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Introducing Beltone Serene

Presenter: Laura Schachtel, AuD, FAAA

- [Kimberly] And with that, welcome everyone again to our webinar "Introducing Beltone Serene," presented by Dr. Laura Schachtel. And welcome everyone, and, Laura, I'll hand things over to you.

- Thanks, Kimberly. So hi, good afternoon, at least for me in Central Time Zone, but might be still a little bit morning on the Pacific Coast. Again, I'm Dr. Laura Schachtel, Beltone's product training development manager. And today's quick 30-minute session is going to cover our newest product, which is Beltone Serene, a tiny, but powerful hearing aid made for noisy everyday life. We will also review some of the main changes that you, hopefully, maybe have seen already with the release of Beltone Solus Max 1.17. As Kimberly stated, there is a plethora of handouts, so please make sure that you check the question, or sorry, the chat box and go on and download all of those handouts. If for whatever reason that's just a little bit too complicated of a process for you, most of these handouts can be found on our Beltone University homepage, that's [www.](http://www.beltoneuniversity.com)

[beltoneuniversity.com](http://www.beltoneuniversity.com). Again, a lot of these handouts are found under that main product tab, or more specifically under the Beltone Serene tab. So real quick, let's go on to our Learning Outcomes for today. So you can just kinda see how Beltone Serene was put together. So after today's session you should be able to list the hearing aid styles and the hardware used with Beltone Serene, be able to describe the new feature of Beltone Serene. And then finally, list the updates and improvements seen with that latest version of Beltone Solus Max, and in our HearMax app. So for those of you that haven't yet seen, let me introduce you to Beltone Serene.

- [Narrator] Experience more of life with Beltone Serene.

- [Grandchild] Grandpa.

- Hey.
- Tiny, but powerful hearing aids that are discreet and designed for all-day comfort.
- Who's playing a keeper right now?
- Me.
- Me.
- Okay, we got a keeper right there. Strike-
- And our best yet at helping you hear in noisy situations. These weatherproof and sweatproof hearing aids are made for everyday life, so you can focus on the people and things you love. Experience Beltone Serene today. Call 1-800-Beltone or visit Beltone.com.
- [Dr. Laura] So I know earlier this year, we launched our Beltone Achieve miniRIE, and we were all very impressed with the fact that it was smaller than our Standard 63 rechargeable, but our Beltone Serene microRIE is even smaller. So how much smaller? Well, it's 16% smaller. Now you might be wondering how did we accomplish getting this hearing aid to be so much smaller? So we were able to use a more flexible, what we call a "printed circuit board assembly" or just a more flexible circuit board and that's this green part here in the middle. So by using this more flexible material, we were able to kind of wrap or sort of fold over the circuit board kind of on top of itself and that created, like, these three layers and that allowed our engineers to have some fun, play a little bit of Tetris, and basically stack all of the components on the top and the bottom of the circuit board, essentially creating six layers of components.

So this allowed us to have all of our components that we need for the hearing aid, but in a much smaller space and still have enough room to add in a whole new component that we've never had in our product. This new component is called an "accelerometer," and an accelerometer detects motion. Our cell phones, I think some of our smart watches have this component. This is what tracks our steps sometimes with, like, a pedometer. So now that we can detect motion with our accelerometer, that technology powers our new feature called "TapControl." So between our Standard 63 rechargeable RIE and our miniRIE, we reduce the empty space and the housing up here by the receiver. So you can see there's some empty room here and we eliminated some of that.

There's some empty room down here by the battery, that in the mini we kind of eliminated, but the housing and that circuit board in the middle here, really didn't change. And again, you can see right here in the middle all this open space. So with our microRIE, with that more flexible circuit board, you can see the components are more tightly bundled together here in the middle. We were able to make the hearing aid smaller. Additionally, what's highlighted here are the microphones. We're using different microphones where the footings, that's these yellow spaces down here, they don't sit as deep into the housing. And our LED light, which is right here, also doesn't sit as far into the circuit board.

So again, it just gave us a little bit more room to piece all of the components together. So by efficiently using kind of every millimeter of space, we ended up with our microRIE, and that is 25% smaller than our Standard 63 rechargeable and 16% smaller than our miniRIE. So with Beltone Serene, it opens up a new world of hearing solutions, again with our new feature called "TapControl." With TapControl, patients can double tap on their ear or their hearing aid to answer streamed phone calls. Beltone Serene will also connect to our new wireless CROS Transmitter. So very excited about that,

and I will talk more about our wireless CROS Transmitter on Thursday. And Beltone Serene, we'll use Bluetooth Low Energy Audio.

Now, Bluetooth LE Audio offers new enhancements in the quality of stream sound. So it's a better sound quality, it's more efficient at using battery, so it doesn't drain quite as much as classic Bluetooth does, and it has more capabilities for wireless audio streaming for hearing aids and many other listening types of devices. So what are these possibilities? Well, that's hands-free compatibility with Android phones, and the readiness for Auracast or broadcast audio streaming. We'll talk more about both of these on Friday during our TV-Streamer Plus webinar. So Beltone Serene is currently offered in three RIE Styles, our new Rechargeable 62S microRIE and our Standard battery-operated 63 and 64. All three styles are available in our three technology levels, 17, nine and six.

Now tomorrow, I will review the Beltone Serene feature set of CrossLink Directionality Four and Ultra Focus Two. But for right now, I wanna talk more in depth about the technology or what's in Beltone Serene. So our 62S microRIE, as expected, uses our lithium ion battery and induction charging. It provides your patients with all day wear even when they're streaming. And I'll get to the battery life numbers in just a few slides. As with our other products, Beltone Serene is what we call "All-Weatherproof" with the industry highest IP rating of 68. Our microRIE uses our push to assign feature, and this is a feature that came out I believe almost a year ago, where as you're in the discovery mode in the fitting flow and it discovers all these hearing aids.

If you physically push the button on Beltone Serene on our Beltone Achieves, it will assign the right and left saying, "Are these the hearing aids you wanna connect to?" So it's just a quicker way of telling the fitting software, "These are the hearing aids I want to fit and program with the push of the button," and they're physically in your hand versus having to look for LED Light flashes or listen for the beep indicators. Again, the

microRIE does have an LED Light to give you charging indication and it has that easy kinda nicely beveled one touch Push Button. It also provides 2.4 Gigahertz wireless connectivity to easily connect to our wireless accessories and ear-to-ear communication.

It has MFi and Hands-free calls and can stream calls with Android phones through that ASHA protocol. Plus, it can utilize our newest feature which is TapControl, is compatible with our new TV-Streamer Plus, and uses that latest version of Bluetooth, which again, is Bluetooth Low Energy Audio. And this allows our Beltone Serene hearing aids to be what is known as Auracast ready. And again, we'll talk more about all of this on Friday. Now as with our other product families, the Beltone Serene microRIE can use one of our three charger options. So our Premium Charger comes with an integrated battery that can provide up to three days of quick charging on the go. Our Standard Charger is a simplified charger that can double as a carrying case 'cause it has that nice lid on it.

And then lastly, we have our Desktop Charger that allows patients to easily charge their hearing aids in a, you know, simple quick design charger. Please note that the number on the insert or on those charging wells, for the microRIE, is the number eight. And one of the handouts provided here is a nice chart, listing the product, family and style and what number goes in those charging insert wells. Because I know we have lots of product and now there's lots of numbers that go with the charger. So this is just one place to easily see which product goes with which charger number. So when it comes to battery life, as always, times will vary by usage and the receiver power, but the microRIE, just like any one of our other rechargeable products can provide a maximum of 30 hours of use on one charge.

But 24 hours of use on one charge is a much more typical expectation and that 24 hours also includes a little bit of streaming, maybe for an hour or two. Now for a patient

that heavily streams, that patient is going to expect about 20 hours of use when they're streaming for 50% of the time. Meaning, they can stream for 10 hours and still get 20 hours of battery life out of their hearing aids. Now again, we have quick charging time. So three hours of charge, will provide 24 hours of use, and a quick one hour charge will provide about eight hours of use. So again, we say all-day, 'cause even though I know 20 hours isn't technically all-day, the hearing aids need to be in the charger at least three hours.

And I think most of our patients do want to have at least more than four hours of sleep. So that's how we can still say all-day charge. So our non-rechargeable 63 and 64 styles have the same great features that our microRIE has, except they use traditional zinc-air batteries. So our 63 non-rechargeable uses a 312 battery and has that single Push Button. And our 64 style uses a size 13 battery and has the multi-function toggle button and a telecoil. So for those patients that want an RI ear, RIE, sorry, and they want an ear level telecoil, this is the one solution for them. Now our battery-operated RIEs are also IP 68 rated, and they also can use that push to assign feature.

They also have 2.4 Gigahertz wireless connectivity to easily connect to our wireless accessories. They use ear-to-ear communication, have MFi and Hands-free calls, and again, can stream directly to Android phones using that ASHA protocol. Plus, they're compatible with our new TV-Streamer Plus and again, use Bluetooth Low Energy Audio and they're Auracast ready. Please note that TapControl is not available on the battery-operated RIEs. This new component is only in the microRIE. So all three Beltone Serene Styles are offered in our eight stylish colors of Sparkling Silver, Champagne, Gold, Bronze, Warm Grey, Espresso, Graphite, and Deep Black. And again, they have the highest IP rating of 68, and I just wanna emphasize that. So we nano coat the components in the colored part of our hearing aids and we nano coat the outside of the colored part of our hearing aids.

We also bought the machinery that puts this nano coating on our components to then run every single one of our receivers through that machine so that we can say, "Not only do we nano coat the inside and outside of the hearing aids, so the colored housing part, but we also nano coat our receivers as well." So this allows us to say, "Our hearing aids are all-weatherproof. So no matter what environment your patient is in, their hearing aids are as kind of element-protected as possible." So Beltone Serene will continue to use our SureFit Three Receivers and domes. So our Low Power Receiver allows for maximum discretion and it fits really well in ears that might be a little bit smaller.

Our Medium Power Receiver is great for flexibility 'cause it has that nice, big fitting range, and I think this is the receiver that generally most of us use with our patients. All four of our SureFit Three domes will work with either one of these receiver options. So you can fit an open, tulip, close, or a power dome with our low or medium power receiver. Now we have a High Power Receiver and that would be for a patient that obviously has more hearing loss and needs more power. That being said, you would probably want to occlude them a little bit more because of their hearing loss. So you're probably not fitting an open dome, but you still have the option to fit a tulip, close or a power dome.

And then our Ultra Power Receiver is for those patients with those really severe, profound hearing losses. Now there's no dome type that will fit this large receiver, so you need to order the Ultra Power Receiver with the encased order form and you need to take an ear mold impression as well. And then finally, we have our MRIE, which closely matches the fitting range of our SureFit Three Low Power Receiver. Now for best sound quality for your patient, the open dome is not available to use with MRIE, but you can use the tulip, close or power dome with a MRIE. So for those of you that might be new to Beltone, this MRIE receiver is unique to us.

I don't think any other manufacturer has anything like this on the market currently. What our MRIE receiver does is it combines the two microphones up on the ear level with the RIE and then a third microphone that is on the back of the receiver that sits in the ear canal. And this provides additional natural localization cues for the patient and then takes advantage of the natural pinna cues and adds that into the sound quality that the patient is hearing. So with the launch of Beltone Serene, we have a new version of Beltone Solus Max. I'm sure many of you have already downloaded it, but not only did we just add in our new products of Beltone Serene, we also created a new patient profile.

We simplified a program name, we have activation for TapControl, the ability to disable hands-free calls, and a new way to receive firmware updates. So we received your feedback that our First Time User profile was maybe a little bit too aggressive for some of your patients, and I know talking to a lot of you, many of you just went in and changed that gain level percentage from a 100% to 70%. So essentially following your lead, we developed a new user profile that we're calling "First Time User-Onboarding." And as you can see, the gain level percent is set to 70 as the default. While testing this change, we found that this new patient profile was preferred over our First Time User profile by many patients.

You will also notice that we added a description of what this profile does. We added descriptions for what every profile does. So you can see here where I'm highlighting, this is the description of what First Time User-Onboarding offers. So it says, "For focus on comfort across all input levels and most comfort in noise." So aside from the gain level being at 70% to help with comfort, to help with noise, we've increased the amount of noise reduction being applied to the fitting. So that means we went into smart gain and just kinda bumped everything up to be a little bit more aggressive for your patients. Now, First Time User-Onboarding will replace the Comfort User profile. Throughout our few profiles that we've done so far, I don't think there's a single

provider that has used the Comfort profile, but in case you are one that has used the Comfort profile for a patient or two, this means that when that patient comes in, now that you've updated Solus Max to version 1.

17, that patient will be moved into the First Time User-Onboarding profile. Now the gain level percentage and any fine tuned gain changes that you made will be kept as is. It's just that the targets might change a little bit. So as far as the patient's concern, nothing auditorily will change for them. It's just basically, on your end, you'll notice that there's the new profile name and the targets have shifted just a little bit. Now as a reminder, with this new profile, your patient is only receiving 70% of the prescribed First Time User targets. Eventually, you need to bring your patient up to a 100% of those new user targets and eventually to a 100% of experienced user targets by changing that patient profile to experienced user non-linear.

So my recommendation, is when you're ready, increase gain to match those new user targets. So in the gain fitting graph, as time goes on, just slowly kinda inch your patient up towards a 100% of those new user targets. Then when you're ready or the patient's ready, and you're like, "Yeah, you're not really a new user anymore, you're an experienced user," come back to the patient profile screen, select a gain level percentage at a 100% and then select experienced user targets. But instead of just going right back into your fitting screen, make sure you check the box here that says, "We calculate target curves only." What this does is when you get back into the fitting screen, the targets will be a 100% of experienced user targets, but the gain, what the patient is actually hearing has not changed.

So this allows you to manually scoot your patient up closer to those experienced user targets. Now just letting you know that the default patient profile will stay First Time User. All you need to do is just come to the patient page, click the dropdown, and select First Time User-Onboarding if you'd like to use this profile. Now in order to

simplify programming, we changed the name of program number two. So now no matter what product, whether it's binaural or monaural fitting, what technology level you're fitting, the program name will be the same. So we call program number two, our "Hear in Noise Program." So this new program name provides you with all of the same Directionality Options that were in the previous restaurant program and adds in the Directionality Options of Ultra Focus Two and Ultra Focus, depending on the technology level you're fitting.

When we tested this change, 72% of HCPs globally responded, "Yes," that they liked this change. So in program number two, if you go to the advanced feature page and then toggle to the speech tab, you will see all the Directionality Options including the default of Ultra Focus Two for our 17-level products. With our nine-level products, again, under that Directionality dropdown, you will see all the old restaurant options and then the default of Ultra Focus. And with our six level products, the default of Adaptive Directionality. This Hear in Noise Program will be seen for all products fit within Beltone Solus Max. This also means, in the HearMax app, that fork and knife icon or that Ultra Focus program icon will be replaced with this new Hear in Noise icon.

As I stated earlier, we now have an accelerometer in our RIEs, allowing your patients a new way to answer a call. Let's watch a short video to show you how easy this is.

- [Narrator] The accelerometer in our microRIE unlocks a new feature called TapControl. When your patient receives a call, TapControl allows 'em to simply tap their hearing aid or ear twice to answer a phone call. They can now enjoy their call hands-free. To end the call, either hang up by using the push button or directly on the phone.

- [Dr. Laura] So this is very easy to use and allows patients that might be struggling to find their push button an easier alternative to answering their calls from ear level. Now TapControl works with devices, currently running iOS 15.3 or later or newer, I should

say. And then Android devices that have full function of Bluetooth Low Energy Audio. Now at this time, we are unaware of any device, Android or other, that is really running the full Bluetooth Low Energy Audio protocol. I know there's some devices out there that have it, but it's in a beta version, not like the actual release version. So right now, our Android patients can't have it yet, but very soon, they will be able to also use TapControl.

So how do you provide this feature for your patients? Well, it's On, by default, Under Preferences. Meaning, this feature will appear under the Manual Control page. And on this page, you have the ability to disable the feature depending on that patient that you're with. So when TapControl is enabled, but that call box is not checked, as you see here for the right ear, your patient will see the feature name in their HearMax app, but the TapControl feature will be off, because that call box was unchecked. So this could be a patient where you maybe don't wanna overwhelm, first time they're wearing hearing aids. So maybe on their follow-up visit you'll talk about TapControl. So you have this feature off.

But they on their own, went into their app, kinda played around and discovered TapControl, and easily just toggled it on for themselves. Now if they do this, the next time they come in and you connect their hearing aids to Solus Max, you will see this change and that call box will then be checked. Now please notice that in Solus Max, the left ear does not have a check mark in the Enabled TapControl box. This means, TapControl is disabled for that left ear and you notice how nothing about a left ear is appearing in the app. That's because it's as if this whole feature does not exist on the left side. So in this situation, the patient would have to then go back and tap just their right ear to answer their calls.

Now let's watch a quick video, showing you where your patients can go ahead and toggle this feature on and off for themselves.

- [Narrator] Patients can easily turn off or on TapControl from the Beltone HearMax app. Simply navigate to the My Beltone tab, and tap TapControl. From this screen, the user can easily turn the feature off or on for each ear.

- Now, TapControl will also work for video calls like FaceTime or to answer a remote care live call. And if a patient has that MFi feature on, but for whatever reason, on their iOS, they have the audio call routing to be never hearing devices, then TapControl will not work because the iOS has streaming set to "Never go to the hearing aids." So if your patient wants to use TapControl, they might have to make a change in that iOS to allow the streaming to go to the hearing aids. So we've also received requests for our Hands-Free call feature to be disabled for some of those patients that work in, like, government places where they really wanna make sure their hearing aids aren't like listening to what's happening around them.

So again, under Device Controls, you can now disable Hands Free Control for all Beltone Achieve and Beltone Serene products. Now if you disable Hands Free Control in Solus Max, your patient will not have the option under mic input on their iPhone. But patients can still use TapControl even if Hands-Free calls were disabled in the software. All this means is when they double-tap to pick up the call, they just need to talk into the microphone on their phone. That voice pickup is no longer happening to the hearing aids. One more quick item to note on the Manual Control page, we changed the default Push Button configuration so your patient will, by default, be able to change volume programs and connect to their accessories.

So now a short press on the right, increases the volume, and a short press on the left, decreases volume. A long press on the right, changes the programs, and a long press on the left, activates wireless streaming. There was a question from another session that asked, "What product families had to go back and test?" This default setup is for

all product families that are programmed within Beltone Solus Max. For the multi-function toggle rocker on the 64s, I don't believe anything has changed, because each ear side, with that setup, allows each ear to do all four of those changes automatically. Now another update in Solus Max 1.17, is the ability to download minor firmware updates, quote, "Over the Air.

" So here's a scenario. There's been a confirmed issue of random low battery beeps and in the past, you needed to wait for us to release a full new Solus Max version, so you could run the firmware update to address the issue for your patients or your patient could run that firmware update in their app. But I don't think many patients did, they really came to you, the professional, to handle that. So now with the option of Over the Air firmware updates, the fitting software will silently, in the background, as you go about your day download minor hearing aid firmware updates as they're available. So you no longer have to wait for us to provide that next software version.

This ensures your patients will have access to the latest device firmware, ensuring their hearing aids are always up to date. So when a patient comes in and there's a firmware update available for them, you will see the icon indicator over by that More Menu just as you do right now. Now you can toggle this option on or off from Preferences, and then go all the way over to Updates. But this feature is set to On by default. Now please notice that the Over the Air Updates, so these Firmware updates are handled very differently than the web updates for the full software download. And it's up to you whether you want both on or one on or one off.

Just note that you will need a internet connection to have these downloads going in the background. So to summarize, Beltone Serene is offered in our 62S microRIE and our battery-operated 63 and 64 Standard RIEs. All will continue to use our SureFit Three Receivers and domes. TapControl and Bluetooth Low Energy Audio are the new technology features of Beltone Serene and Beltone Solus Max 1.17, offers your

patients the ability to have you program that new patient profile called First Time User-Onboarding, and use our new Hear in noise program. Now, I haven't seen any questions come in. So if you have one, please feel free, go ahead, type that into the question box. But otherwise, I really just wanted to thank all of you for taking 30 minutes out of your day to join me, to hear all about our Beltone Serene microRIE.

Now if you wanna learn more about Beltone Serene and you want some more information on Solus Max 1.17, please take the associated Beltone University courses. So again, I'll stay on, maybe another minute, though, no questions have run through to answer questions that do come in. Otherwise, I really hope all of you will join me tomorrow as I talk about the features of Crosslink Directionality Four and Ultra Focus Two, and how we develop 'em and how we kinda compare to some of our competitors with our feature set of Beltone Serene. But if you guys need to go because you have patients to handle, again, thank you so much for staying on the call with me for 30 minutes and I hope to see all of you tomorrow.

No questions have come in, so I'm gonna go ahead and end this session. So bye everyone. Thank you.