

GENESIS^{AI}

Harnessing Starkey's Neuro Processor

Part I: How to optimize Genesis AI Health and
Wellness features

Keeley Layfield, Au.D.

Education and Training Audiologist

Webinar FAQs

Harnessing Starkey's Neuro Processor

How to Ask a Question

Click Q & A, type your question, click Send.

Where to get the Handout

A PDF handout for this presentation may be accessed through your Pending Courses on Audiology Online or by clicking on the link in Chat within the classroom.

How to Earn CEUs

CEUs are available with a paid Audiology Online Unlimited CEU Access membership. After completing the course, go to your Pending Courses on Audiology Online and pass the multiple-choice exam.

Assistance or Tech Support

- Call Audiology Online at 800-753-2160
- customerexperience@continued.com
- Use the Q & A window

Learning Outcomes

1

List two health and wellness features that Genesis AI offers

2

Identify which page within My Starkey offers access to health and wellness features

3

Identify what Genesis AI technology levels offer Fall Alert

MyStarkey + GENESIS^{AI}

Hearing

Hear better with less effort
in any situation

- Support for Genesis AI devices
- Edge Mode+
- Manual adjustments
- Enhanced customization
- Find My Hearing Aid
- Voice AI
- Tinnitus
- CROS Support
- Self Check
- Accessories Support

Health

Live healthier, track activity,
and detect falls

- Activity Monitoring with double the classifications
 - **NEW!** Walking
 - **NEW!** Running
 - **NEW!** Indoor biking
 - **NEW!** Aerobics
- Hearing data
- Activity and Hearing Insights
- Fall Alert
- Caregiver data sharing

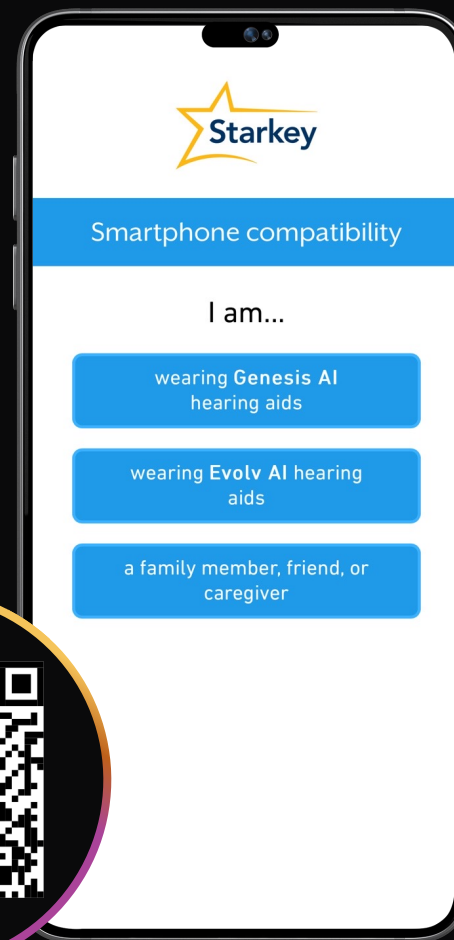
Intelligent

Simplify daily life with
assistive features

- Onboarding intros for features
- Learn
- Robust and personalized user guide
- Voice Assistant
- TeleHear
- Field firmware updates
- Reminders
- Translate
- Transcribe
- Find My Phone

MyStarkey

Smartphone Compatibility



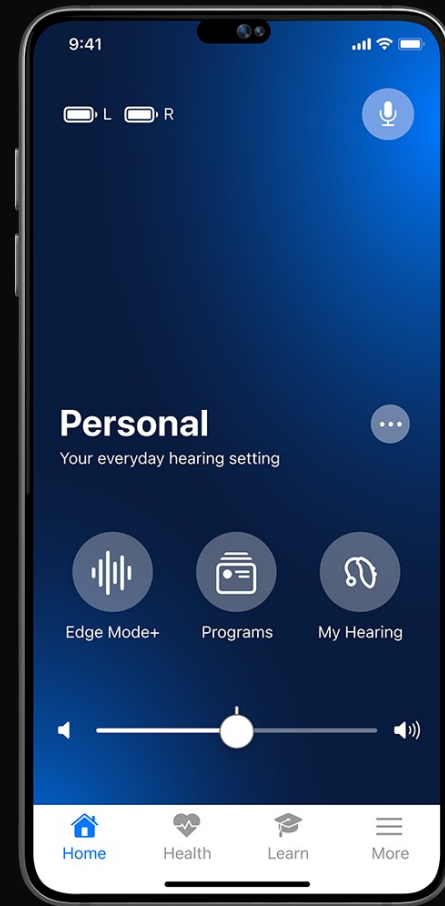
Home

Clean design with access to

- Battery status
- Smart Assistant
- Binaural Volume adjustment
- Edge Mode+
- Programs
- My Hearing
- Program Options

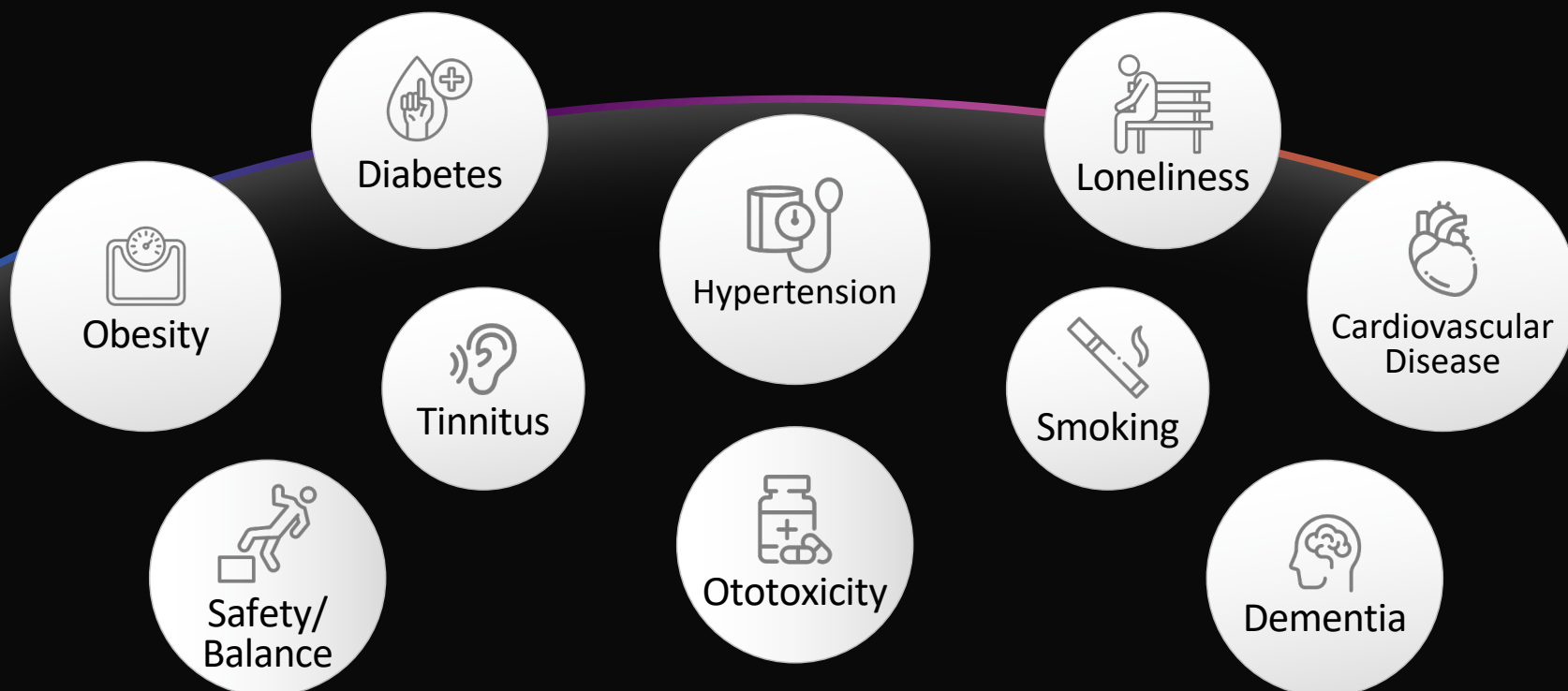
Navigation bar

 Home  Health  Learn  More



Personal Health and Well-Being

Comorbidities of Hearing Loss



The National Institutes of Health (NIH) | National Institute on Deafness and Other Communication Disorders (NIDCD) | National Council on Aging (NCOA) | Kochkin, S. (n.d.). The Impact of Treated Hearing Loss on Quality of Life - Better Hearing Institute, Washington, DC. Retrieved from: www.betterhearing.org/Hearingspedia. Un, F. (2014, January) Hearing Loss Linked to Accelerated Brain Tissue Loss. Johns Hopkins Medicine News Release. | Li-Korotky, H. S. (2012) Age-Related Hearing Loss: Quality of Care for Quality of Life. The Gerontologist, 52(2) 265-271. | Cruickshanks, K. J., Klein, R., Klein, B. E. K., Wiley, T. L., Nondahl, D. M., Tweed, T. S., (1998) Cigarette Smoking and Hearing Loss: The Epidemiology of Hearing Loss Study. JAMA. 1998;279(21):1715-1719. doi:10.1001/jama.279.21.1715 | Hull, R. H. & Kerschen, S. R. (2010) The influence of cardiovascular health on peripheral and central auditory function in adults: a research review. American Journal of Audiology, 19(1)-9-16. doi: 10.1044/1059-0889(2010/08-0040). | Hypertension As a Factor Associated with Hearing Loss. Braz J Otorhinolaryngol. Jul-Aug;72(4):533-40. Babich, M., Hoffmeister, D. & Doughty, A. (2009). Osteoporosis and Conductive Hearing Loss: A Novel Model of Clinical Correlation. Retrieved from: PHILICA.COM Article number 148. | American Tinnitus Association, ATA.org | www.mayoclinic.com/health/tinnitus/DS00365

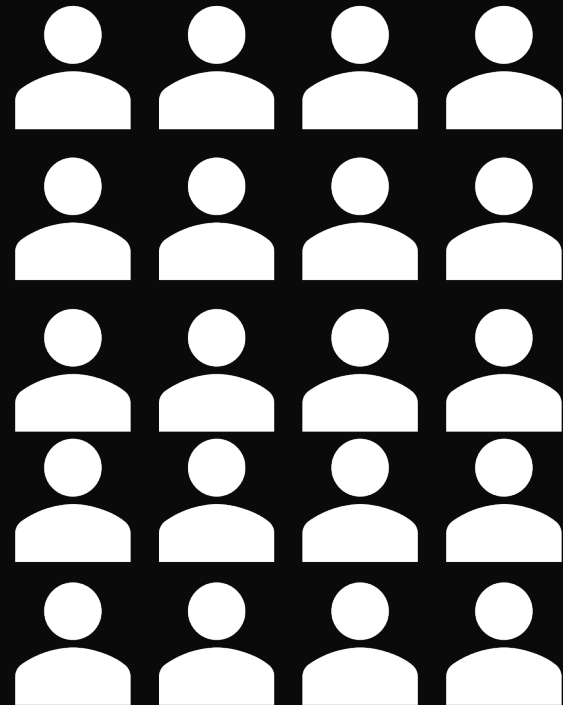
For Every 20 Patients You See

2 have depression

4 are lonely

8 have high blood pressure

15 will have a future fall





Cognitive Decline

Some amount of cognitive decline is **expected** during aging

Individuals with hearing loss experience **faster decline**

Hutchinson, K. M., Alessio, H., & Baiduc, R. R. Association Between Cardiovascular Health and Hearing Function: Pure-Tone and Distortion Product Otoacoustic Emission Measures. *American Journal of Audiology*, 2010;19(1), 26–35.

Risk of Falling

Older adults with **hearing loss** are more likely to experience a fall

Odds of a fall **increase 1.4x** per 10 dB of hearing loss

Cardiovascular Disease

Adults with poor cardiovascular (CV) fitness **have worse hearing** at 2 and 4 kHz

Depression

Hearing loss can lead to social isolation, a risk factor for depression

Increased odds of depressive symptoms **varies by degree of hearing loss**



Cardiovascular Disease

Adults with poor cardiovascular (CV) fitness **have worse hearing at 2 and 4 kHz**

Hutchinson, K. M., Alessio, H., & Baiduc, R. R. Association Between Cardiovascular Health and Hearing Function: Pure-Tone and Distortion Product Otoacoustic Emission Measures. *American Journal of Audiology*, 2010;19(1), 26–35.

Risk of Falling

Older adults with **hearing loss** are more likely to experience a fall

Odds of a fall **increase 1.4x** per 10 dB of hearing loss

Cognitive Decline

Some amount of cognitive decline is **expected** during aging

Individuals with hearing loss experience **faster decline**

Depression

Hearing loss can lead to social isolation, a risk factor for depression

Increased odds of depressive symptoms **varies by degree of hearing loss**



Depression

Hearing loss can lead to social isolation, a risk factor for depression¹

Increased odds of depressive symptoms **varies by degree of hearing loss²**

1. National Institute on Aging. (2019). Social isolation, loneliness in older people pose health risks. Retrieved from <https://www.nia.nih.gov/news/social-isolation-loneliness-older-people-pose-health-risks>

2. Li CM, et al. Hearing impairment associated with depression in U.S. adults, National Health and Nutrition Examination Survey 2005-2010. *JAMA Otolaryngology - Head and Neck Surgery*, 2014;140(4), 293-302.

Risk of Falling

Older adults with **hearing loss** are more likely to experience a fall

Odds of a fall **increase 1.4x** per 10 dB of hearing loss

Cardiovascular Disease

Adults with poor cardiovascular (CV) fitness **have worse hearing** at 2 and 4 kHz

Cognitive Decline

Hearing loss can lead to social isolation, a risk factor for depression

Increased odds of depressive symptoms **varies by degree of hearing loss**



Risk of Falling

Older adults with **hearing loss** are more likely to experience a fall

Odds of a fall **increase 1.4x** per 10 dB of hearing loss

Lin, F. R., & Ferrucci, L. (2012). Hearing loss and falls among older adults in the United States. *Archives of Internal Medicine*, 172(4), 369–371.

Cardiovascular Disease

Adults with poor cardiovascular (CV) fitness **have worse hearing at 2 and 4 kHz**

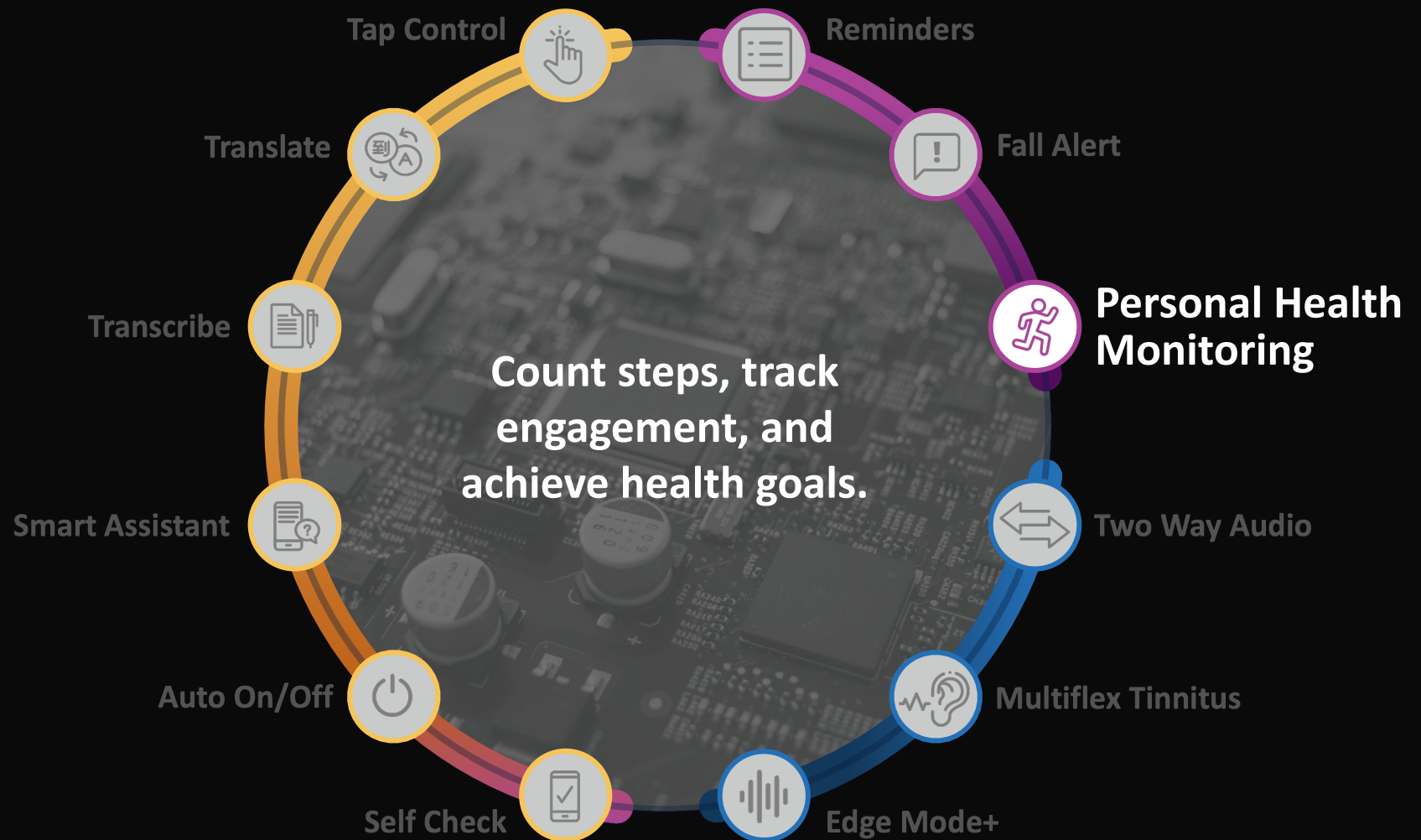
Cognitive Decline

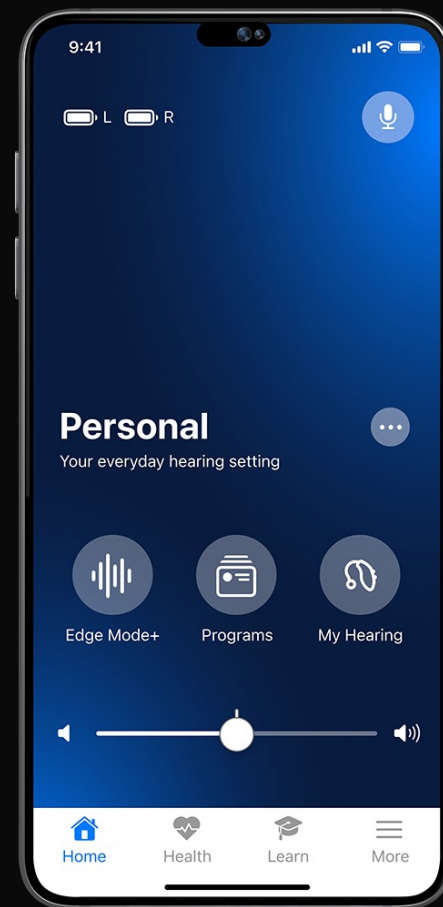
Some amount of cognitive decline is **expected** during aging
Individuals with hearing loss experience **faster decline**

Depression

Hearing loss can lead to social isolation, a risk factor for depression
Increased odds of depressive symptoms **varies by degree of hearing loss**

Count steps, track engagement, and achieve health goals.





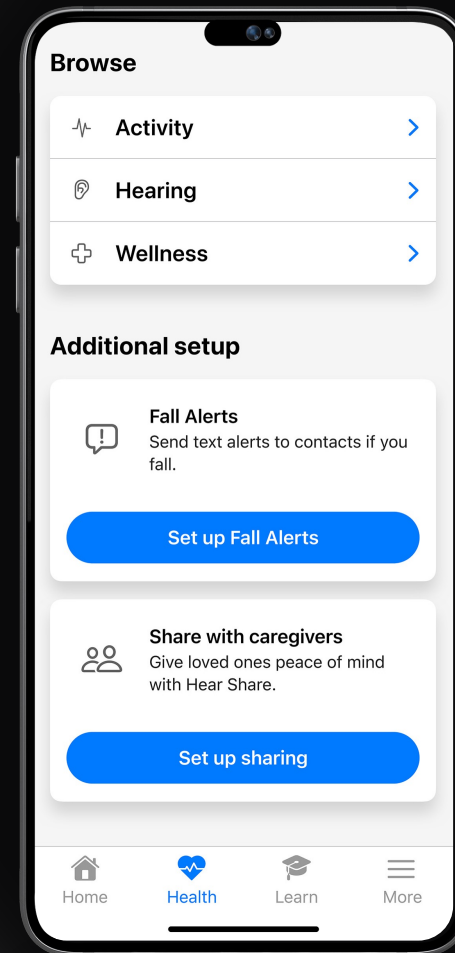
Health

Monitor health, set hearing and fitness goals from the Health tab

 Activity

 Hearing

 Wellness



Health Benefits

Walking 30 minutes a day, five days a week

- **50% reduced risk** of diabetes in both men and women
- **66% reduced risk** of prostate cancer
- **60% reduced risk** of breast cancer
- **43% reduced risk** of stroke in women
- **60% reduced risk** of colon cancer in men
- **Reduces** Alzheimer's, dementia, depression...

Source: Kaiser Permanente. (2013). The gift of walking. Retrieved from:
<https://www.youtube.com/watch?v=ce0yxolt0Cw> ©Starkey Hearing Technologies. All Rights Reserved.



Health

Studies show that better hearing contributes to better overall health

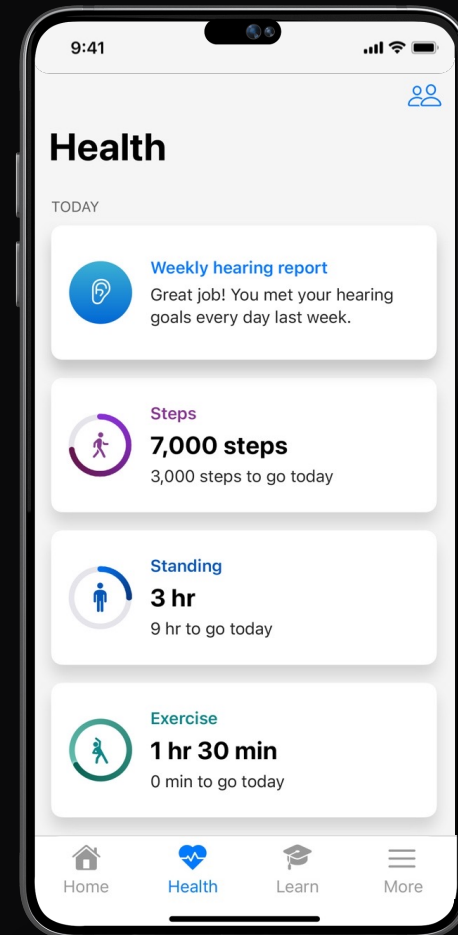
Monitor health, set hearing and fitness goals from the Health tab

Weekly hearing report

At-a-glance insights on hearing aid usage and interaction goals as well as hearing aid usage by the day or week. *Goal edits available*

Daily Updates

View for at-a-glance updates on physical activity

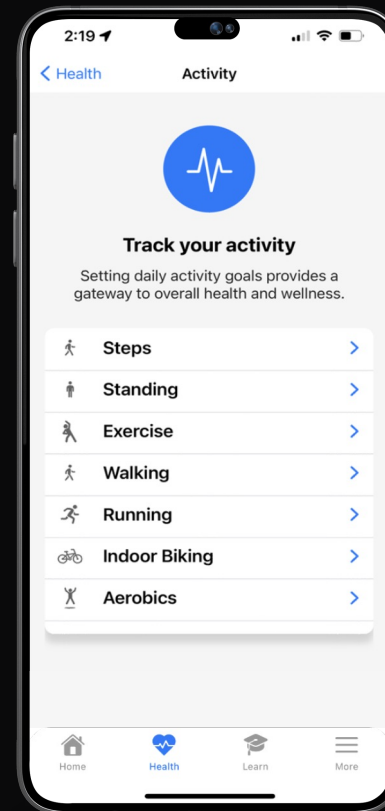
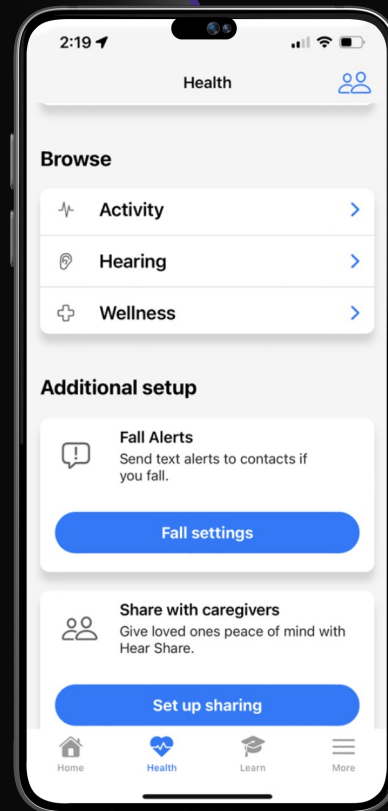




Health

Browse

Tap **Activity** to track and set goals for physical activity



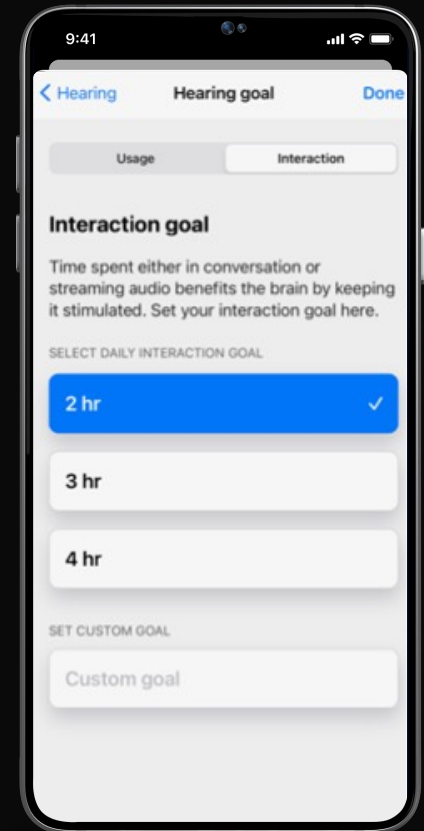
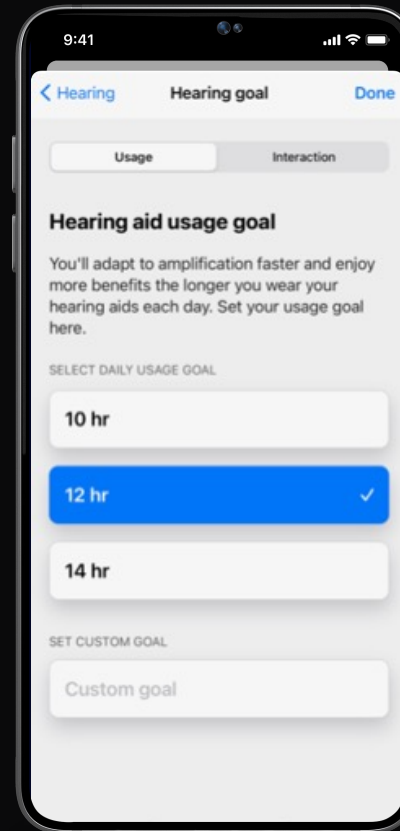
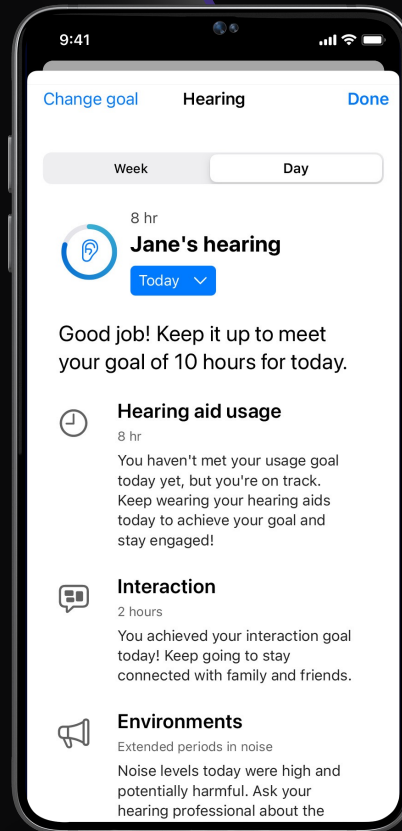


Health

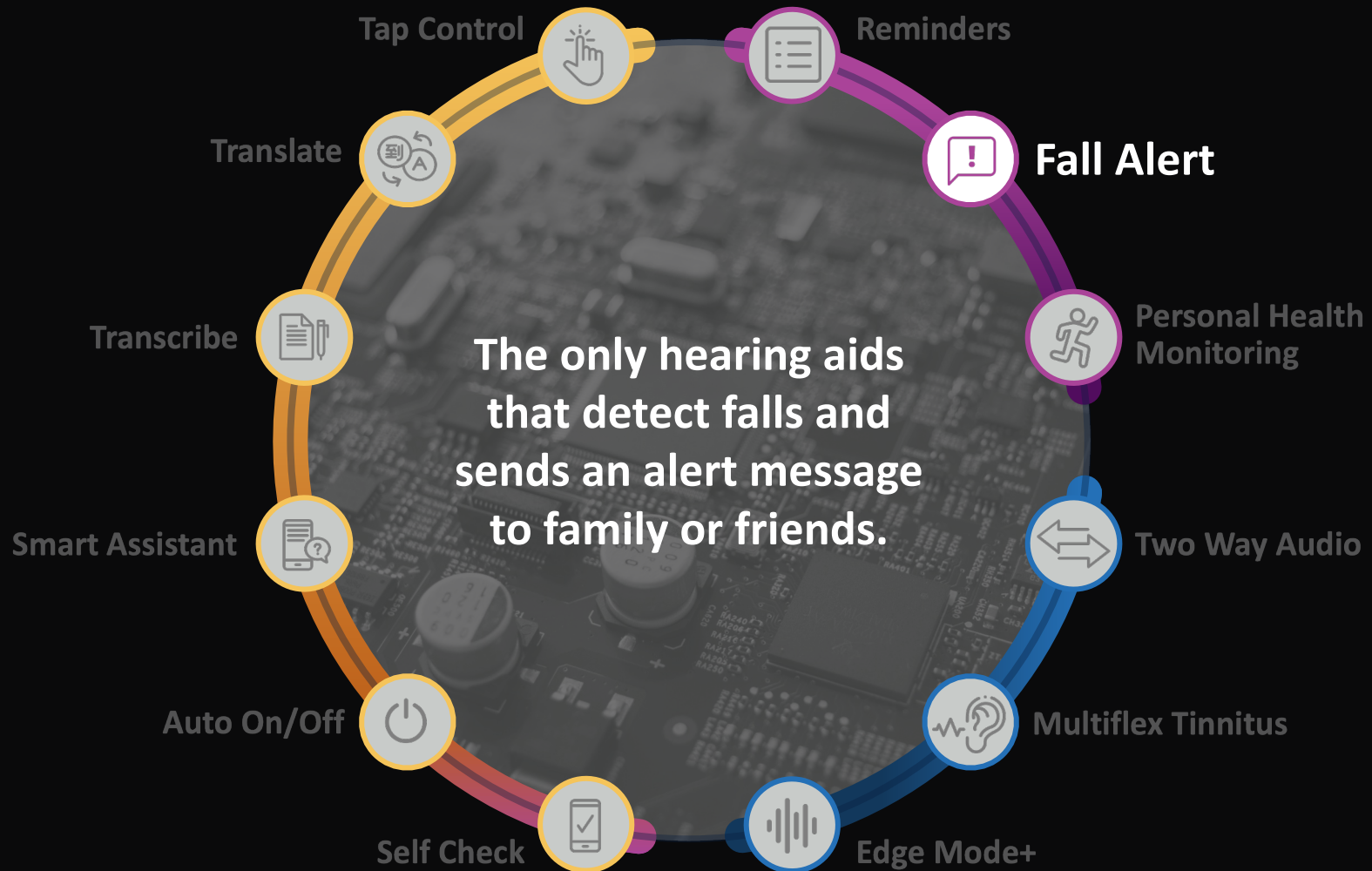
Tap **Hearing** from the Browse menu to access a snapshot of the wearer's hearing health

Goals for hearing aid usage and interaction can be viewed, changed or customized

A weekly report is available every Sunday



The only hearing aids
that detect falls and
sends an alert message
to family or friends.



Fall Alert

World's first and only hearing aid with fall detection and alerts



**INCREASED
INCIDENCE OF FALLS**
for every 10 dB of
measured hearing loss

Lin, F. R., & Ferrucci, L. (2012). Hearing Loss and Falls Among Older Adults in the United States. Archives of Internal Medicine, 172(4),369. <https://doi.org/10.1001/archinternmed.2011.728>



30+ MINUTES
of moderate intensity physical activity per
day at age 65 was associated with a **35-40%
reduced occurrence of falls when older**

Paganini-Hill A, et al. Lower likelihood of falling at age 90+ is associated with daily exercise a quarter of a century earlier: The 90+ Study. Age and Ageing, 2017;46(6), 951–957. <https://doi.org/10.1093/ageing/afx039>

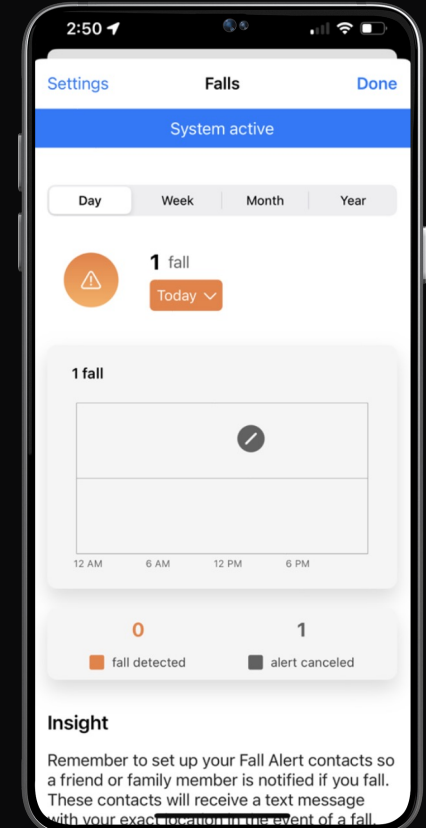
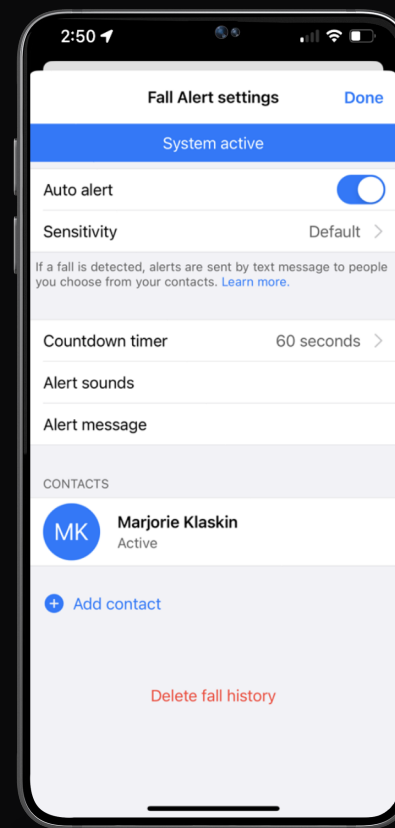
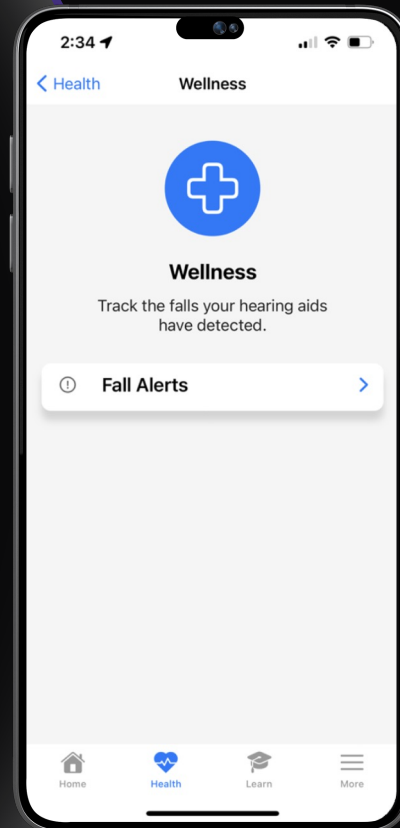


FALL ALERT



Health

Tap Wellness to track detected falls

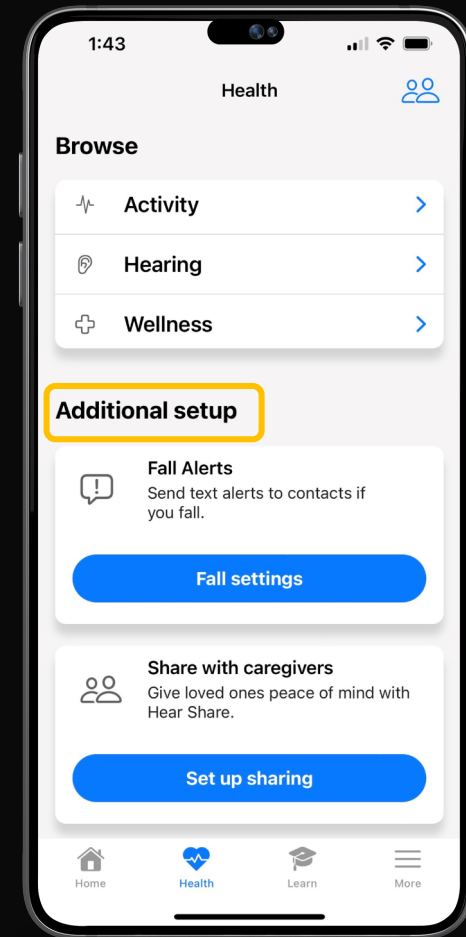


Health

Additional Setup

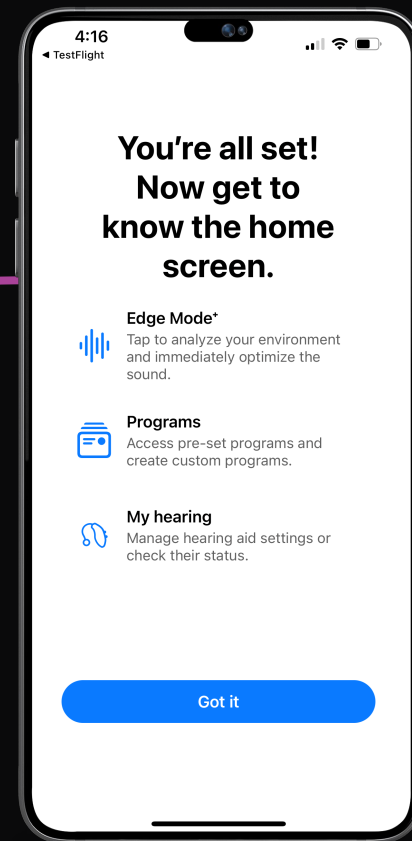
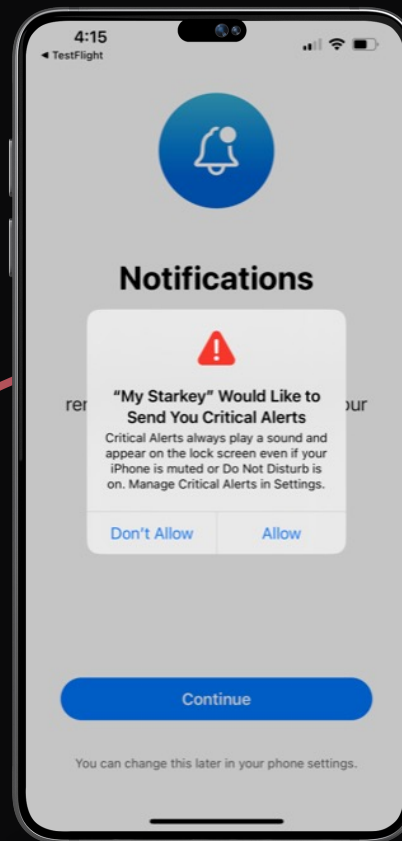
Features to support health

- Set up Fall Alert
- Set up sharing with Caregivers





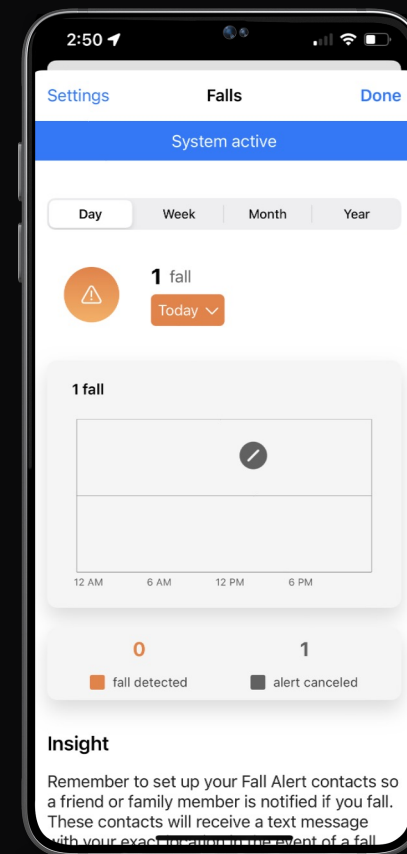
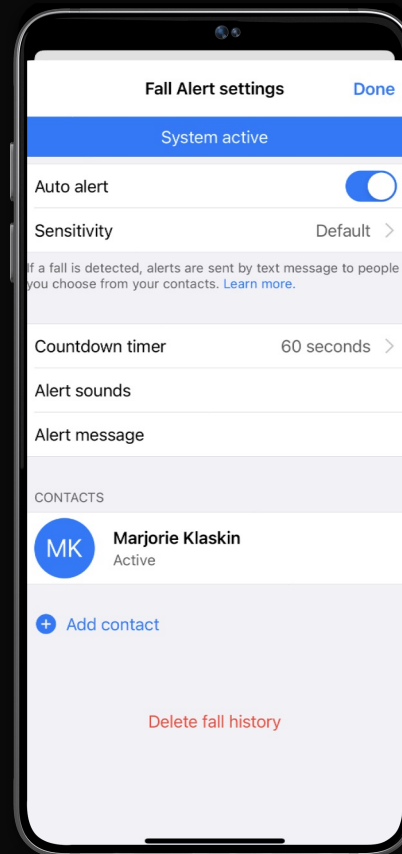
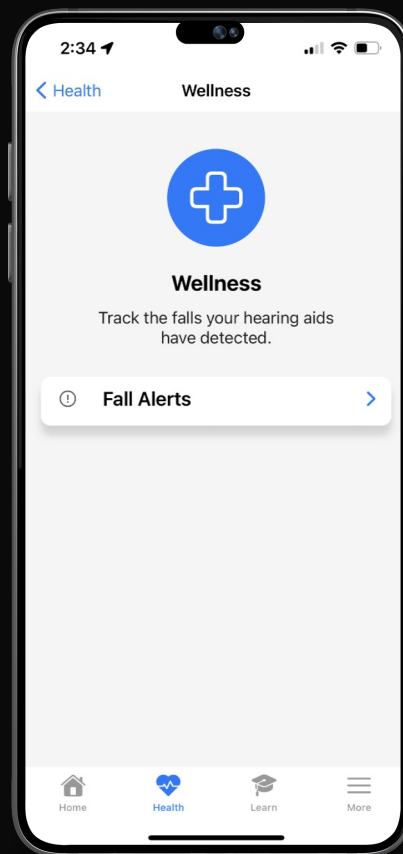
Critical Alerts





Health

Tap Wellness to track
detected falls

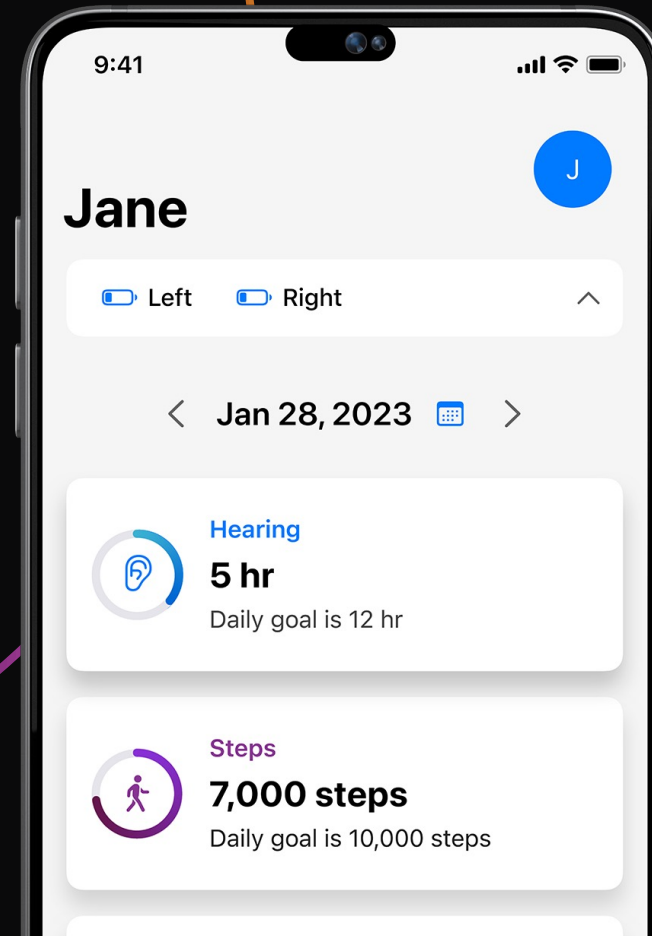


HEARShare

Caregiver App formerly known as 'Thrive Care'

Supports Genesis AI, Evolv AI and Livio Edge AI technologies

Functionality is unchanged



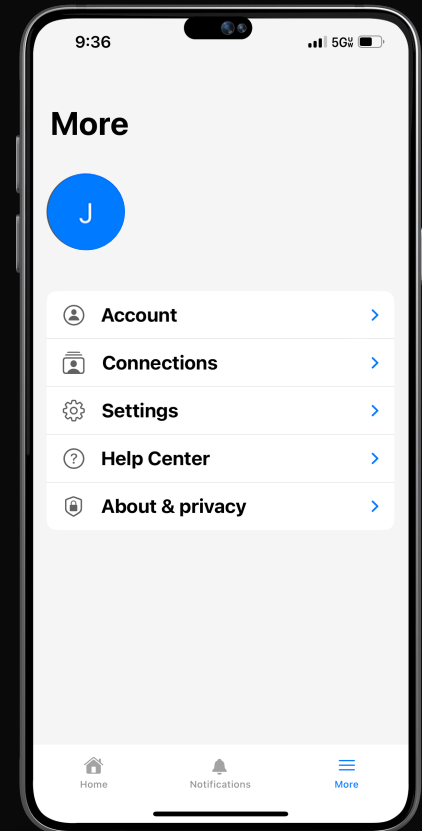
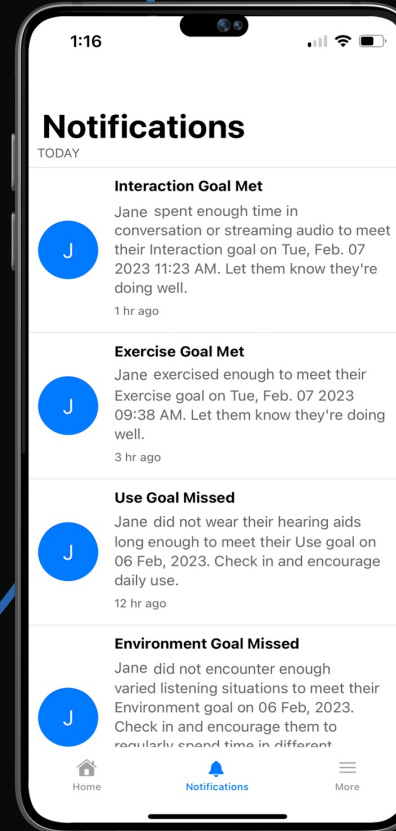
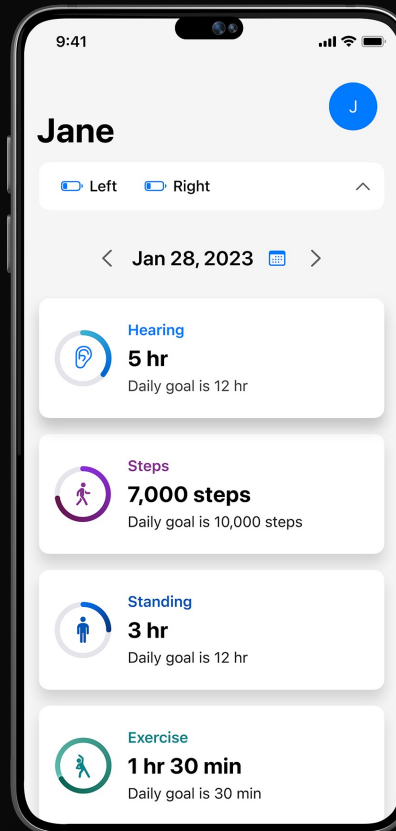
HEARShare

Navigation bar

 Home

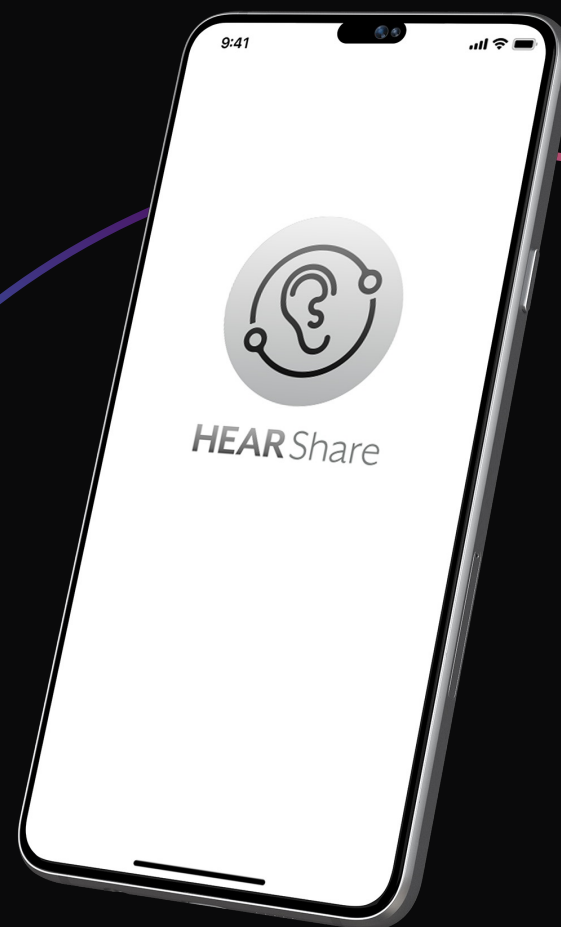
 Notifications

 More





Supporting health
and wellness through
connectivity



Potential Patients



Starting a
wellness journey

Rehabbing an injury

Concerned about
Step Counting



History of
falling/stumbling

Diabetes

Location Sharing



Lives Alone or in
Assisted Living

Loved Ones
out of State

Connecting with
patients during
the trial period

FEATURES ON ALL TIERS

- Offline Mode
- Fall Alert
- Apple Health Kit/ Google Fit
- **Feedback Cancellation**
- Volume Control improvement
- Hear Share app support
- **Starkey Sounds Indicators**
- Mobile Field Firmware Updates
- Answer phone calls (iOS) *with User Control and User Guided Adaptive Tuning*
- 2-Way Audio
- TeleHear
- **REM Target Match**
- Find My Phone
- Self Check
- Reminders
- Hear Share
- My Starkey
- Mobile Notifications
- Custom Memory Name Stream
- Geotag
- Hearing Health Monitoring
- CROS*

24 – Premium

- **24 Channels**
- **Activity Monitoring+**
- Edge Mode+ *with User Control and User Guided Adaptive*
- **Multiflex Tinnitus Pro**
- Smart Assistant with Voice Commands
- Transcribe
- Translate
- Voice AI

20 – Advanced

- **20 Channels**
- Activity Monitoring
- Edge Mode+ *with User Guided Adaptive Tuning*
- **Multiflex Tinnitus Pro**
- Smart Assistant with Voice Commands
- Transcribe

16 – Select

- **16 Channels**
- Activity Monitoring
- Edge Mode+ *(on/off only)*
- **Multiflex Tinnitus**
- Smart Assistant with Voice Commands

12 – Basic

- **12 Channels**
- Activity Monitoring
- **Multiflex Tinnitus**

GENESIS^{AI}

Features by Tier

Non-Wireless Feature * RIC RT and RIC 312 Only ** Customs Only



Thank You

GENESIS^{AI}