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Recommending Benefit-Focused Solutions from Widex

Presenter: Anna Jarvis, AuD

- [Anna Javins] Hello and welcome. Thank you so much for choosing this course. Widex is grateful to have the opportunity to present to you today via AudiologyOnline. We recognize your time is valuable and we appreciate any time you dedicate to learning more about our hearing health solutions. Today's presentation is going to focus on recommending benefit focused solutions from Widex. If you have any further questions or would like more information, we'd love to hear from you and you will receive information on how to reach out to us later in the presentation. So my name is Anna Javins and I am a doctor of audiology, currently working for Widex USA as a clinical education specialist. I am employed by Widex and therefore receive financial compensation.

There are no relevant non-financial relationships to report at this time. After this course, participants will be able to list three of the top priorities of hearing aid wearers today and identify which Widex hearing aid should be recommended based on those priorities. Second, participants will be able to demonstrate a benefit focused technology recommendation. And finally, participants will be able to describe when an ancillary device like an app or an accessory should be recommended. And so we'll go ahead and jump right in. So let's say I decide I want to buy a new car. I don't know anything about cars except for you know how to drive one and maybe that's not quite the best, but so I'll start researching online, right?

And all I'm seeing are terms like these: sentry mode, bioweapon defense mode, plaid mode, over the air, OTA updates. And I am gonna be honest, I have no idea what any of that means. And while I am intrigued, I'm also confused. And the confused mind tends to say, no, no thank you. In that situation, the most likely scenario is that I'm about to close down my web browser and hop on over to Amazon to shop for some things I maybe don't need. But on the other hand, if I start browsing and I see things like "Your car and your other belongings will be better protected from intruders thanks to state-of-the-art security measures," or "You will be safer because your car will

protect you from pollen pollution and bacteria," or "You will win all street races you are ever challenged to because your car can go from zero to 60 in two seconds flat," or maybe "You will be making a smart investment because your car will be better when you sell it than when you bought it.

" So now instead of being confused and shying away, I start to feel a little bit more excited about the possibilities and opportunities, which honestly is much more motivating. So instead of ending up with a bunch of random Amazon purchases, I would instead be the proud owner of a new Tesla. And so obviously this is kind of a silly example, but the feature versus benefit conversation is universal. So when we're talking to our patients, if we focus on feature names or number of operations per second rather than what the benefit is going to bring them, they're much less likely to move forward with amplification. So if we want to be able to help more people, we have to connect the dots for them in a way that's really going to resonate.

And so as a provider, right, kind of putting that provider hat on, I'm going to ask you to think about which of these is more convincing to you, ZeroDelay technology, or you can increase wearer satisfaction by offering the most natural sounding solution. Speech enhancer, or you can improve the speech to noise ratio in difficult listening situations. MySound or you can teach wearers to help themselves in the moment reducing unnecessary follow-up appointments. Widex SoundRelax or on top of providing better hearing, you can reduce stress as well as improve relaxation, concentration, and overall wellbeing of the people that you fit. So while we do have some catchy feature names, I like them myself just telling you those does not tell you what it does or why it should matter to you.

You want to know what it is about these specific hearing aids that are going to make your patients happier and your life easier. And these are just a few of those examples. So now I'd like to challenge you to think about it from the patient's perspective. And so

what do you think is going to resonate with them more? So I've got the list of features over there on the left, and then I'm just gonna read through the real life tangible benefits. Do you think your patient will respond better to ZeroDelay technology or you can forget you're even wearing hearing aids because they sound so much like natural hearing. Will they understand what speech enhancer means or do they really just wanna know that they're going to be able to hear speech more prominently in noisy situations?

One of their main concerns. MySound or empowering them to help themselves hear the way they want to in any given situation within seconds. And SoundRelax does sound a bit intriguing by the name, but I think it might resonate better if you explain to them that in addition to better hearing, you can actually have reduced stress as well as improved relaxation, concentration and overall wellbeing using a sound therapy program that comes included in their prescriptive devices. Those things sound a bit more compelling than just the feature names themselves. And so really it's the same when we're talking with our patients, right? We want to understand what these feature names mean and what they do, and our patients need to understand how these things are going to support them.

And so if you start the conversation by finding out what's most important to your patient, what their goals and priorities are, when it comes time to recommend a specific level of technology, it's much easier because then you can just tie it right back to them, their needs, their wants in a more impactful and meaningful way that also showed that you really listened to them during that case history and you weren't just filling out a form to get that form filled out. And so a patient might tell you, you know, they aren't very active, they mainly stay at home with their spouse and they watch a lot of TV. We all have those patients, but perhaps that patient comments that they also have a family dinner every Sunday where they want to be able to hear their grandkids better and interact more.

You can make sure that you address that and recommend a level of technology that was created to meet that need. So you'll notice I've got these circles on the screen here kind of covering those different situations. So conversation in quiet is supported in all levels. Hearing TV brings us up a level, but it's really that multi talker conversation like a family dinner that really kind of shows the need for technology to support that patient's life and goals. And so let's take a step back and look at what patients say is the most important to them when it comes to selecting hearing aids. You may have seen this hearing tracker data from 2021, and according to this survey, these are the top priorities of hearing aid wearers.

We are going to focus in on the top 10. So first, let's take a look at the priorities that are directly related to hearing better in certain situations, hearing in noise, hearing in quiet and hearing for music. These are the benefits that are going to differ more so depending on the level of technology the patient ends up wearing. And just as a note for our purposes, we are going to lump hearing in mobiles in with mobile audio streaming since we know that direct streaming has the biggest impact on hearing on mobile phones, and that is a feature available at all Widex technology levels. So let's break down these three listening scenarios just a little bit further. Hearing in noise can mean a lot of things and that's why it's necessary to ask good questions to find out what type of noise your patient is in.

We know that patients will report noise as being many different things, right? But we also know as providers, there's a big difference between the sound of a vacuum cleaner versus other people talking being the unwanted signal. And so as you can see, the wearer will get comfort in loud noise in any of the top three levels. However, when it comes to audibility of speech in noise, that is going to be when some of the advanced features really make a difference. For example, a patient might not realize that it's actually more difficult for hearing aids to discern speech from multiple talkers, which is

an attribute of the 440 only, than it is for them to separate a dominant speaker from background noise, which is possible in the 330 and 440.

So with you, as the professional guiding them, they can get the hearing aids that will allow them to participate in their lives exactly the way that they want to. And so kind of how we mentioned at the beginning of the talk, we really don't want to get stuck in the weeds with our patients discussing features because remember that confused mind tends to say, no thank you. It is important for you as the professional to have some awareness of what sets these different performance levels apart. Then when you make your recommendation based on the patient's priorities and goals, you can be confident in your recommendation and the real concrete reasons that that particular level is really best suited for that patient.

So what you see here on the screen are the features that relate to hearing better in different types of noise. So as expected, you can see the highest number of those features present in the 440 and decreasing from there. While we can't cover everything about our amazing technology in 30 minutes today, we're going to touch on a couple of key components that contribute to hearing in noise. So we will highlight our sound class technology, our realtime speech enhancer, that we did mention a little bit earlier in the presentation, our HD locator with digital pinna and our SmartWind manager. Our sound class system is really the brain of our hearing aid. It allows for intelligent automatic adjustments depending on the listening environment.

The goal is to keep the hearing experience optimized no matter where the end user is throughout their day. An additional benefit this feature allows you, as the provider, is personalized and intuitive fine tuning with just the click of a button, so you can quickly and easily meet the unique needs of anyone that you fit with Widex devices. Now it's really important to note that sound classes are a feature that vary by performance level, where the higher the performance level, the more sound classes the hearing aid has to

choose from. The more sound classes it can choose from, the more automatic and seamless it will be for your patient and the more programming flexibility it will allow you as the provider.

Our speech enhancer, which is real time in the 440 and averaged every three seconds in the 330, is one of those game changer type features. So stay with me, rather than behaving like a typical noise reduction system that only turns sound down for comfort. Speech enhancer will also increase gain in the prescribed speech frequencies based on the wears hearing loss and listening environment. Providing up to a 2 dB SNR improvement, in addition to any other features that may be employed like directional microphones. This way noise is reduced down to the hearing threshold to minimize the risk of reducing speech, but maintaining comfort of background noise. Additional cues are provided to single out a dominant speaker while attenuating background noise.

When speech is not detected, then noise is reduced even further to maintain that comfort. So if you have a patient that's kind of wavering between that 220 and 330, this is truly a key feature to keep in mind and a very valid reason to recommend the 330 or 440, especially for patients who are complaining of understanding speech and noise. And then we did touch on directional microphones, so let's dive just a smidge more into that. Our HD locator system, which is a multi-channel, fully adaptive system, can be found in the 220, 330 or 440 level devices. Again, this is a feature that varies depending on performance level as it is directly related to the number of channels in the hearing aid. The more channel specific directionality, the cleaner the signal will be improving intelligibility, localization and comfort.

To note the 110 devices have broadband adaptive directionality. The HD locator works on a per channel basis. Finally, but certainly not least, especially for your active and outdoor patients. One of our key features of the 440 devices is our SmartWind manager. It is just that, smart, in the way that it detects and subtracts the wind noise

from the overall signal, providing a really significant SNR improvement and increased audibility of speech in wind regardless of the direction of the wind. So this will benefit any patient from your golfer to your dog park patron to your walkers, joggers, and cyclists. Anyone who enjoys being outside just sitting on a picnic bench on a beautiful day like me is really going to benefit from this.

This is not to say we don't also have noise management in other levels, however, the 440 truly has this very unique processing. So now moving away from hearing in different types of noise, we're gonna go ahead and talk about hearing in quiet. This is something that should be able to be addressed by any level of technology, hopefully in any brand or manufacturer. Now, the quality of that sound is going to vary from manufacturer to manufacturer, and that can be particularly important in quiet situations when more attention can be paid to the sound quality of the devices. So how do Widex hearing aids sound so good? What is that Widex sound that people talk about? These three industry leading features play a large role in our amazing sound quality.

And guess what? They are found in every level of Widex Moment technology. So you get the purest, most natural sound from the hearing aid that delivers the signal fastest to the ear. It is well established that Widex is very much in a league of our own. They're at 0.5 milliseconds of delay in our Pure Sound program. We are also the next fastest program at two and a half milliseconds of throughput delay in our universal program. Delay based distortion is the culprit of many of the complaints of patients in hearing aids today. You may hear them complain of their own voice sounding echoy and boomy or the environment sounding tinny or hollow, but these artifacts are most often the result of group delay during digital signal processing.

These issues cannot be programmed out of other aids because it is a result of the chip architecture. By using time-domain filter banks, Widex has been able to significantly reduce, and in Pure sound nearly remove these distortions, allowing patients to hear

the most naturally in a Widex. You get the most accurate representation of the sound with the fastest sampling rate in the industry, and you get access to the most sounds including soft and distant speech due to the largest input dynamic range. Both of these features are industry leading at the time of this recording. All of these industry leading features have a real significant impact on sound quality and audibility, which is really why we are so confident with our Widex sound.

Part of having great sound quality, and something that Widex is well known for, means being able to represent even the most challenging stimuli like music in a natural and vibrant way. We want to give all listeners the ability to enjoy music again as it is such an important part of so many aspects of our lives. So you will see there is support for good music sound quality in all tech levels, due in large part to those processing capabilities we just discussed. However, there are some very special qualities of the Widex Moment 440 that make it the best hearing aid to recommend to anybody from your professional musician or sound engineer, just to your regular, average everyday person that has a special connection with music and it's an enriching part of their life.

We do often hear from healthcare professionals that some of their most difficult patients are musicians. Part of that is because not all hearing aids, especially non-Widex hearing aids, are able to capture and process the true nature of music. And so with processing features that we mentioned previously, as well as two additional premium features shown here, which are the high frequency boost and the addition of a second music sound class, the Widex Moment 440 is undoubtedly the superior option for those that want to be able to fully appreciate the richness of live or recorded music. Okay, so we have covered those performance level specific benefits, and while the chip performance and internal functionality are super important when making hearing aid recommendations, we also know that the external features of the device are also crucial.

As you can see here, six of the top 10 most important attributes don't have anything to do with the level of technology, but rather the design of the hardware. So let's take a look at the Widex Moment portfolio to see how well we address these needs of hearing aid wearers. So as you can see, the Widex Moment platform is available in an extensive portfolio of models and styles, including the Moment Sheer, the sRIC R D. Though a significant portion of the market is behind the ear RIC style devices, it's still really important to have a range of options because humans are all different. The Widex portfolio offers an excellent power BTE option with a slim size 13 battery footprint and up to 37 hours of battery life with 2.

4 gigahertz Bluetooth connectivity to iPhone and Android. It comes in a range of colors including deep blue, sporty red, shocking pink and Mediterranean turquoise, and can be configured into a slim tube option with ear tips if needed, consider those patients who need a little more support from a caregiver or those with draining ears. We also, of course, offer a full range of in-the ear custom devices ranging from our full shell IM/IP, support for patients with dexterity needs in the unique face plate on the XP and down to the CIC-MICRO, which is our IIC or invisible in the canal offering. So let's take a look at physical comfort, reliability, and water resistance. So the Moment Sheer sRIC R D is extremely discreet as well as comfortable.

It is industry leading when it comes to overall size and weight, being incredibly small and incredibly light. Speaking of small, Widex also offers the smallest RIC period at the time of this recording on the market with the RIC 10. If fit or comfort is a priority for your patient, these should be top of mind. Also important to note all nine models, including our rechargeables, customs and traditional battery behind the ear devices have an IP rating of 68, which is the highest rating possible for electronics regarding both dust and moisture resistance. Okay, so we've gotten through those things. Check, check, check. Now let's take a look at what we have to address patient requests for

mobile audio streaming, TV audio streaming, and also manual adjustments to their hearing aids.

So we offer lots of flexibility when it comes to phone streaming, both with our Apple and Android, ASHA direct streaming, compatible with our 2.4 gigahertz Bluetooth enabled aids as well as Com-Dex for non-Bluetooth hearing aids. For TV streaming, one of our most popular accessories is the TV PLAY, which you see has a award-winning design and functionality. We do also offer a TV-Dex for non-Bluetooth hearing aids. Our manual adjustments are extremely flexible with options on board most hearing aids, the Tonelink app for non-Bluetooth hearing aids and the amazing award-winning Moment app with unparalleled customization options for your Bluetooth hearing aids. It is important to note that not all customization options, including our instantaneous real world AI based recommendations are available in the 110 performance level.

And then last but certainly not least, we have the new Widex Sound Assist. This extremely versatile device can be used as a partner mic, a table mic, a Bluetooth streamer, hands free mic, telecoil, and remote control. This device is phenomenal for patients needing additional help with speech and noise or those that want ultimate streaming flexibility. So you can kind of see here, we really do have an option for any patient to keep them connected to their priorities and their world. So how do you take all of that information and relay it to your patient in an easy to understand benefit focused way? One way is by utilizing a new tool that we have created based on feedback from hearing care professionals just like yourselves.

It provides high level talking points in patient friendly language that can help you make a specific and confident technology recommendation to your patient. The top section highlights four major points about Widex technology and how it benefits patients. We are able to process sound in as little as half of a millisecond, resulting in 95% of

wearers reporting natural and clear sound leading to greater participation in daily life. 10 times more wearers are satisfied in background noise using Pure sound compared to other hearing aids. Widex can also uniquely offer 80% of wearers with tinnitus reduction in tinnitus severity, utilizing Widex SoundRelax. The front page of this document is completely focused on benefits and breaks down several different types of listening situations.

All Widex aids have the same signature chip processing that allows every device at every technology level to have natural, pure sound quality in quiet. However, as your patient's listening needs become more dynamic, the higher level of technology may be best suited to support their goals. The back page of this document provides the facts and features to help you back up your recommendation, if needed. This can be a wonderful comfort to our engineers and musicians who may like a little extra tech information. Additionally, you can use this page to circle your recommendations on style and color, and there's space for some notes if you wanna add anything for your patient. These guides do come in a tear pad.

That way your patient has tangible notes to take home with them as a reminder of what was discussed during the visit. This could even save an appointment or phone call if the patient was unable to bring a companion to your appointment with them. We also do have a four level version available depending on what levels of technology your clinic offers. This can be accessed easily online via mywidexPRO virtually, or you're welcome to reach out to your Widex rep or trainer. We know a consult appointment can be intimidating if you are newer to dispensing or if you're just discussing a manufacturer you might not be as familiar with. We wanna make that process as easy and stress-free as possible for you.

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