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Harnessing Starkey's Neuro Processor Part 2: Maximizing Starkey's Intelligent Assistant Features

Presenter: Keeley Layfield, AuD

- Welcome to "Harnessing Starkey's Neuro Processor." This is Part II in our series on how to optimize Genesis AI's Intelligent Assistant features. So my name is Dr. Keeley Layfield and I'm an Education and Training Audiologist with Starkey Hearing Technology. Melissa mentioned a lot of this, but just in case, I do wanna go over a few housekeeping notes with you guys. If you do have a question that you would like to ask, please use the Q and A feature and I'm gonna do my best to answer all of them at the end of the presentation today. There is a handout posted in the chat and you can also find it in your Pending Courses on AudiologyOnline. And then you do get a CEU if you do have a paid membership through AudiologyOnline.

So after completing the course today, if you go into your pending courses and then take the exam, then you can claim your CEU for today's lesson. And then if you need any technical support, please feel free to call, email, or use that Q and A window to report any issues. So we do have three different learner outcomes for today's session. First, you're going to be able to identify two Intelligent Assistant features that Genesis AI offers. Second, you're gonna be able to identify what page within the My Starkey app offers access to the Transcribe feature. And then third, you're going to be able to identify what technology level the Smart Assistant feature is available for Genesis AI.

So Genesis AI and the My Starkey app have a ton of amazing features that are available for patients to use. And historically we've always focused on features for better hearing 'cause we know that's why patients come to see you in your clinic. But I wanna focus some of our health and wellness features. If you watched part one of my talk, we really looked at all of the different health focused features. So today I wanna highlight the different Intelligent Assistant features that we have available for patients and where they live within the My Starkey app. So Starkey's mission has always revolved around the success of the patient. And so when developing My Starkey, we wanted to develop the app and we based it off of extremely extensive research.

And so this is gonna work with all of our wireless Genesis AI styles and technology tiers and be a very easy and effortless, you know, experience for the patients. Now a huge chunk of the app in patients being able to take advantage of that is to make sure that they have a compatible smartphone. And so if you ever wanna check which smartphones are compatible with My Starkey, you can either visit starkeypro.com or our consumer site, but we have this incredibly popular QR code resource so that you can very quickly and easily verify the compatibility right from the patient's smartphone. And that's also gonna provide them a link to download the appropriate app. So once you've determined compatibility, then the patient can download My Starkey.

And so My Starkey was really designed to give that Genesis AI wearer a simple design with the tools necessary to optimize their hearing, which again we know is job number one, both for you as the provider and for the patients wearing our technology. So patients can use the My Starkey app to not only manage their settings of their volume, change their program, but again we have a lot of those Healthable features that I discussed last time under the Health tab. That navigation bar across the bottom though is gonna give patients access to the home screen, which you see here, the Learn tab and the More tab and this navigation bar is going to be visible in each of the four sections of the app.

So you can very quickly and easily maneuver throughout the app. So today, instead of focusing on all the health features that I hit last time, I'm gonna talk about our different wellness features and our Intelligent Assistant features. And a lot of these live under the More or that Learn tab. So we have a lot of features that really fall under that Smart Assistant category. And so I'm gonna go through each one of these with you today, discuss where to find them in the app and how you can use them with your patients. So Tap Control is one of the first ones that I wanna discuss because there's a few different ways that you can utilize this with patients.

Starkey's Tap Control offers those patients that maybe have dexterity issues another pathway to be able to access their hearing aid functionality. And so this can be configured by the professional through that Pro Fit fitting software. But your patients can also customize it themselves through their My Starkey app. And so tap Control allows access for the patient to engage Edge Mode. They can access our Smart Assistant feature and they can very quickly and easily stop and start streaming from an accessory. I know a lot of providers set up the double tap for the accessory streaming 'cause they're fitting their patient with a TV streamer so they can walk in the room, double tap to start using that, double tap to stop when they're done.

But Smart Assistant is probably one of my favorite and often underutilized tools that Starkey has to offer. There's so much that can be done and this is really an asset for patients. So I already mentioned that Smart Assistant can be set up as a double tap user control, but maybe if your patient's wanting to kind of keep that on board user control experience pretty simple, they can also access this directly from the home screen of the My Starkey app. And so Smart Assistant is really a one of a kind voice activated hearing control. And this is unique to Starkey. This gives patients the ability to make changes to their volume either by turning it up or down, they can switch between different programs or they can even use Smart Assistant to mute their hearing aids.

So the hearing aid wearer would simply give a voice command to make any of these changes and they don't need to pull out their phone or a remote control. This is why I'm a big fan of making this the double tap 'cause again, they can just double tap, turn my volume up. It makes that change for them and they never had to touch their phone. Smart Assistant can also be used to access info, you know, that exists out there in the periphery. So maybe your patient needs directions to the coffee shop that they're meeting their friend at. Maybe they wanna know what the weather forecast is so they know how to dress for that said meeting.

You know, anything that you can ask your smart home device, you can ask of Smart Assistant and you get the answer right through the hearing aids. So this is a really great tool for patients that have those dexterity issues. Maybe they have a really hard time finding the user control button on the back of their hearing aids. This is also really great for patients who have visual acuity issues. You know, maybe they have a hard time seeing the different screens within their phone and making those adjustments via the app. Smart Assistant can also be used to troubleshoot specific issues with the hearing aids. So maybe your patient really wants to make a custom program but they're not sure how to do it and this is something that you've probably told 'em but maybe it's one thing that they forgot.

So they can ask that via Smart Assistant as well and it's gonna walk them through the screens of how to do that within the My Starkey app. And they can do this for lots of other things, not just creating a custom program. Your patients can also use Smart Assistant to find their phone. So again, if this is set up as the double tap, they can, where's my phone? And it's gonna make their phone chime as long as they're still Bluetooth connected to it. Edge Mode+ is a really great Intelligent Assistant tool because it can help the patients adapt their hearing aids to their current listening environment and it's just a single push of a button. So Edge Mode+ can be accessed directly from the home screen of My Starkey.

And when the hearing aids are in edge mode, not only will they hear an indicator but the entire background screen color changes and they're gonna see Edge Mode+ listed as their current program. So this is gonna make it very easily and instantly identifiable when the patient is in Edge Mode and when they're not. So we first released Edge Mode a few years ago and this is unique to Starkey in the hearing aid industry. And the feature really was a game changer for so many patients as well as professionals. With Genesis AI launch though, we've continued to improve upon Edge Mode. So we're still

using artificial intelligence in our Edge Mode+, this is our first use of deep neural networking noise reduction algorithms in the hearing aid itself.

So we can provide an even more personalized performance for patients in any environment that they're in. And then with these improvements of our automatic environmental sound classification system, we have even better resolution for Edge Mode's different environmental classifications. So Edge Mode+ is exclusive to the 24, 20 and 16 levels of technology of Genesis AI. And then we've added two new listening intents for Edge Mode+. So the patient can access these via the My Starkey app, Best Sound is that Edge Mode+ that I've previously described where the hearing aid's optimized to that specific environment. Enhanced speech is gonna give your patients a little more focus on clarity over comfort. And so this is going to allow, you know, patients to crisp up the speech as much as they want.

Reduce noise is gonna do the inverse where it's gonna focus more on comfort rather than clarity. So if your patient is needing that maximum amount of noise reduction, then they've got that ability there. So this is going to give patients, you know, even an extra layer of control over their sound quality. And then patients can also customize their Edge Mode+ settings so they have access to that gain equalizer and the noise and wind noise reduction controls and they can also save these settings as a custom program so they don't have to reengage Edge Mode every time they want to use it. They could just go into that saved custom memory of it. I'm a big fan though of engaging it every time.

So again you're taking that new snapshot of the environment and optimizing specifically for it. But patients like to engage with this feature in different ways so we give them a lot of options for that. So with Edge Mode+ being available on our top three technology tiers, I do wanna highlight the tech tier differences. So those additional listening intents that I mentioned are exclusive to Genesis AI 24 and 20

levels. The Genesis AI 16 is going to have Edge Mode+ with that environmental analysis but they don't get those additional listening intents. And then Edge Mode+ is not available for Genesis AI level of 12. And so where Edge Mode would live on that home screen, you'll see that adjust sound icon and this is gonna give patients manual adjustments to their hearing aids rather than that automatic adjustment via Edge Mode+.

So these different options and customization can really help your patients, you know, determine what technology level they need to be in and it can help you structure your recommendation for them as well. Self-check is an excellent tool to highlight with patients. You know, so many questions that we get at those follow-up appointments have to deal with daily care and maintenance of the hearing aids and we all counsel patients on how to clean the wax traps and I swear that's patient's number one favorite thing to forget that we've ever told them. So if you wanna utilize the Self Check tool with patients, it can be found by clicking on the My Hearing icon from the home screen of My Starkey.

When you get into the Self Check screen, this is gonna allow your patients to run a really quick integrity check on the receiver, the microphone, and the circuit of the hearing aid to ensure that all three of those are in good working order. So if your patient gets a green check mark, that's gonna indicate that everything is working as it should be. If they get a yellow exclamation point, then that indicates that there's questionable performance for that particular item. And if they get a red X, then that's gonna indicate a failure of that item. If you click on the details underneath the particular portion of Self Check that failed, then My Starkey is going to provide the patients with some different troubleshooting options to try and rectify the issue.

I feel like receiver failures are the most commonly seen things on self-check 'cause again, patients often forget how to clean and check those wax traps. And so this is

really great for those chronic or frequent flyers of wax traps because self-check again is gonna walk them through with pictures and step by step how to take the dome off, how to change that wax trap and then even prompt them to rerun Self Check so that they get that green check mark of pass. For the circuit if there is a failure of that, and when patients click on detail, it's going to indicate that they need to come see you, their hearing healthcare professional, 'cause that's not necessarily something that they can troubleshoot themselves.

And Find My Hearing Aids is the last feature that I want to discuss that patients can find under that My Hearing icon, again from the home screen. And this allows patients to see a map of the last place that their hearing aids and My Starkey were connected. If the devices are still currently connected, then they can use those blue bars across the bottom to see how close they are to their devices within that connected area. So this feature does require that location services be activated and I highly encourage that your patients enable precise location services if their phone allows that 'cause that's gonna make this feature be even more accurate. And so here you can see in the two screenshots, you know it'll say connected and those blue bars will highlight across the bottom as they get closer, the blue bar fills up more.

If a hearing aid is disconnected, they'll see that on the map as well as an address for that last known location. And that one will not have the blue bar populating 'cause the hearing aid's not currently connected. This can really help patients, you know, find those hearing aids if they're prone to misplacing them. And then the Learn tab is probably one of my favorite tabs within the My Starkey app 'cause it's a really excellent source of information for patients. So Learn provides patients with both slideshows and videos on common hearing aid related topics and this allows new users to adjust to wearing their hearing aids. It allows experienced users to really learn about features that they may not have had previously and it's gonna allow all users to feel confident in their knowledge on popular hearing aid related topics.

This is essentially the user manual built into the app with visuals and it's a really great tool for patients 'cause we give them a lot of information about their hearing aids at that first fit and just kind of generally as they wear the hearing aids so they don't have to try and remember all of that. It's built in right here. And then the Reminders tab, this is a really great tool for patients that maybe need a little extra help remembering, you know, different items on their to-do list. So Reminders is going to live under that More tab within My Starkey. And this is a really important feature because this allows patients to strive to be more independent.

You know, the Reminders feature allows patients to really quickly and easily set up reminders to take medication, remind them about an appointment that they have, maybe they need to buy milk when they're done with their day and they're gonna forget when they get to the grocery store what all they need. I know I have the memory span of a goldfish, I use this tool a lot. So patients can set up any number of reminders and not only will they get that visual notification of that banner notification on their device as long as they have notifications enabled, they also get an audible reminder through their hearing aids. So you know, really kind of a two-pronged approach to keeping them up to date on what they need to do.

So by clicking that more tab and then clicking on reminders, this is gonna allow patients to again, create those specific reminders that they need. You can see we have a couple of prefabbed ones already built in. You know, take medication I feel like is a common one for those patients that are on a very strict medication regimen. But I love setting birthdays up in mine 'cause I am awful at remembering people's birthdays. So once I find out someone's birthday, I set it up, I set the repetition to be yearly. And so now every year on someone's birthday, I get the banner notification and I hear it through my hearing aids when I'm wearing them. So I don't have to try and remember these at any given moment.

The translate tool is also found under that More tab within My Starkey and it's a really great tool to allow patients to translate over 70 languages directly through their hearing aids. So if you have a patient that's wanting to utilize this feature, the language that the patient speaks should be in the first block and the language that they want translated should be within the second block. So if you hit the microphone when the other person is talking, this will allow the patient to capture a transcription of the conversation in both languages on the phone. So they get that visual translation, but they're also going to hear the translated speech through their hearing aids as well. This gives 'em the audio translation.

I do like to point out though with this feature that this is highly dependent on a patient's cell service. So if they don't have a strong cellular signal, maybe they're traveling internationally and they did not pay for international data, if they're not on good wi-fi, this may, you know, make that feature inaccessible in that particular moment. So just counsel your patients on that, you know, if this is something they're wanting to utilize. I did have patients that use this a lot in rural Louisiana, but they just understood when they were kind of in those really rural areas, they may not be able to use that 'cause they didn't necessarily have cell signal at that moment.

And then transcribe is the last feature that I wanna discuss under the more tab of My Starkey because this allows patients to convert spoken conversations into text so that they can either save them for their own records or share them with others if needed. So transcribe is super easy to use. They again select the language of the speech that's being transcribed and they're gonna hit that microphone to begin listening and they're gonna see that text slowly populate on the screen. After they're done taking that speech sample, then they can either email it to themselves or to someone else. They can text it to somebody or they can save that information in a note so that they can go back and view it later.

And they can do that by hitting that little clipboard with the arrow that's gonna allow them to share and save when necessary. I used this a lot with my grandparents towards the later end of their lives when they were having lots of doctor's visits and being given lots of very specific instructions on timing of medications, different things they need to do for their different rehabs and you know, PT, OT, all of that stuff. And so I would transcribe it right there in the moment and then share it with all of my mom's siblings so that everybody knew, you know, we were on the same page with all of the care that my grandparents required and I wasn't having to like type all of this out, I could just record it directly from the doctor.

So I know I discussed a lot of different features with you today and you know, a lot of the information could apply to every patient, but I don't want you to think that you have to mention every feature to every patient. As you talk to your patients and kind of learn what they need or what they're looking for in a device, this can kind of lead you to that one specific feature that you may wanna highlight for them. So if you have a patient who you know is struggling with clarity or they're struggling with sound quality and they need that just extra step or help when they're in a problematic environment, Edge Mode+ is a perfect feature to discuss with them.

And again, they can engage it with one push of a button on the home screen of their app and the hearing aids are gonna optimize for the environment that they're in. Oh, if you have a patient who needs additional assistance, you know, maybe remembering a specific task or they're on a very stringent and very strict medication regimen, then the reminders is a really great tool to teach 'em how to use for that. And if you have a patient who has those dexterity issues or maybe those visual acuity issues, or maybe they're just a little scared of everything that the app can do and they wanna try and keep it pretty simple, then Smart Assistant is a really great tool because it can help them control their hearing aids with their voice.

So they just say what they want done and the hearing aids do that for them. As you can see here though, Genesis AI really is very feature rich even in those lower technology tiers or that level 12 technology. We have all of the features that you see in blue are exclusive to our non-wireless CIC and IIC styles as well as our wireless styles. The features that are listed in white are only available on our wireless styles, so we're excluding that non-wireless CIC and non-wireless IIC. But you can see, you know, a lot of these features are available across multiple technology tiers and multiple styles. Much of what we discussed today is available in all tech levels.

So your patient can have access to some really amazing tools and features, you know, to help them look at their health, their wellness, their cognition, and kind of look at themselves as a whole. And so we do have a lot of features even for your patients who are on a more budget friendly option of a hearing aid. I do like to highlight again, the Smart Assistant feature, 'cause that's one of my favorite ones to utilize with patients and I feel like it's one of our most underutilized ones with patients, but Smart Assistant does go down to that level of 16 so your patient doesn't have to be in the tippy top to be able to take advantage of that.

They can still go down to a more modest budget aid and be able to take advantage of that. For your 12 patients though, they have access to being able to find their phone with their hearing aids, they can use self-check, they can use reminders. Again, all of those roll down to those lower technology tiers. I thank you guys for giving me about 30 minutes of your lunchtime in the middle of the day. I know time is a very precious resource when you're in the clinic and so anytime you're willing to give us, I appreciate greatly. I hope you feel more comfortable about Starkey's different health and wellness focused features with Genesis AI. If you wanna learn more about our health focused features, please check out Part I's talk where I hit all of those.

But I thank you and I hope you feel more comfortable with our Intelligent Assistant features today. I'm gonna check the chat real quick for any questions and make sure that everybody feels good. And I'll give you guys just a second if you wanna throw any questions in the Q and A. Thank you.