quality and adjustments possible. And then the numerous tools to help guide you as you make these adjustments. And then finally the SBO Costco portal which is a powerhouse filled with job aids developed with both you and your member in mind.

I want to thank you so much for joining me today and if you do have any further questions, please do feel free to reach out via the contact information listed.