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Harnessing Starkey's Neuro Processor Part I: How to Optimize Genesis AI Health and Wellness Features

Presenter: Keeley Layfield, AuD

- So hello, and welcome to today's course on how you can harness the power of Starkey's neuro processor. My name is Dr. Keeley Layfield, and I'm going to discuss our different health and wellness features that we offer with Starkey hearing aids and Genesis AI. So a couple of housekeeping notes, though, that I wanna take care of before we get started. If you do wanna ask a question, please do so using the Q&A function, and I'm gonna do my best to answer them at the end of today's presentation. And then there is a handout, or as a PDF, available in that chat, or you can access it through your AudiologyOnline dashboard. And then, CEUs are available if you do have a paid membership of AudiologyOnline, you will just need to pass a quick quiz at the end of the course to get credit.

If you do have any technical support that you need, you can either call AudiologyOnline directly, you can use the Q&A window, or you can email customer experience at continuinged.com. So we do have three different learner outcomes for today's session. The first one is to list two health and wellness features that Genesis AI offers. The second is to identify which page within the My Starkey app offers access to our health and wellness features. And then the third is to be able to identify what Genesis AI technology levels offer our fall alert feature. So Genesis AI and My Starkey have so many amazing features available for patients to use, and historically we've always focused on the features around better hearing, because we know that's why patients come to see you in your clinic.

But today I wanna highlight some of our different health-and-wellness-focused features that we have available. So throughout our time together today, I'm gonna show you what these features are and where you can find them within the My Starkey app. And so, since all of these do live within the My Starkey app, it's really important to know which phones're compatible so that your patients can take advantage of these really great features. And so, we do have this really awesome QR code if you wanna check compatibility. We have this available as a counter card, as a magnet, or as, like, a little

business card. And so, patients can scan this directly from their smartphone and see right on their phone screen if they're compatible or not.

And they also will get a link to download the appropriate app for the hearing aids that they're wearing. So for example, if they're wearing Genesis AI, they're gonna download the My Starkey app. So My Starkey was designed to give the Genesis AI wearer a really simple design so that they can access the tools necessary to optimize their hearing. And we know hearing is job number one for Starkey and for our patients that wear our technology, but that's not the only thing that they have on their mind. So patients can use the My Starkey app to, you know, manage their settings, like their volume control, access the different programs that they have in their hearing aids, but they can also use it to access our health-and-wellness-focused features.

And so, they can take a little bit more control or monitor different aspects of their health in addition to their hearing health. My Starkey is really easy to use, it's dexterity friendly, and it is both Apple and Android compatible and can be downloaded, you know, from the specific Play Store or App Store for free. So that navigation bar across the bottom of the My Starkey homepage is gonna give patients access to the home screen, like you can see here; the Health tab, which is where many of the features that we're gonna discuss today live; the Learn tab; and the More tab. So this navigation bar is going to be visible from each of these four different sections within the app.

So it makes it really easy to maneuver and, you know, move from screen to screen. So now let's move into our health and wellbeing features that're available in Genesis AI. As we've talked about earlier, patients have greater expectations for their hearing aid technology. They wanna stay connected, they wanna stay safe, and they wanna be independent. And so, we can offer different features that can kinda help them monitor their overall health and wellbeing. And I think that's something that's really appealing to a lot of patients today. So we know that there are numerous comorbidities associated

with hearing loss, and you can see some of those here. I formally worked in an ear, nose and throat office and so I did a lot of ototoxicity monitoring, both from hearing and from vestibular.

I worked a lot on balance issues, and then we often saw patients who were being tracked, you know, by other healthcare professionals like cardiologists. And so patients, you know, when they come to see you, they have better hearing in the front of their mind, but they also have other health goals. And so, it's something to kinda keep in the back of your mind as you're seeing patients in your office. So one thing to keep in mind as we discuss, you know, different features that we have and knowing the comorbidities that we see for every 20 patients that you see in your office, two of them're experiencing depression, four of them could potentially be in that loneliness crisis, eight have high blood pressure, and 15 of those will have a, or will experience a future fall.

So this is definitely something, you know, that we see daily. And you may think of cognitive decline or cognitive ability as kind of one concept, but it really includes multiple abilities that come together to help us process the world around us. So cognitive ability is the combination of working memory, your processing speed, your attention, and your sequential reasoning. So in cases of normal hearing, a clear and audible signal would be really easy to correctly interpret for its meaning. But if you look at it through a degraded signal, you know, such as environmental distortions for reverberation, adding hearing loss on top of that and other things, those signals're not as easily matched. And so, it forces us to work on, or rely on our working memory a little bit more to decode the signal.

So some amount of cognitive decline is expected with aging, but we do know that people with hearing loss tend to experience a faster decline. And so, some other factors that kinda contribute to cognitive decline are physical activity, your

cardiovascular help, and your social engagement. And these're all things that we can kinda keep an eye on, monitor, and encourage our patients to do more of. And then poor cardiovascular health, such as hypertension, or other really commonly-seen conditions are common for hearing impaired-individuals as well. And so, we often see that adults with poor heart health have worse hearing, at 2000 and 4,000 hertz on their audio results. And those're kinda right in that speech frequency range as well.

So oftentimes, you know, patients that're being tracked for cardiovascular disease are looking to make, you know, some more health-conscious changes in their lives. And then patients with hearing loss can have more than twice the risk of depression compared to their normal hearing counterparts. And so, some of the more less-known signs and symptoms of depression can be irritability, restlessness, difficulty with concentration, or difficulty with sleeping. And we know that hearing loss can lead to social isolation. And so, you know, these kinda all work together. And again, this is something that we could monitor and provide encouragement to increase social activity. Social isolation is also a known risk factor for poor cardiovascular health as well. And that brings us to falls.

You know, older adults with hearing loss are more likely to experience a fall, and around 800,000 patients are hospitalized for falls annually. Falls can cause injuries that can really negatively impact the quality of life for the person who falls as well as affect, you know, the lives of their loved ones as well. And so, we know that there is a relationship between an increased incident of falls and hearing loss. You know, so for example, someone with even a mild hearing loss would be three times more likely to have a history of falling. And a sedentary lifestyle is a risk factor for falls because it impacts on muscle function, it impacts the patient's mobility. And so, 30 minutes of activity a day can really reduce that occurrence of falls by older patients by about 35 to 40%.

And so, patients're aware of the relationship between, you know, falling and their independence, and maintaining a certain level of independence is often pretty important to them and to their caregivers or loved ones as well. But it's interesting that only 10% of caregivers are currently using monitoring techniques. So we have this really big opportunity, here, to help hearing-aid wearers feel a little more secure and maintain their independence while giving peace of mind to all of the loved ones. And so, that brings me to all of the features that we offer at Starkey that allow patients to more easily take charge of their personal health and wellbeing, while also getting to take advantage of better hearing just from wearing their hearing aids.

So I mentioned earlier that the Health tab of My Starkey features access to a lot of the different features that I'm going to get into with you guys today. And so, from, you know, the Health tab, this allows the Genesis AI wearer to monitor their health and to set specific hearing and fitness goals. The new activity monitoring features additional activities, you know, besides just step, stand, and exercise. So personal activity monitoring can tell the difference between walking, running, biking, and aerobics. Now, I do wanna note that these additional activity cards are exclusive to Genesis AI 24 level, but all other technology tiers will still have access to the step, stand, and exercise information. And then Hearing gives access to like, a snapshot of the wearer's hearing health.

So they have goals for hearing aid usage and interaction, and each of these can be customized. This is gonna track the amount of time spent wearing the hearing aids as well. And this is something that we all stress very heavily with our patients. And then they can see different interactions, so maybe the time that they're spending in conversations or the time streaming audio as well as the different environments that they're in so that they can get some insight onto noise levels or some of those hearing aid noise-management features. And then, Wellness is where they can set up fall alerts

or the Hear Share app. So there has been so much research done around the importance of walking 30 minutes a day, five days a week.

Staying active can, you know, reduce your patient's risk of diabetes, reduce the risk of many different types of cancers, reduce cognitive decline and dementia, stroke, and so much more. So giving patients the ability to track how active they're being on a daily basis while wearing their devices that they're already going to wear because of their hearing loss can be a really positive thing for them. They're not having to add anything extra to the equation, they just need to know where to access all of this information, again, from a tool that they already have. And so, you can see all of this from the Activity tab within My Starkey. So from the Health tab, patients will initially see their step, stand, or their exercise data for their current amount of wear time.

Each of these goals can be modified by the patient so that it can be something attainable and something really realistic for their daily lives. So for example, if you have a patient who's still working but their job is primarily a desk job, 10,000 steps a day may not be realistic. They may need to modify that down to 7,000 or maybe 5,000. And then, I love that this also generates a weekly report for the patient that they can choose to view so that they can look at the consistency of how they're wearing these devices, you know, week to week. And then if they wanna see how they're doing in specific activities, they can scroll down to Browse and then click on Activity, and then they can see each individual activity data.

So you know, I mentioned earlier that these expanded activities are exclusive to the Genesis AI 24 level. So if you have a patient who's really interested in this specific view, they do need to be in the premium product. I've had a couple of patients that I've used this with, one particular one in mind. She was training for a triathlon, so she loved that she could look at her, you know, running goals and her biking goals separately from each other. That was really cool for her. And then the hearing portion of Health, you

know, breaks down the different ways that they're using the hearing aids. I really love discussing this information with patients because it's very similar to the data logging view that we look at as professionals, but it puts it in a view and it puts it in verbiage that makes sense for patients.

And again, they can modify the goals for wearing their hearing aids and make it attainable for them. Maybe you have a patient who's, you know, prone to chronic ear infections and they can't keep their aids in their ears 12 hours a day while they're on certain medications. Maybe they need to modify that down and then work back up as their ears get healthy. So, you know, there's so many different, you know, reasons why this needs to be modifiable. But again, it makes it attainable for every patient, and it really does help patients grasp how much they're truly wearing their hearing aids. And then, Fall Alert is such a wonderful feature that we offer on all tiers of technology with Genesis AI.

So we have both an automatic fall detection as well as a manually-triggered process that can really benefit a large variety of patients. Starkey continues to offer the world's only hearing aids with automatic fall detection and alert capabilities. So we've all seen the statistics around falls, and we know that the impact that they can have someone and on their loved ones. So even though some hearing aid wearers can, you know, lead more active lives and their risk of falls may not be as great, it can still happen because of the presence of the hearing loss. It inherently puts them at a higher risk. And so, once a fall is detected, a signal is sent wirelessly to the patient's smartphone, which then sends out an alert via text message to the designated caregiver or loved one.

And so, this feature can really provide peace of mind for the patient and their loved ones. They know that if a fall occurs, someone will be alerted and take the appropriate steps to assist them. And I mentioned we have a manual process to this as well. So

you can make that the push-and-hold user control option for your patients. So maybe they're not necessarily a fall risk, but there're times where they need their loved ones to know where they're at and maybe they need them to come to them. They can push and hold the user control and it will still send out that alert. The patient just doesn't have to fall to trigger that 'cause they did it manually.

So we do have a quick little video of this in action so you can kinda see how this works. For this, the patient is, you see, rinsing out a cup, going about his day. You may have noticed that there is a pooch in the floor, he's getting ready to go walk his dog.

- [Patient] Whoa!

- And he slipped on a dog toy. So there is a countdown that can be configured by patients, you can make that 60 or 90 seconds. But once that countdown gets all the way to zero, that's when that alert is sent out.

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- And luckily, the daughter was right in the other room.

- Yeah, I just need some help up.

- So this is a really simple feature to utilize, and it can be activated under the Wellness portion of My Starkey. So here, patients can invite and manage their different contacts. You can see the history of fall-related events. So maybe the patient's having an increase in frequency of their falls, you know, that's something that they may wanna monitor. They can change that countdown timer that I mentioned as well as maybe set the sensitivity of how sensitive their fall alerting and detection is. Patients can have up

to three contacts for this. I highly recommend that they have at least two set up so that if maybe one person is unavailable, it's a higher chance of someone getting it.

But again, they can have up to three, and they manage this under the Wellness tab. This also can be set up and activated from additional setup on the Health tab. So maybe they don't wanna click into Wellness, they can scroll down just right underneath that. The additional setup portion also is where they can activate, Hear Share access as well. And I'm gonna give a little bit more detail on Hear Share in just a moment. So with Apple or the iOS phones, there is a secondary alert that I wanna mention, which is critical alerts. And so, critical alerts allow that notification to go through even if the person that they're sending it to is in Do Not Disturb.

So I love this. So my dad, I'm one of his fall contacts, so even if I have my phone on silent and Do Not Disturb at night, if he were to fall during the middle of the night that's gonna come through and alert me anyway. So this is exclusive to iOS only, and it's something that you do have the ability to enable or disable, you know, when setting this up. But I do like the ability to enable this so that again, whoever they're sending that to gets that alert regardless. And then I wanna wrap up talking about our Hear Share app. So here Share was previously named Thrive Care, and I truly believe that this's a hidden gem and a underutilized tool of Starkey.

So patients can activate family members, caregivers, or loved ones from the My Starkey, from the My Starkey app under that Wellness section that we just reviewed. And they can decide what data they want to share with them. The caregivers are going to be invited and they're gonna download the Hear Share app, and this is both Apple and Android compatible. So you'll notice that the view of Hear Share does mimic that of My Starkey. So once the invitee has accepted the invite, then they can see the data that the patient chose to share with them. They can also set up different notifications or they can find additional options of that More screen. The really cool thing is, say both

of my parents were to start wearing hearing aids, both of them could invite me and I can use the same app to toggle back and forth between the two.

I don't have to have this downloaded twice, I don't have to have two logins, I just need to get invited from both of them to link our cloud accounts. And, you know, I did mention that the view of Hear Share does mimic that of My Starkey so that everything matches up so that patients and, you know, their loved ones can really work together to be on the same page. So, you know, the caregiver or the loved one can see their step goals, their exercise goals, how much they're wearing their hearing aids in a day. I mentioned that they can set up different notifications, so maybe if the battery percentage drops or maybe if they're not hitting specific goals, that can help you, you know, keep in mind of, "Maybe I need to go talk to them and if they're able to get their hearing aids in" or "Let's see if there's something going on with why they're not wearing them consistently.

" You also can, if the patient so chooses, to be able to see fall histories even if you're not a fall contact. So again, if maybe there's an increase of falls that you're noticing in the Hear Share app, you have the ability to view that history, if the patient chose to share that, and know, "Maybe I need to get them in to see someone for vestibular or things of that nature." So I really love the Hear Share app because it allows for patients to be supported even if their family's at a distance. I use this tool with my dad because he's 20 hours away in Louisiana and I'm in South Florida. I can monitor his hearing aid wearing habits and I don't have to pester him, 'cause this man does not love talking on the phone.

So he can remain really independent but he knows I can support him if he needs it. I've also talked to a few providers who're using this with their patients throughout their trial period. And so when, you know, the patient is needing that extra level of support when they're getting used to wearing hearing aids, they can kinda monitor their wearing

habits and see, "Oh maybe they're not wearing them as consistent. When they come in for their one-week follow-up, I need to discuss this with them. Is this a, you know, can't put them in rule, is this a sound quality issue? What's going on there?" And then once the patients're, you know, good through their trial period, stable and wearing their hearing aids, the provider just deletes themselves out as a contact 'cause they don't need to monitor that patient anymore.

They're up and running and being very successful with their hearing aids. So there's some really cool ways to use the Hear Share app and again, I think this is a hidden gem of Starkey. So we talked about a lot of different features today and I don't want you to feel like you have to discuss every single feature with every single patient. But if you have a patient who, you know, is in your office and maybe they're just starting their health and wellness journey, maybe they're really into step counting, they're doing, like, a Walk-a-Thon competition with their friends, or maybe they're rehabbing a particular injury such as they just had knee surgery and they need to start to build back up to being active again, then activity monitoring is something that they may be really interested in learning more about or learning how to use.

If you have a patient who has a history of falling, maybe they're struggling with keeping their sugar level because they're diabetic or maybe they're really interested in momentary locations sharing, then Fall Alert and Manual Alert is a really great feature to discuss with them. And then lastly, if you have a patient, you know, who's in an assisted living facility, maybe they lived completely alone or they have a lot of family out of state, then the Hear Share app is a really great tool to bring up and to discuss with them. You have so many tools in your back pocket and as you can see here, Genesis AI is very feature rich even on our basic or our 12 level of technology.

So all of the features that you can see in blue are available in our non-wireless CIC and IIC styles. So none of what we talked today is going to be on those non-wireless styles.

But the features that're in white are our wireless features, and those're gonna be available across multiple styles and multiple technology tiers. Much of what we discussed today is available on all technology tiers. So if you have a patient, you know, that wants to have access to some really amazing health and wellness tools, they can do that even if they're in a more budget-friendly option. I really love that Fall Alert is available on all technology tiers, because that's just a feature that can really benefit so many different patients.

So I thank you guys for giving me some time of your very busy clinic day, and especially around the holidays. I know that's an extra crazy time of the year when trying to get patients in before everything resets on January 1, so I appreciate that. I'm gonna check the Q&A and make sure there's no questions that we're missing, but I thank you guys for giving me some of your time. And if you have any questions or wanna learn more about these features, we do have quick tips available on Starkey Pro for most of them. They're fantastic resources to have because like with the example of Fall Alert, we literally have a step-by-step process of how to set this up and how it works with your patients.

So you don't have to memorize all of what I said today, you can find that on Starkey Pro and give that out to your patients. It's a great resource. So hope you guys have a wonderful holiday season, and if you have any more questions please reach out, thank you!