

This unedited transcript of a Continued webinar is provided in order to facilitate communication accessibility for the viewer and may not be a totally verbatim record of the proceedings. This transcript may contain errors. Copying or distributing this transcript without the express written consent of Continued is strictly prohibited. For any questions, please contact customerservice@continued.com

Starkey Government Services: Elevating the May 2024 Contract

Presenter: Andrea Hannan-Dawkes, AuD, FAAA

Welcome everyone. I am Doctor Andrea Hannan-Dawkes, a member of the education and training team at Starkey. I'm delighted you've elected to join me today to learn about how we are elevating the May 2024 contract. Very excited that you have decided to join me. I'm excited to be able to share all of the incredible updates with this new contract with you during our time together today.

But before we get started, I do have a few housekeeping slides or notes, if you will, to cover. First of all, if you'd like to ask a question during the presentation, please click on the q and a area and type in your question, and then click send. I'm going to address all questions at the end of the presentation today, but definitely feel free to enter questions as they come to mind. There is a PDF handout of this presentation available for you through your pending courses on AO, or you can click on the link in the chat within the classroom today there is one CEU hour available for this session if you participate in the CEU program offered by audiology online. After completing the class, just go to your pending courses on AO and pass a very short multiple choice exam.

Just keep in mind that you've got seven days to complete the quiz when viewing live classes, and then 30 days when viewing recorded courses. And then finally, if you need any technical assistance, please stay logged in and request help by using the q and a window or by calling or emailing audiology online.

All right, our learning outcomes for today at the end of today's course, you will be able to list the Genesis AI feature updates. You'll be able to describe the updates to Starkey's custom hearing aids, and you'll also be able to list the updates for both the profit software and the My Starkey app.

With Starkey, it's all about better hearing. Sound quality and performance are really the cornerstones of our technology, and so I'm excited to share with you a variety of new and enhanced features for the Genesis AI product family and also introduce you to a

brand new non wireless family with the May 2024 contract. With the initial release of Genesis AI last year, Starkey delivered our most powerful platform to date. And with this contract, we're leveraging that groundbreaking innovation of Genesis AI and introducing a non wireless premium custom family that we are calling Starkey signature series. And excited to tell you that that family does include the industries first custom rechargeable CIC.

So before we dive into the details of what's new, I want to spend just a few minutes on the Starkey neural processor because it powers both Genesis AI and the new signature series as well. This processor delivers six times more transistors and ten times more memory, or I should say memory onboard, which allows for four times faster signal processing. And it's really important because the speed and efficiency is what helps patients easily hear what's most important to them in their day to day environments, while also keeping battery drain to a minimum. Or I maybe should phrase that to an all time low. Said differently, the advanced processing takes in data and utilizes complex pattern recognition in combination with machine learning to adapt to more listening situations provide improved but also personalized or customized performance as well.

The Starkey neuroprocessor in a nutshell, I would describe it as being faster, more precise, and more efficient, which equates to better hearing and performance for patients. Neurosound technology delivers over 80 million adjustments every hour. That equates to over 22,000 adjustments every second. With the ability for faster processing, both Genesis AI and the new signature series can adapt more quickly. And I just mentioned that before, right?

Patients are going to land where they need to be in every environment more quickly and more precisely than ever before. The end result is a more natural and transparent sound quality, with easier transitions in the hearing aids, even when individuals are in challenging environments. At the core of neurosound technology is our additive

compression system that was created by mimicking the way the auditory system processes sound and how we can compensate for the loss of both inner and outer hair cells. There are two independent compressors, one slow and one fast, that are running in parallel and calculate gain independently based on their measure of the input. So then the two gains are added together and hence the name additive compressor.

Both of the compressors operate differently and as a result, provide different benefits to the listener. Fast compressors generally provide better audibility for soft consonants because they react quickly to sudden input changes, and slow compressors are generally preferred for subjective sound quality. And since they both have their own strengths as standard standalone compression systems, and strengths and weaknesses. There's pros and cons to each type of compression, but when we put them together, it really allows us to take advantage of the strengths and mitigate the weaknesses to maximize the potential for better audibility, improved intelligibility and comfort as well.

EsTAT 2.0 is our next generation proprietary fitting formula, bringing more gain for soft sounds when compared in the laboratory, patients had 10% higher speech intelligibility scores for soft speech. When we compare to our previous evolve AI technology family, and not only that, we are now providing more gain at higher frequencies with ESAT 2.0. So that's going to provide a broader frequency response for individuals, which lends itself to better sound quality. So it's not peakier, it's just broader. And as a result, there's an improvement in sound quality.

And then finally, by way of characteristics or attributes of estate two point I 2.0 is the improved vent modeling, which results in a best fit target and also frequency responses based on the hearing aid style, the audiogram, the receiver matrix, and even venting as well. So lots of nice elements or attributes to estate 2.0. I'm a fan and I recommend using it, but you can certainly access other fitting formulas through the profit

programming software. So as with, I think you know, the, the notion with, or the primary benefits of proprietary fitting rationales is that they work hand in hand with the compression architecture in the hearing aids. And so that's why I do recommend it.

And we've had just incredible response and research outcomes to show that patients are really doing well with Genesis and even with signature series. Another element to the neurosound technology I wanted to be sure to mention was the incredible dynamic range that these devices or this platform provides. We've got a 20 decibels improvement in dynamic range when we compare Genesis AI and now signature series with our previous evolve AI technology. That's accomplished by raising the input saturation level to the highest level available in the industry today and by reducing the noise floor. So with this larger dynamic range, we're better able to encode and decode a wider range of environmental signals, speech signals, input signals as a whole, without distortion being introduced, which certainly benefits the listener.

So in summary here, neurosound technology provides improved accuracy of environmental sound classification. I added this in because I wanted to be sure you knew that the accuracy there has been enhanced and is very important. If we don't accurately identify and classify the incoming signals properly, then all of the rest falls by the wayside. Very accurate there. By way of the sound classification system, we've got our fastest noise or adaptation to noise that we've ever had.

We've got improved preservation of soft speech, and again, that enhanced dynamic range. Just a quick overview of the neuro sound platform, our neuro sound technology. Again, the engine underlying both Genesis AI and the new signature series family. So let's go ahead and jump into the details of the may contract by starting with enhancements to Genesis AI. This product family offers seven hearing aid styles from the industry's smallest wireless CIC or wireless custom devices up through three different RIC form factors.

Let's go ahead and take a closer look at each of these. So the RIC RT, this technology, and you can see some of the specifications listed there on the right hand side. The Ric RT uses dual radio technology. So we've combined both the benefits of near field magnetic induction along with 2.4 bring the various advantages to the listener sensor technology. With all of these devices, we've got sensors onboard.

The hearing aid, which lends itself to a variety of features that help improve the listening experience as well as provide features that allow you to support the whole patient. Rechargeable here does have a telecoil onboard, an IP rating of six eight and is cross compatible. And the battery life is absolutely remarkable. So up to 40, 41, no, up to 51 hours on a single charge, which is just unprecedented and even up to 29 hours in the cross application. So truly remarkable capabilities there.

With regard to battery life, the micro Ric here we've got, of course, the neural processor. We've got the 2.4 GHz radio sensors on board, got a push button user control, whereas the Ric RT has the rocker switch IP of six eight. All of Genesis AI has an ip rating of six eight, which is the highest that we have in the industry today. And for the micro Ric, we've got a battery life up to 41 hours on a single charge. And then rounding out the Ric family here, we've got the RiC 312.

So here we have a zinc air technology. We do have both dual radio or dual radio capabilities. We've got the 2.4 near field magnetic induction cross compatible here as well. With that 312 zinc air battery you are looking at, patients are looking at six days of battery life. And with the cross application, up to four days.

There is not a telecoil onboard the RIC 312. So if that functionality is important, keep that in mind. The Genesis AI RICs are available in severance seven different colors which really provide great matches to skin tones. Here you can see the receiver

strengths that are available. 40 gain is referred to as the I receiver, 50 gain is m, 60 gain is p for power and 70 gain is up for ultra power.

And I'm happy to tell you, if you didn't already know that our custom cased molds are available for all receiver strengths. We used to call our embedded receiver molds absolute power molds. We've changed that terminology and we are now calling them custom cased. So we'll be required for the 70 gain receiver. But depending on the individual's anatomy, and their dexterity and a variety of other considerations.

Please do know you can get a custom cased receiver for any strength receiver. All right, so to recap the Genesis AI custom technology, here you're seeing the 2.4 GHz CIC. It's got an optional push button control. Again, all of them have the IP 68 rating we've got with the 2.4 GHz piece. This technology is compatible with the Maestrae app and the Starkey accessories as well.

Does use a 312 zinc air battery and the battery life is up to seven days. It is the industry's smallest wireless custom and we've had a great response to this technology as well. And that form factor. Here you see two of the custom rechargeable devices. Battery life up to 42 hours on a single charge.

Nicely featured and really provides an opportunity to meet the needs in combination with the other custom offering for those patients who do prefer or need custom style devices. I just wanted to summarize for you because I went through those slides fairly quickly. Just wanted to point out the incredible battery performance that Genesis AI delivers. So all the way from the Rick RT providing 51 hours on a single charge down through the micro Ric rechargeable, that's got 41 hours on a single charge and then some of our zinc air options as well. Really important, I think, for patients to have that good battery life and to have the reliability and durability that come along with the IP 68 rating.

In fact, we actually test these devices above and beyond what the IP 68 standard calls for. We put them through a more durable testing process. So sometimes you'll see the IP 68 referenced as IP 68 plus for those rechargeable devices with the sealed battery compartment. All right, so a little recap there, but now let's jump into the new and enhanced features for Genesis AI with the may contract. There are ten of them, so I'm pretty excited to go through these with you and describe them for you.

So let's start with the first one listed, which is motion based optimization. Using the power of the sensor technology that's embedded inside the Genesis AI, hearing aids are adaptive directional microphones can distinguish activity based motion versus small movements with the all new motion based optimization feature. So the feature or this particular element works in two ways. When activity based motion like walking or running is detected, the microphones are going to switch to omnidirectional mode to ensure more awareness of the patient's surrounding and the best listening experience possible. Also, a second element to motion based optimization is its ability to reduce feedback small movements that can impact the hearing aid placement.

Like, and it says it there for you, like chewing, putting on a hat, you know, maybe putting on glasses, a few examples there. Small movements like that can sometimes cause feedback. Maybe the patient hears a chirp or a squeal. So if detected, the hearing aids are going to automatically switch to the strong feedback canceler adaptation setting for as long as the motion is detected. So that's going to reduce the risk of feedback and promote an optimal hearing aid experience when patients are going about their day to day activities.

So exciting there with motion based optimization available in Genesis AI and for devices already in the field, those 2.4 GHz devices with a firmware update. All right, next up is edge mode plus. So this feature was introduced previously, and I wanted

just to remind everybody of what it is. It's an on demand tool that allows the to hearing aids you to analyze the acoustic scene and apply changes to the response to the noise management to microphone mode in order to deliver the best sound audibility, clarity and comfort, if you will. So a really wonderful tool.

It's a tool that, or a feature that is turned on when the patient needs more assistance than the normal automatic hearing aid adaptations are providing. And then they would kind of use it to optimize, again, various listening environments, maybe a noisy environment that was particularly difficult, or it could even be in quiet, you know, with a soft spoken individual, for example. So a really great tool had, you know, a great response from, from patients, from professionals. And again, just this ability to really optimize or provide additional support whenever the patients needed more in those challenging environments or difficult situations. And we've added some, there are some, I should say, patient driven controls within the mystarkey app that allows them to identify their listening priority.

Do they need to reduce noise? Are they looking to enhance speech? And so edge mode has been just a great tool for patients when they need more. So again, when we introduced edge mode plus previously, the idea was that patients would turn it on and then turn it off as needed or as they moved between different environments. So now I'm excited to tell you that we've made edge mode plus automatic.

So the industry's first and only on demand, a deep neural network powered sound analyzer, really is now going to be able to move with patients, if you will. So it's now become automatic once the user turns it on, it's now going to continue to scan the environment, adapt and optimize as the individual changes environments, or as the environments they're in change around them. Transitions are smooth and seamless, and patients are only going to know that they're hearing better. And I've got one of the

data points there for you. More than 80% of patients report benefits from edge mode plus in their everyday listening environments.

And clinically, I've seen the reduction in the need for multiple programs thanks to edge mode. So I'm seeing a lot of fittings with one personal program and then edge mode plus. So as a quick example, instead of getting one dedicated restaurant program, they get several multiple different restaurant programs because edge mode plus is going to use the acoustics of the environment they're in. So this was an ask from the field. We're excited to deliver it.

So automatic edge mode plus. You may be familiar with some of our previous research discussing how well individuals would do with or did with Genesis AI. So our previous round of research, but today I'm bringing you some new research that kind of highlight the improvements that have been made thanks to edge mode plus and motion based optimization. So I'm just going to summarize these studies. Look for white papers if not already available@starkeypro.com.

Will be coming soon. So in the kind of one of the top mention here of improved speech recognition and noise in the default hearing aid settings condition, participants on average recognized 62.6% of speech and restaurant noise when edge mode plus with enhanced speech speech was enabled. Speech recognition improved by 10.7 percentage points to 73.3%, really equating or identifying a significant improvement there. The next item down improved spatial awareness with the new motion based optimization feature. We studied signal to noise ratios with the feature off versus on and found that participants performed better with the feature on that equated to the target signal not needing to be as loud in order to be audible.

That indicated an increased spatial awareness, then improved feedback management. Also with motion based optimization, there was 10% more added stable gain using

strong versus subtle feedback canceler, showing that when the patient is in motion, there's a smaller probability of feedback during activity due to increased gain margins. So just a quick hit or overview, if you will, of some of the new research. So be sure to check out more on all of that. If we turn our attention sorry, got to click the right button here.

If we turn our attention now to the MyStarkey app and some of the updates that you can find there, we're pretty excited for patients to be able to enjoy some of these features and benefit from them. MyStarkey can be found in the App Store for Apple smart devices or the Google Play Store for Android devices, we've added a new feature called Intelligent Reminders. These are available, related, or intended to support the journey with amplification. There are two elements. The hearing aid maintenance piece reminds patients to run self check regularly, and that's a feature that's going to verify all of the key components of the instrument are performing as they should or alert them to issues that require troubleshooting.

And that element can be set to weekly, biweekly or monthly, and will provide an audible reminder in or through the genesis AI hearing aids and then insert your hearing aids. This is a visual reminder on the phone that can be set to prompt the patient to put their hearing aids in if they haven't been turned on during their usual wearing time. The timing is learned based on how the hearing aids have been used. So, for example, if they typically insert their hearing aids at 07:00 a.m. The reminder notification will occur around 715 am again to remind them to put their hearing aids in.

We also have a new addition to the interactions section of the Maestrae app. The interaction goal looks at daily social engagement, conversation, and time streaming to really highlight the importance of cognitive stimulation. And now it can distinguish aware's own voice compared to other voices to more accurately measure time spent in conversation and can let the patient know how you know how they're doing for the

day. Or they can even look at the progress in the weekly view as well. So that's a new element with this new contract.

Also new with this contract is the addition of asynchronous remote programming, which can be accomplished from anywhere because it's a fully web based system and doesn't require the interface with the fitting software. The notion is that patients can submit a request for an adjustment through the Maestrae app. The professional provides that, and then the patient can review the adjustments that were sent, compare them to previous settings, and then save the settings that are preferred. So very excited with our telehere feature to provide you with both synchronous live sessions and now asynchronous help requests to really provide you with the ability to meet patients where they are and in the event, certainly of proximity challenges, health challenges, and a variety of other potential obstacles. So the new kid on the block again is the asynchronous remote programming, and I'll just kind of highlight, give you the overview here again.

So the patient or the user is going to submit their request through their appointment. The hearing healthcare professional, the audiologist gets the notification through email. They can make adjustments and send those back through to the user. The patient can compare and contrast and save the adjustments that they prefer. And then final reflection will for the professional or notification of settings will be available to the professional through the telehere portal.

So a quick look at how the asynchronous strategy will work. Another element with our telecure feature overall is what we're calling, or what is known as direct linking. So during the setup process, it's very important to establish a secure connection between the professional and the patient. And what we've done now is we're allowing for an automatic code entry system through an SMS or text message that the patient receives. So previously with our telehere feature, when the professional was enabling

the feature and getting it all set up, there was a code, a one time code the patient would need to enter into the maestarkey app to again create that secure connection.

So now with direct linking, there's a link right there that's going to automatically populate the code within the app. Just make it faster and easier for completing that setup process. And just want to be clear that that code entry, again, just a one time process to create a secure connection. It is not something that's needed with every remote session. Streaming streaming is very important to some patients.

Streaming can be initiated in any program. Individuals can customize the frequency response for phones and even individual accessories. Professionals can help with that through the profit software. More patients are empowered to do that starkey app and even the ability with streaming to automatically recover accessory streams if the patient momentarily goes out of range. So just some highlights there on streaming.

But what's new with the may contract is the ability to improve or enhance the streaming sound quality through the new equalizer tool that is available through the My Starkey app. And you can see an image of it there. So a wonderful ability to be able to adjust the sound quality, to personalize that sound quality. And that equalizer tool can be used in combination with the boost options that we provided previously to optimize stream signals. So we've got, as you can see here, even a base boost option, a treble boost option to give a bump to the higher frequencies, or an overall boost that you see outlined here in blue.

So with the new equalizer controls, those can provide an additional plus or minus five decibels for an even more robust experience. So wonderful addition there with the may contract in the MyStarkey app. Here you're seeing the home screen. Another helpful addition is that patients are going to see something different on the home screen when streaming is initialized. So where you see that yellow circle?

Now you'll see that it says adjust sound when streaming is initialized, that used to be the or without streaming. In the absence of streaming, that button will say edge mode plus. But when streaming is initialized, that button is going to be replaced. So edge mode plus is going to be replaced by the new adjust sound. And all the patient has to do is simply tap on that button to access the additional sound customization options.

An easy tool for individuals and you know, just a more seamless experience for them as well. And then I just wanted to. This is not new, but just wanted to remind everyone of hands free audio with iOS devices. Apple made it possible for the hearing aid microphones to return the voice so that the individual doesn't have to hold their phone. So hence hands free.

And of course user controls can be used to accept end and decline calls, send them to voicemail. So a wonderful tool there. Nice safety consideration for individuals. All right, so those are the updates and the enhancements to Genesis AI and a few reminders in there as well. And now let's shift our attention to these new signature series.

I think we'd all agree that customization is really an art. It takes the skill of you partnered with our specialized customization team to really create the perfect custom product. Starkey is always led in this area and we're excited to bring the signature series to you. So let's talk through some of the attributes here. Signature series is a pretty premium product portfolio for good individuals who want the smallest devices, but they can still deliver on big sound quality, if you will.

There are two different form factors here. Important to know that signature series is a fully non wireless product family. So I've got that referenced for you. Under the images there are two non wireless styles. There's an IIC invisible in the canal and a CIC rechargeable.

I wanted to summarize some of the highlights of the signature series. We are using that neuro sound technology we talked about here. Edge mode plus is available with the CIC rechargeable style. We've got our great feedback cancellation, the ability to optimize the acoustic venture when needed. We've got our consonant brightness feature that some of you will recall manages the fast compressor in the hearing aids.

We've got our multiflex tinnitus Pro technology on board both styles. We've got our REM target match feature, in situ audiometry, and several other nice elements to the signature series. So let's take a closer look at each. I'm going to start with the CIC rechargeable non wireless. So here we've got the world's smallest custom rechargeable hearing aid.

I actually love it. I love its capabilities and I love its form factor as well. Up to 38 hours on a single charge. You can see some of the attributes there on the right hand side. The removal handle, very important here.

The removal handle actually contains an antenna and that antenna allows for wireless programming. So it is a non wireless device by way of feature set. With the exception of the ability to wirelessly program these devices, the CIC non wireless is waterproof. It's got that IP 68 plus rating. And I mentioned the wireless programming compatible with the new Starkey 2.0 chargers that we're going to talk about and fully featured here.

So let's go forward and take a closer look at some of the different elements here. Here is a mention of that wireless programming and the fact that that that can be or that wireless programming is compatible with both the Noah link wireless one and two programmers. So that is important to know. The CIC or the Ilc non wireless. The

invisible in the canal here we've got a non wireless device with a battery life up to seven days.

That's a size ten battery. We still have the ip 68 rating. We've got the neuroprocessor here. So for patients who really want small, who want invisible, really, either of these are going to be a wonderful choice. The idea and the way the signal processing works with our neurosound technology, it is very possible to fit devices in a fully automatic manner.

Just let them automatically adapt as patients go through their day to day activities. Again, the CIC rechargeable slightly larger and has the ability to also include the edge mode plus capability with simultaneous button presses to both sides. But for the. Again, the IIC, for an individual who wants small and have it disappear, just really a wonderful tool. We do not have wireless programming here.

The IIC is going to need to be programmed in a wired manner. So we've got the Hipro two and you can see the speed port two, the NOAA link, the Hipro USB, a couple of different compatible programmers here and it's going to involve using the purple programming cable and our orange flex strips. So I just mentioned, or I mentioned before about the CIC rechargeable and edge mode plus. So for patients who want to take advantage of that additional level of help and precision in challenging environments, it's a wonderful tool. The idea here is that in a binaural fit, individuals would just press the push buttons on the devices at the same time to engage and then release the feature.

So a great tool here for people who are in, again, those challenging environments. It's interesting, the normal adaptations that are taking place, the noise management algorithms, response adjustments, those normal automatic adaptations, the ones I mentioned earlier, the 80 million adjustments, 22,000 every minute, really do a great job

for the majority of environments. But again, just that extra tool, if there is a challenging environment, and I'm happy to tell you that this device, the rechargeable, is waterproof. So we're excited to add that to the lineup. In fact, if you combine Genesis AI and signature series, there are six rechargeable styles that are waterproof, and they're waterproof up to 1 meter.

Certainly doesn't mean that we're going to encourage them to shower with them or swim with them, for example. But if they do, you know, accidentally, those hearing aids are going to be just fine. All right, now let's take a look at the chargers, the Starkey Chargers. I'm excited to tell you that with the make contract, we are introducing the premium Charger 2.0. We've got a universal USB C port for charging white led lights that are inside the charger that are going to indicate the charge status.

One set of lights will indicate the charge status of the hearing aids, and then the other set will look at the charger itself and that charge status. The hearing aids are fully charged in three and a half hours, and turbocharging is included. So if those hearing aids really get run down to low battery life, the patient can get 3 hours of use time in just ten minutes of charging. So let's take a closer look at the premium chargers so available for both the Rick style devices as well as the custom rechargeable devices. The docking stations on these chargers are unique for the specific style of device.

So you can see I've got them labeled there, the micro RiC, the Ric RT, and then the custom. So on the underside of the charger, you can see there's a label there. And I'm pointing out with this that the style, the hearing aid style is indicated on the bottom. So for this example, it's showing that the model of this particular charger is for a Rick rubber RT device. And then also there's a battery icon on the label as well, which is going to be a reference or resource to know that this particular charger is premium, that there is an onboard battery.

So, let's talk about light behavior or led indicators. So here, these particular lights are going to indicate the status of the onboard charger battery. So one light is going to indicate up to 25% charge, two lights, 50%, three lights, 75, and four lights, you guessed it, 100. Right. And then charger being complete, flashing when charging, solid when charging, complete.

So very straightforward there to indicate the charge status of the onboard charger battery. And of course, you will know that the nice advantage here is the ability to disconnect from a power source, take the charger on the go and get three full charges for the hearing aids. Let's also talk about the lights inside the charger that indicate the hearing aid charge status. Those are the small round circles. Flashing circles are going to indicate the charging is in progress, and solid circles are going to indicate that charging is complete.

And in our field studies, right prior to delivering this charger, patients had a very easy time with this. So we're really excited. This was an ask from you, and so we're really excited to deliver on that Starkey. All rechargeable products come from us to you in what we call ship mode, designed to transport and deliver them in a manner that conserves the battery. So we've got to plug in those chargers.

They've got to be plugged into a power source to remove them from ship mode, and then rechargeable. Ric devices have to be placed in the appropriate charger for 3 seconds and then removed to exit ship mode. And for the custom style devices, they can either be placed on the charger for 3 seconds and removed, or if there's a program button on the devices, you can press that to exit ship mode. And I'm happy to tell you that the new premium charger is going to be the default charger with your orders. That said, you are able to order the first gen charger, our Starkey Charger 2.0, that did not have or does not have an onboard battery.

So if that is not, you know, if there's a preference there for the patient, please know that that is still orderable. All right. And then just to kind of round things out a little bit, I want to talk about some of the exciting updates that you can expect to see here with the contract with the profit software. Rick, naming mismatch. This is a pop up that will occur in the software if somehow you have launched one NOAA file.

But the hearing aids don't match that NOAA file. So it's just a heads up to you. Hey, wait a minute. The patient selected doesn't match, right. Who the hearing aids are reading out for.

So we get busy. And it's just a nice, oh, by the way, hey, got to reconcile this so you can reset the hearing aids. We've just added the continue button. This was an ask from the field. It's going to allow you to keep moving forward without resetting the hearing aids and then you've got the ability to cancel or not proceed.

I want to encourage you to select reset hearing aids or to go with that as your primary choice here. Definitely the best option when it comes to issuing consignment hearing aids or even for demoing devices. It's going to ensure that the patient name in the hearing aids is what reads out in the My Starkey app. So we've got nice consistency there. So I definitely want to recommend that.

So as it says here, even best practice is to reset hearing aids. Hearing aids come to you pre programmed. The software launches on the fitting workflow, so no changes there. But we give you nice navigation power and capability throughout the software to go where you need to go, but to try to streamline it, make it quick and easy and efficient for you. So just a recap there on the smart connect session types.

And I do though however, want to tell you I'm excited about this. This is a new edition with May. We have simplified the programming defaults. So when we ship you the

hearing aids, there's going to be a single automatic personal program with volume control. And if I could hear you right now, I think some of you might be clapping.

This was a big ask from the field, so that's what you can expect with the devices coming to you beginning May 1. When it comes to volume control, it's going to depend on the style of the device. Is there a rocker switch? Is there a push button? What does that look like?

And so little table here summarizing the behavior of how the volume control will work based on the style of volume control on the hearing aid. And of course you can go in and add additional programs if they need them. And as I mentioned before with edge mode plus, now I'm seeing very little need for additional programs. That said, there are unique needs for patients and we have our each, our unique preferences. So lots of flexibility for you if you need it.

Another ask from the field, the ability to pin the fly out menu. So when you click on the little hamburger icon now you can, you'll see a little pushpin up at the top right hand corner. If you want to keep that fly out menu visible at all times, you can engage that pushpin and then see those additional screens that you can have access to. So you can kind of just access it when you need it through the hamburger icon or you can pin it open and it'll remain open until you unpin it fly out menu. So.

Oh, sorry. There's a closer up, a better image of the hamburger icon that I was just mentioning. And then the pin in the upper, you know, in the upper corner there. So that was an ask from the field. Happy to deliver on that.

Also, just a reminder on our feedback cancellation. Three nice elements to that. Nothing new here with the May contract, but just want to be sure we had a couple of

additions with the November contract. That initialization sequence is going to gradually ramp up to the targets level for greater patient comfort. So a nice element there.

Big fan of initializing the feedback canceler. Starkey, one of two companies that does not cap you or lock you out of response adjustment. So why not account for the individual anatomy and the fit of the instrument on the ear right out of the gate? So I'm encouraging you to use the initialization tool mid frequency management. This is a feature that if there is feedback, potential will kick in to provide extra control to help offset feedback if necessary.

We've got some management capabilities for you and the software, and then there's an auto adjust button as well where you can easily accept the recommendations that are provided once you've done the initialization and even to have them automatically accepted if you like, through the settings of the profit software. Expanded access to sound manager you're now going to see the sound manager screen along the top menu selection in the profit software. You're going to see that now in the fitting and follow up workflows. It was previously just available by clicking on the left menu, the fly out there with the hamburger icon. But now we've added it right into each of those workflows.

Multiflex tinnitus Pro very important here. Personalized sound therapy for tinnitus management. Some patients do well with amplification by having more awareness and the amplification element, creating a situation where they're noticing their tinnitus less, if you will. But there are some individuals, as you all well know, that really have some challenges, are going to need more help than amplification alone. Happy to tell you that we have our multiflex tinnitus Pro feature available for you where you can implement one of three signals into one or more programs for a patient.

The white noise. These are broadband signals. The white noise uses the patient's pure tone average to calculate the energy in the broadband signal. Audiogram shape uses the entire audiogram provides across the board. They're more than just the pure tone average and then the custom noise signal here you've got a quick process where you can measure minimum detection levels and minimum masking levels to really personalize the signal for each individual.

So some nice tools there for tinnitus sound therapy and this feature, these features plural, available in all hearing aid styles. So that's another really important consideration all the way down to the tiny little IIC, up through some nice wide availability here with the tinnitus Pro feature. So what's new with the May contract? We've got an updated layout in the software, got a new tilt control feature we've got on threshold and UCL displays and even safety notifications for loud signal levels when they're over 80 decibels SPL. So to kind of look at these, to give you an idea here, when it comes to the new view, the new layout we've created a drawer organization like you may be familiar with on our user control screen.

So that's where you can get to tinnitus fine tuning and copy settings and target match for tinnitus. For the tinnitus signal, we've added the custom signal to the dropdown menu on the tinnitus screen, so an easier access point to create that personalized signal for individuals. And then the new tilt control I've got highlighted here for you as well. If we take a closer look at tilt control, what it's going to do, it's going to change the shape and the loudness of the masking signal. It's going to just gain as a function of frequency, as you can see here.

And what I did is I just did a couple of screenshots to show you how these arrows work and what you can expect. So you can make or create it so that there's more low frequency emphasis for the individual in that signal, or more high frequency emphasis. What you're looking at here in the graphs, the original response is indicated by that

yellow outline. And then by doing five clicks in either the downward direction low frequency emphasis or upward direction high frequency, you can see the tilting that took place. Compare the original response in yellow to the adjusted response in purple.

And again, a wonderful tool there. What I think one of the things I love is that the tilt control really provides more masking flexibility because what you're able to do here is really even simulate those soothing sounds of nature. And I've got some of those here on this slide for you. You can create a signal that resembles pink noise. We've got a nature correlate of light rain, maybe a river, maybe wind, or maybe even more low frequency emphasis.

We've got more of a brown noise type signal and we can get into that kind of thunder sound, or maybe the waterfall, if you will. Again, more masking flexibility. And I know some of you are really going to love that. This is just a reminder about the relax app that is the complement to our broadband signal. Here we've got the soothing sounds of nature.

There are twelve different soothing sounds of nature that can be streamed to the hearing aids or played through speakerphone. And this is the starkey relax app. And what's neat here, too, any of these sounds can be customized so they can use the tool within the app to make the signal louder or softer, maybe give a little more bass or a little more treble and then save those preferences, which is a great tool. And of course the ability to manage the volume of that soothing environmental sound and the rate of fluctuation as well. And there's even a really nice sleep timer rounding out some of the enhancements to the profit software.

Our previous auto on off feature that was created to help conserve battery life in the wireless hearing aids, we're changing the nomenclature. So we've got new names here to better reflect the functionality of the feature to, you know, to make it easier to use

and to understand. So also want to be sure I mentioned the feature defaults off. You can enable it if you like, and improved performance, which is an important thing too. So we've been able to reduce the false positive rate.

So when those hearing aids are still and motionless, we've got greater accuracy as to when that sleep mode, if you will, will engage. So in the software under user controls, the old power off is now going to say sleep mode and on the fitting summary screen and profit, the previous or old auto on off is now going to say auto sleep because it's not really a true on off. So that's why we moved away from that nomenclature. Right. It's more of a deep sleep mode to help conserve battery life and then the last update to profit and an improvement here within situ audiometry.

So we've improved here this feature by lowering the testable tone level to either zero or five depending on the frequency. So you can kind of see that outlined in the chart here. And that's going to apply to all styles. You've got more versatility now with the in situ audiometry feature. All right, so I just wanted to give a quick shout out to our Soundgear technology.

We've got wonderful solutions for helping to protect hearing. And you can see a couple of references here, both to active and passive form factors, whether it's instant fit, you know, ITC style devices, you know, we've got shooter, you know, for applications or, you know, industrial applications or maybe someone using a firearm. We've got our custom ite, right, personalized for the individual. We've got our phantom Bluetooth and our phantom and our silver sound gear technology and then passive, right, solid earplugs and filtered earplugs and, you know, high frequency filters and just a wonderful array of tools. I'm not going to launch into any detail on that.

Just wanted to provide that as a reminder to everyone. So just kind of in wrapping up here, please visit starkeypro.com when you go there. There's a tab at the top for

government. You can find white papers there. You can find quick tips which are the ABC 123 on various features to help you use them and understand them.

Videos and a variety of training opportunities are listed there as well. We have a number of clinician resources for you to help support you and all that you're doing. And then as you can see here on the right hand side, a number of wonderful patient resources as well. So be sure to take advantage of those. And if you haven't already downloaded the handout for this class, be sure you do that.

That way you'll have all of these resources at, you know, at arm's length as well. And then I, just to finish up, want to give a kind of a shout out to our various government services symposiums that we are hosting, kind of rounding out, and through the fall, if you will, for those who can join us. We've got an upcoming national symposium in Savannah, Georgia. That's May 22 to 24. Come join me.

I'll be the trainer there, accompanied by a wonderful colleague. And we'd love to have you there. It is so beautiful in Savannah. If you haven't been so consider that Minneapolis, Minnesota, our headquarters there. We've got a technician training in September as well as an audiology symposium in September as well.

And then there is an option for Napa, California, and that's happening in October. So with that, I want to thank everyone for joining me today. I really appreciate each of you. I know how much you do. I know how hard you work.

And I just, you know, hats off to all of you. So don't hesitate to reach out to your government services team if you need or want more detail or, you know, you need more information. All of us are happy to help, so have a great day and thank you again.