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On a Mac

- Open PDF in Preview
- Click File
- Click Print
- Click dropdown menu on the right “preview”
- Click layout
- Choose # of pages per sheet from dropdown menu
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- Open PDF
- Click Print
- Choose # of pages per sheet from dropdown menu
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GENESIS^{AI}

My Starkey

Keeping Connections More Simple,
More Personal



Webinar FAQs

How to Ask a Question:

- Click Q&A, type your question, and Send

Resources Tab:

- Download the course handout
- Link to course information page
- View presenter information

How to view captions:

- Click Show Caption CC Button

How to earn CEUs:

- After the webinar, go to your Pending Courses and pass the multiple-choice exam

For assistance or tech support:

- Call 866-782-9924
- customerservice@audiologyonline.com
- Use the Q&A window

Learner Outcomes

- ① Explain how to customize Genesis AI Hearing and Activity goals.
- ② Describe how to personalize streaming sound quality via the My Starkey app.
- ③ Identify two Intelligent Reminders designed to keep hearing aids on the patient's ears and in good operating condition.

GENESIS^{AI}



Signature
SERIES

ALL
NEW



FIRST CUSTOM
RECHARGEABLE
CIC

MyStarkey

Starkey's most intuitive
hearing aid mobile app



DOWNLOADING **MyStarkey**

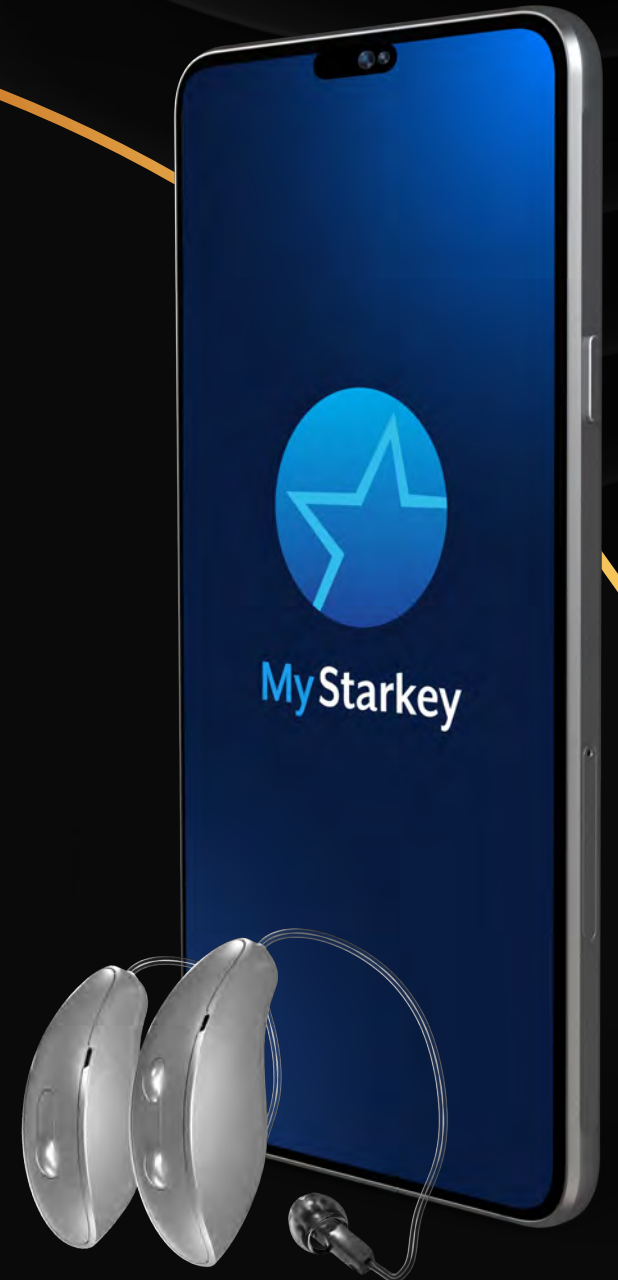


Requires iOS 15
or higher

You must have an Apple ID to
download the My Starkey app



Requires Android
operating system
8.0 or higher



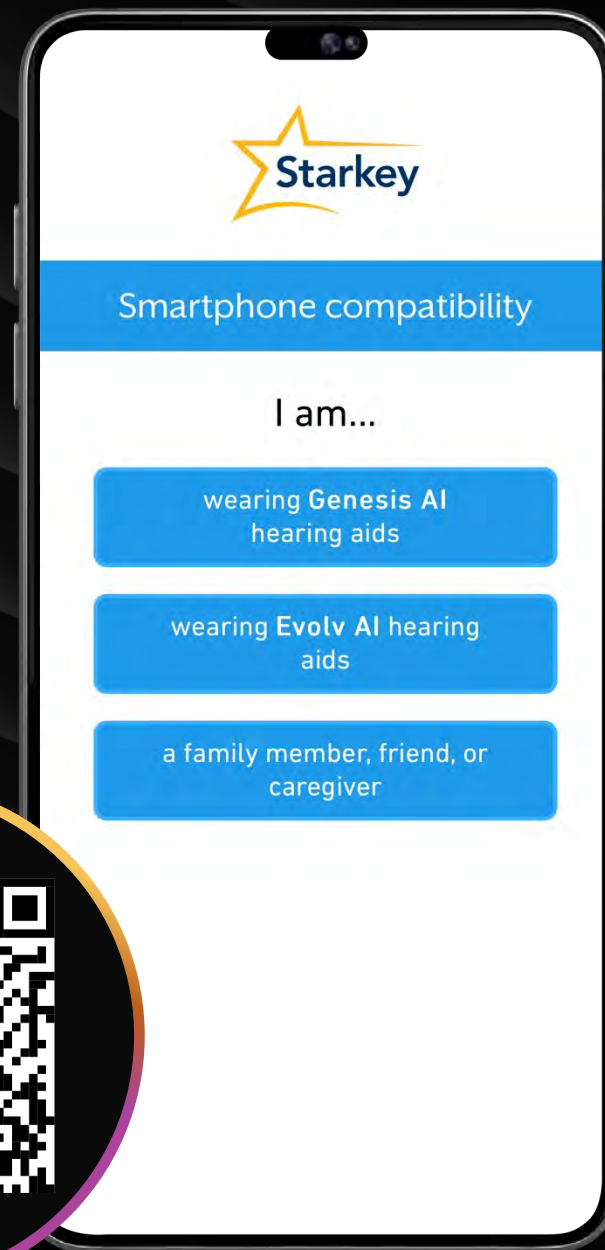
MyStarkey + GENESIS^{AI}
Direct BTLE Streaming



Available with all 2.4 GHz styles and technology tiers
iOS and Android compatible

MyStarkey

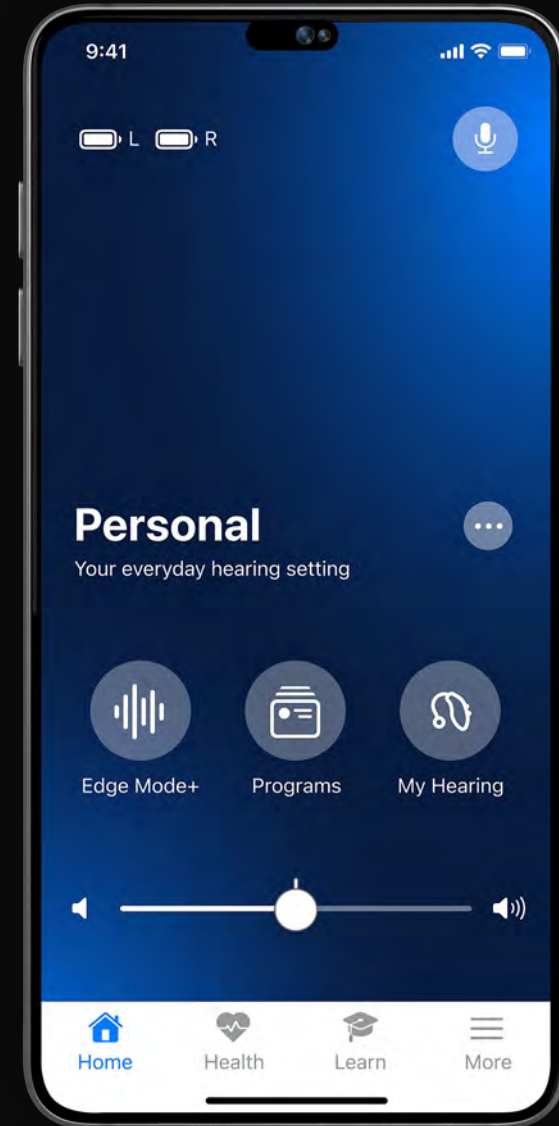
Smartphone Compatibility



Home

Clean design with access to

- Battery status
- Smart Assistant
- Binaural Volume adjustment
- Edge Mode+
- Programs
- My Hearing
- Program Options



9:41

Signal strength, Wi-Fi, and 100% battery icons

L R



Personal



Your everyday hearing setting



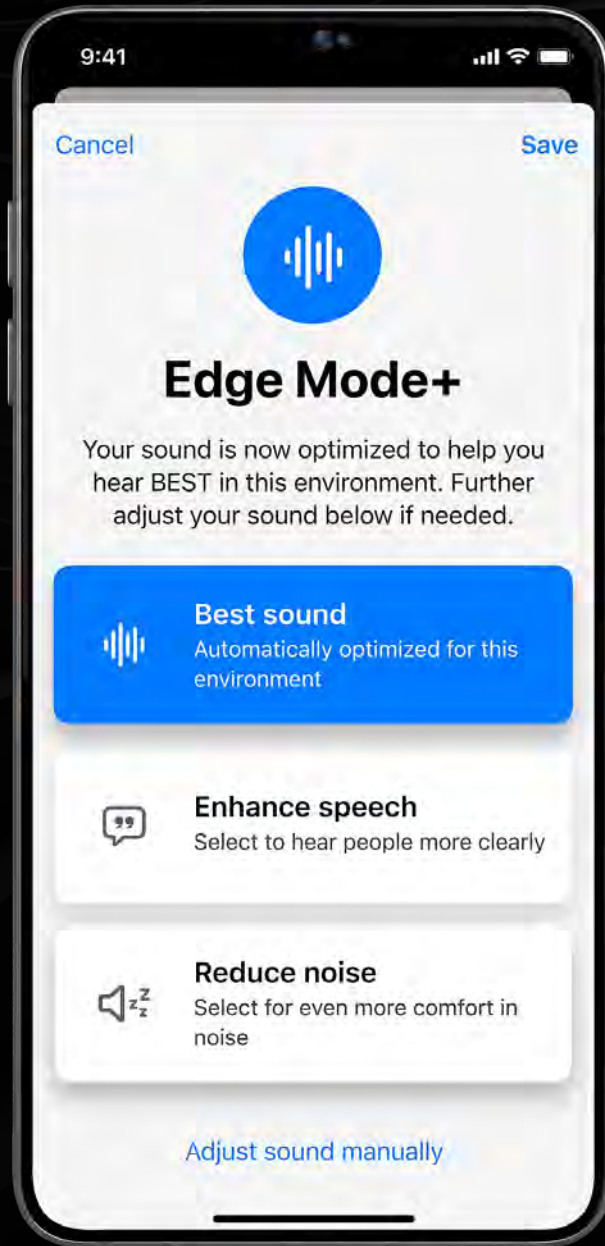
Edge Mode⁺



Programs



My Hearing



Patient Driven Controls

Patient-driven controls for listening intent

Adjust Edge Mode+ settings manually

Save Edge Mode+ setting as a custom memory

EXCLUSIVE

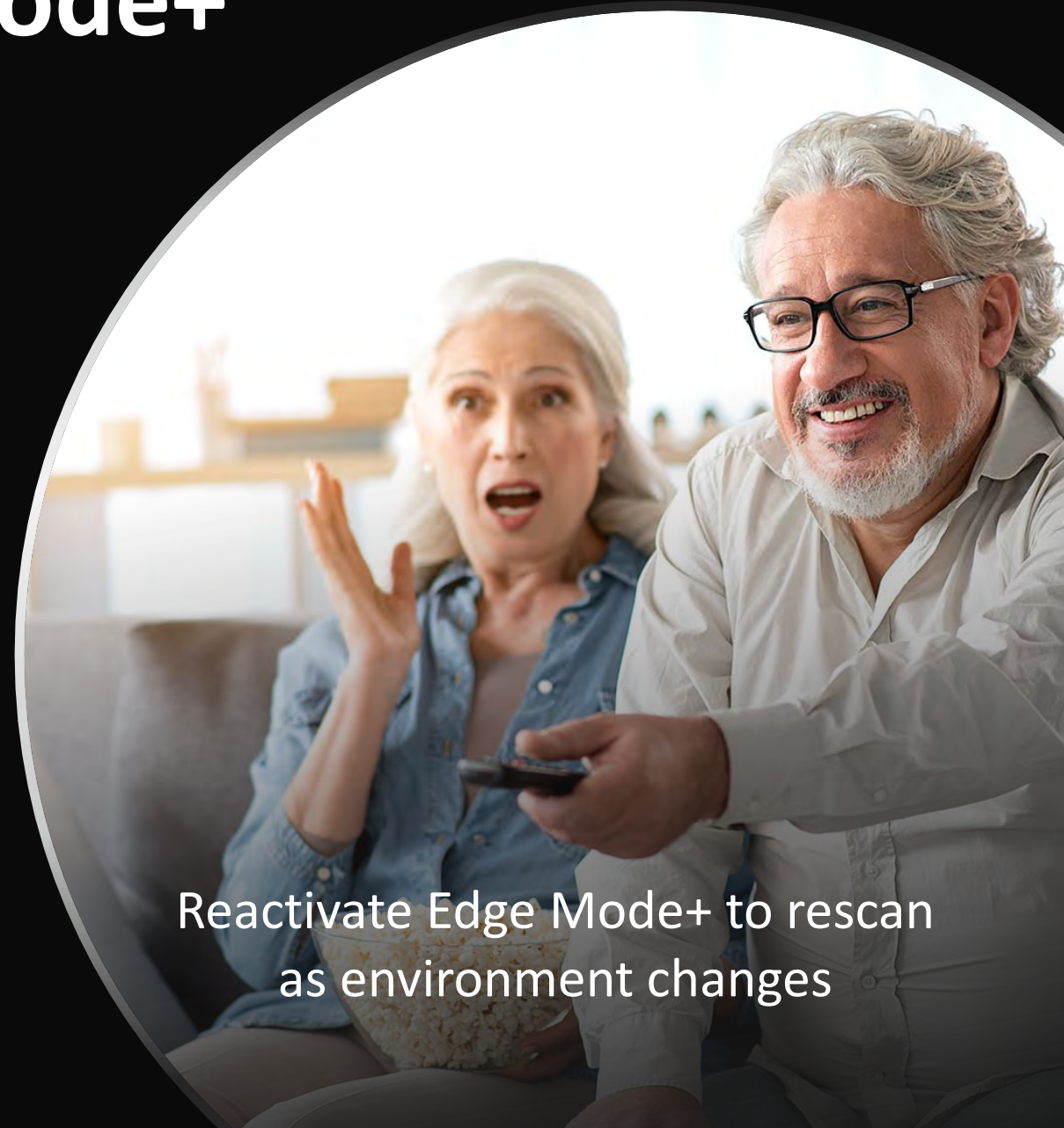
24 & 20

TECHNOLOGY

Edge Mode+



Activate Edge Mode+,
select your listening intent
for further personalization



Reactivate Edge Mode+ to rescan
as environment changes



Automatic Edge Mode+

EXCLUSIVE
24
TECHNOLOGY

The industry's first-of-its-kind intelligent, on-demand noise management and comfort feature will now continue to scan, adapt, and optimize as the wearer changes environments or as the environment they're in changes

Automatic Edge Mode+

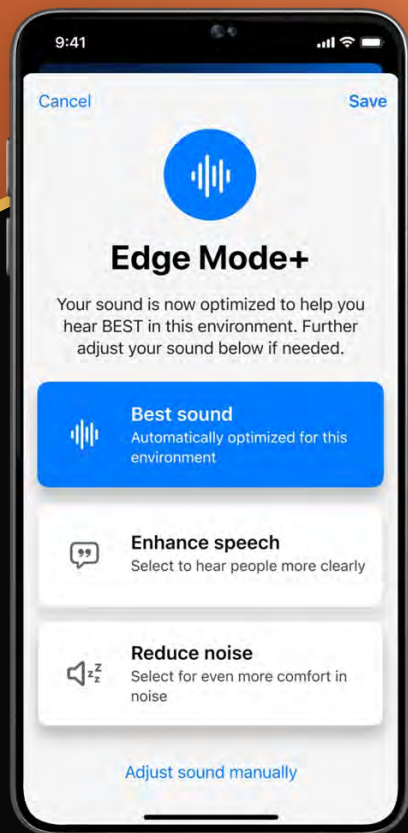
Continues to scan, adapt and optimize as the acoustic environment changes, ensuring the most appropriate settings are always applied in a dynamic world

Activate Edge Mode+



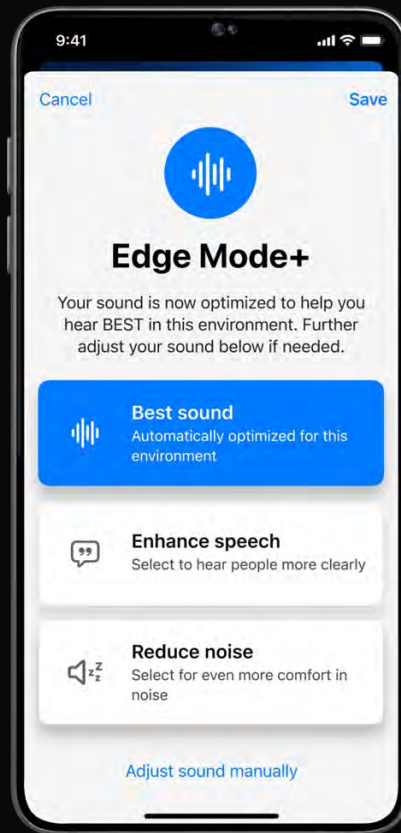
Automatically rescans as environment changes.

Edge Mode+ Tech Tier Differences



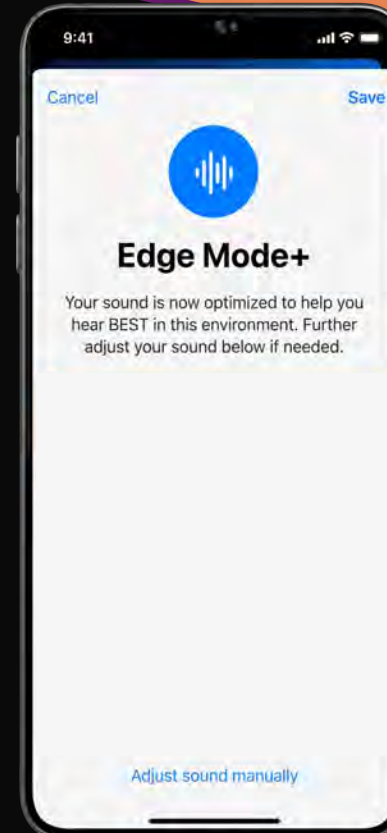
Genesis AI 24

Automatic Edge Mode+ with additional patient-driven controls



Genesis AI 20

Edge Mode+ with additional patient-driven controls



Genesis AI 16

Edge Mode+
No further adjustments available

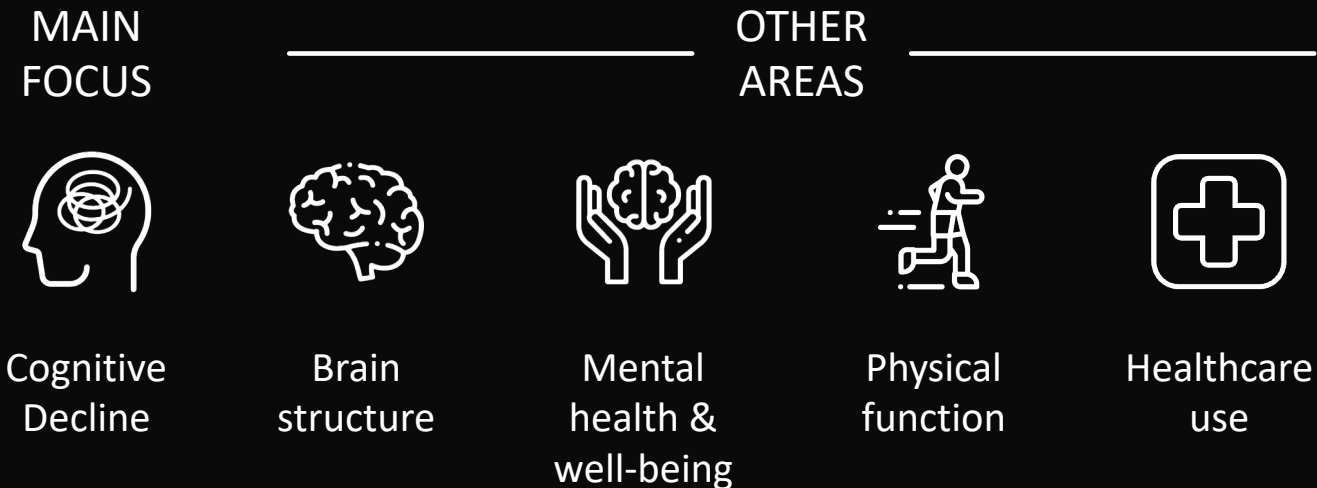
Hearing care is
brain care



ACHIEVE Study

Aging and Cognitive Health Evaluation in Elders

A landmark randomized controlled trial to
determine how hearing intervention affects
brain health in older adults



High adherence &
satisfaction with
hearing intervention
sustained over 3 years

Positive effects* in
communication
impairment, loneliness,
& social network size
and diversity

Hearing intervention
reduced 3-year global
cognitive decline by
48% in the ARIC cohort[†]

*self-perceived

[†]Atherosclerosis Risk in Communities (ARIC) study is to
investigate the causes of atherosclerosis and to measure how
cardiovascular risk factors, medical care, and outcomes.



NEW

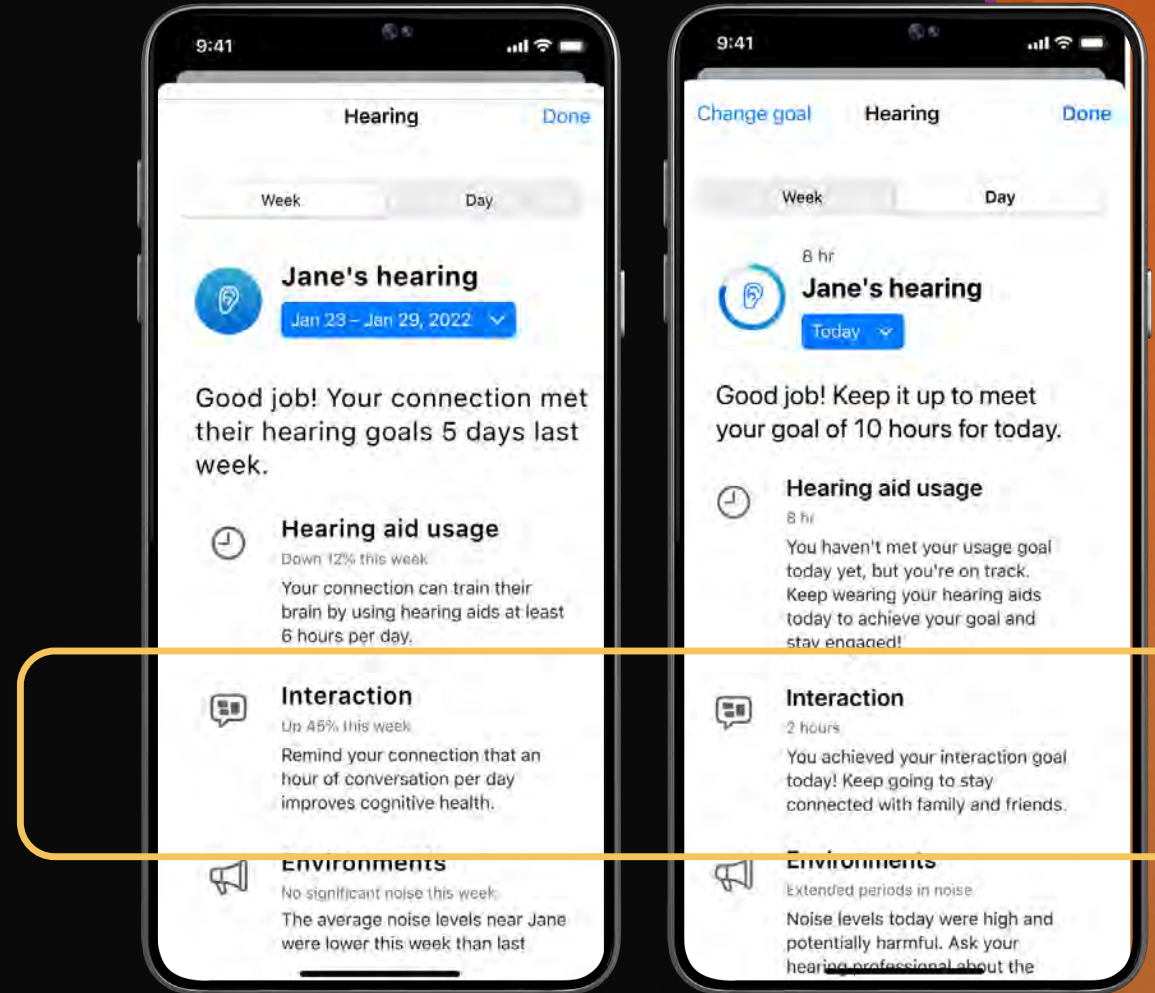
Social Interaction

Distinguishes a wearer's own voice vs other voices to more accurately measure time spent in conversation

Interaction

Interaction Improvements

- Own-Voice detection
- Conversation detection



NEW

Intelligent Reminders

New reminders for inserting your hearing aids and hearing aid maintenance





Intelligent Reminders

Two new tabs when you navigate to Reminders

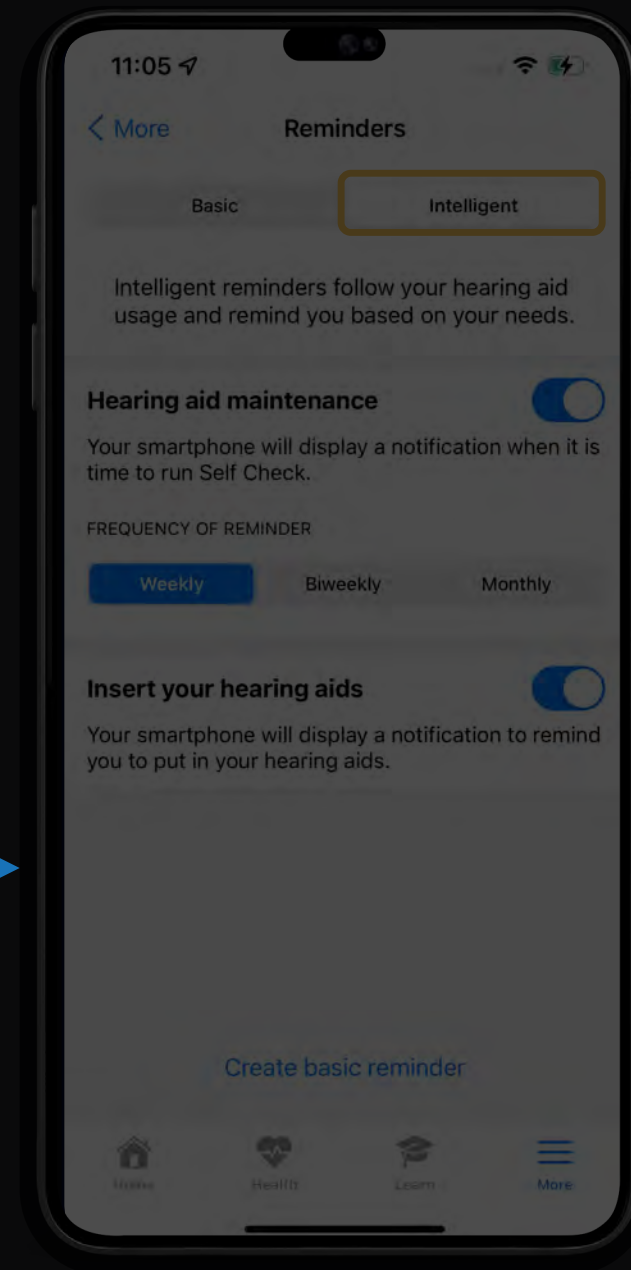
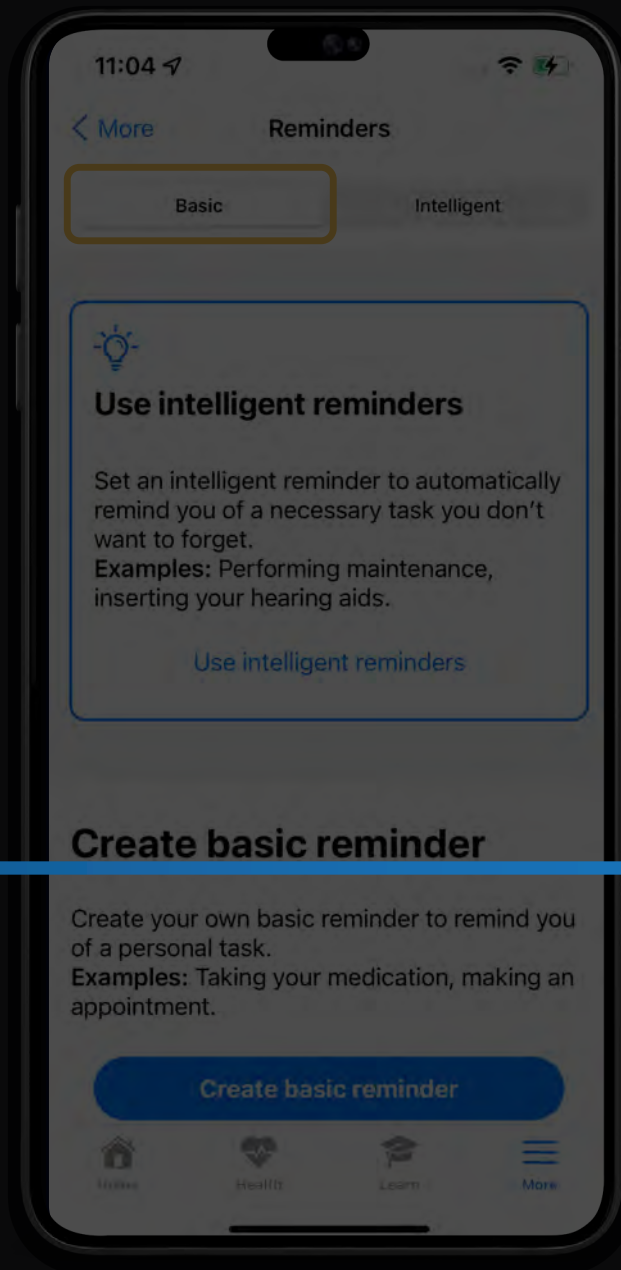
Basic

Create reminders

Intelligent

Hearing aid related reminders

EXCLUSIVE
24 & 20
TECHNOLOGY



*Basic Reminders will remain for the 16 & 12 technology tiers



Intelligent Reminders

Hearing Aid Maintenance

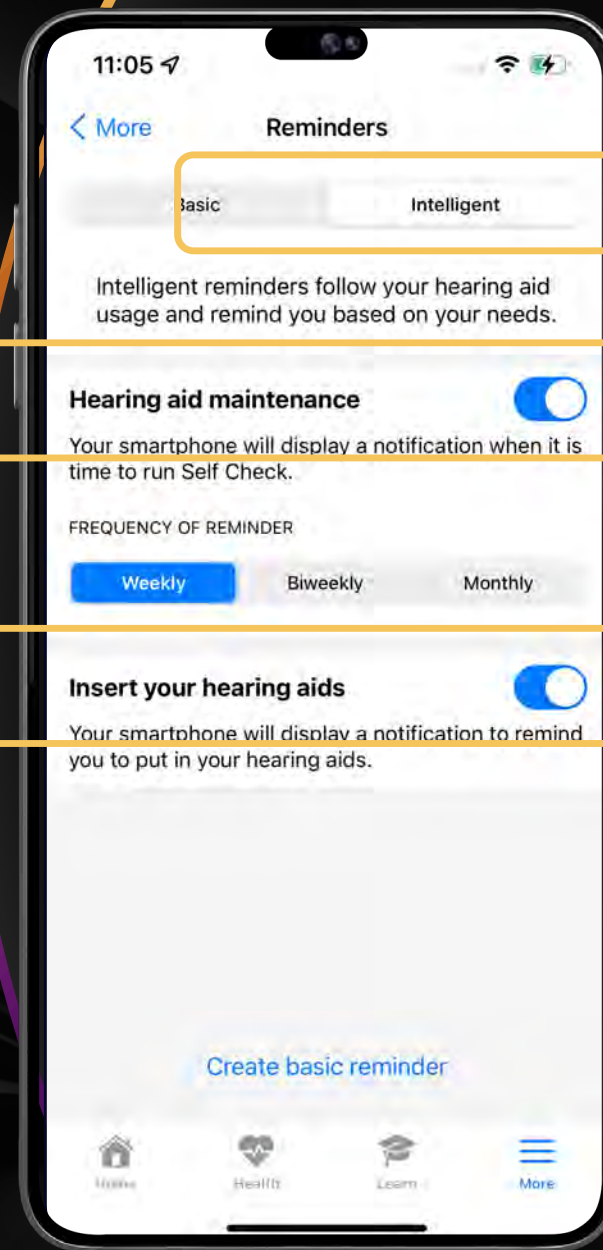
Reminds patients to perform Self Check

Frequency of Reminder can be set to:

Weekly, Biweekly, or Monthly

Insert Your Hearing Aids

Reminds the user to put on their hearing aids if they have not been turned on yet that day



Intelligent Reminders Notifications

Notifications can be seen
and managed from the
phone's lock screen



9:41

Signal strength icon, Wi-Fi icon, 100% battery icon

 L  R



Personal



Your everyday hearing setting



Edge Mode⁺

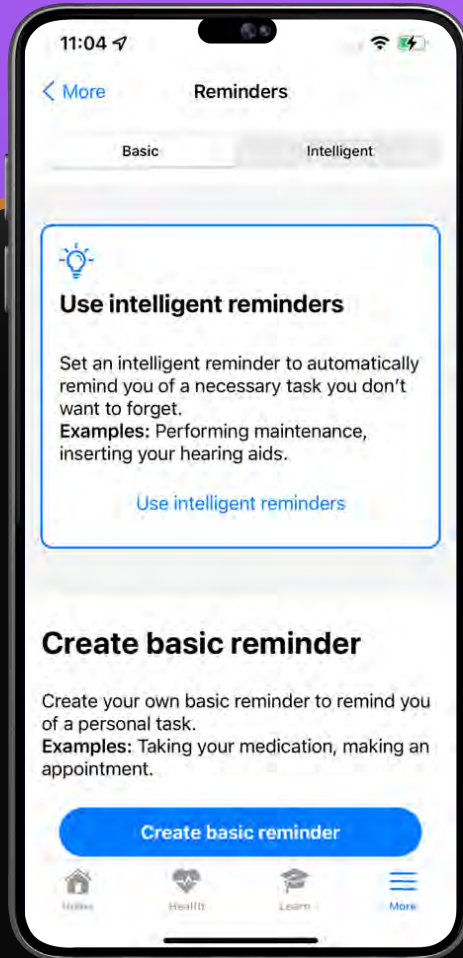


Programs



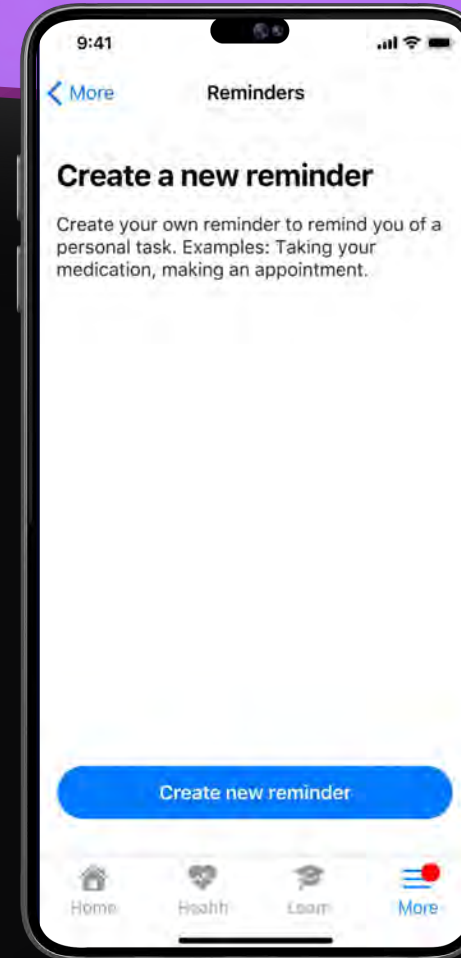
My Hearing

Reminders by Tech Tier



Genesis AI 24 and 20

Intelligent and Basic Reminder Options



Genesis AI 16 and 12

Basic Reminder Option only

Connectivity just became
more personal



⋮ Program Options

Tap ⋮ to make manual adjustments for Professional and Custom programs

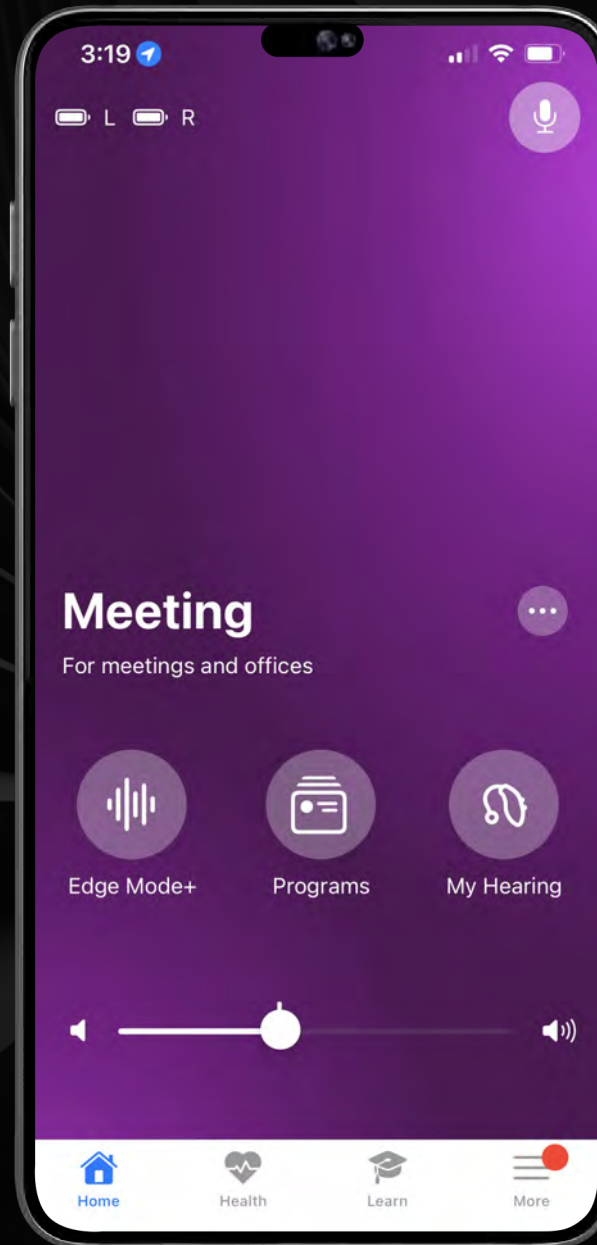
ⓘ Details

🔊 Adjust sound

📍 Add location

✎ Create custom

Tap **Cancel** to close the window



9:41

Signal strength icon, Wi-Fi icon, 100%

Battery icon L Battery icon R



Personal



Your everyday hearing setting



Edge Mode*



Programs



My Hearing

Streaming Sound Quality

IMPROVED

Streaming Sound Quality

Genesis AI also boasts
improved streaming capabilities

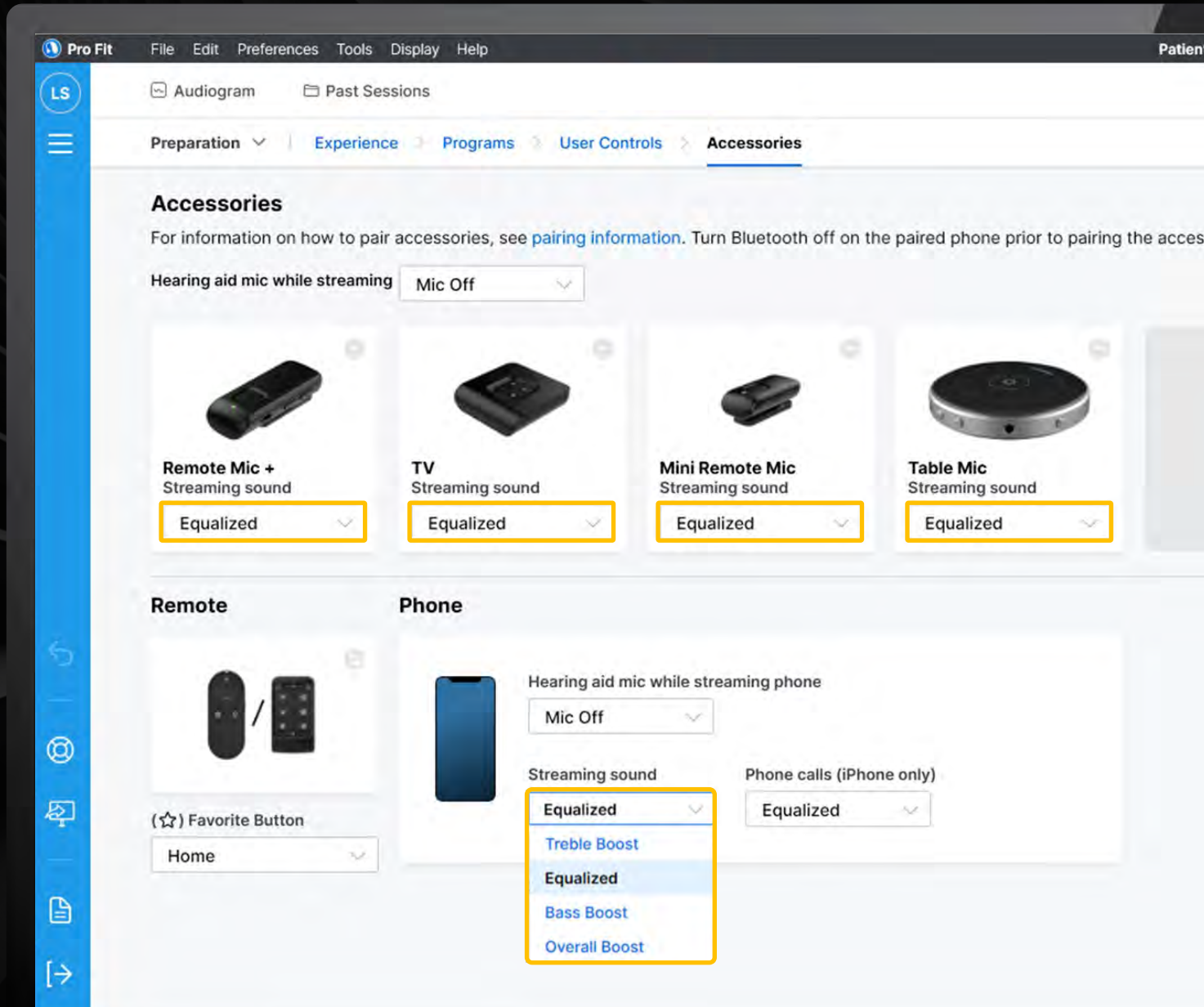
- Streaming can be initiated in any program
- Allows customization of the streaming frequency response for phones and individual accessories through Pro Fit or the My Starkey App
- Automatic recovery of accessory streams





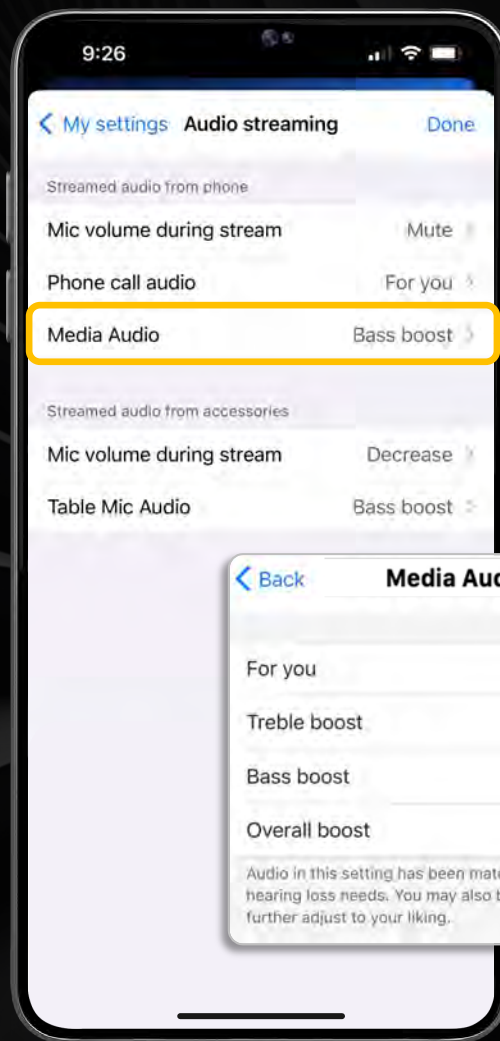
Streaming Behavior

Streaming sound allows the patient to customize the streaming frequency response for iPhones and each individual streaming accessory

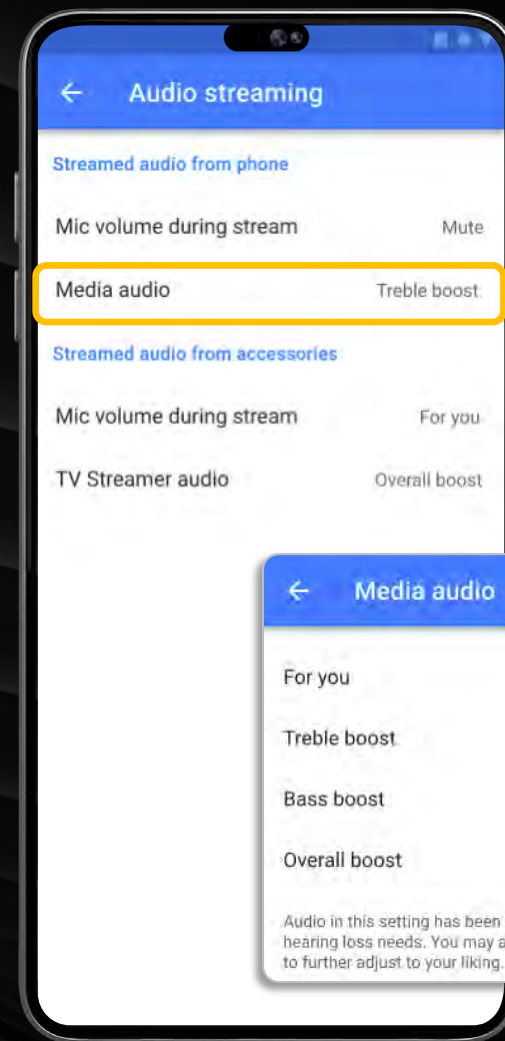


IMPROVED

Audio Streaming with My Starkey



iOS

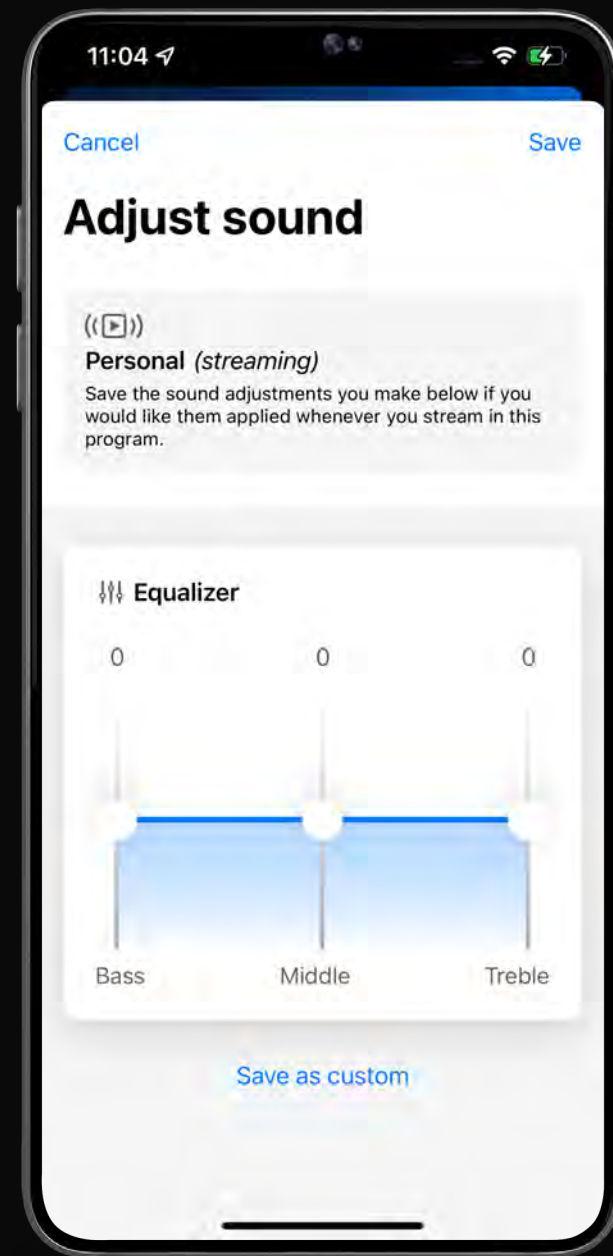


Android



Improved streaming sound quality

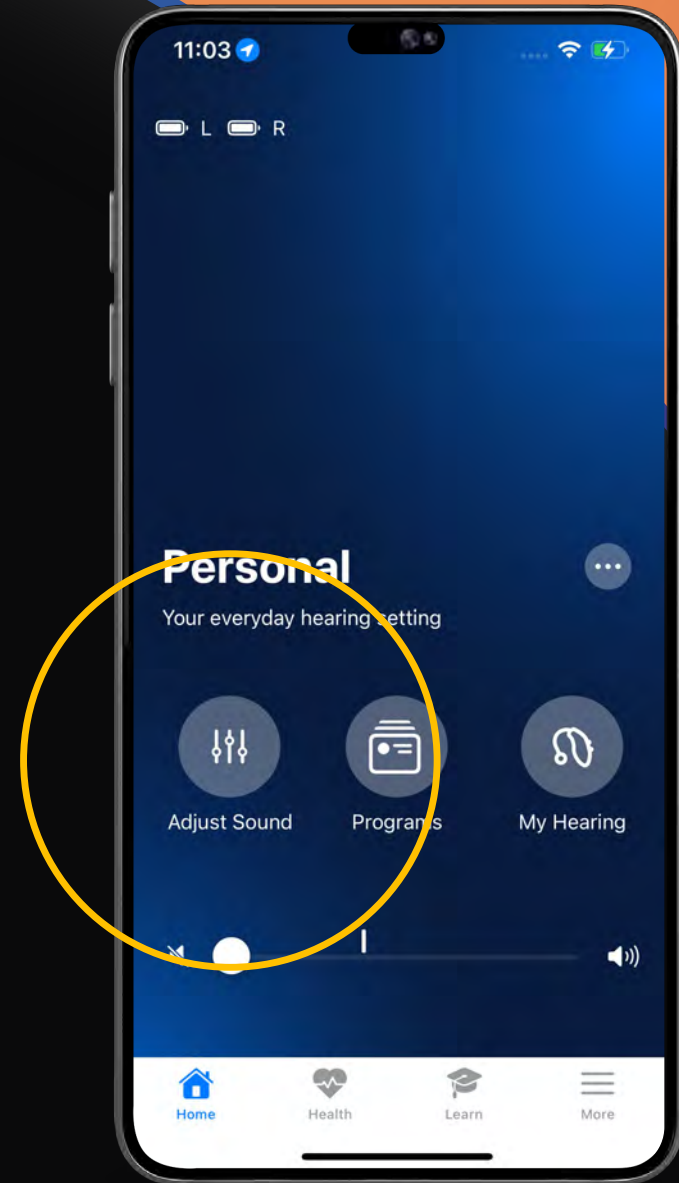
New equalizer to adjust streaming sound quality in the My Starkey app



Streaming

Improved streaming experience

When streaming, Edge Mode+ button is replaced with “Adjust Sound”



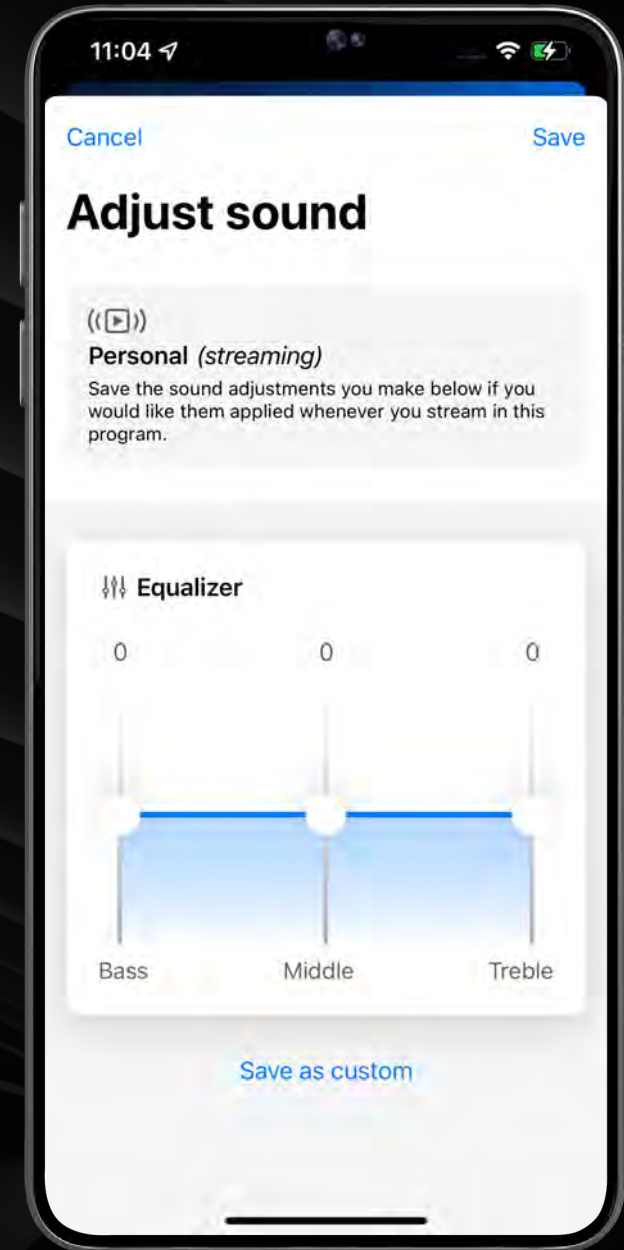
Streaming

Equalizer (EQ) controls for each program when streaming:

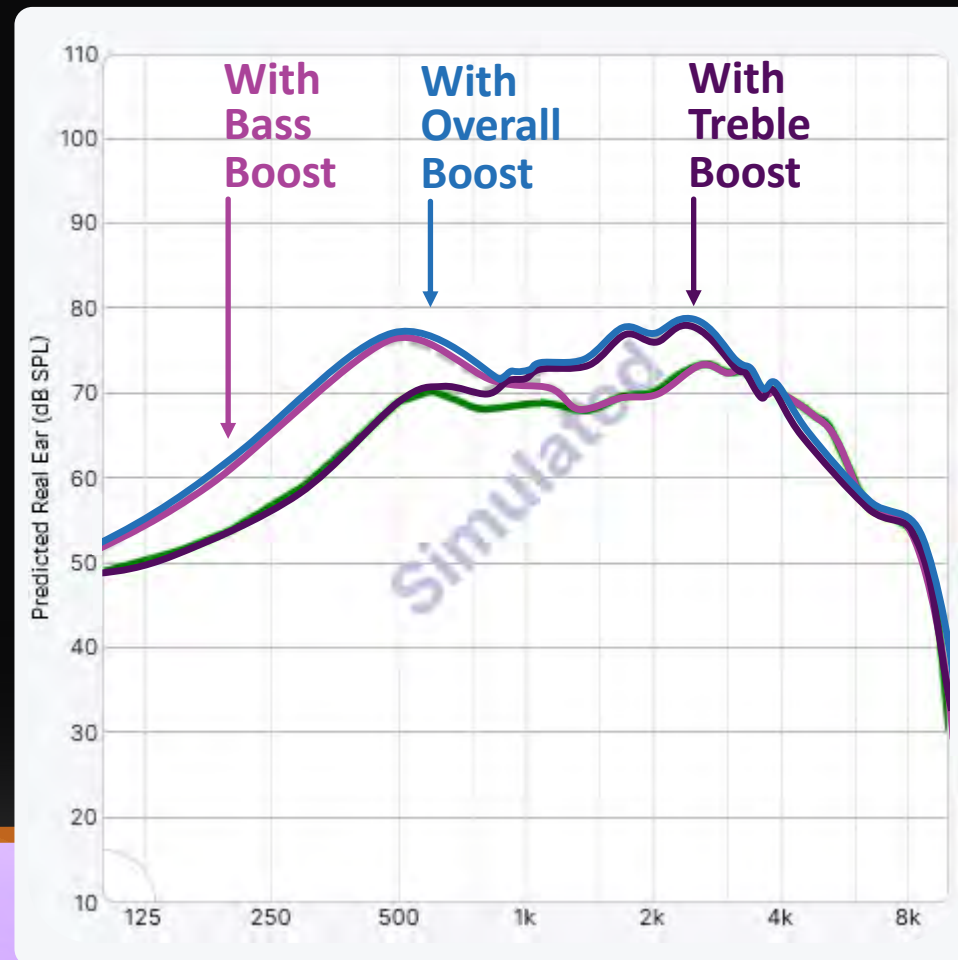
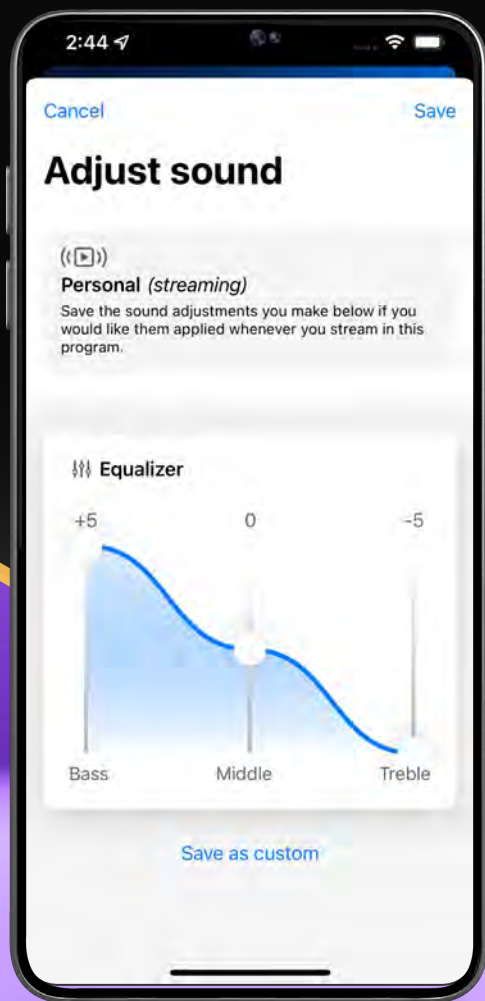
- Wearers can adjust Bass, Middle, and Treble

EQ settings are saved from one streaming session in that program to another:

- Wearers can save as a custom program if they desire



Streaming





Personal Health & Well-Being

Taking advantage of all the
ear has to offer

First & Only Fall
Detection system

Expanded the number
of classifications
within our activity
tracker system

9:41



:45

Fall detected

It looks like you fell. Your Fall Alert contacts will be alerted at the end of this countdown. Press Send Fall Alert to send immediately.



Personal Health and Well-Being

Helps patients accurately count steps, track engagement, and achieve well-being goals

Most activity tracking classifications in the industry



Walking



Aerobics



Running



Biking

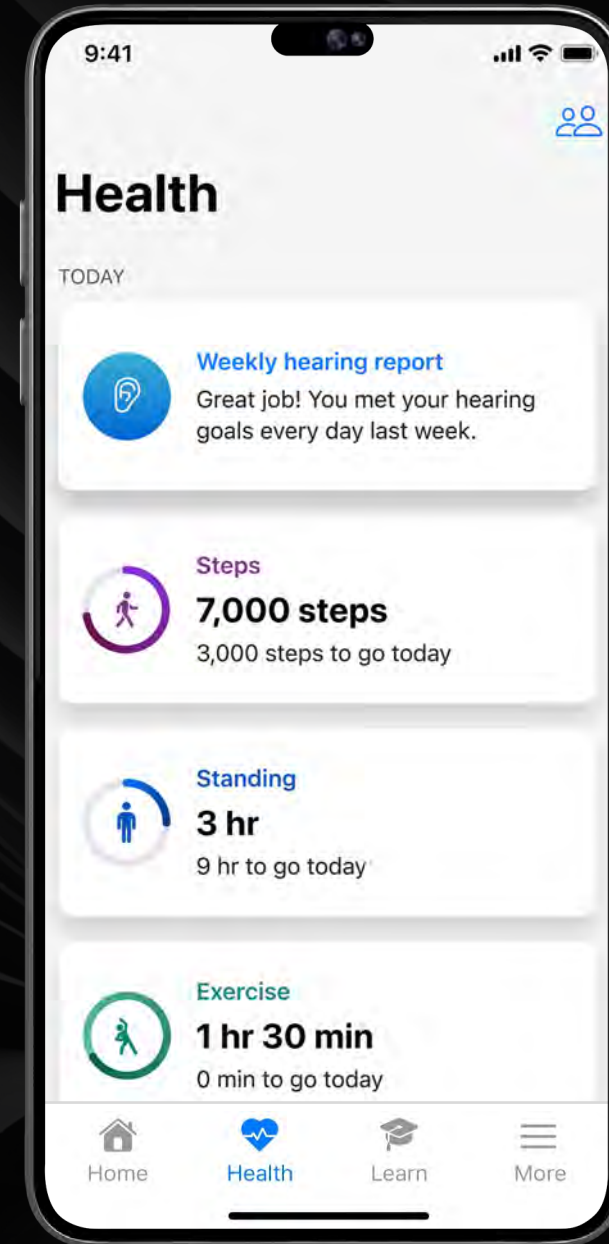


Health

Monitor health, set hearing and fitness goals from the Health tab

Daily Updates

View for at-a-glance updates on physical activity



9:41

100%



Health

TODAY



Weekly hearing report

Great job! You met your hearing goals every day last week.



Steps

7,000 steps

3,000 steps to go today



Standing

3 hr

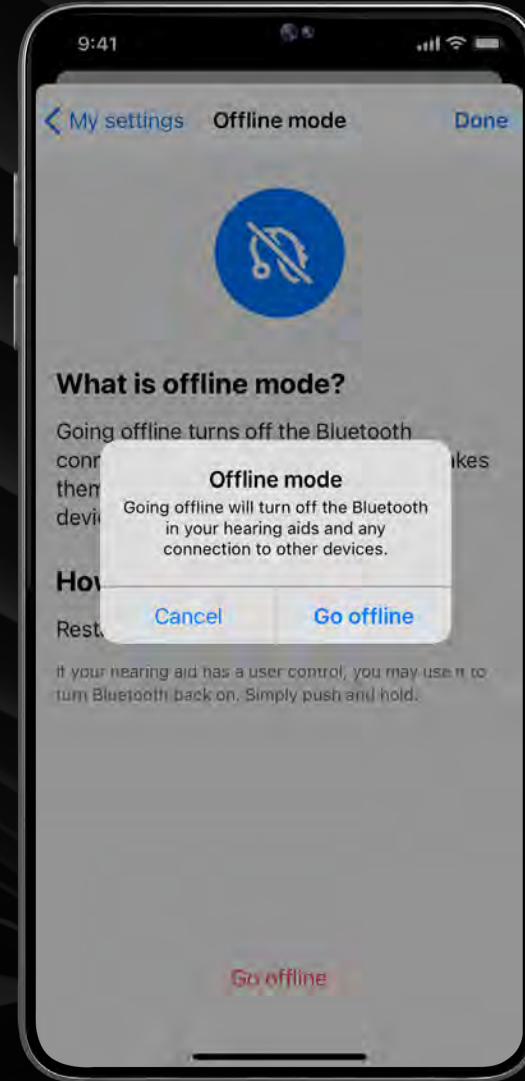
9 hr to go today

Additional Features



Offline Mode

By popular demand, Genesis AI wireless products offer the capability to place the hearing aids in offline mode if in an environment—like work—that requires disabling connectivity

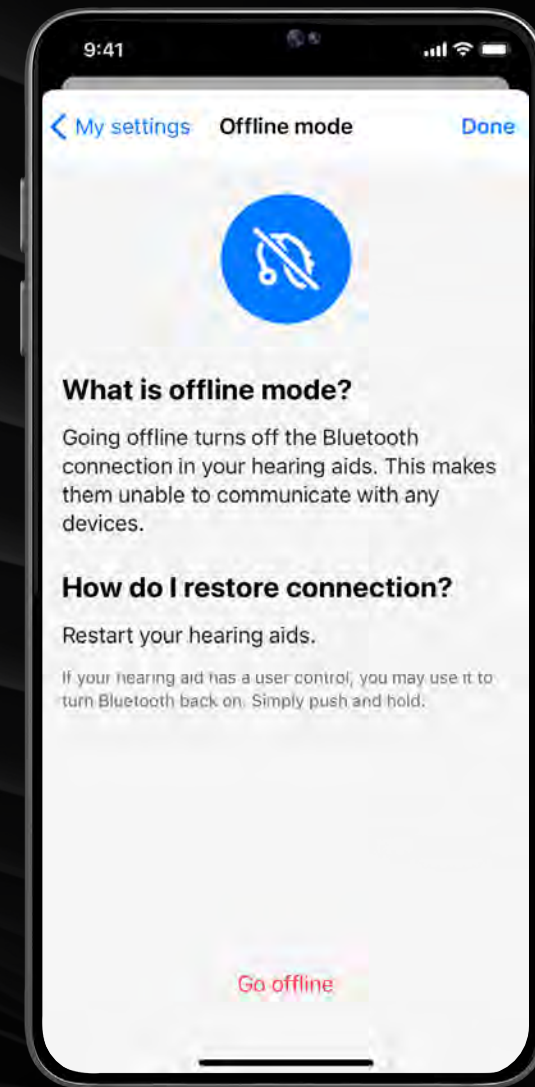
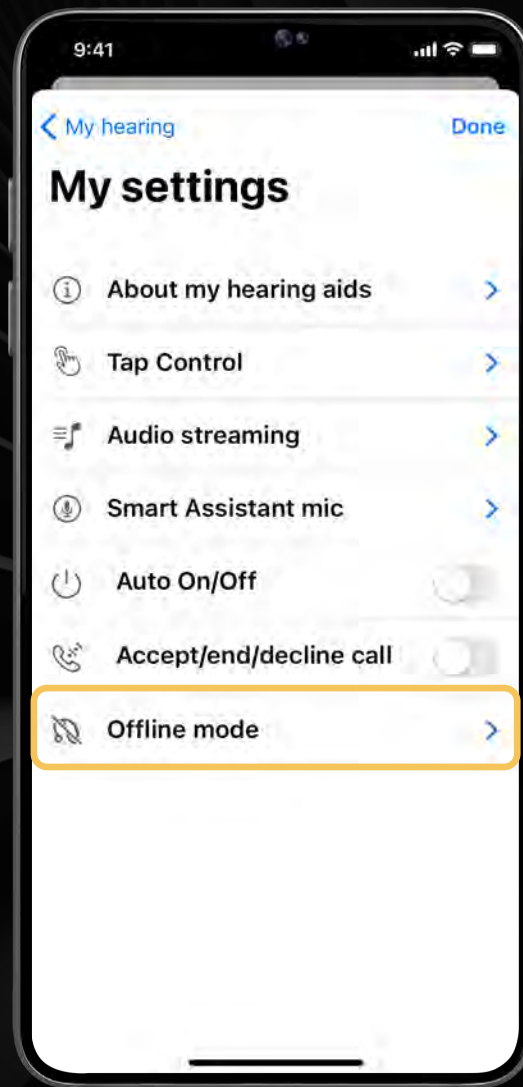


Offline Mode

Turns off the Bluetooth radio
in the hearing aids

App will appear as if devices
are disconnected

Must be re-set via a user
control (long press) or reboot

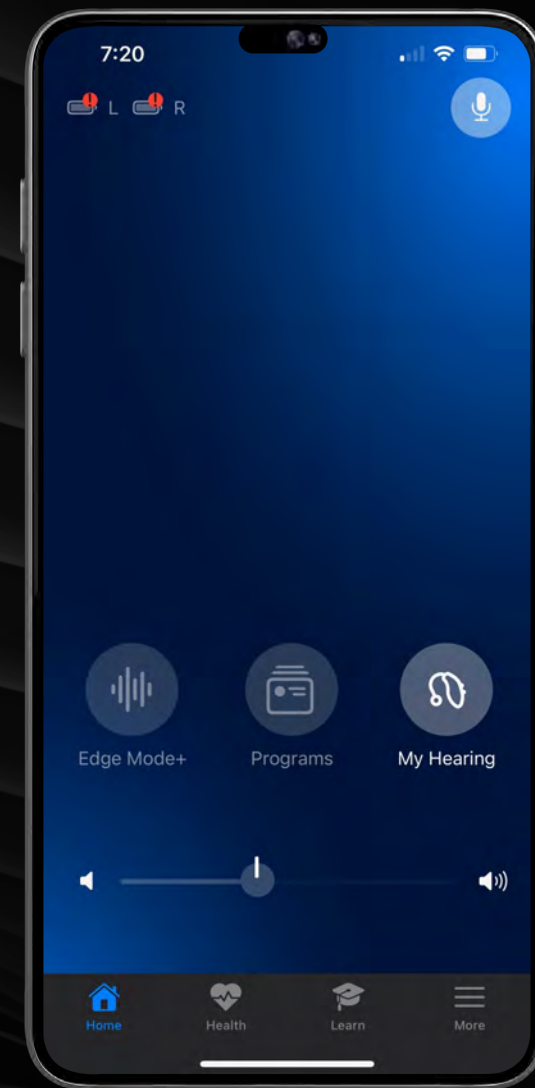
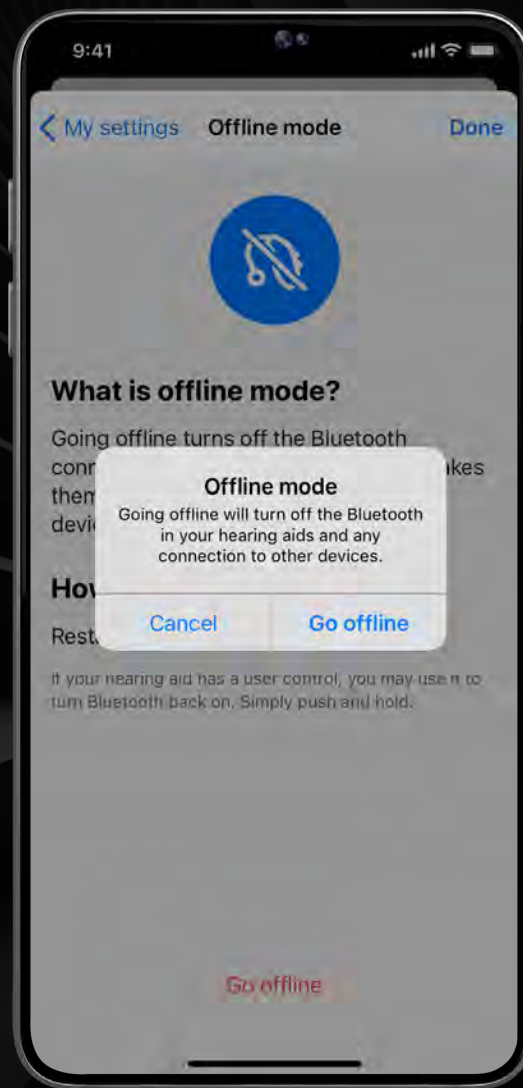


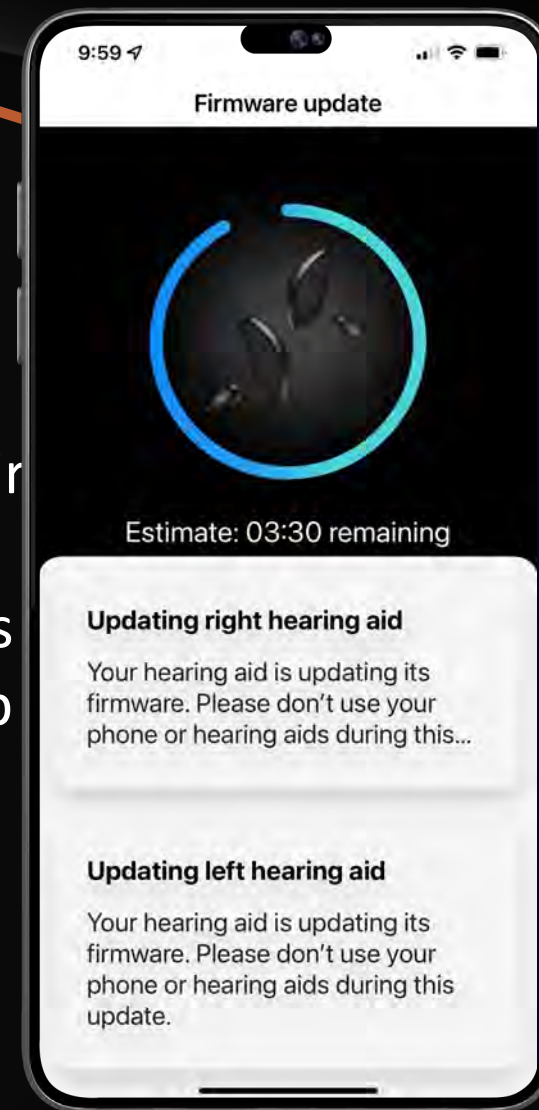
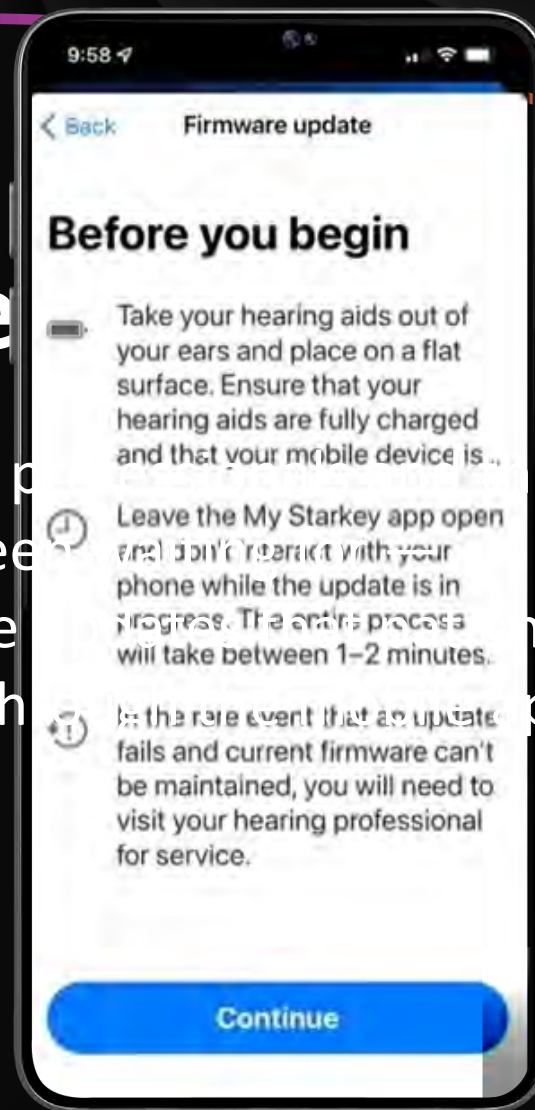
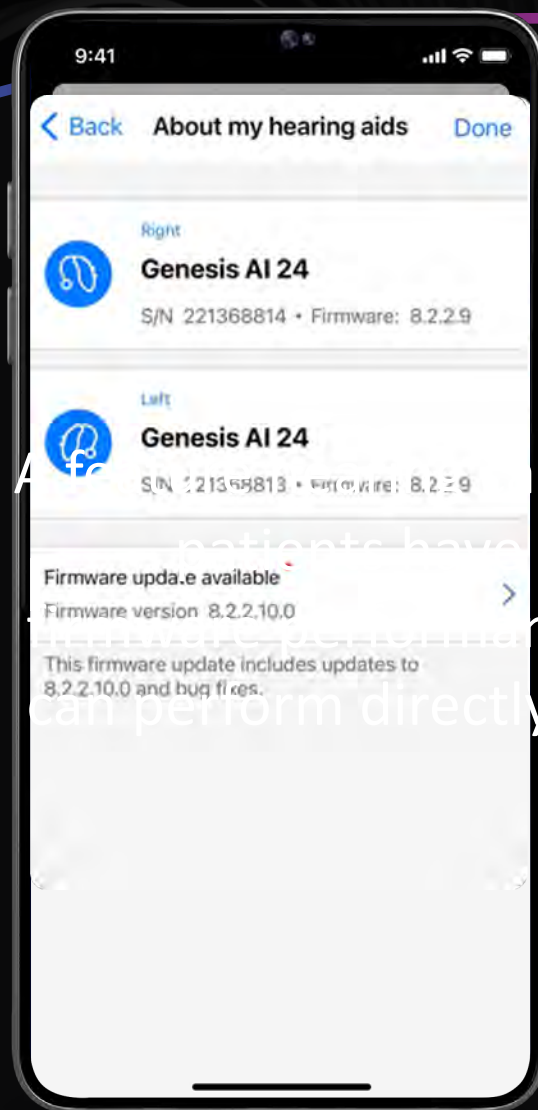
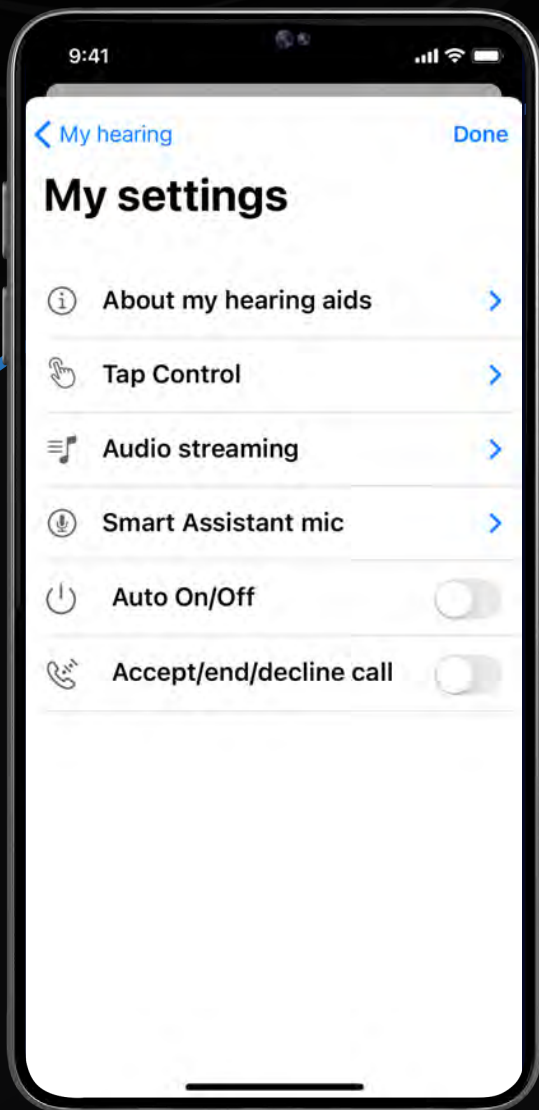
Offline Mode

Turns off the Bluetooth radio
in the hearing aids

App will appear as if devices
are disconnected

Must be re-set via a user
control (long press) or reboot



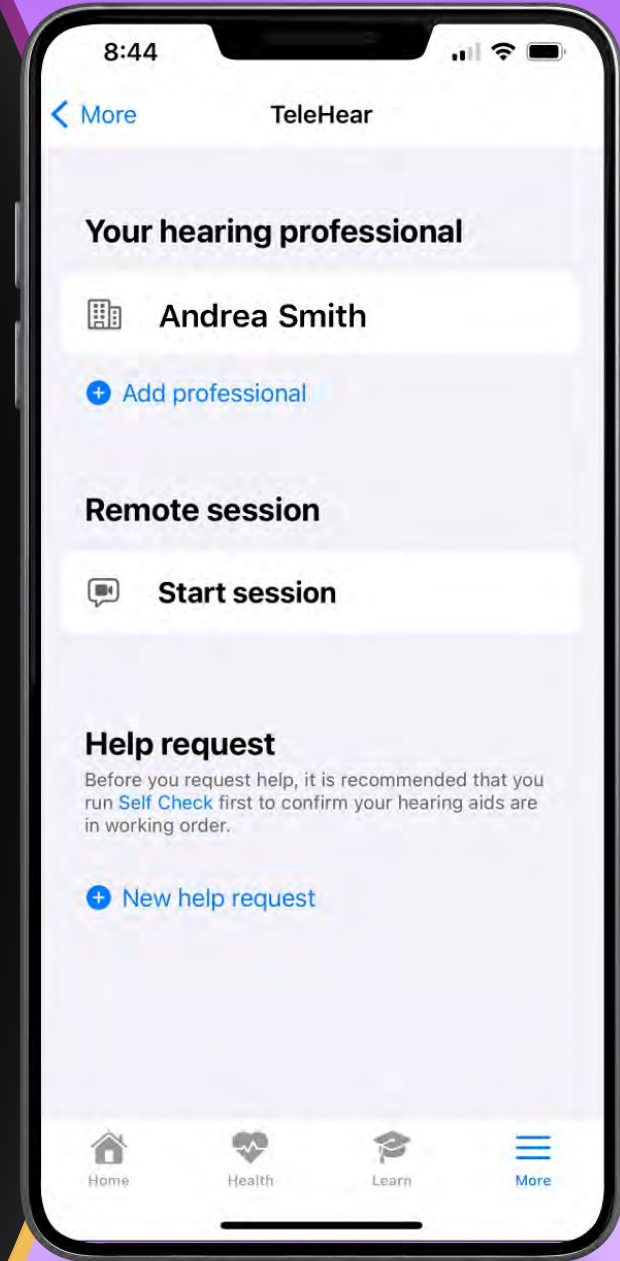




TeleHear

**Offering both Synchronous and
Asynchronous Remote Programming**

Making remote care even more
convenient for you and your patients

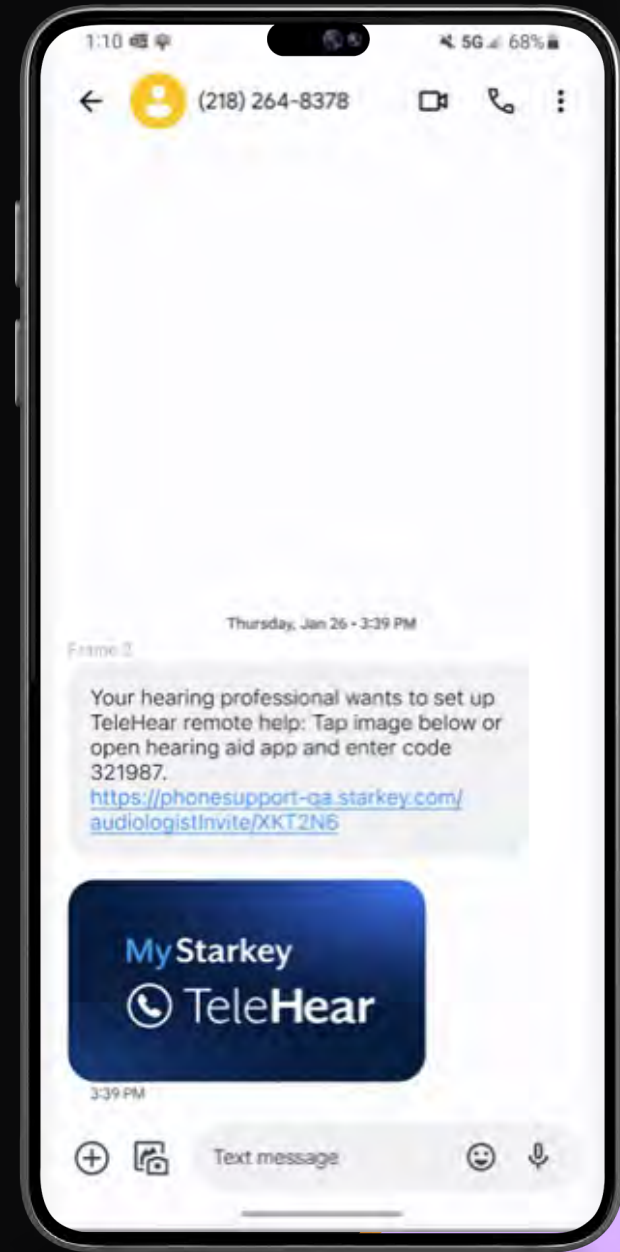




TeleHear

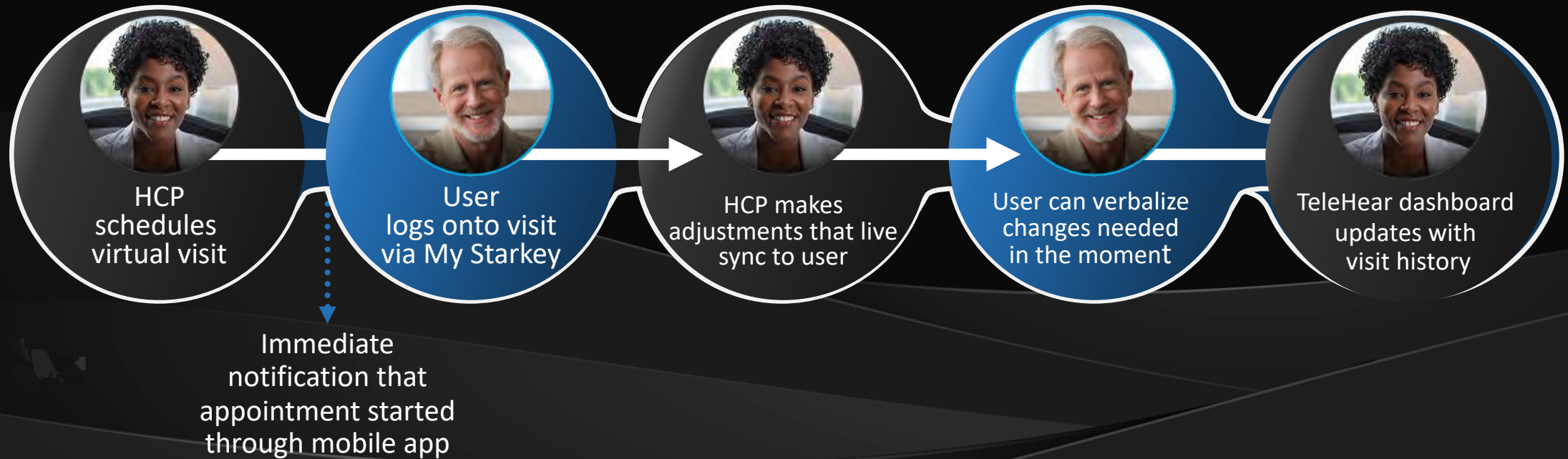
Direct Linking

TeleHear SMS/text invitation includes direct linking for optimal ease-of-use, eliminating the need for manual code entry



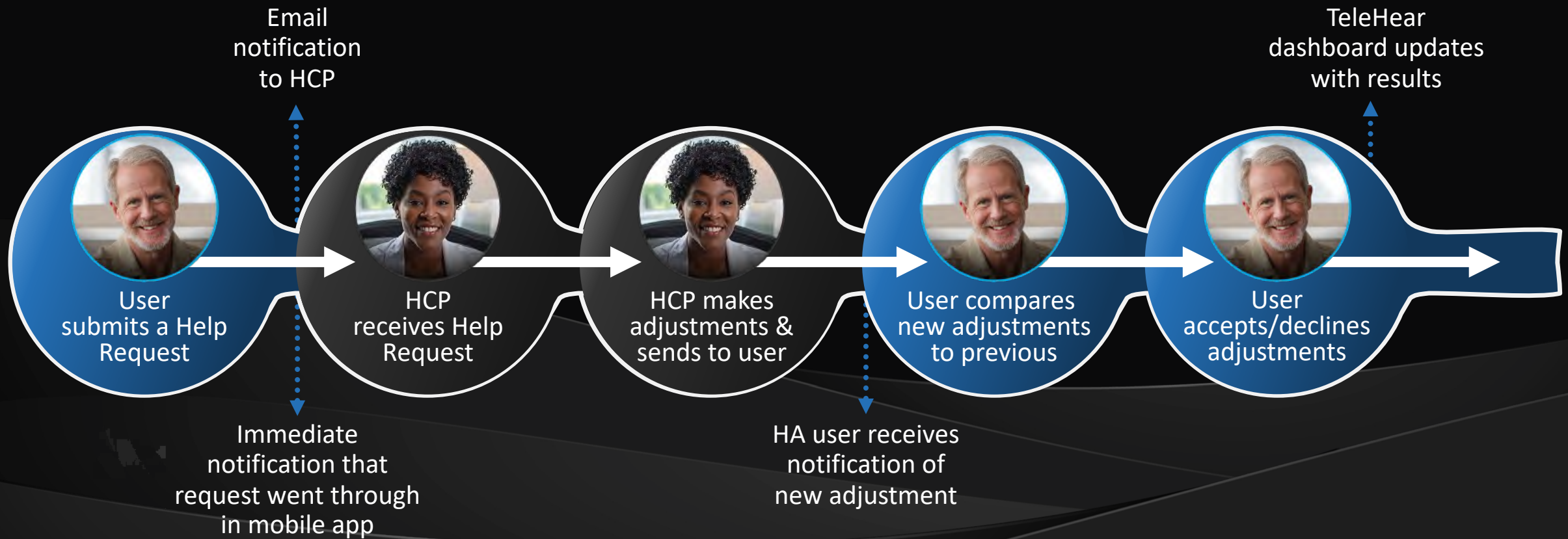
Synchronous Remote Programming

OVERVIEW



Asynchronous Remote Programming

OVERVIEW



MyStarkey

Hearing

Hear better with less effort
in any situation

- Support for Genesis AI devices
- Edge Mode+
- Manual adjustments
- Enhanced customization
- Find My Hearing Aid
- Voice AI
- Tinnitus
- CROS Support
- Self Check
- Accessories Support

Health

Live healthier, track activity,
and detect falls

- Activity Monitoring with double the classifications
 - Walking
 - Running
 - Indoor biking
 - Aerobics
- Hearing data
- Activity and Hearing Insights
- Fall Alert
- Caregiver data sharing

Intelligent

Simplify daily life with
assistive features

- Onboarding intros for features
- Learn
- Robust and personalized user guide
- Voice Assistant
- TeleHear
- Field firmware updates
- Reminders
- Translate
- Transcribe
- Find My Phone



App Best Practices

Force closing My Starkey limits app and feature effectiveness and will slow down or hinder phone and app performance

Apps “running” in the background are in a suspended state and will not affect phone battery life





Phone Best Practices

Avoid extreme temperatures

Delete unused apps

Keep software and applications up to date





Senior-Friendly Tips

iPhone

Enable Assistive Access

Optimize the display for visual acuity issues

Keep the Home Screen Simple





Senior-Friendly Tips

Android

Senior Friendly Android Launchers

Increase keyboard key size and increase text

Disable Gesture Navigation

Enable Easy Mode



MyStarkey

Easy. Fast. Rewarding to use.



**Designed by patients
for patients** through
extensive research,
testing, and evaluation



Convenient access
for frequently
used adjustments



**Interactive educational
resources** in a variety of
formats delivering
personalized content

GENESIS^{AI}



Signature SERIES



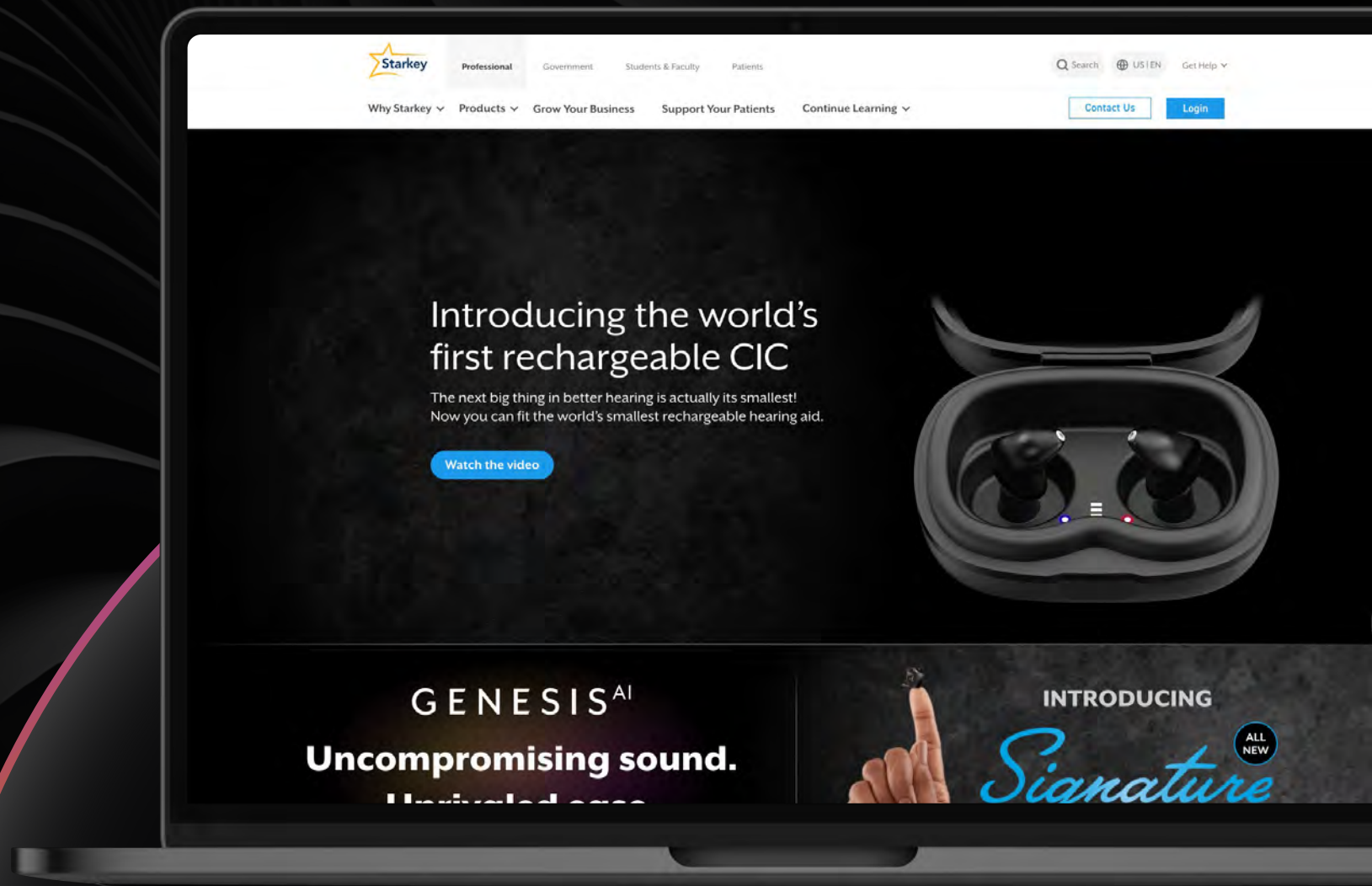
Starkeypro.com

White Papers

Quick Tips

Videos

Training Opportunities



Upcoming Courses

Audiologyonline.com

Neuro Sound Technology
4/09/24

**Custom Hearing
Solutions**
4/16/24

Starkeypro.com

**Pro Fit Software
Made Easy**
4/04/24

**Making an Impression:
Tailoring the Hearing Aid
Fitting Experience**
4/24/24

**Visit audiologyonline.com and StarkeyPro.com
to register for more training classes**

