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My Starkey: Keeping Connections More Simple, More Personal

Presenter: Lawanda Chester, AuD

All right, it is time to get started. Welcome everyone to today's course, my starkey keeping connections more simple, more personal. I am your host and presenter for the next hour. I'm Doctor Lawanda Chester, education and training audiologist with Starkey, and I'm really, really glad that you have taken the time out of your day to join me for this course. Before we dive in, just a couple of housekeeping notes.

If you need to ask a question, we do have a q and a panel available for you here. Feel free to go ahead and type in your question and hit send. I will collect those questions and at the end of today's course, I'll take a peek in the q and a box and address any questions that you may have, so feel free to ask. Also, we do have a handout with copies of the slides of today's course if you want that for reference later or to follow along today. And also, this course is available for one CEU 1 hour ceus.

After the course, you'll need to go to the pending courses section here on the audiology online interface and pass a multiple choice exam. And then you will receive credit for the course. And then if you have any technical difficulties, can't hear me, can't see me, or something of that nature, we have a couple of ways that you can contact audiology online for support. You can call the toll free number listed there or email the email address you see listed there as well. You also could type in your problem into the chat box with Q and a box here within the interface and we get you going.

I can tell you that the more different windows and programs you have open, the more likely you may have some glitchiness with the course. So like me, I went through and closed my email, closed everything down before logging in and started this course. But reach out to audiologist audiology support if you have any difficulties and they'll get you going again.

Here are the learning outcomes for today. At the end of today's course, you'll be able to explain how to customize Genesis AI hearing aid activity goals in the MyStarkey app. You'll also be able to describe how to personalize streaming sound quality via the app. Then finally, you'll be able to identify two intelligent reminders that are designed to keep hearing aids on the patient's ears and in good operating condition. Now, before we get started, I want to let you know that we will be doing some interactive pieces of today's course through slido.com dot.

So here is the way that you can join. If you've got your smartphones with you, you can scan this QR code. It will take you to the page where you can join in to the different interactive polls that I will present during this course. If it asks you for the course number or the event number, it is pound 173-7275 and then the passcode is starkey. It'll be a few minutes before we get to the very first poll, but if you want to go ahead and open that up now, you can.

And when we get to the first poll, this information will be put up again for you to join at that time. So let's dive in.

So with the initial release of Genesis AI hearing aids, Starkey brought together our most powerful and innovative platform to date. With this launch, as of March, we are leveraging the groundbreaking innovation of Genesis AI and introducing a new non-wear wireless custom product family featuring neural sound technology called the Starkey Signature series. Starkey Signature series is anchored by the industry's first custom rechargeable CIC. We're really excited about this new premium, non wireless family that you can utilize with your patients who are looking for something small yet with great sound quality. So please keep an eye out for courses reviewing this exciting new non wireless family in the new future near future.

So our focus today is going to be on my Starkey, the mobile app that is Starkey's most intuitive hearing aid mobile app and designed for Genesis AI.

The MyStarkey app can be found in the App Store for Apple smart devices running iOS 15 or higher. It is also available in the Google Play Store for devices running Android operating system 8.0 or higher, and then also for those Android devices. If they are looking for direct streaming, which most patients are, they like to stream their phone calls to their hearing aids or connect to various devices. That does require Android operating system 10.0 or higher because it wasn't until Android ten that Google created a streaming protocol for their devices. So be mindful of that.

Now, the my Starkey app is compatible with all styles and technology tiers of Genesis AI and of our wireless Genesis AI devices in all technology tiers. Go ahead and do this. So our very first slido poll is right here. Again, information on joining it is available to you. On the left side of our screen, the passcode is Starkey.

So which type of smartphone do you see most often in your office? So when patients come in to see you and they're interested in connectivity with their hearing aids, do they tend to have Apple devices? Do they tend to have Android devices or are you seeing a nice 50 50 match here? And I'm going to give it a couple of seconds for you all to answer. Your answers are totally anonymous, by the way, so don't be shy about participating in this and the other polls that come up throughout our course.

All right, so for right now, most people have said, or everyone have said, Apple devices. And that's pretty common, I can say, depending on your geographic area. You know, I've talked to different professionals across the country where they have Apple devices, or we may have Apple devices as hearing professionals, but a lot of their patients have Android devices. And so because there can be a mix depending on your geographic location, I think it's very important to be familiar with both the Apple and

the Android side of things so that you're prepared when your patients come in. So let's talk a little bit more about that smartphone compatibility.

We've all had patients who just weren't sure what model of phone they have or even what operating system it uses. So, oh, I don't know if I have an Android or an Apple. So Starkey's handy compatibility QR code is really a lifesaver for this purpose. We do have this QR code available to you to have in your office in a variety of formats. So you can have it as a magnet attached to a file cabinet or your booth, for instance, a counter card that you can prop up on the counter, or even little cards, little business size, business card size cards.

And so essentially how this works is you would have your patient scan this QR code with their phone, and then this screen that you see here will pop up and it'll ask them, are you wearing or looking to wear Genesis AI? Are you looking to wear evolve AI, or are you a family member, friend, or caregiver? Depending on their selection there, it will then tell them the specific compatibility for that particular phone with the app they're looking to utilize, and then it will give them a link directly to download it as well, right from that screen. So it really saves you a lot of time and trouble in establishing compatibility or trying to look up the particular phone model and see its compatibility with the app. So if you haven't utilized this in your app, excuse me, in your offices, I really encourage you to give this a try.

It makes life so much easier when you're discussing compatibility with your patients. Now, once the app has been downloaded, then you come to our home screen here. And with our home screen in my starkey, we really designed it with the end user, with the patient in mind, for the ultimate in ease of use. So everything that most patients are going to want to do on a day to day basis is right here on their home screen. If they'd like to do more, they want to dive in a little bit deeper and really mess around with their

settings or make, you know, customization of their settings, some of which we'll talk about throughout this course.

They can do that by visiting different menus, but if you have patients who aren't especially tech savvy or they're a little fearful of using an app, everything you need to do will be on this home screen. Let's watch a quick video next that will give us a full tour of this home screen.

Welcome to your hearing aid app home screen, home of intelligent features and hearing settings that give you full control of your hearing aids. Let's start with the battery indicators. These show the battery usage levels of your right and left hearing aids. They turn red when your battery needs charging and show an exclamation point if your hearing aids aren't connected to your phone. If this happens, simply try turning the hearing aid off, then back on again.

Smart assistant lets you make commands or ask questions by speaking into it. It in the center of your screen, you'll see the name of the program you're currently using, plus a short description. This changes when you switch programs. To switch programs, swipe in the open space above the program name.

This icon represents your program options. Tap it for quick details on the program you're using, make sound adjustments, and more. This is Edge mode plus tap to immediately apply the best hearing settings for your current environment.

Programs is the place to find, use, and edit your programs or create a new one. My hearing is where you can access and adjust even more hearing aid settings. These include microphone, volume, tinnitus, self check, find my hearing aids, and more. At the bottom of the home screen, you'll find the volume slider. Move the slider to adjust the volume of your hearing aids or to mute your hearing aids.

Just tap the icon on the far left. On the app navigation bar, you'll find the home icon. Tap this to return to the home screen anytime. Tap health to view your hearing and activity data.

Learn is your resource for helpful, personalized tips and how to videos on hearing aid topics and app features. Finally, to view any details on your account or access extra app features like reminders and translate, tap more all right, great. So that was a nice overview of the app and its layout, if you're familiar with it. Hopefully that was a nice refresher and if you're a little newer to the MyStarkey app and working with Genesis AI, hopefully you can see that it's pretty easy to navigate and very intuitive. Next, let's discuss Edge mode Plus.

We talked about that, or we saw that on the video. It is one of the favorite features for patients, and we first introduced it in 2020 with the Livio Edge AI device, and we've since made improvements to it so that it is even better for your patients. So Edge mode Plus, once it's engaged, whether they're doing it through the button on the home screen in the app or for certain technology tiers, the 2400 level or the 24 level, you can give it to them as a user control. But once engaged, Edgemot plus uses artificial intelligence to take a snapshot of the environment the wearer is in. Then it instantly optimizes sound quality to ensure the best comfort and clarity in that place and time for that patient.

So it makes a unique adaptation and that is then fixed with those optimal settings. As the environment changes, the feature may then be disengaged and then re engaged to rescan the environment and provide a different adaptation.

Now in the My Starkey app, patients who are utilizing, or patients who are wearing the 24 and 20 level technology to your Genesis AI devices have a little bit more control.

They can, you know, specifically choose on this screen whether edge mode plus should further enhance speech or further reduce noise for them simply by engaging edge mode plus. This screen pops up and then they tap the screen on one of those two choices below. If they want to just utilize the best sound that edge mode plus comes up with using AI, they can leave it on best sound and it will do that. So this really gives patients direct input into what edge mode plus is going to do with them, do for them, because edge mode plus, as smart as it is, it doesn't really know the patient's intention, what they would like for that environment.

And so with the 24 and 20 levels, they can have some control over that and have Edge mode Plus then make that calculation for them. Now, the other thing I'll point out with edge mode plus when you're using the app is that the settings for edge mode plus can also be adjusted manually using a gain equalizer. So on the very bottom of the screen there where it says adjust sound manually, if they tap on that, the patient can really dive in in there and make a few more adjustments and have some input into what edge mode plus is doing. And then if they really like whatever the setting is, they can save it as a custom program for future use.

Now we have an exciting new update to Edge mode Plus. As of March of this year, we introduced automatic Edge mode Plus. So this is a technology that's exclusive for the 24 level, the premium technology of Genesis AI. And what that does is once edge mode plus makes its initial calculation, it then will continue to analyze the environment and provide smooth and seamless transitions so that it can conservatively react to more long term changes in the environment as the patient continues to listen. This is an update that we have provided for the 24 level of technology.

So again, as the environment changes, there's no need for someone using the 24 level with this automatic edge mode plus for them to disengage and reengage edge mode plus, it will continuously adapt. Now one question I always get, and it's not necessarily

the focus of this course, but I do want to mention because automatic edge mode plus is so reactive, I often get the question of oh well, can patients wear it in edge mode plus all the time? And the answer is yes they can. But just because they can do something doesn't mean they should. Edge mode plus sometimes makes fairly aggressive changes, and those aggressive changes may not be necessary for the patient all day long.

So we do recommend use in really challenging situations for the patient, not just all day, because in the normal mode of the hearing aids, probably 97% of the time, that normal program that you have, you know, created for the patient will work just fine and the patient will have nice comfort and clarity. Edge mode plus and automatic Edge mode Plus and 24 level devices is for those more extenuating circumstances where they are especially challenged.

Now here are the tech tier differences for Edge mode Plus as its displayed in the My Starkey app. Edge mode plus with automatic adaptation is exclusive to Genesis AI 24. And then again, the user also has access to those additional patient driven controls. Genesis AI 20 has edge mode plus. That's not automatic, so they would engage and disengage as they need to.

But they do have the patient driven controls. The Genesis AI 16 features Edge mode Plus with no further adjustments available. And then if they happen to be wearing Genesis AI twelve, they don't have access to Edge mode Plus. So if you feel like this might be, you know, a really useful feature for your patients, be sure to fit them with a 16 level technology to your device or higher.

So here is another poll question for you. If you have talked to your patients about edge mode plus over the years and recommend it to them, what is your favorite challenging environment that you've used when counseling them there can be a variety of

environments or examples. Hopefully you are making it specific to the patient's lifestyle. But anyone want to have, want to anonymously input their, their favorite sort of environment they use when describing edge mode plus. And I'll wait a second, looks like we've got at least one person typing in, and I'll go ahead and tell you mine.

I usually use two examples at once just to give people an idea of the breadth of the, of environments it can be useful in. I may give an example of a quiet environment and a noisy environment because edge mode is designed to help in whatever type of environment the patient finds challenging. We know that most patients with hearing loss often find noisy places more challenging than others. But I could be challenged in a quiet environment, too. Maybe I'm speaking to someone who is particularly soft spoken, they're hoarse, and I need a little bit more gain.

Edge mode plus can do that for me, even if it's a quiet environment. Then we have one person typed in restaurant. Yes, absolutely. Or concerts and concerts might be one because there's music right where that environment is constantly changing. So that patient may be really helped out by our new automatic edge mode plus in the 24 level coffee shops as well.

Thank you all for your participation here. I'll wait one more second because we got one more person typing in and then we will continue on with our course.

And in cars. Yes, absolutely. Especially when you've got that car noise, depending on the age of the car, road noise, and participants. Participants. But people speaking to our patients from different directions.

Right. The background and the back seat, for instance, the passenger seat, classrooms. Fantastic. Thank you for your participation.

So let's move on to hearing care is brain care. You know, the research has spoken. You know, we know that as a profession and as a field, and Starkey has really known this for years and moved towards, you know, manufacturing things like integrated sensors into our hearing aids because we understand the importance of hearing when it comes to our patient's overall health. There have been a lot of studies that have confirmed that, specifically the achieve study. If you haven't heard about it or learned about it before, I'll do a very quick overview of this achieved study.

It came out in, I believe, mid July of last year, and it was the first of its kind. And the fact that it was a longitudinal study that examined the use of hearing aids to slow cognitive decline. The study examined nearly 1000 adults. I believe it was 977 adults aged 70 to 84 with untreated hearing loss that were categorized into groups. A higher risk group from an ongoing study in cardiovascular health and a group of community volunteers.

Risk group had things like diabetes, hypertension. They were more likely to live alone, and they had lower baseline cognitive scores compared to the community volunteers. And then they split them, split them into two treatment groups, one with hearing aids and the other without hearing aids. And then they monitored them over a three year period. So the main finding and analyzing the data was related to the high risk group.

Those in the high risk group who used hearing aids through that three year period had a 48% reduction in cognitive decline compared to those who did not have hearing aids, which really shows that if an individual is at higher risk of dementia, hearing aids may reduce their progression of cognitive decline. And this really adds to that, this growing library of data that points to treating hearing loss as a modifiable risk factor to prevent or slow cognitive decline in our seniors.

Now, that's why having features like our engagement tracking is so important. Genesis AI's social interaction tool in the MyStarkey app is even more intelligent and precise now than ever. It can distinguish awareness, own voice versus others to more specifically measure the time spent in conversation. This really enables the maestarchy app to more accurately let wearers more accurately let wearers know if they're meeting their social interaction goals to help minimize loneliness and social isolation. Now, just for your knowledge, excuse me, go back here.

The social interaction goal, really, it's quantifying, if I can get this to cooperate. The social interaction goal really quantifies daily social engagement conversation in addition to time streaming to really highlight the importance of cognitive stimulation. And patients can access that in the maestarchy app. Now, this screen will show you what that looks like in the app when they go to the health section. Gives a nice description of the different areas that it's tracking, in layman's terms, so patients understand what it's doing, but also understand the importance of it for their own brain health.

One of the other improvements we've made to the or enhancements we've made to the MyStarkey app as of this, releases intelligent reminders. We know that the best hearing aids are the ones that are worn and working right. So that's why we introduced these two new intelligent reminders to the app to keep Genesis AI hearing aids on the patient's ears and in good operating condition. The new reminders include insert your hearing aids, which is a visual reminder on the phone that can be set to prompt the patient to put on their hearing aids if they've not yet been turned on during their use. Wear time.

And then we also have our hearing aid maintenance reminder which reminds patients to run our self check diagnostic tool regularly. So let's take a look at these.

When you go to the reminders section of the app, you have these two tabs, the basic and intelligent. So the basic reminders allows the patient to create just a customized text to speech reminder that they can set for themselves, which might be a reminder to take their medication or a reminder to give susie a call to wish her happy birthday. Whatever they'd like it to be, they can set this basic reminder. And that's available in all technology tiers for patients who are using the 24 and 20 level. They have access to these new intelligent reminders that I just described for you.

With these intelligent reminders, they click on the tab on the upper right hand side there and they see the intelligent reminders. And the first one is going to be that insert your hearing aids that I described for you. So with this system and the intelligent reminders, insert your hearing aids. And actually I'm going to switch this around and start with that hearing aid maintenance first since that's the first one on the top of the screen here. With the hearing aid maintenance, it's going to remind the patient either weekly, biweekly or monthly, whatever is chosen to run the self check diagnostic.

The self check is available to you in the software, in the profit software, so hopefully you're using it as part of your, your clean and check appointments as well. But in the app, patients can utilize that self check feature or their family members or caregivers who are helping their hearing aids can use the self check feature and it will give them a status check of their microphone, the receiver, and also the circuit of their hearing aids. And this hearing aid maintenance intelligent reminder can be set to remind them to give them a little nudge to go ahead and run that diagnostic and make sure everything's okay with their hearing aids. The other reminder that I described to you is the insert your hearing aids reminder. This can remind the user to put on their hearing aids if they've not yet been turned on that day.

So this reminder is really useful for those patients of yours who are maybe new to wearing hearing aids and they're not yet in the habit of putting them on each day when

they get up in the morning, as I'm sure you recommend to your new users. Right? So the first couple of days when this reminder is engaged, the hearing aids, or specifically my starchy, is tracking the approximate time that the patient is putting on their hearing aids each day. So say for the first four time days, they're really good about it. And they put on their hearing aids at 07:00 a.m.

Each day. On the fifth day, if 707:00 goes past, 710 goes past, maybe even 715 goes past, and my starchy is detected that the patient has not yet put on their hearing aids, turned them on, they'll get a notification on their smartphone reminding them to put on their hearing aids again. Really handy with those newer patients or patients who are just sometimes forgetful to have these intelligent reminders on for them. These reminders are disabled by default. So when you're introducing your patients to maistarchy and they're wearing a 24 20 level, technology level device, go ahead and come to this reminder screen and engage this for them if you think it would be of benefit to them.

And I think it will for most patients, especially that hearing maintenance, check for the remainder for diagnostics.

Now here's an example of what those notifications might look like from the lock screen of a wearer's phone.

Now, our basic reminders have been around for a little while now, for a few years, actually. So let's do a quick reminder of how you set up even your basic reminders. And this is available for all technology tiers.

All right. And then again, by technology tier level, you have your basic reminders and your intelligent reminders are available for both 24 and 20. And then your basic reminders only are available for technology tier 16 and twelve.

Let's talk about some connectivity enhancements and ways that your patients can personalize and customize how my is functioning as it pertains to connectivity. First thing is we have our program options, which we saw in our initial video there, where you can, you know, tap on that to the right of the program name and make manual adjustments to the particular program that the patient happens to be in so they can adjust the sound, which gives them an equalizer. They can, you know, have that sound adjustment function in that moment. They can then use that to create a custom program that's saved if they like. And they can even geo tag each custom program so that, for instance, each time I go to my favorite coffee shop near my home, the hearing aids will then automatically switch to that particular custom program that I've created because that's the sound that I like when I'm in that environment.

Here's our next video explaining how you do that. Sorry, excuse me. Explaining our tap control.

All right, so that was our tap control. So for all of our wireless devices, even our custom wireless in the Genesis AI family, you have embedded sensors, and so those sensors can be used for a number of things, and we're going to talk about a couple other things here. But that tap control is one of the favorites, where if you have a patient with dexterity issues and sometimes they have a little difficulty getting two buttons on a device, our tap control can be programmed either by you in the software or within the app, like we just saw in this video, to do certain functions, and they may just take the flat of their hand and tap tap on the side of their ear. Or if they're wearing a custom, they can just use a fingertip and tap tap or knock knock on the faceplate of the custom device and have it do different things. So really handy for patients who may have some dexterity control concerns, maybe like neuropathy.

The next section I want to talk about is customizing streaming sound quality. Patients can really look forward to some enhancements with that if they haven't already updated their mystarkey app, if they're already in the field, or when you fit your next Genesis AI wireless device. So with Genesis AI wireless, we have enhanced the streaming capabilities. First is that patients can stream in any program they happen to be in, and they can customize that streaming, which I'll talk about in a moment here. But one other thing is an improvement that we've added with this Genesis AI family since we introduced it last year is we've made it so that the Genesis AI hearing aids will automatically recover accessory streams that have dropped.

So maybe I've walked slightly out of range from my phone or my tv streamer that I'm using. The hearing aids will automatically try to reconnect, especially if I stop and say, oops, nope, so gone too far and I walk back closer. If it's unable to reconnect, I would have to manually restart it. But for patient's convenience, it's going to try its darndest to reconnect without the patient having to do anything. Now, also, when it comes to streaming sound quality in the profit software, you have the ability to make adjustments for your patients to that streaming sound quality.

If your patients tell you in an appointment that they would like their phone calls to have a little bit more trouble, maybe they're not hearing voices as often as they might like, or they want more bass when they're streaming music, you can do that in the profit software on the accessory screen, as seen here. But patients can also make those same types of adjustments in the My Starkey app if they go to my settings and then audio streaming. And so they can choose, depending on the type of media or the type of streaming, whether it's a phone call or media audio, they can choose to have a treble boost, a bass boost, or even just an overall boost of sound for their preference for that type of stream. And then as of our latest update, we've also added an equalizer for patients to adjust if they like, while they're streaming. So when you take a look at

our home screen, the edge mode plus button, when they're actively streaming, will turn into an adjust sound button.

And if they want to adjust the sound of that stream, they just tap there and then they'll get this equalizer that comes up, and then they can adjust the bass middle or treble for their sound quality preferences. This is what we call sticky, meaning that the system mysterkey will remember these equalizer settings each time they stream so that they don't have to do this every single time. If they want something different, they can adjust it again, but it will remember, and whatever the settings are, they can save it on the upper right hand side of the screen here and create a new custom program for streaming if they desire. Now, those two types of adjustments, the equalizer, and then on the right hand side, you see sort of the frequency response of adding trouble boost, bass boost, and overboost, excuse me, overall boost, those two things complement each other, and so both can function at the same time. I can add to my sound at the same time.

So here is another poll for you. So people have been asking us for EQ controls, equalizer controls for streaming, and we have added that. So hopefully this is something that you're excited about if you've been working with our patients, you know, wearing Genesis AI who stream on a regular basis, and their ability to, you know, make adjustments while they're streaming.

All right, so now let's talk a little bit more about that personal health and well being piece. We know that hearing is a vital part of people's overall health. We know that as hearing professionals, our patients may not always know that. And so, you know, we play a key role in really educating our patients and showing them how their hearing AIDS can provide benefit for their health more than just helping them with their hearing impairment. And so at Starkey, again, we've led the industry in integrating health and wellness features into our hearing aids.

So we were the first to integrate sensors, as I mentioned, and the first to enable counting steps, the first to track and encourage social engagement. And although others really promote sensor integration, we remain the first and only to offer patient safety features like fall detection. So let's take a look at that fall detection and how that works. Your hearing health is important, and so is maintaining your safety and well being. That's where fall alert comes in, the app feature that enables your hearing aids to detect when you fall.

Then send a text message with your location to the people you choose so they can get you help if you need it. False alarm? No problem. You have time to cancel an alert before the text message sends. To set up fall alert and invite a contact, just follow four simple steps from your app home screen.

Tap the health icon next. Next scroll to additional setup and tap setup. Fall alerts learn about fall alert on the two welcome screens. You can sample the sound indicators you'll hear through your hearing aids if you fall. To familiarize yourself when ready, tap.

Next, a permission box may appear asking if fall alert can access your contacts. This would allow the app to enter your contacts details using your phone's contact list. If you choose not to allow this, simply complete the fields yourself. Now send your fall alert invite. Your app will then confirm the invite has been texted to your contact.

You can also invite another contact if you'd like to find out if your contact has accepted your fall alert invite, tap more. Next, tap app settings and then fall alert settings if your contact is listed as pending, they haven't accepted your invite yet. Here, you can resend the invite if you'd like. If your contact is listed as active, they've accepted your invite and will be notified if you fall.

So the follow up system really provides peace of mind for patients and their families contacts, and they can have up to three contacts listed in that system who will receive a notification should there be a fall.

Now, along continuing with this personal health and well being piece, we have expanded our activity tracking. So as of last year, our hearing aids are able to distinguish between walking versus running versus aerobics and indoor cycling, and they can track that in the app. If they are interested in monitoring their activity, maybe they need to increase their activity, you know, to monitor their diabetes, or maybe they need to increase their activity as they're recovering from a knee surgery or something of that nature. So on the health section of the maistarky app, the patient is able to do that. It provides them with daily updates and a weekly overview of their activity.

If they're interested in tracking that, let's take a closer look at that. Did you know your hearing aids can monitor your hearing and physical activities? It all begins in your hearing aid app's health section use the health section to monitor your health with hearing reports and activity results. Set goals and stay motivated with helpful insights. To get to the health section, tap the health icon on your app home screen first.

You'll see a daily snapshot of your hearing and physical activity progress. Dive deeper into your hearing by viewing your weekly hearing report at a glance, you can see your hearing activity and how you're progressing by day or week. Get insights on how much time you spend wearing hearing aids, how often you're interacting through conversations or audio streaming, and what types of environments and noise levels you may be experiencing. These insights may change throughout the day depending on your progression and when it comes to your physical activities. You can also see your goal progress at a glance, or you can tap the card to go more in depth.

Choose your time frame, see how you're tracking, read an insight on your goal progress and further information about your activity. And depending on the hearing aids you have, your hearing aids may further categorize the type of exercise you do, including running, indoor biking and aerobics. Whichever activity you're viewing, physical or hearing, you can change your goal anytime. Time by tapping change goal the location of this will vary by phone.

Alright, so fantastic for your patients who are tracking their health. Maybe someone has had a knee surgery recently and working with their physical therapist to increase the amount of steps they take per day so they can modify those goals to whatever their personal goals may be for their health. So the next section here I want to highlight just a few additional features I want you to be aware of in the app that are new or have been highly requested from individuals. The first one is the offline mode. We introduced this last fall.

And basically what this allows users to do is to take the hearing aids offline if they work in an environment that requires disabling connectivity. So we often see requests for that. If they work in a secured location, maybe a military installation, they're able to go into the app, turn off that connectivity, and you can also give this to them as a user control as well, where they are able to do that if necessary.

So it turns off the Bluetooth radio in the hearing aids, and when they open up the app after that, it will look as if the hearing aids are disconnected altogether. Because with Bluetooth off they are disconnected. And in order to reestablish that connection, the patient has to reset the hearing aids. So they can either turn off the hearing aids altogether, power them on and off, or do a long press on the hearing aids and that resets them okay. Another update or thing I want to highlight for you is that firmware updates are available through the My Starkey app.

So when we push out firmware updates, sometimes we're sending out, you know, new features. So, for instance, as automatic Edge mode Plus, for patients already in the field wearing Genesis AI 24, we sent out a firmware update to give them access to the new automatic edge mode plus for those devices already in the field, they can do that in the app, as shown here. And so what they would do is see a notification in the app, and they would follow the bread from trails of those little red dots that would take them to the firmware update screen. It will give them instructions, instructions as to what they need to do, namely, take their hearing aids out of their ears, sit them down on a flat surface, and sit the hearing aids near their phone. And it also gives them a time estimate of how long it's going to take.

So far, I have not seen a firmware update take longer than three minutes, but it lets them know how long it's going to take. And they could, you know, go do other things while they're waiting. Just for your knowledge, if that firmware update happens to be disrupted, maybe they get a phone call while they are doing the firmware update, and they need to take that. They can. What it will do is it will stop the process, and the hearing aids will continue to function with the previous firmware.

So the hearing aids won't switch to or try to switch to the new firmware until it's absolutely complete. So it gets interrupted, they can continue using, and then they have the opportunity to try it again.

Now, the next section I'm going to go into is just a little bit about our remote programming. It's called telehere. Our quick poll here, I'm wondering if anyone in the audience uses telehere in the clinic or any other remote programming service for your patients. Oftentimes it's utilized because maybe a patient goes on vacation and they need adjustments to their sound, but they can't get to you because they're, you know, out of town for a couple of weeks, or quite possibly. I've seen it very often where a

patient comes in, but they rely on a loved one for transportation, and they can't get to you, you know, very easily without that loved one's assistance.

Or sometimes with our patients, you know, hearings may not always be the highest concern for them when it comes to health. They've got other appointments they need to get to, and so they're less likely to make an appointment with you for this little tweak that they may need in their hearing aid. So telehear can really help you with that, so that you have that continuity of care with your patients, even if they can't get to you immediately. So our latest enhancements with telehere is that now, in addition to offering a synchronous remote programming ability, we also have introduced an asynchronous remote programming ability. Asynchronous remote programming can be accomplished from anywhere, because now we have it so that it's a fully web based system and it doesn't require interface with the fitting software.

So how this works is patients can come to the tally here screen and send a request to you, and then you can make adjustments based on that request whenever you have time from whatever Internet based or Internet connected computer that you have. Another enhancement we've made to Artella here is that we've made it even easier for you to invite your patients to participate or invite your patients to connect to you via that remote programming. We have introduced direct linking in our system so that when you want to engage with remote programming with a particular patient, you would simply put in their cell phone number. In your fitting software, they'll receive a text message that looks like this with the link. And when they tap on that link, what it will do is it will open up their app, open up the telehere specific screen so they don't even have to navigate to it.

And it will type in the six digit code that they need to connect to you via the cloud. For remote programming, all they have to do at that point is just hit submit. So we've just

made it that much easier for you and your patients to connect. Now. Reminder of how the synchronous remote programming works.

This is a high level overview where you and your patient decide on an appointment time, a time that you're both going to meet online to discuss whatever issue they may be having. You have that discussion with your patient, and then you make those adjustments in the fitting software that you deem necessary. Necessary. And then you go ahead and synchronize that and send it to the user. Your patient then can verbalize to you how that sounds if they need more adjustments, etcetera.

And then you know that your telehere dashboard in our portal automatically updates with this visit history. That's the synchronous programming. And now with the asynchronous remote programming, you don't have to have a meeting with your patient at the same time. Time, like I said, the patient is going to submit a request on the telehere page in the My Starkey app, you'll get an email letting you know that a request has been submitted, and when you have time, you then can go into the system and make adjustments. Like I said, it's completely web based, so you would just log into your telehere portal from any browser.

It could also be a mobile browser. You could be, you know, on the beach, for instance, using your tablet. And what it will do is open up an interface for you to make changes for the patient, and then you send that to them. The patient receives a notification of set adjustments, and then they can compare and contrast between the old settings and the new settings that you've sent them at their leisure and decide which they like, and then they can then accept or decline your adjustments. So easy peasy and, you know, very, very, you know, user friendly, both for the patient and for you, the professional.

So here's a nice overview of the full list of features that you have access to or your patient has access to in the My Starkey app, I didn't touch on every single thing. I really wanted to focus today on the things that the patient can customize and really personalize their app to their liking. Personalize the sound quality to their liking. But feel free to visit starkeypro.com, contact your rep or your area trainer, and we can go over any of these my starkey features in more detail if you would like. And then finally, let's wrap up with some app best practices.

Some of these things are going to apply for both the My Starkey app, but also just apps in general. You know, first and foremost, what I've been hearing a lot from the different smartphone manufacturers and even Apple and those at Google, is about forced closing the app. Historically, you know, we were told to force close apps to preserve battery life, but as technology has improved, force closing can now hinder performance. So it's really important for the functionality of apps, specifically like my starkey and its necessary connection behind the scenes to Genesis AI hearing aids to maintain a stable connection by leaving that app open but suspended in the background. And in fact, all apps, you know, that are running in the background when they're not at the forefront of your phone are more or less in a suspended state, and they will no longer affect battery life like they had in the past.

So this is a newer behavior for end users that really needs to be passed on. It needs to be stressed so that we're ensuring the best performance and battery life, both of their phone, but also to get optimal performance of the My Starkey app and things that need to run in the background like fall detection, like, you know, find my hearing aids, et cetera.

A couple of other just general best practices for cell phones and apps in general, but for cells phones, you know, do remember that cell phones can be damaged by extreme temperatures, both hot and cold. You want to tell your patients to avoid leaving it in the

car, setting it down on a hot surface, or leaving it outside, even in cold weather or freezing weather. You know, we encourage patients to delete any unused apps. This can save on storage space and of course help their phone perform better. And we also recommend keeping software and apps up to date.

So like updates to the MyStarkey app. A recent update sent out that firmware update availability for your patient. So regular updates can improve the overall smartphone's performance, security, stability. But also sometimes updates can introduce bug fixes to our app or to the hearing aids, security patches to the phone in general and just general performance enhancements. So I know these are things that you may already know.

Probably already know. A lot of us serve as tech support for our patients, right? So just a few tips to remember and to pass on to your patients. Finally, some senior friendly tips specifically for an iPhone, we have something called assistive access. This is a feature introduced in iOS 17 that really simplifies the iOS experience for patients.

It's designed for people with cognitive disabilities, but I think it also can be a good choice for seniors who only need to use the most essential functions of their devices. So a trusted person can set this up. And it shows only the apps that their loved one needs, which then run in a more simplified format. So this might be too dramatic a step for your more tech savvy seniors. But worth a look if the user doesn't want to be overwhelmed with apps and menus that they won't use anyway.

Also consider optimizing the text size for them for visual acuity issues. And then remember to keep the home screen simple for them so they're not intimidated by the functionality of this iPhone and more likely to use the apps that are to their benefit. Like my starkey for Android, some specific senior friendly tips is transforming any Android

smartphone you know into a senior friendly device. They have some small things that do exist, and there are a variety of them. There's something called the Elder launcher.

It's a user interface for seniors is a good example. And what that does, it allows you to add as many apps as you want on the home screen, again, keeping it down to the apps that are really necessary, we suggest adding only essential apps. And the icons in that outer launcher are large. The text size is already larger for patients, so you don't have to go in there and make those modifications. You can also increase keyboard size.

You also can disable gesture navigation, which confuses patients. And then there's also Android easy mode. Okay. And that simplifies the interface as well and just makes the phone really easy for seniors to use. Easy mode is specific to Samsung phones.

All right, so we're at the end of our time together, so hopefully you've found this course. You know, the my Starkey overview, you know, easy to understand, and you can implement it with your patients. We want it to be rewarding to use easy for your patients and supplement the overall Genesis AI family. So a couple of things to know. Starkeypro.com has a lot of information for you, like white papers, quick tips, and videos.

Some of the videos I showed you in today's course are available on the website. If you want to direct those to your patients, put them up on your websites, show them in your waiting room, and then we do have some upcoming courses for you as well, both here on audiology online and starkeypro.com that you can register for and learn more about different topics related to you. This Genesis AI family. So again, thank you for your time. The one question I saw on the Q and A was about the size of our RiC.

Just so you know, we have our Ric RT and we have our micro Ric. The micro Ric is the smallest ric in the industry that includes sensors and has over 40 hours of battery life on a single charge. So take a closer look at those and you'll see that our Rics are comparable, if not smaller, than a lot of our competitors. So again, thank you for your time and attention today. Please feel free to reach out to us for questions, and I will let you go and have a good rest of your day.

Thank you.