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Signia Government Services: May 2024 Contract Update

Lisa A. Perhacs, Au.D.

GS

Government
Services

Be
Brilliant™

audiologyonline



Signia Government Services: May 2024 Contract Update



Webinar FAQs

- **How to earn CEUs:**
 - After the course, go to your Pending Courses on AudiologyOnline and pass the multiple-choice exam
 - Must have a paid membership to earn CEUs
- **For assistance or tech support:**
 - Call 800-753-2160
 - customerexperience@continued.com

audiologyonline



Learner Objectives

Upon completion of this course attendees will be able to:

- 1) Discuss the capabilities of the IX platform.
- 2) Describe how RealTime Conversation Enhancement uniquely benefits the wearer.
- 3) Identify the additions to the May 2024 contract.



Signia Delivers

Our Mission

Signia is dedicated to improving the quality of life for all veterans, active military and American Indians through better hearing.

Our Promise

Committed to Audiology, Powered by Rechargeability

Our Partnership

Your success means our success. Signia Delivers is our commitment to a lasting partnership and is at the center of everything we do.



Integrated Xperience

Expanding Access to the Power of Conversation

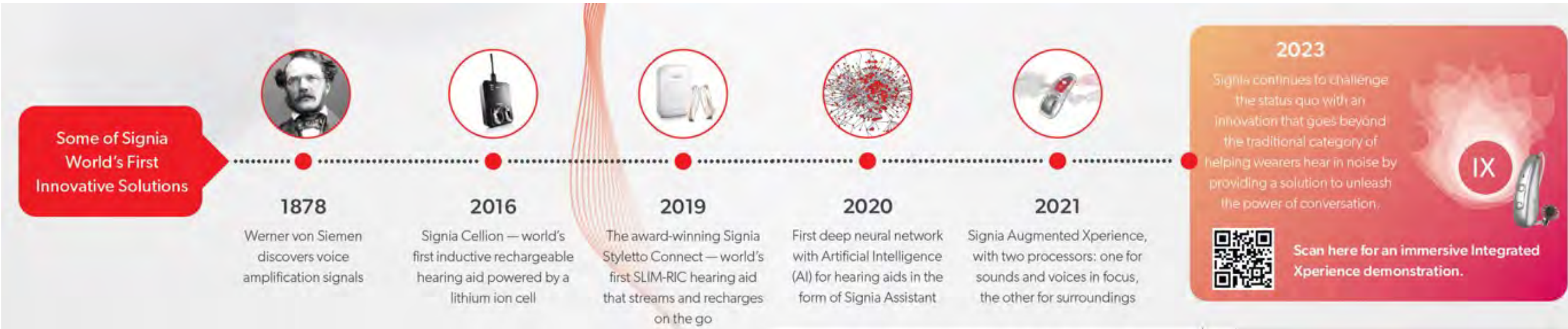


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Signia's History of Innovation



140 years in the industry with many world's firsts

7 research hubs with over 1,100 employees

\$160 million annual investment in technology R&D

Pioneer of innovations across design, connectivity, and rechargeability

WS Audiology is the #1 patent applicant for conventional assistive hearing technology

25% of the hearing aids globally are powered by Signia technology



MarkeTrak Survey: Satisfaction Rated by Hearing Aid Owners and Non-owners

People **value** the ability to participate in conversation



Percent of Hearing Aid (HA) Owners and HA Non-owners Who are Satisfied with their Ability to Hear in Each of the Listed Listening Situations

	HA Owners (n = 1,061)	All Non-owners (n = 1,840)	Difference between HA users and non-owners
When following conversations in the presence of noise	72%	25%	47%
In conversations with large groups	72%	27%	45%
In conversations with small groups	78%	38%	40%
In school or a classroom	70%	34%	36%
When talking to children	74%	41%	33%
When talking on a cell phone	78%	47%	31%
When riding in a car	76%	45%	31%
In conversations with 1 person	83%	52%	31%
Outdoors	77%	47%	30%
When talking on a traditional telephone	75%	46%	29%
During leisure activities	76%	49%	27%
When listening to music	78%	57%	21%
At a movie theater	70%	49%	21%
Overall, across all listening situations ^a	78%	36%	42%

Note: Overall satisfaction is listed in the bottom row. Calculated difference between owners and non-owners is also displayed.

^aSignificant difference between HA and personal sound amplifier users.

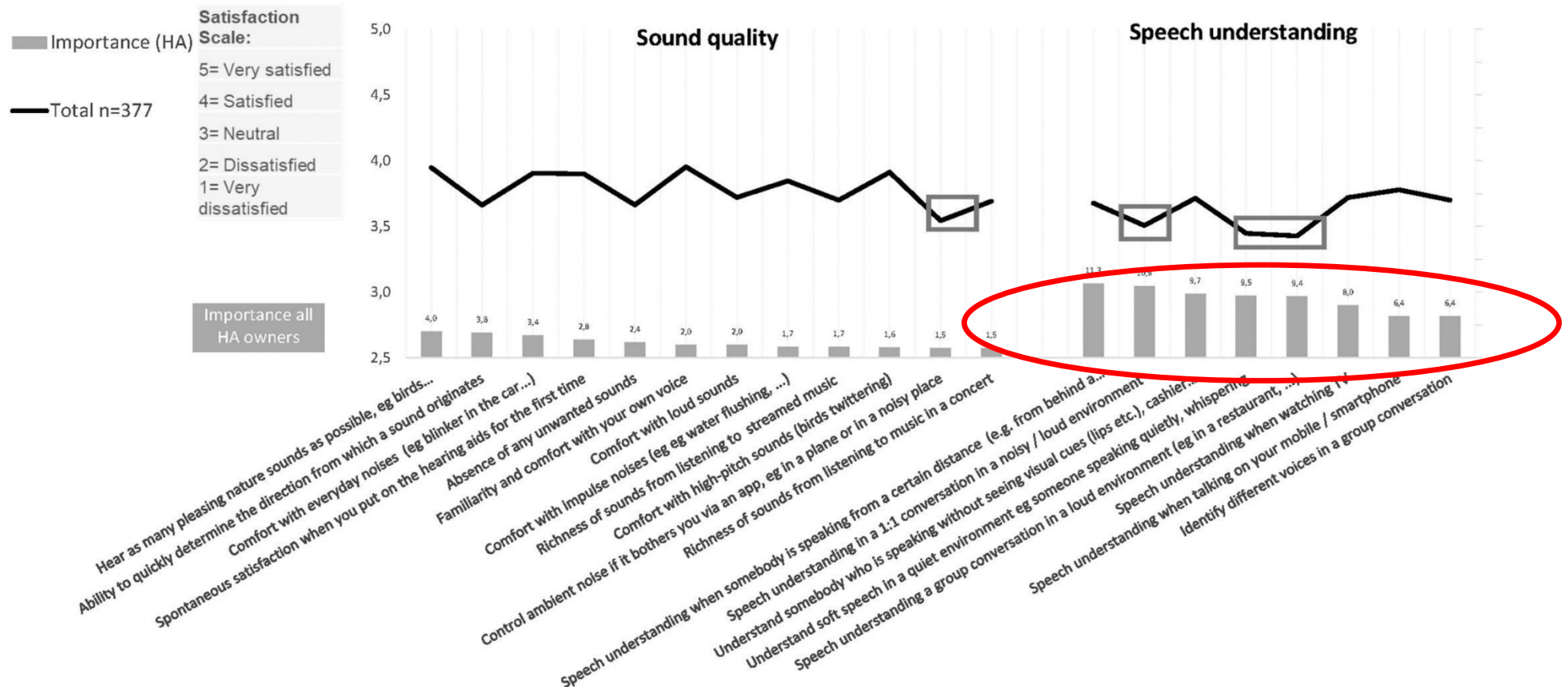
[MarkeTrak 2022: Insights into the Evolving Hearing Market: Hearing Aid Benefit and Satisfaction](#)
[Results from the MarkeTrak 2022 Survey: Importance of Features and Hearing Care Professionals - PMC \(nih.gov\)](#)



Study Looks at Importance of Speech Understanding

Appleton-Huber (2022)

Speech understanding is 2 to 3 x more important than sound quality



Group Conversation in Noise is Difficult...



Group conversations in noise are the biggest unmet need for people with hearing loss

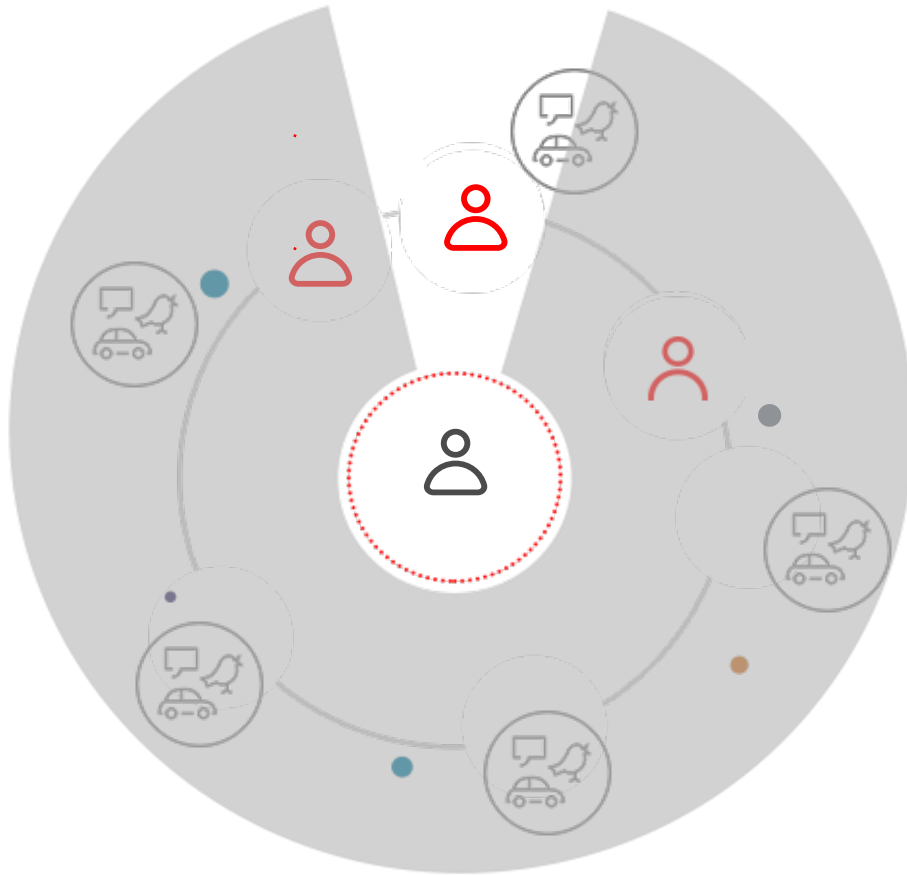
Can lead to frustration, isolation and ultimately withdrawal

They miss out on the moment, we miss out on their contribution to the conversation

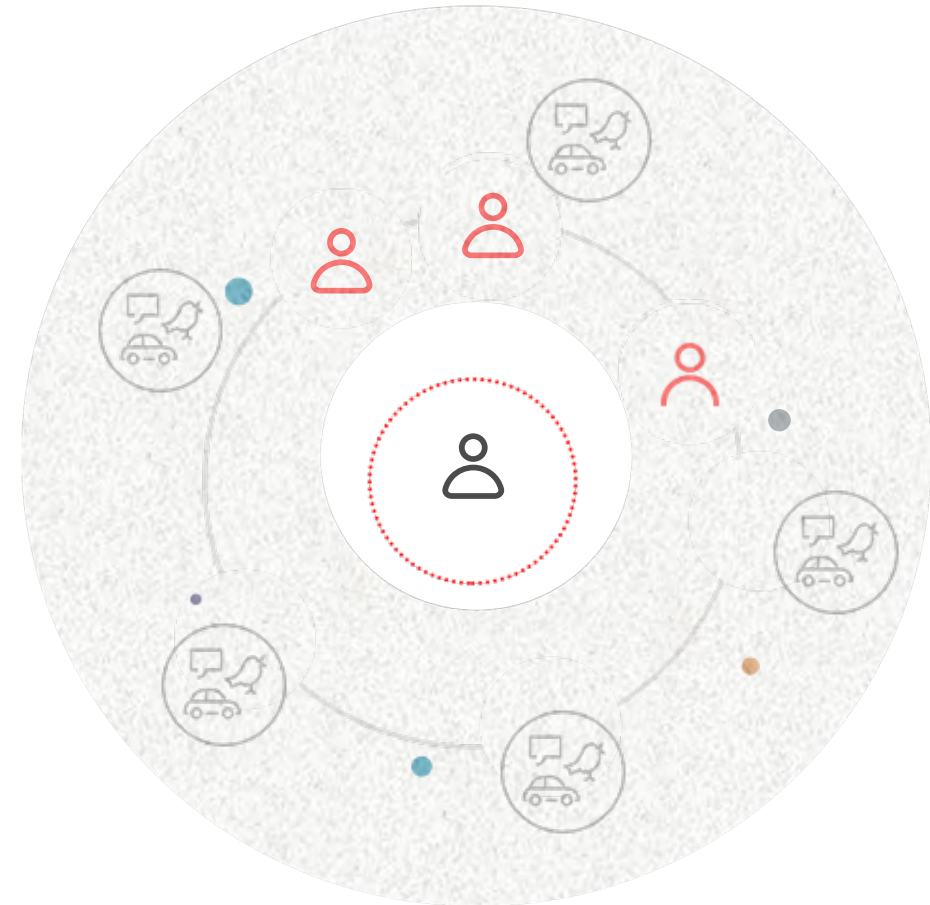


Traditional Approaches Fall Short

Narrow Focus



Broad Focus



No Compromise in How Speech and Ambient Sound are Processed

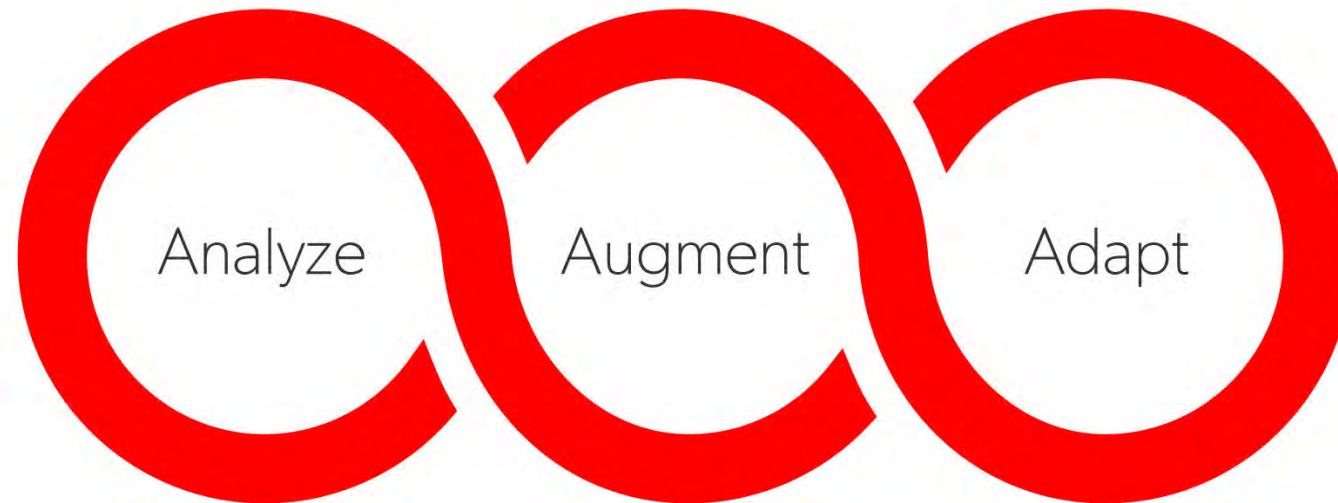


IX



Signia IX with RealTime Conversation Enhancement

A revolutionary three stage process that puts conversation first:



The world's first hearing aid with a multi-stream architecture capable of accurately pinpointing multiple moving speakers in real-time conversation



Signia Integrated Xperience Platform Named a 2024 BIG Innovation Award Winner

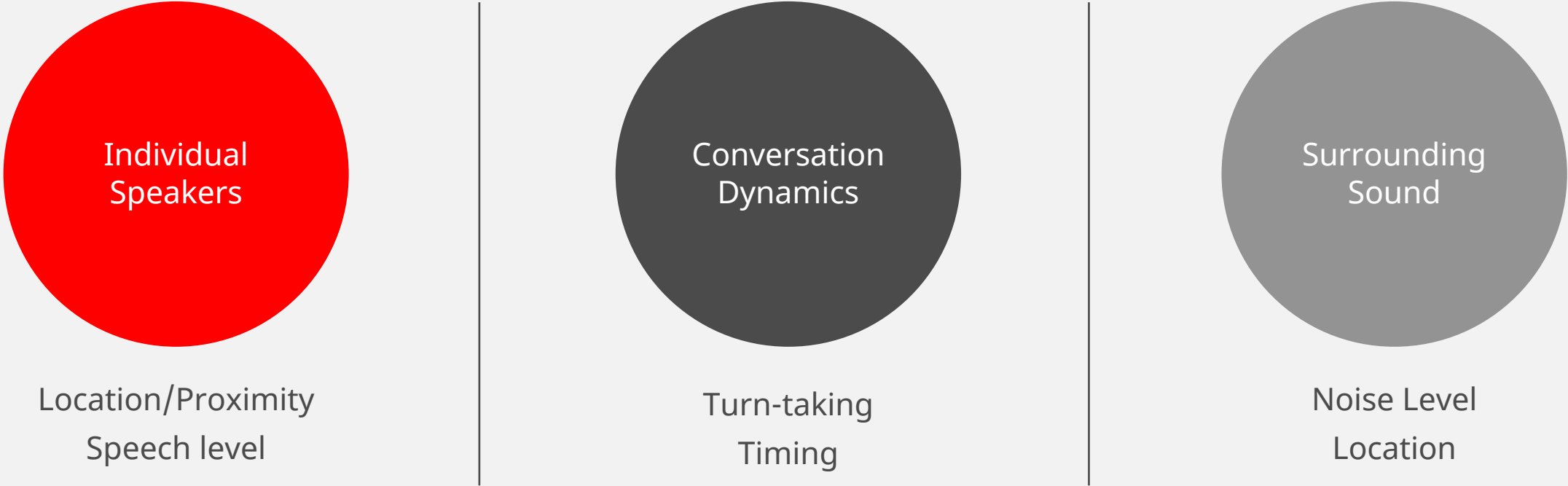


Signia Integrated Xperience
Hearing Aid Platform Named a
Winner of the 2024 BIG
Innovation Awards



Analyze

Analyze



Individual
Speakers

Location/Proximity
Speech level

Conversation
Dynamics

Turn-taking
Timing

Surrounding
Sound

Noise Level
Location

Analyzes 192,000 datapoints every second

Analyze: Conversation Analyzer

The Conversation Analyzer can be divided into two components:

1. Conversation Source Analyzer constantly scouts the acoustic environment to identify number of talkers and their location
2. Conversation Dynamics Analyzer analyzes conversation dynamics including turn-taking and timing, locations of pure noise without speech, and levels of background noise



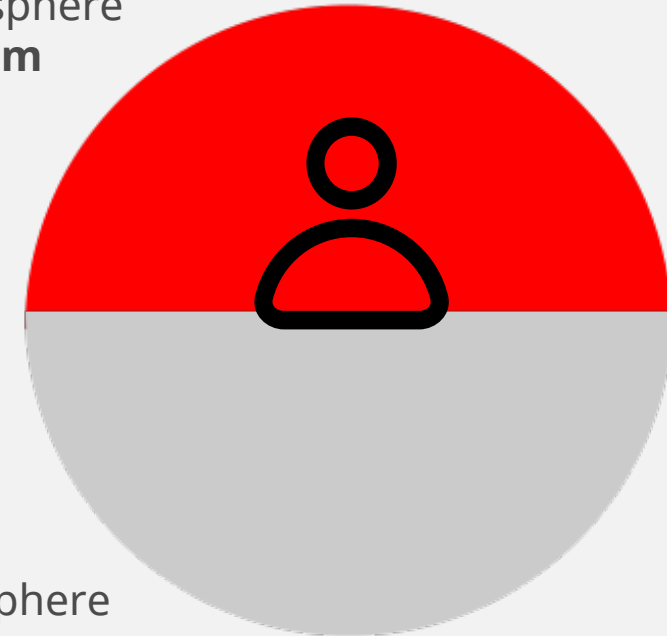


Augment

Augment: Focus Streams

RealTime Conversation
Enhancement is made possible
by the split processing capability
of **Augmented Focus**

Front hemisphere
focus stream



Back hemisphere
surrounding stream

Augment: Focus Streams

RealTime Conversation Enhancement adds **up to three additional advanced focus streams; each focus stream operates independently.**

The focus streams can change width and orientation, have **simultaneous** talkers, and locks onto the multiple speakers when they talk, even when they move.



Augment: Focus Streams

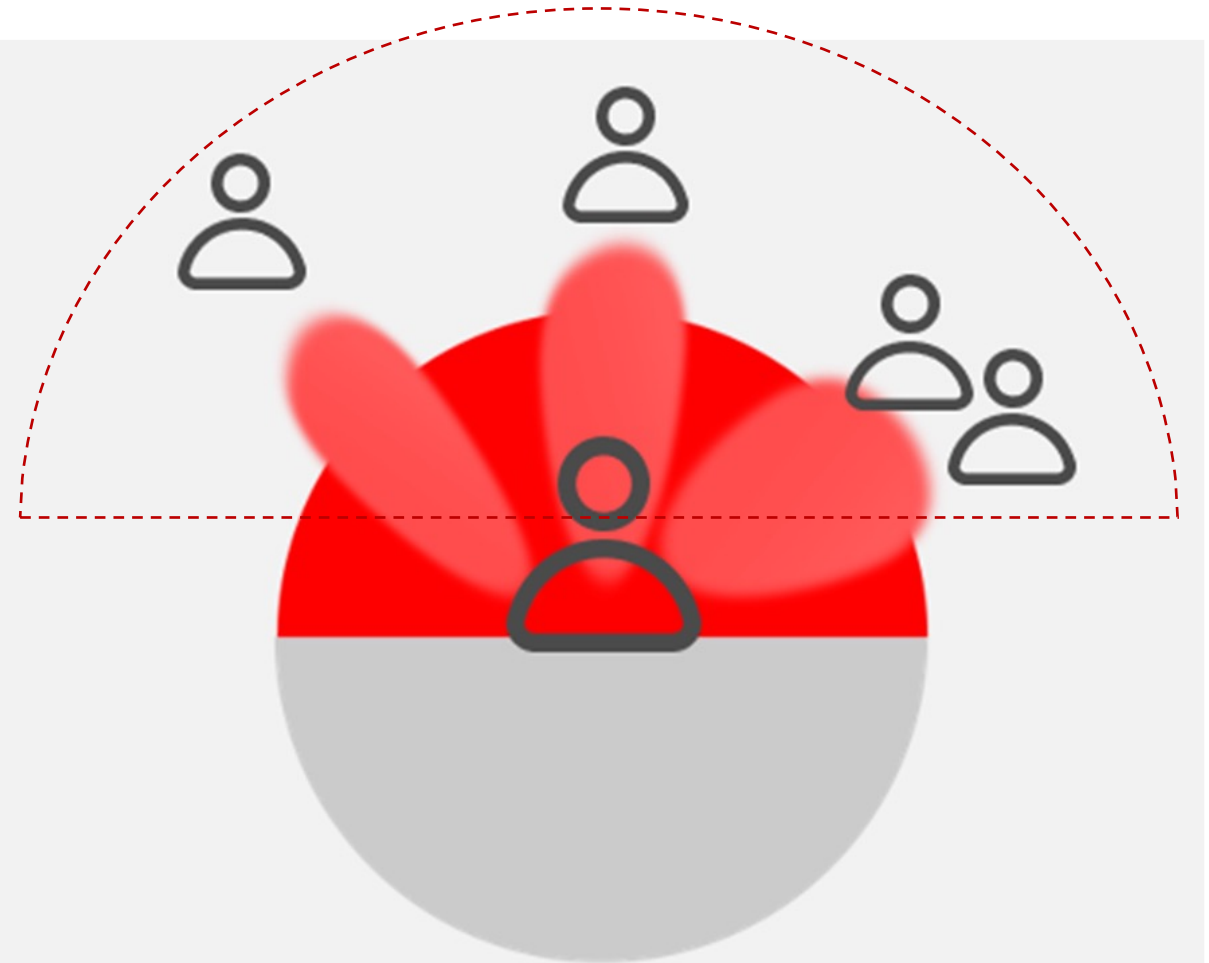
If multiple talkers are located within one region, the analysis of conversational dynamics such as **turn-taking and timing** is used to shape the binaural beamformer in a way that preserves sensitivity in the direction of a known conversation partner, even when they are not speaking.



Augment: Focus Streams

If multiple talkers are located within one region, **turn-taking and timing** preserves sensitivity in the direction of a known conversation partner, even when they are not speaking.

Proximity analysis ensures that only speech originating within an expected conversational distance (approx. 2 meters) will be enhanced within the focus stream.



The **Conversation Booster**

- Looks across all focus streams in combination — including the Augmented Focus front hemisphere stream
- Determines the optimal amount and balance of speech enhancement and noise reduction to augment speech while preserving the acoustic environment





Adapt

Adapt: A Live Auditory Space

Adapting 1000 times per second

The result is a **live auditory space** that can keep up with dynamic conversations in challenging acoustic environments.



The Research Evidence Behind RealTime Conversation Enhancement



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The Signia Research Network

- Hundreds of publications across multiple centers involving 1000s of participants
- Multi-modal objective and subjective data with a holistic focus:
 - Physiological
 - Neural
 - Behavioral
- Working to improve conversation is at the core of what we do



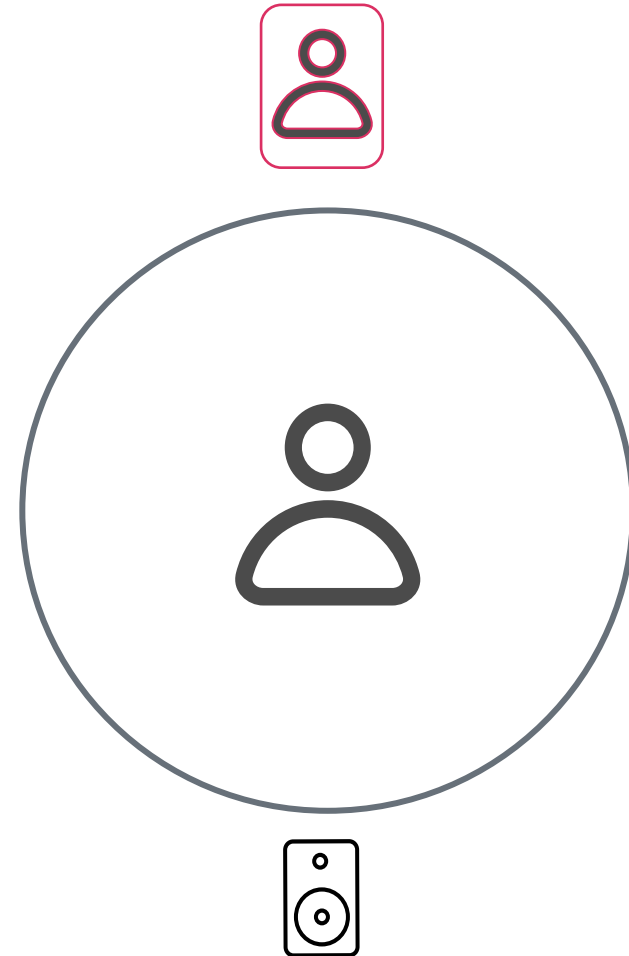
Our Mission to Unleash the Power of Conversation

We are on a journey to understand all aspects of real conversation and use this knowledge to create innovative hearing solutions that enrich the lives of our wearers



95% of Wearers Had Improved Performance in a Group Conversation Scenario*

Group conversation scenario...not your typical lab setup

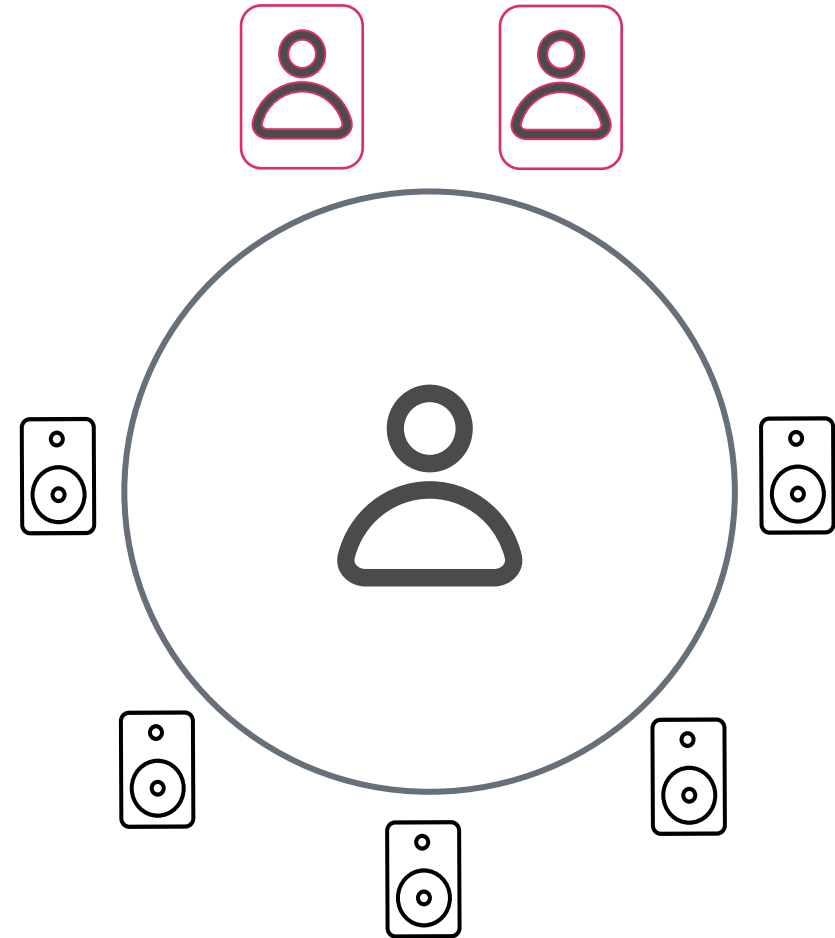


*Compared to RealTime Conversation Enhancement off
Visit for more details: <https://www.signia-pro.com/en-us/local/en-us/claims-data/>



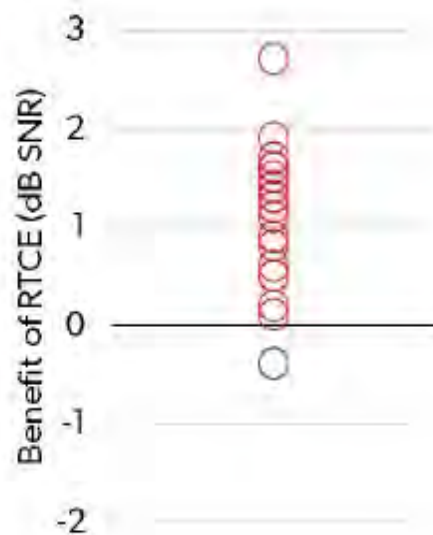
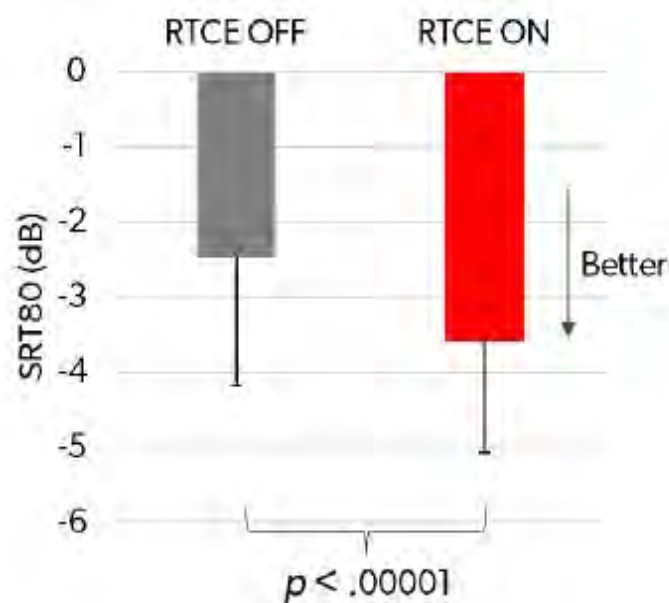
95% of Wearers Had Improved Performance in a Group Conversation Scenario*

Group conversation scenario...not your typical lab setup



*Compared to RealTime Conversation Enhancement off
Visit for more details: <https://www.signia-pro.com/en-us/local/en-us/claims-data/>

Power the conversation with Signia Integrated Xperience and RealTime Conversation Enhancement



Results

- 1.1 dB average improvement for the speech-in-noise task when RTCE is on.
- RTCE provides a substantial benefit in group conversation.
- **95% of wearers had improved performance in a group conversation scenario compared to RealTime Conversation Enhancement off***

*Visit signia-pro.com/en-us/claims-data for more details

Integrated Xperience is an Industry Breakthrough*

- Test conditions applicable to the real world
- Objective technical measurement recording the output of the hearing aids in a KEMAR manikin

*Visit for more details: <https://www.signia-pro.com/en-us/local/en-us/claims-data/>



Integrated Xperience is an Industry Breakthrough*

- Test conditions applicable to the real world
- Objective technical measurement recording the output of the hearing aids in a KEMAR manikin
- Shows a remarkable **4.1 dB SNR** improvement compared to the absolute best the competition had to offer

*Visit for more details: <https://www.signia-pro.com/en-us/local/en-us/claims-data/>



Assessing Signia IX in the Real-World*



- University of Western Ontario, Canada
- Principal investigator: Dr. Susan Scollie



- N = 20 experienced hearing aid wearers
- Bilateral symmetrical sensorineural hearing loss
- 11 female, 9 male
- Mean age 73.6 years (range: 61-84 years)



- Signia Pure C&G 7IX, M-receiver and power domes
- IX First Fit, REM verification vs. NAL-NL2
- One program with RTCE activated (RTCE ON)
- One program with RTCE deactivated (RTCE OFF)
- All other features activated, incl. Augmented Focus



- Paper submitted to the American Journal of Audiology for peer review

*Folkeard, Scollie, et al. (submitted to American Journal of Audiology, 2024).



Test Environment



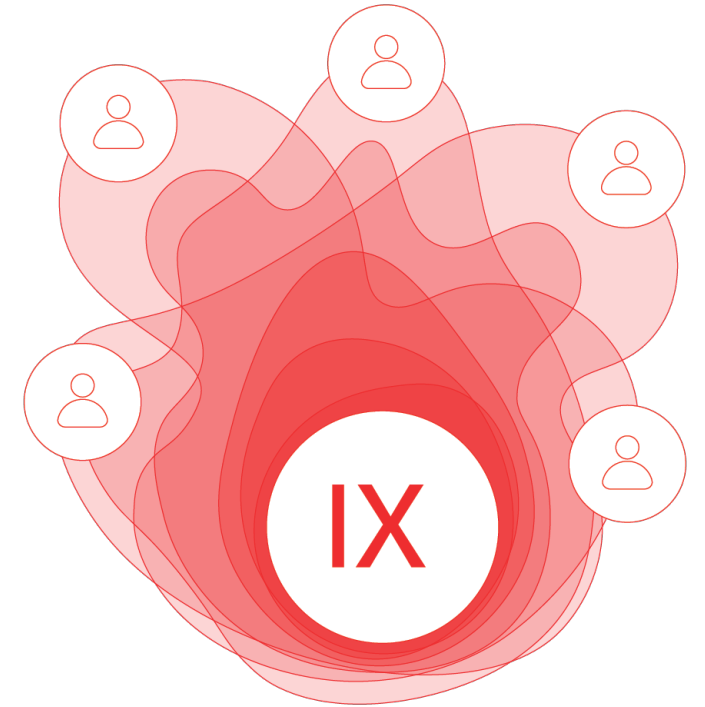
Male Tester

Female Tester

Participant

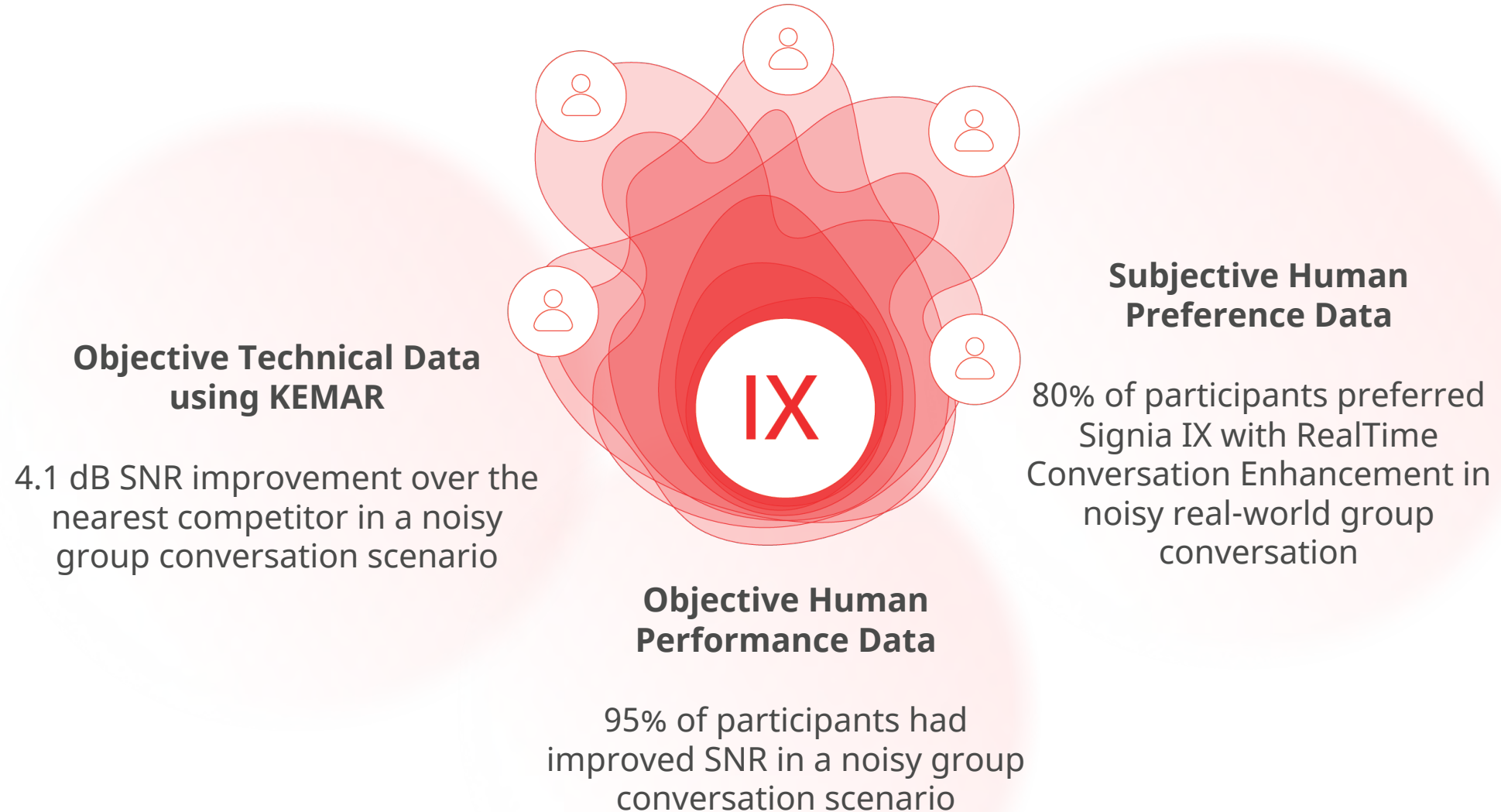
Study Conclusions

- RealTime Conversation Enhancement was preferred on all investigated aspects of the group conversation experience
- 80% of participants had an overall preference for RealTime Conversation Enhancement
- The results are in line with the results from previous lab evaluations of Signia IX with RealTime Conversation Enhancement



*Folkeard, Scollie, et al. (submitted to American Journal of Audiology, 2024).

Unleash the Power of Conversation with Signia IX



Hearing Aids are under-utilized:

80% of adults aged 55–74 years who could use a hearing aid choose not to.¹

¹ McCormack, A., & Fortnum, H. (2013). Why do people fitted with hearing aids not wear them?. *International journal of audiology*, 52(5), 360–368.



Stigma

Stigma is an influencing factor^{1,2}
Self Stigma³
Societal Stigma³

1 McCormack, A., & Fortnum, H. (2013). Why do people fitted with hearing aids not wear them?.*International journal of audiology*,52(5), 360–368.

2 Barnett, M., Hixon, B., Okwiri, N., Irungu, C., Ayugi, J., Thompson, R., Shinn, J. B., & Bush, M. L. (2017). Factors involved in access and utilization of adult hearing healthcare: A systematic review. *Laryngoscope*, 127(5), 1187-1194.

3 Pattyn, E., Verhaeghe, M., Sercu, C., & Bracke, P. (2014). Public stigma and self-stigma: Differential association with attitudes toward formal and informal help seeking. *Psychiatric Services*, 65(2), 232-238.



"If I had known that hearing aids weren't quite so ugly looking as what we all thought they were...., that would have definitely helped." ⁷



⁷ Rolfe, C., & Gardner, B. (2016). Experiences of hearing loss and views towards interventions to promote uptake of rehabilitation support among UK adults. *International Journal of Audiology*, 55(11), 666-673.

Expanding Access...by Design



Expanding Access...by Design

Pure Charge&Go T IX



- Full IX platform
- On device control
- Largest battery life
- T-coil
- Rechargeable

New

Styletto IX



- Full IX platform
- Super-Slim
- All day battery
- Innovative design
- Rechargeable

New

Insio IX



- Binaural OneMic Directionality
- Small custom designed CIC
- Available in IIC/CIC
- Up to 75 hours battery life

Reaching More, With the Power of Conversation

- Breaking down barriers with innovative form factors
- Beautiful and discreet prescription-grade hearing aids,
- Changing perceptions
- Providing a gateway to the benefits of enhanced hearing

Unleashing the power of conversation and empowering wearers to actively participate



Signia Portfolio



Pure
Charge&Go T IX



CROS Pure
Charge&Go IX



Pure
312 AX



CROS Pure
312 AX



Styletto
IX



CROS Styletto
IX



Insignia IIC/CIC
IX



Insignia
Charge&Go
AX



Motion
Charge&Go
SP X



Motion
Charge&Go
P X



Motion
Charge&Go
X

Styletto IX A Conversation Starter

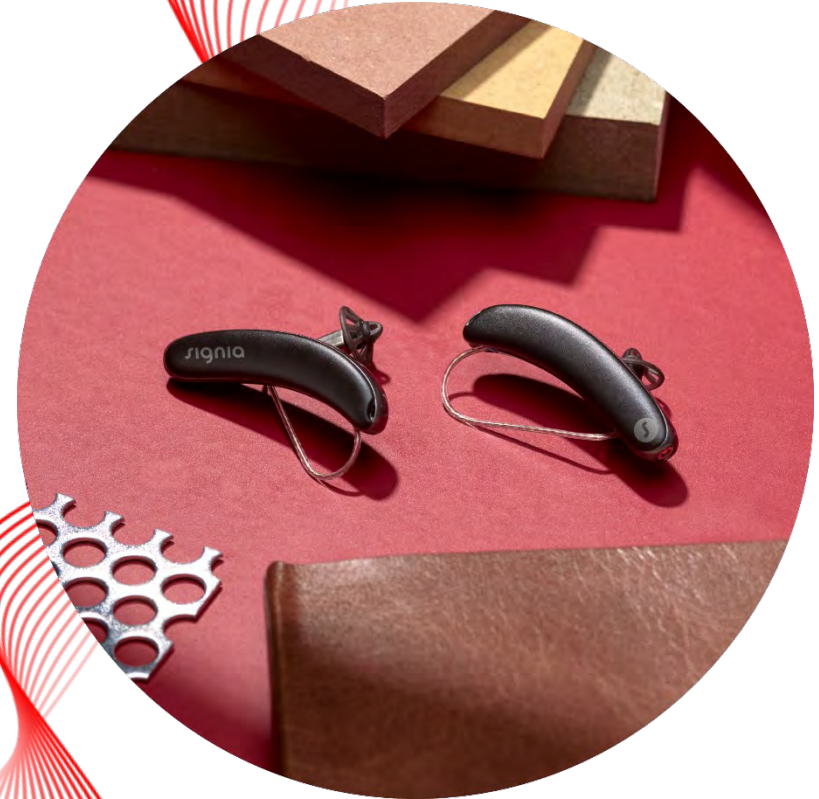


Be
Brilliant™

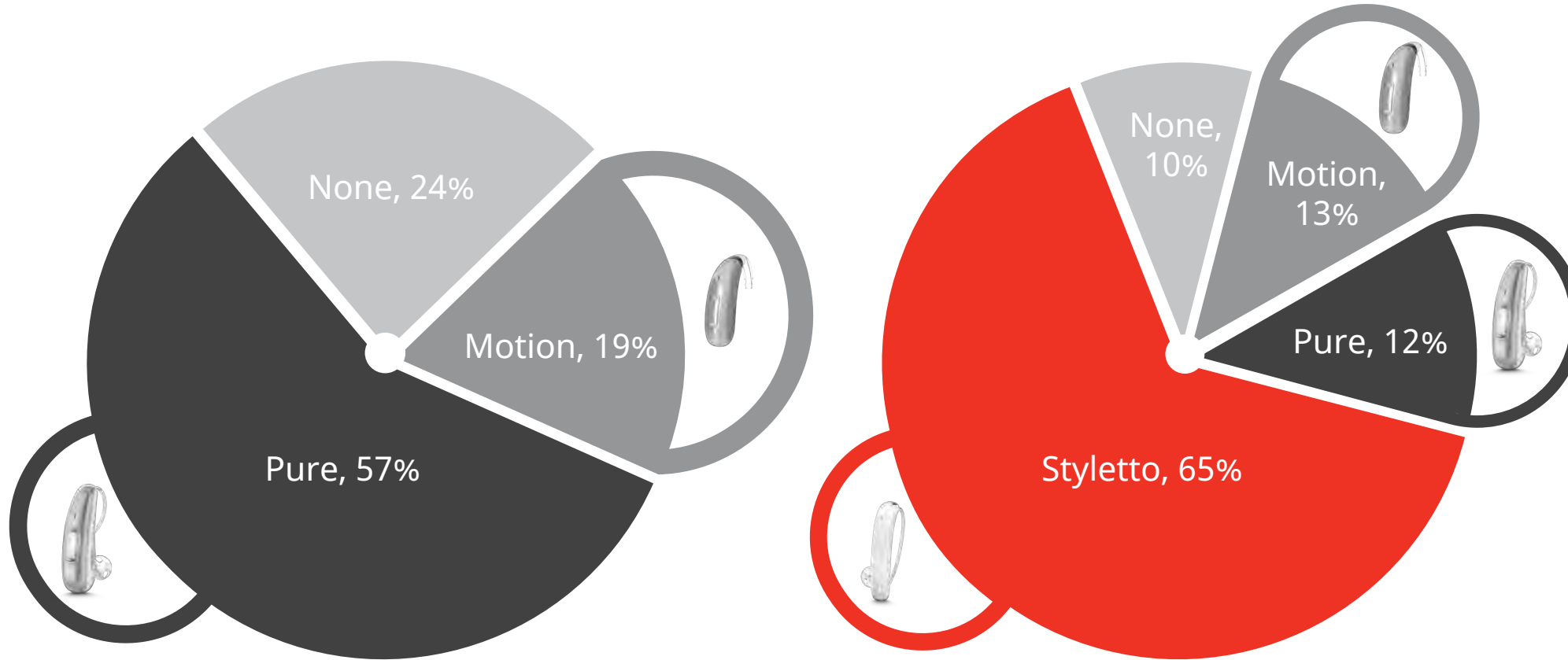


Styletto IX - A Conversation Starter

- Many older adults still have very little awareness of modern hearing aids
- Start the conversation with Styletto IX and redefine what a hearing aid can be
- Styletto IX and its modern, super-slim and sleek design can open the door to the unique benefits of Signia IX



9 Out Of 10 Consumers Indicated They Would Select a Hearing Aid When Styletto was Included in the Portfolio*



* Styletto Connect: Exceptional Hearing Technology Meets Modern Design 2018-08-27
Christina Hakvoort, MBA & Pamela Burton, Au.D.

Styletto IX – Ensuring Best Performance



IP 68 rating

Can be immersed in under 1m of water for 60-min
No dust ingress after 2 h in a dust chamber



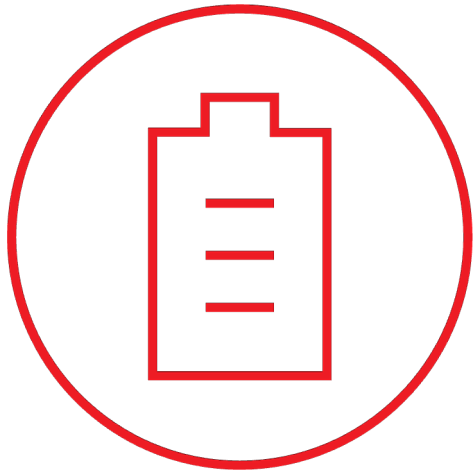
Hydrophobic & Oleophobic coating

Water and oil protection



Patented anti-capillary design

Styletto IX Ready for a Full Day



20 hours of runtime

17 hours of battery runtime, including 5 hours of streaming

Get up to an additional 5 hours of runtime with a 30-minute fast charge



*These values are the minimal guaranteed runtime of a fresh cell 20% capacity degradation expected after 2 years



Styletto IX – Acoustical Performance With EarWear 3.0



miniReceiver 3.0:

Lengths: 0,1,2,3

Power: S, M, P

Eartips 3.0:

Open: All sizes (XS, S)

Tulip: All sizes (M,L)

Round: All sizes (S,M,L)

Sleeves 3.0:

Vented: XS, S, M

Closed: XS, S, M

Custom earmolds 3.0

Compatible: Yes

S Receiver	M Receiver	P Receiver
46dB / 110 dB SPL (2 ccm coupler)	60 dB / 119 dB SPL (2 ccm coupler)	65 dB / 122 dB SPL (2 ccm coupler)
56 dB / 120 dB SPL (Ear simulator)	70 dB / 129 dB SPL (Ear simulator)	75 dB / 131 dB SPL (Ear simulator)

Styletto IX – 9 Colors Available



Styletto IX Color Portfolio



Desert Camo/Black

Forest Camo/Black

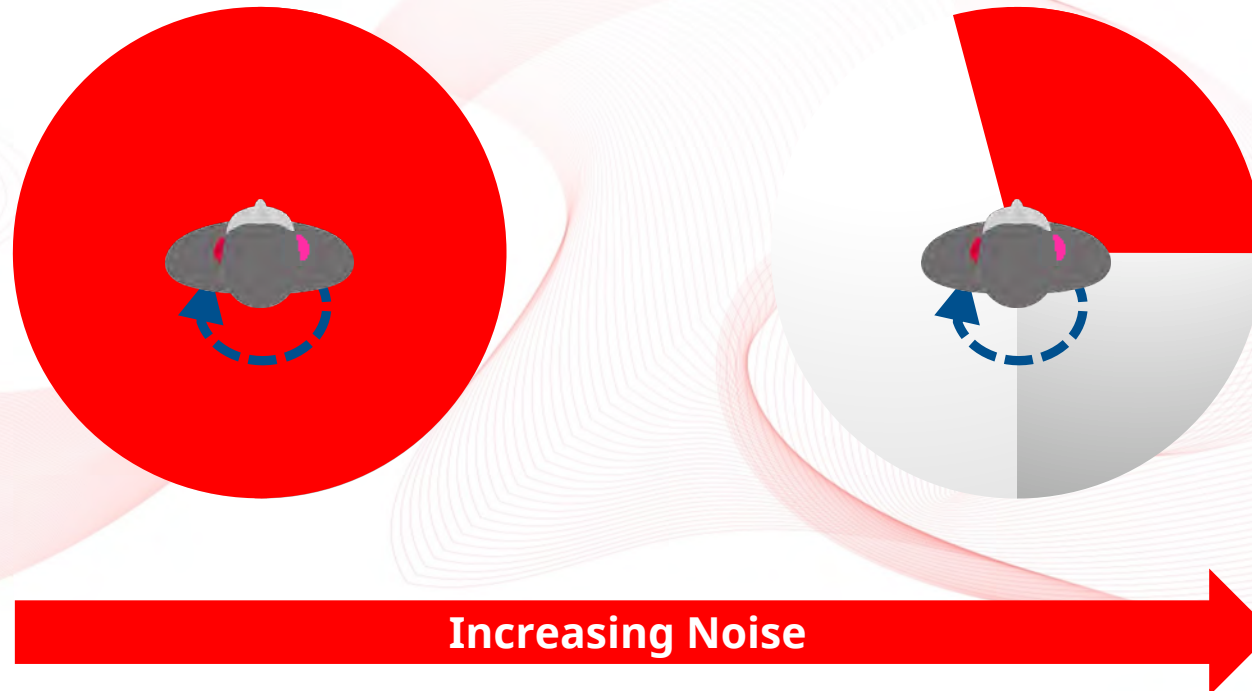
Exclusive Offerings for Government Services

Styletto IX – CROS



CROS IX Highlights

- Directional pattern skewed toward the unaidable ear for improved speech understanding in noise



Styletto IX Charger Details



Styletto IX Charger

- Integrated power bank holds five additional charges
- LEDs to indicate charging status of hearing aids and of charger
- Can be charged wirelessly (Qi) or via USB-C cable

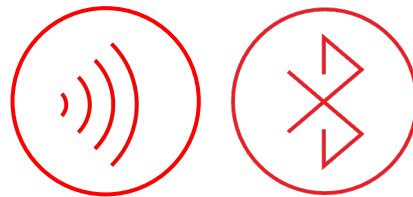


Styletto Dry&Clean Charger

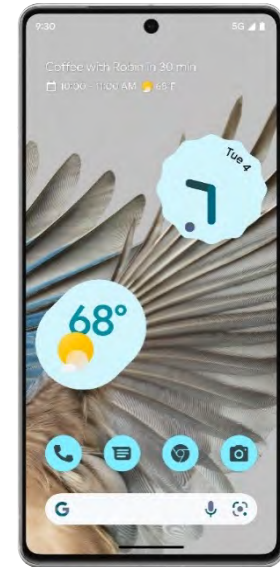
- Same product for Styletto IX and Styletto AX
- Charges, cleans and dries the hearing aids to ensure peak performance
- UV cleaning cycle takes 15 minutes
- LEDs indicate status



Styletto IX - Seamless Connectivity



LE Audio Ready*



*Future firmware update required



Styletto IX Accessories

StreamLine™ TV

Direct high-quality streaming of TV sound.
Perfect and clear TV signal directly into the hearing aids.



StreamLine™ Mic

Stream audio from any Bluetooth device
Remote mic

miniPocket™

Discrete convenient remote control.

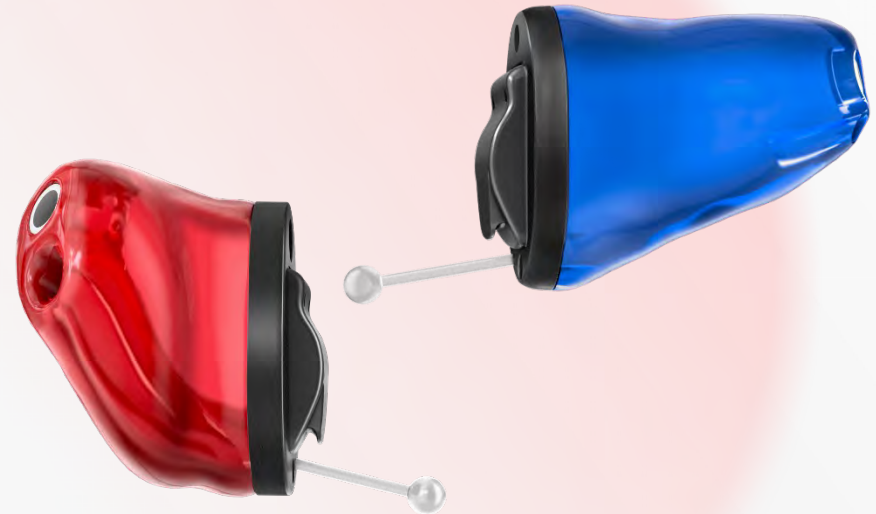


Styletto IX – Wireless Programming

Wireless programming via Noahlink Wireless



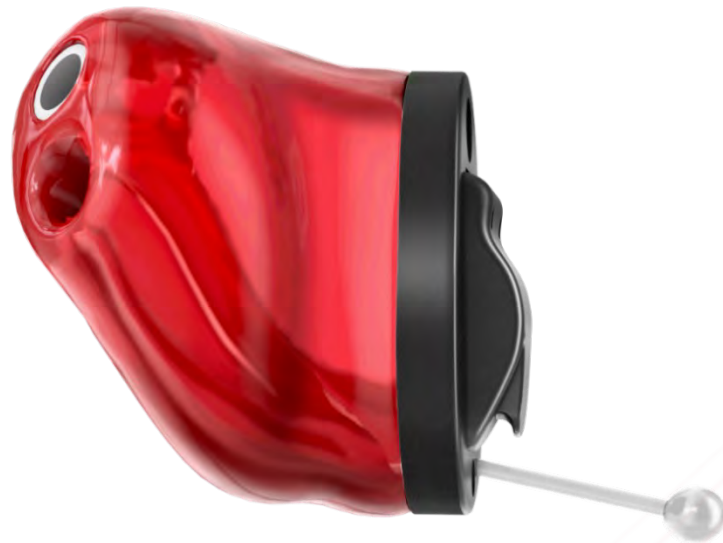
Insio IX CIC/IIC



Be
Brilliant™



Insio IX IIC/CIC



Insio IX CIC



Insio IX IIC



Insio IX IIC/CIC: Engineered for Real Conversations

Floating mic
A more adaptable fit with deeper insertion

SpeechStabilizer
Clearer conversations in dynamic environments

Chamfered corners on battery door
Reduced visual impact



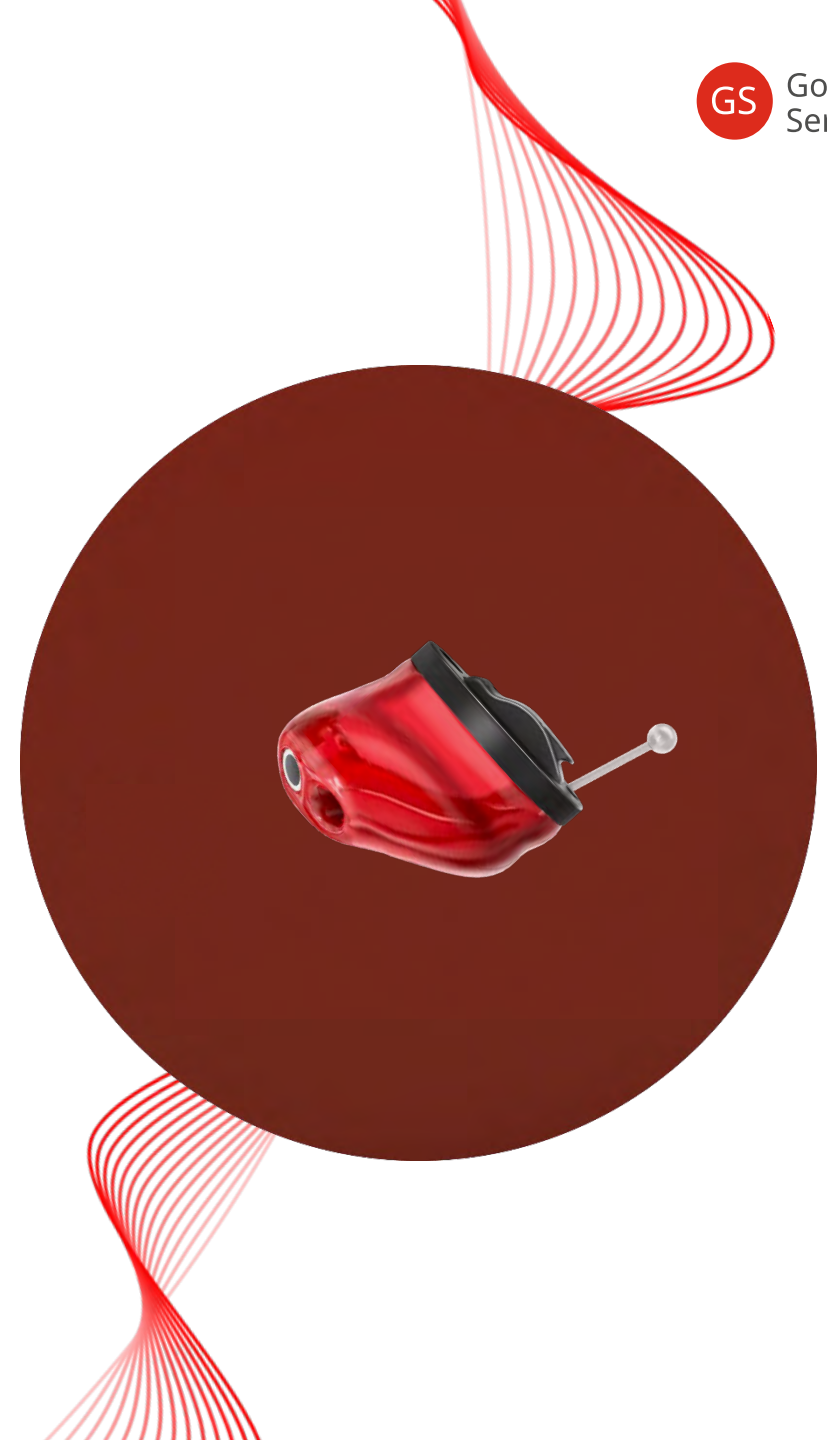
Our smallest design ever

Binaural OneMic Directionality 2.0
Enhanced access to speech in noise

Auto EchoShield
Clearer sound in echoey environments

Binaural OneMic Directionality – A Game Changer

- Small IIC/CIC custom devices have one microphone which traditionally means no directional help in noise
- Until now! With Insio IX with Binaural OneMic Directionality 2.0 Advanced e2e technology facilitates the creation of a binaural directional beam, utilizing the single microphone on each device
- Insio IX are the only custom IIC/CIC to provide enhanced directional access to speech in noise



Introducing a New Faceplate Design: I3

I3 faceplate

- For CIC and IIC



Designed to optimize perception of small size

1. Shorter battery axel (for size-optimized battery door)
2. Chamfered corner of battery door (for size-optimized battery door)
3. Smaller programming pins
4. Floating microphone – allows for more flexible placement to achieve the smallest possible size



Insio IX IIC/CIC – Matrix Options and Battery Life



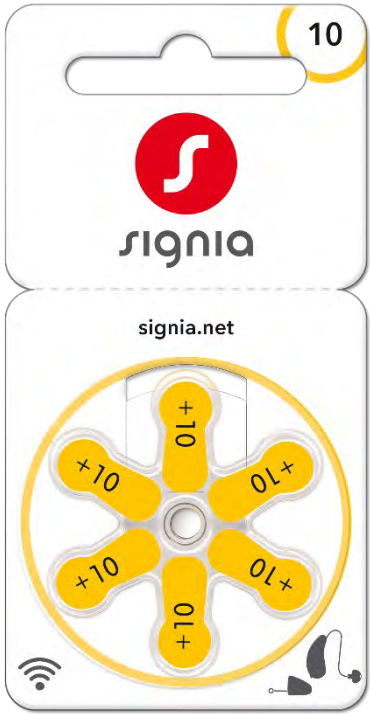
IIC

2 ccm coupler	Ear simulator
50 dB / 113 dB SPL	60 dB / 124 dB SPL



CIC

2 ccm coupler	Ear simulator
50 dB / 113 dB SPL	60 dB / 124 dB SPL
55 dB / 118 dB SPL	65 dB / 127 dB SPL
60 dB / 124 dB SPL	70 dB / 133 dB SPL



Up to 75 hours of listening
Power on/off by closing/opening
battery door



Insio IX IIC/CIC

Use Control Options

Signia App

remote control adjustments
(acoustic pairing)



miniPocket™



Inσιο Charge&Go AX



Signia Delivers Reliability and Rechargeability

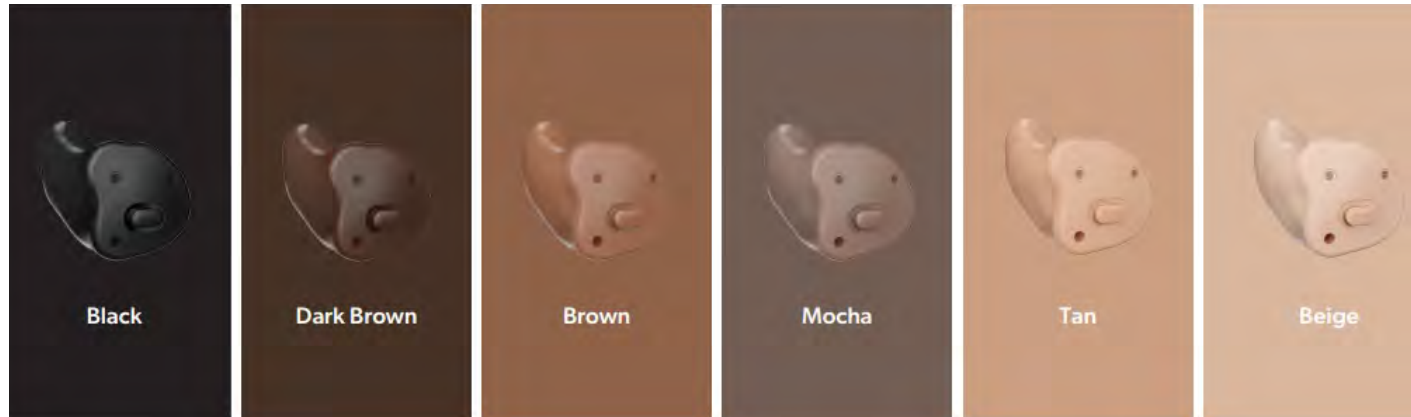
Insio Charge&Go AX is the
first rechargeable IP68
custom hearing aid solution



Insio Charge&Go AX



- Sleek design
- No charging contacts
- Bluetooth® connectivity
- Direct streaming from Apple® & Android™ devices with the ASHA protocol
- Available in ITC/HS and ITE



Insio Charge&Go AX



Standard

- Customizable push button

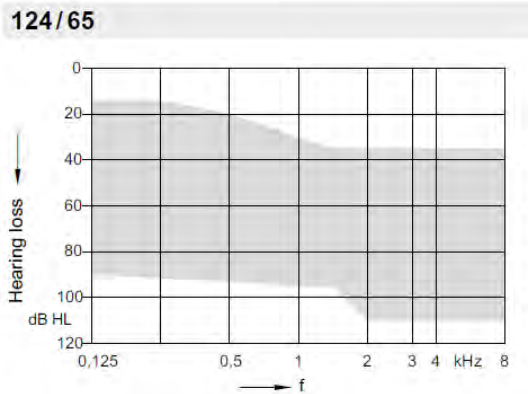
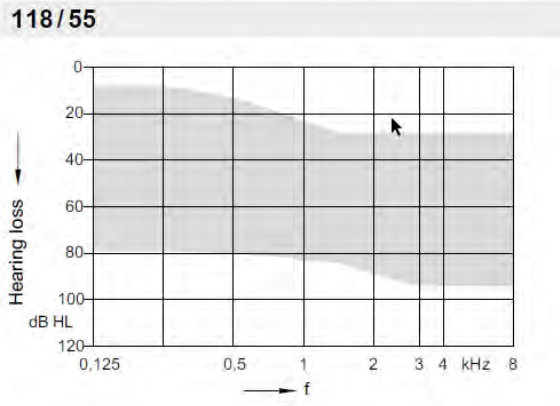
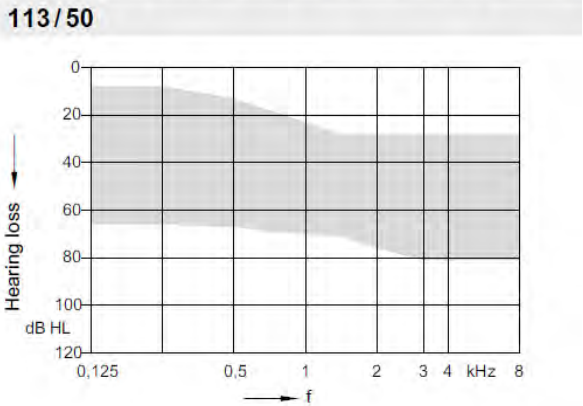


Optional

- Removal Options
 - Removal string
 - Filament loop
 - Retrieval Post
 - Oto Ring
- Indicator Options
 - Red/Blue/White dot color indicators
 - Side indication with large color-coded R/L
 - Patient name printed on the shell
- Canal Grip

Insio Charge&Go AX

124/65 dB SPL, 118/55 dB SPL, 113/50 dB SPL



Insio Charge&Go AX - Charger



Easy to use via contactless charging

- Intuitive placement in the charger
- Automatic on/off
- LED status indicators

Insio Charge&Go AX



24h run time

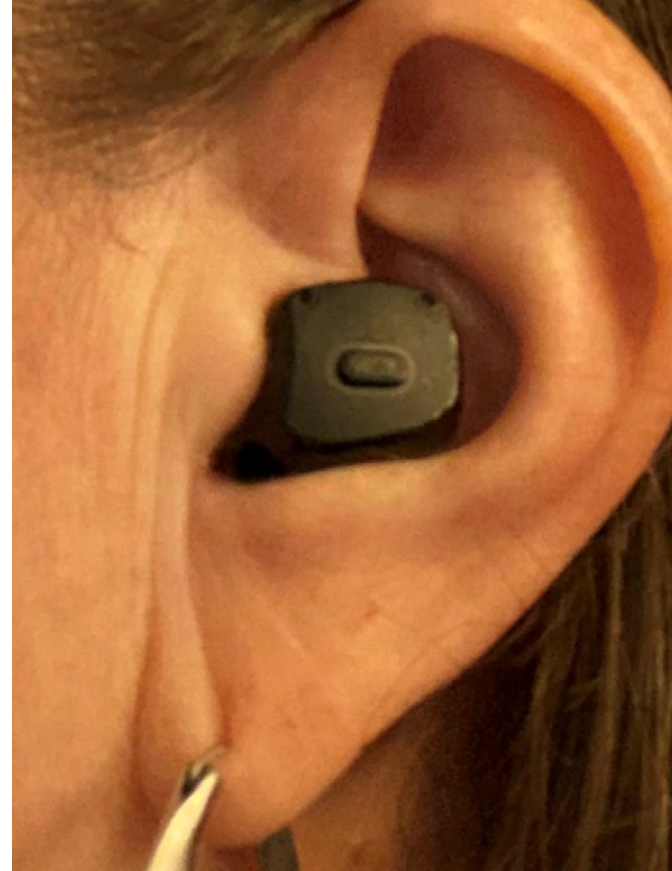


20h incl. 5h streaming

Improved Modeling with Optimized Fit



Initial Launch



Current Build

Pure Charge&Go T IX



Be
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Advanced Hearing Technology & Thoughtful Design

Pure Charge&Go T IX



Pure Charge&Go T IX Reliability



Hydrophobic & oleophobic protection



Patented anti-capillary design



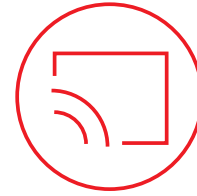
IP 68 rating

I – 6: dust tight, no ingress of dust after 2h

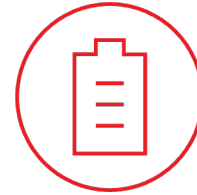
P – 8: still functional after immersion in 1 meter of water for 1h



Pure Charge&Go T IX



Up to 39 hrs runtime / 34 hrs runtime w/ 5 hrs of streaming



Up to 6 hrs of additional runtime with a 30-minute fast charge

Colors

Pure CHARGE&GO T IX



Same 10 color choices as AX

Receiver Strengths*

S-Receiver	M-Receiver	P-Receiver	HP-Receiver
46 dB / 110 dB SPL	60 dB / 119 dB SPL	65 dB / 122 dB SPL	75 dB / 131 dB SPL

*Compatible with EarWear 3.0

CROS Pure Charge&Go IX

CROS Pure Charge&Go IX

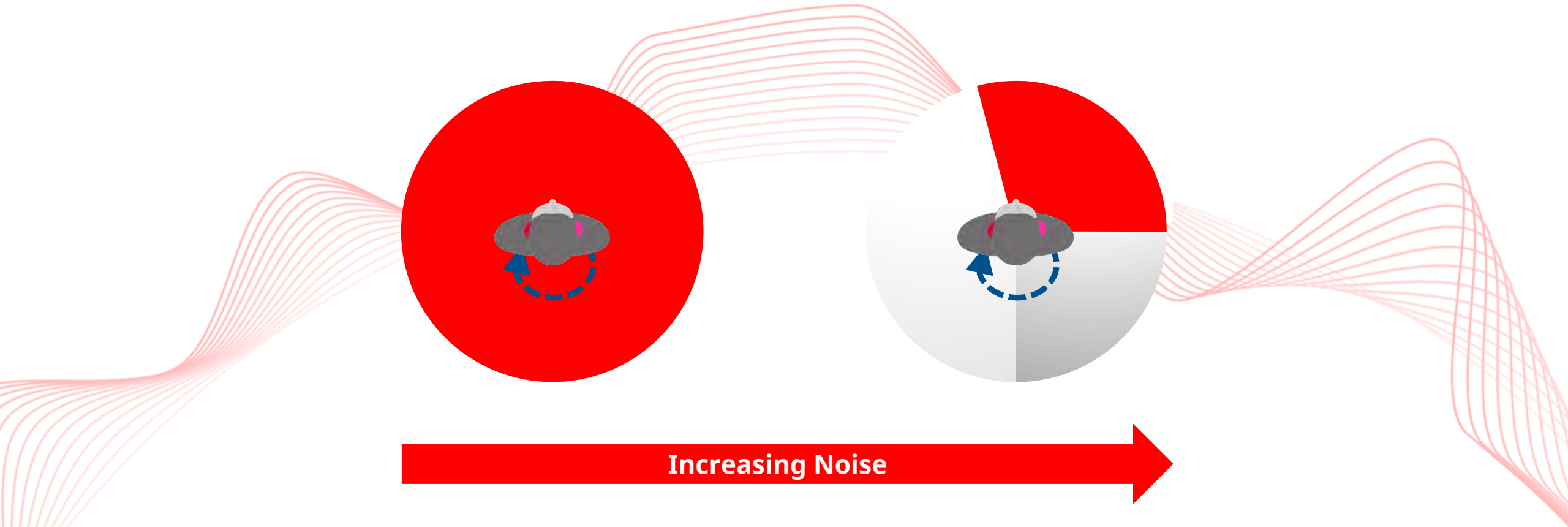
CROS battery runtime

- Up to 29 hours



CROS IX Highlights

Directional pattern skewed toward the unaidable ear for improved speech understanding in noise



Multiple Charger Options in ROES at Time of Order



Portable Charger



Dry&Clean Charger



Standard Charger

Clinic Multi Charger

NEW!



Accessories

StreamLine™ Mic



StreamLine™ TV



miniPocket™



Pure Charge&Go T IX Connectivity



*Future firmware update required



Signia Portfolio



Pure Charge&Go T IX



CROS Pure Charge&Go IX



Pure 312 AX



CROS Pure 312 AX

New



Styletto IX

New



CROS Styletto IX

New



Insio IIC/CIC IX



Insio Charge&Go AX



Motion Charge&Go SP X



Motion Charge&Go P X



Motion Charge&Go X

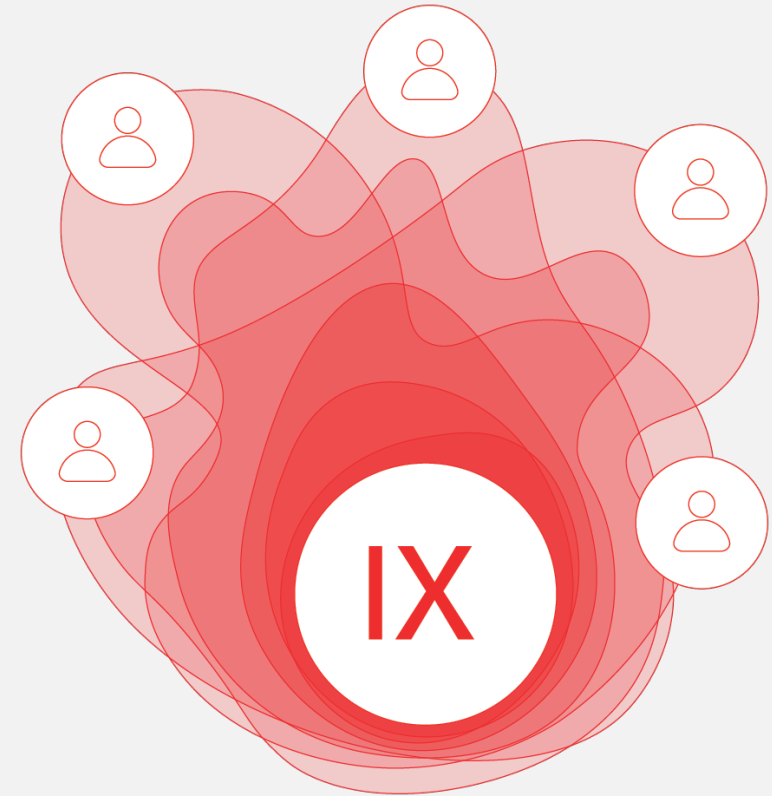


Unleash the Power of Conversation with Signia Integrated Xperience

A decade of research and breakthrough technologies come together to drive unique wearer benefits

- Hear multiple talkers even as they move with RealTime Conversation Enhancement technology
- Contribute comfortably with Own Voice Processing 2.0
- Get help when you need it, where you need it with Signia Assistant

Integrating seamlessly to unleash
the power of conversation



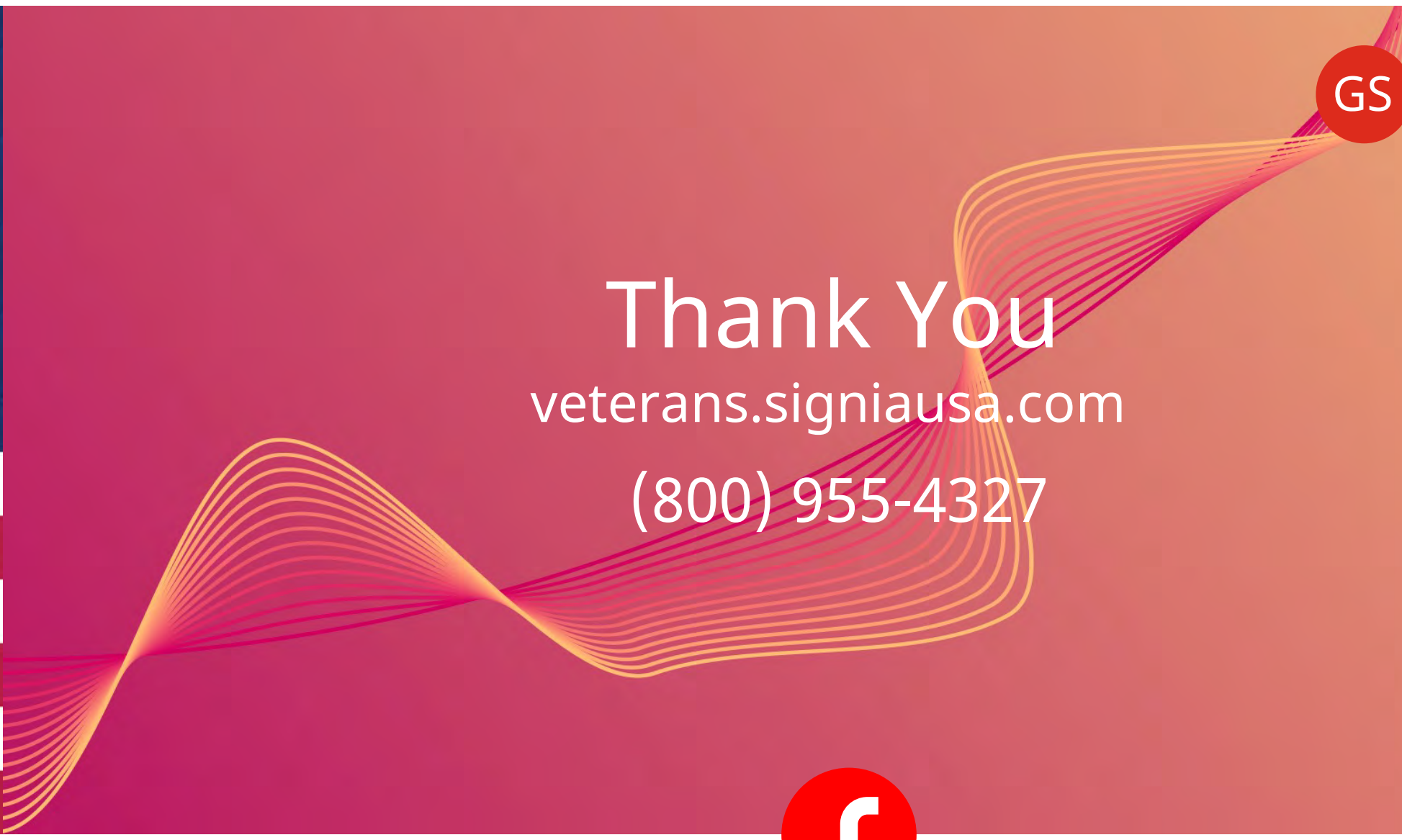
Signia Delivers a Hearing Aid for Everyone

Form Factor	RIC	RIC	SLIM RIC	CUSTOM		BTE
Product Name	Pure Charge&Go*	Pure 312*	Styletto*	Insio Charge&Go**	Insio IX IIC/CIC	Motion Charge&Go**
Platform Name	IX	AX	IX	AX	IX	X
Battery	Rechargeable	312	Rechargeable	Rechargeable	10	Rechargeable

*Compatible CROS option – same form factor

**Compatible CROS option – different form factor





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