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On a Mac

- Open PDF in Preview
- Click File
- Click Print
- Click dropdown menu on the right “preview”
- Click layout
- Choose # of pages per sheet from dropdown menu
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- Open PDF
- Click Print
- Choose # of pages per sheet from dropdown menu
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PRIORITIZING END-USER EMPOWERMENT AND WHY THAT MATTERS

PRESENTED BY: TAYLOR DEVITO, AUD, F-AAA

SOUND LIKE NO OTHER

ABOUT THE SPEAKER



Taylor Devito, AuD, F-AAA
Clinical Education Specialist – West
Widex USA

SPEAKER DISCLOSURE

- Relevant Financial Relationships:
 - Presenters are employees of Widex USA and receive financial compensation.
- Relevant Nonfinancial Relationships:
 - There are no nonfinancial relationships.

LEARNER OBJECTIVES

1. After this course, participants will be able to describe the benefit of empowering end-users

2. After this course, participants will be able to list three types of tools used to maximize end-user empowerment

3. After this course, participants will be able to describe two features within the Widex app designed to help wearers help themselves

WHAT DOES EMPOWERMENT MEAN TO YOU?

WHAT DOES EMPOWERMENT MEAN TO YOU?

Confidence

Independence

Participation

Control

Engagement

WORLD HEALTH ORGANIZATION DEFINITION

“A process through which people gain greater control over decisions and actions affecting their health” and should be seen as both an individual and community process



POTENTIAL CONSEQUENCES OF UNEMPOWERED PATIENTS

For the Hearing Care Professional:

- Losing professional time due to tedious/unnecessary fine-tuning/follow-up appointments
- Frustration due to their lack of commitment or involvement
- Potential returns



For the wearer:

- Not wearing the hearing aids
- Lack of motivation to invest time in their new hearing aids/losing confidence
- Risk of social isolation, depression and dementia



WIDEX FOCUS ON FITTING

EMPOWERING YOUR CLIENTS TO LIVE SKILLFULLY WITH HEARING LOSS



SHARI EBERTS



GAEL HANNAN



TOOLS TO MAXIMIZE EMPOWERMENT THROUGHOUT THE HEARING AID JOURNEY

AI

Apps

Accessories

MARKETRAK RESULTS OVER THE PAST 7 YEARS

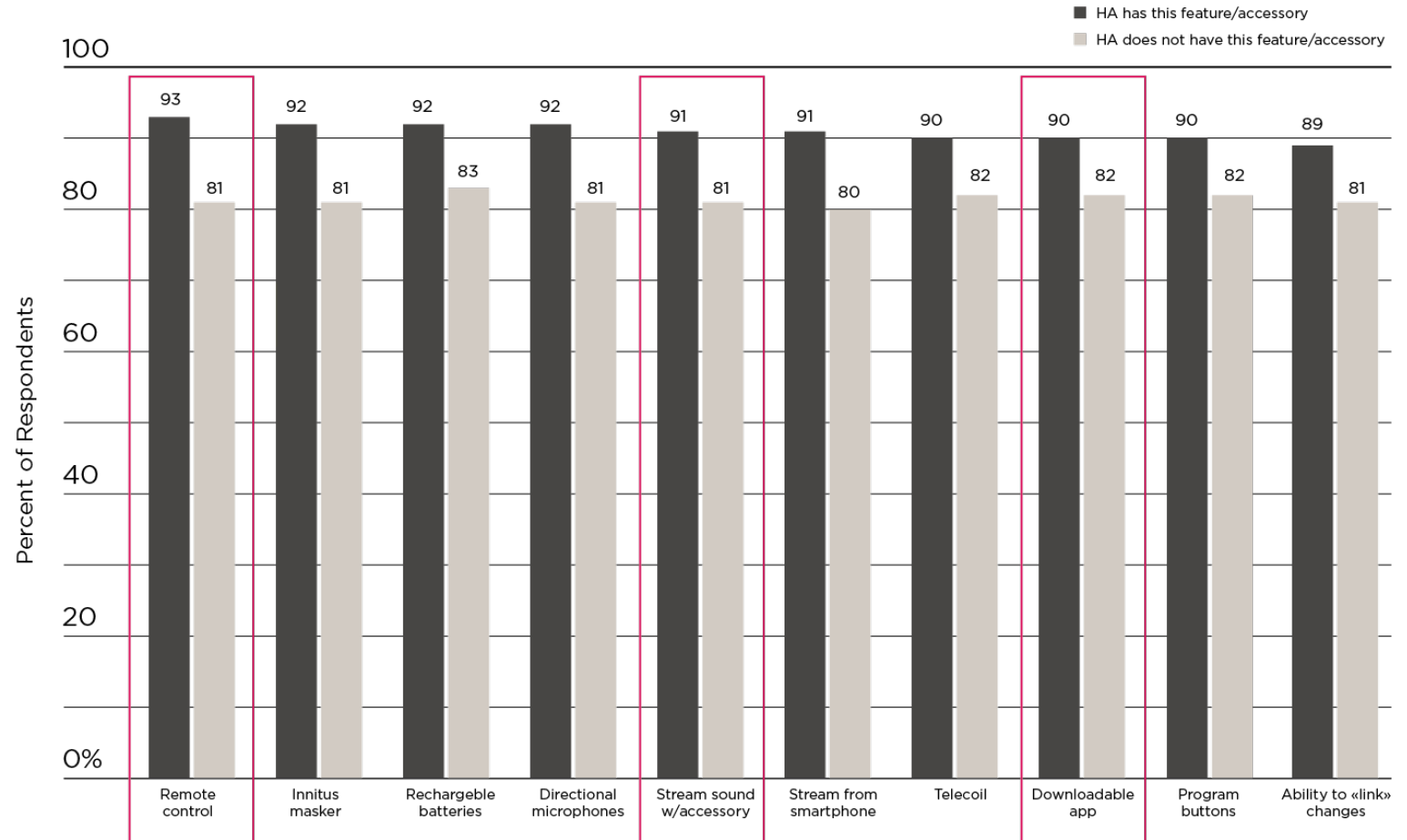
Percent of Hearing Aid (HA) Owners Who Reported Having Each Feature in the Last Three MarkeTrak Survey Cycles			
Question: Below are some different HA features, capabilities, or accessories/apps. Please indicate whether your current HA has each one, as far as you know	Owners who got HA(s) in past 5 y (% "Yes")		
	MT 2022 (n = 815)	MT 2019 (n = 702)	MT 2015 (n = 782)
Features			
Volume control	72%	67%	65%
Program button	53%	41%	49%
Rechargeable hearing aid	52%	15%	16%
Directional, dual, twin, or multiple microphones	39%	28%	35%
Rechargeable batteries	35%	14%	18%
Telecoil	33%	20%	23%
Tinnitus masker	29%	14%	16%
Wireless capabilities			
The ability to "link" volume or program changes	47%	43%	36%
The ability to stream sound from a smartphone directly	44%	13%	2%
The ability to stream sound using an additional accessory	38%	26%	20%
NET: wireless HA (calculated)	63%	54%	43%
Accessories /Apps			
Downloadable "app" for smartphones	44%	17%	6%
HA remote control	39%	21%	22%
Body-worn Bluetooth device	31%	15%	12%
TV streamer	27%	11%	12%
Companion microphone	25%	7%	9%

Picou, E. M. (2022). Hearing aid benefit and satisfaction results from the MarkeTrak 2022 survey: Importance of features and hearing care professionals. *Semin Hear*, 43(4), 301-16.

WHY WOULDN'T YOU WANT TO SIGNIFICANTLY INCREASE WEARER SATISFACTION?

>90%
Satisfaction when
additional tools are
utilized

Overall Satisfaction with HA by Presence of Features and Accessories/Apps (top set)
(Current Owners who got products in last 5 years (n=815))



TOOLS TO MAXIMIZE EMPOWERMENT THROUGHOUT THE HEARING AID JOURNEY

AI

Apps

Accessories

ADVANCED TECHNOLOGY FOR CUSTOMIZED EXPERIENCES

Artificial Intelligence

“Artificial intelligence leverages computers and machines to mimic the problem-solving and decision-making capabilities of the human mind.”

-Source: IBM cloud education 6.3.2020

Machine Learning

“Machine learning is a branch of artificial intelligence (AI) and computer science which focuses on the use of data and algorithms to imitate the way that humans learn, **gradually improving its accuracy.**”

-Source: IBM cloud education 7.15.2020



LEVERAGE AI TECHNOLOGY TO ENHANCE WEARER EXPERIENCES AND EMPOWERMENT

AUTOMATICS

Trained in the real world
to address infinite
soundscapes

Sound Class Technology
(AI)

REAL-TIME INTENT

When automatics
are not enough to anticipate
YOUR intent in a given
listening situation

MySound 2.0
(Real-Time Machine
Learning)



DO WE KEEP TRYING TO SOLVE LAST WEEK'S PROBLEMS IN YOUR OFFICE? OR
LET THE PATIENT BE IN THE DRIVER'S SEAT



frustration

annoyance

back and forth
visits/sessions

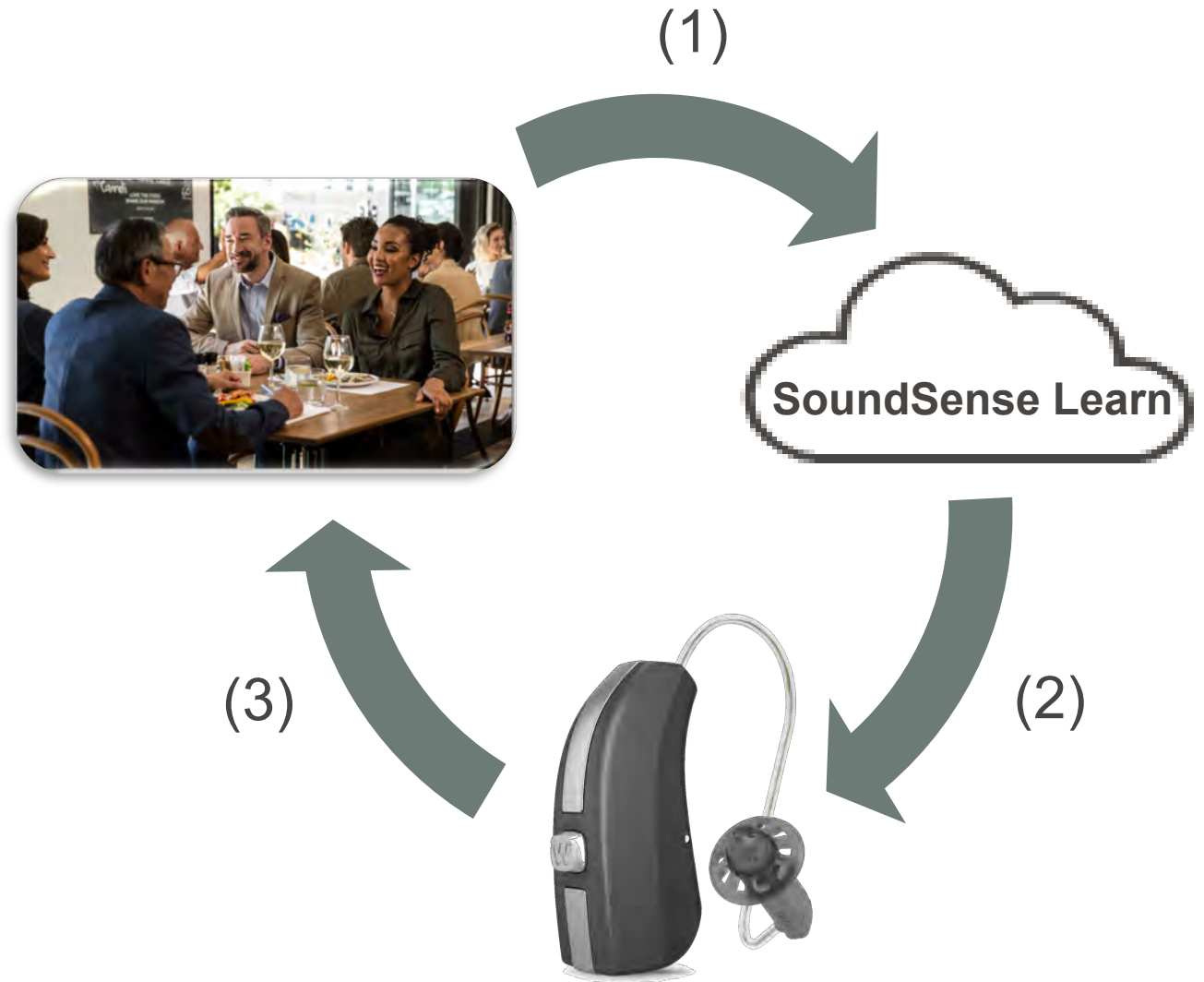
lost
professional
time



...AI can address this...
supporting the wearer and the provider

LISTENING INTENTION WITH SOUNDSense LEARN

- Introduced 2018 with Widex Evoke
- First real-time artificial intelligence (AI) in a hearing aid



MY SOUND 2.0: ARTIFICIAL INTELLIGENCE MEETS HUMAN INTELLIGENCE



Leverages the power of dynamically changing cloud data



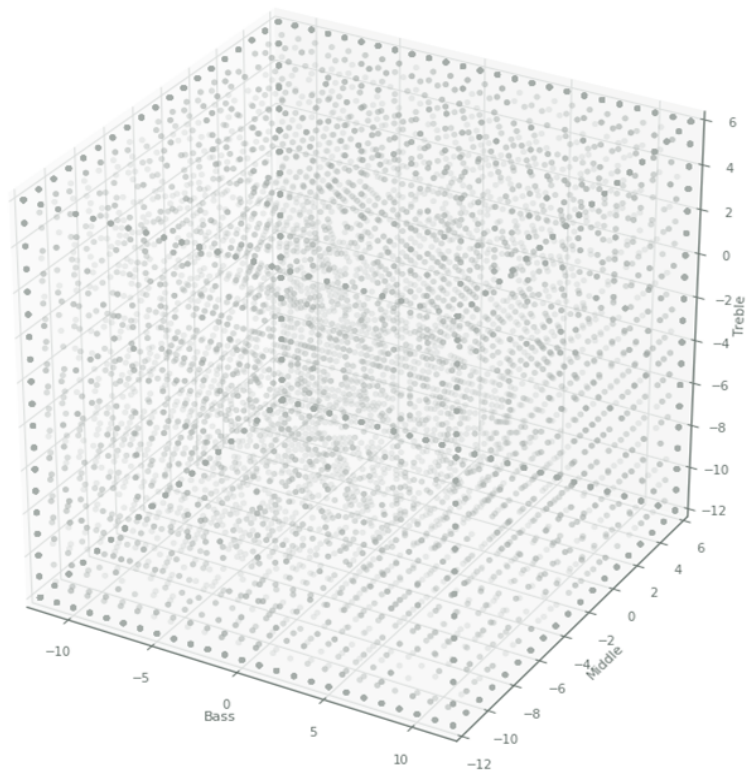
An instant path to real-time customization



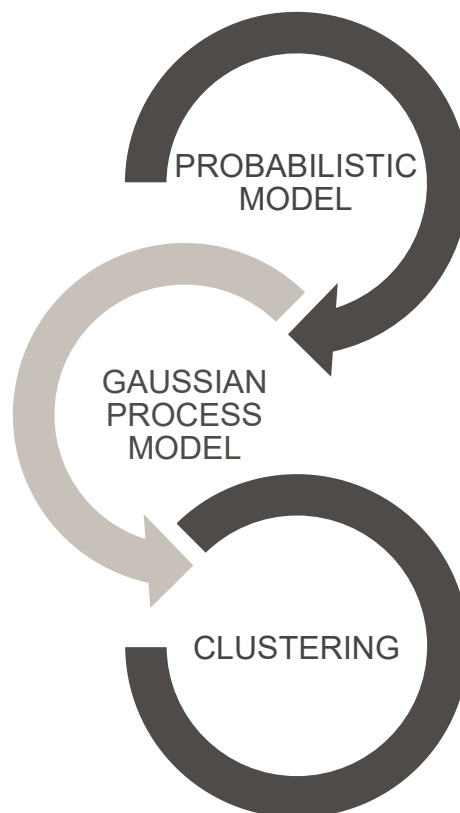
The right amount of control at every moment

AI-DRIVEN INSIGHTS FROM AI-DRIVEN DATA

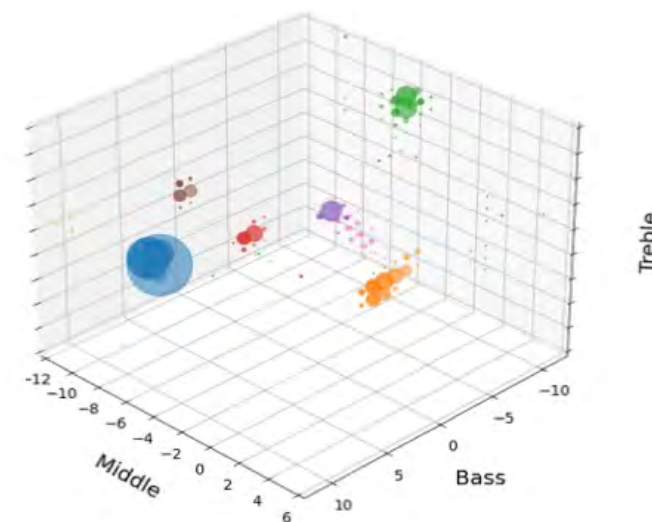
Original SSL Data



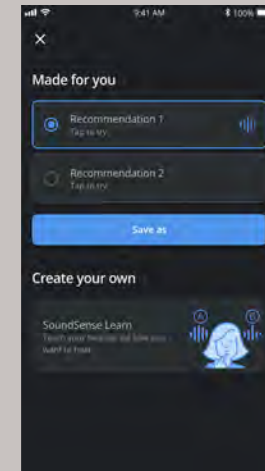
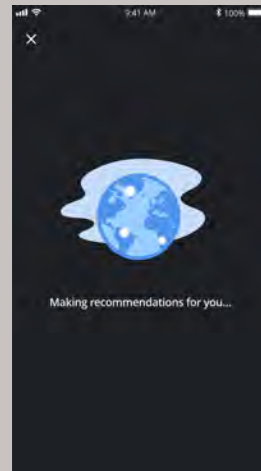
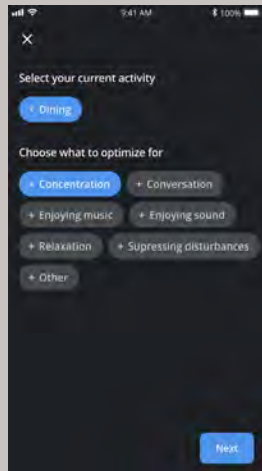
AI-Driven analysis



Used to reveal patterns



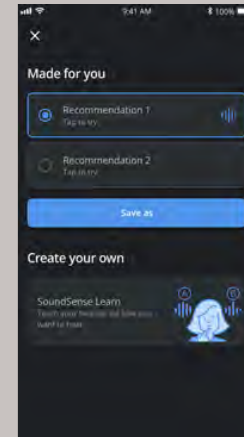
RECOMMENDATIONS MADE FOR YOU



WIDEX MOMENT™ APP

Happier Patients and Less Fine Tuning — Widex MySound 2.0

Let AI leverage cloud data from thousands of real-world Widex users to provide instantaneous hearing solutions whenever and wherever the patient needs it.



TOOLS TO MAXIMIZE EMPOWERMENT THROUGHOUT THE HEARING AID JOURNEY

AI

Apps

Accessories

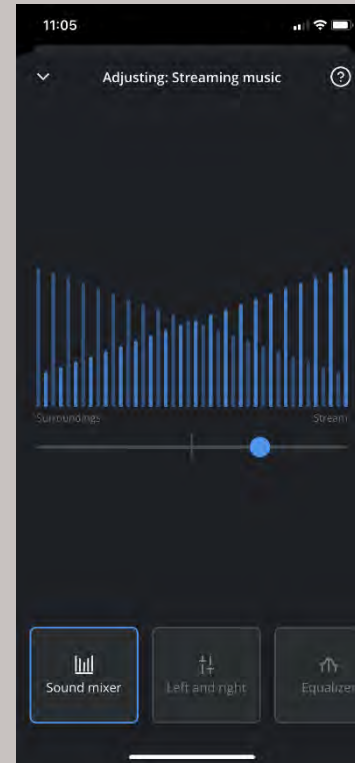
WIDEX MOMENT APP



Ear-independent volume controls



Equalizer with easy preset options

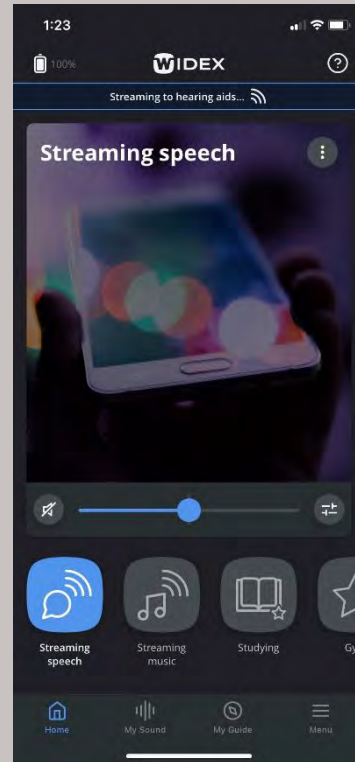


Sound mixer when streaming or with Widex SoundRelax™ and Zen tones

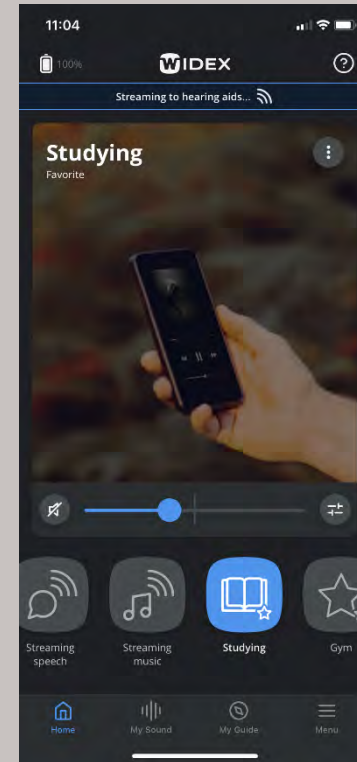
Easy, yet effective adjustments —
Volume, Equalizer, Sound Mixer

WIDEX MOMENT APP

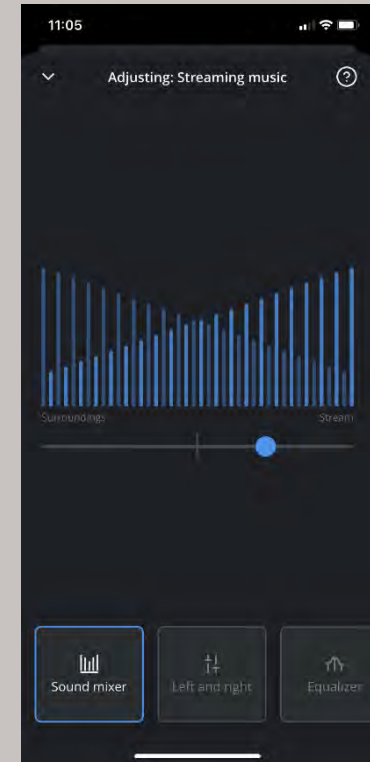
Exceed Expectations — Dedicated Streaming Programs



Convenient
Happens automatically
while streaming, no
navigation required.



Versatile
Choose from automatic
streaming program or
create favorites.

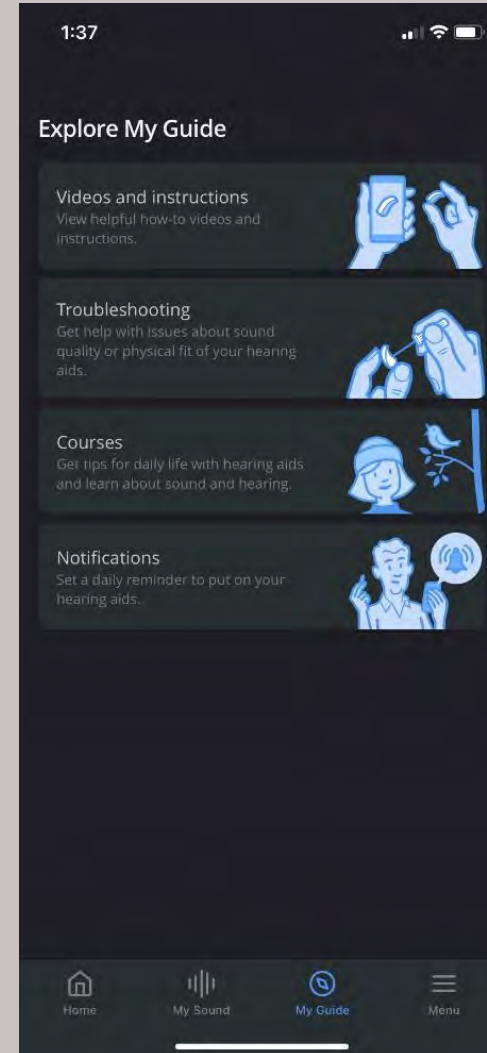


Functional
Prioritize streamed sound
or surrounding
sounds at will.

WIDEX MOMENT APP

Help Patients Help Themselves — My Guide

Instructional videos, articles, and troubleshooting tips that empower even the not-so-tech-savvy patient throughout their hearing aid journey.



FIRST OF ITS KIND STUDY

BY: WSAUDIOLOGY OFFICE OF RESEARCH IN CLINICAL AMPLIFICATION (ORCA)



- Participants: 18 (11 male/7 female)
- Age: 56-85 (mean 72)
- Demographic: first-time hearing aid wearers (6-36 months)
- Method: semi-structured interview with thematic analysis

Gotowiec, S, et al. (2021)

RECURRING THEME

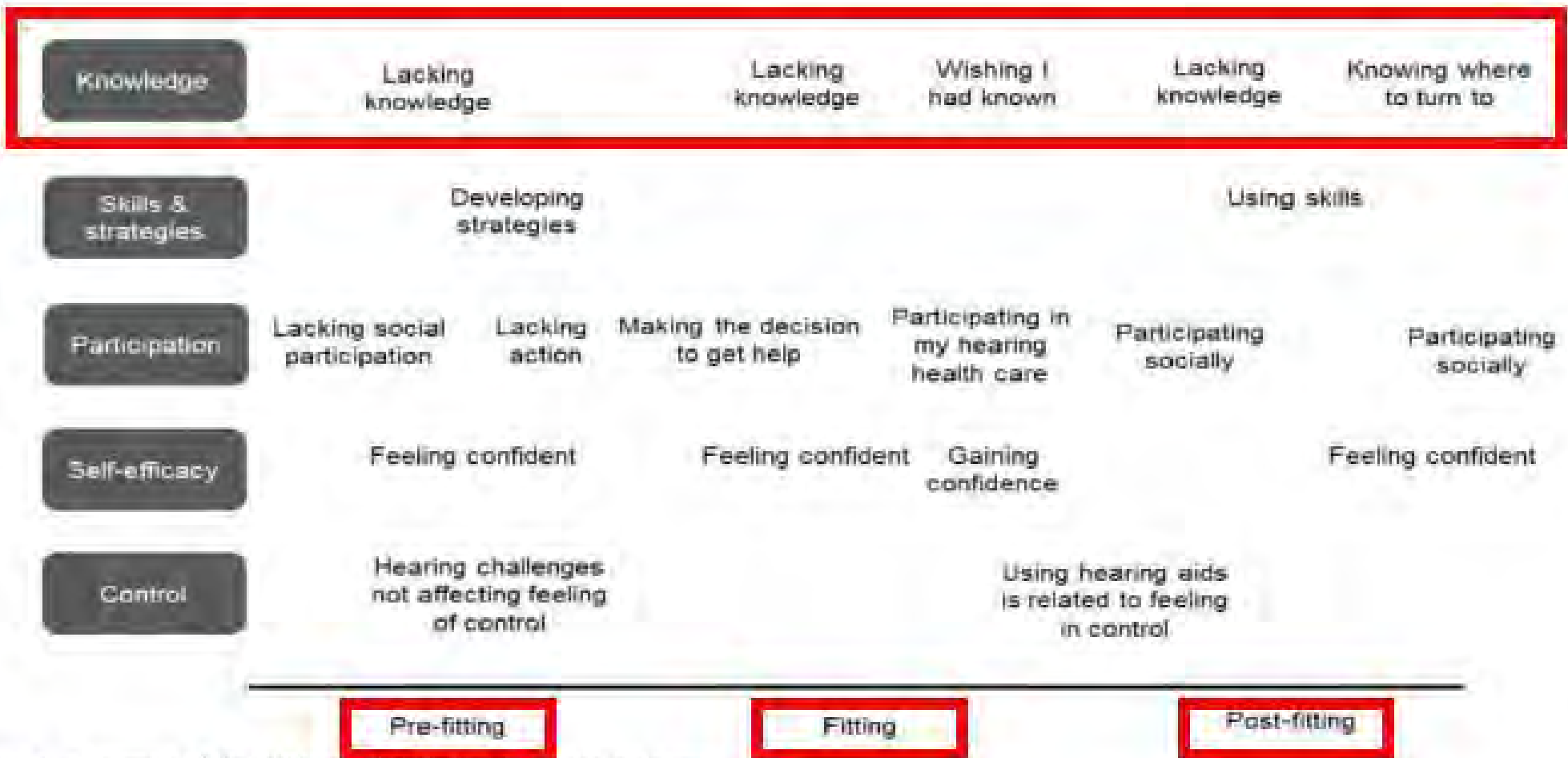
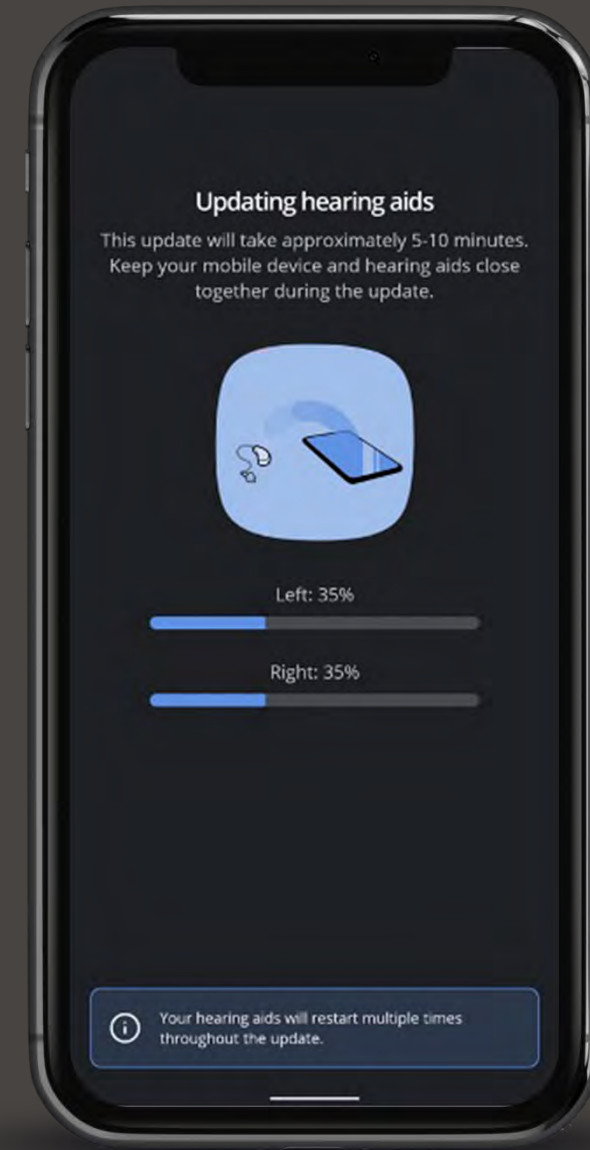


Figure 1. A summary of the subthemes that displayed temporal variations.

FIRMWARE UPDATES VIA MOMENT APP

- Exclusive to Widex
- Real-time patient empowerment
- Instantaneous benefit
- Minimize time-consuming appointments JUST to update hearing aid firmware



AN APP FOR ANY WEARER

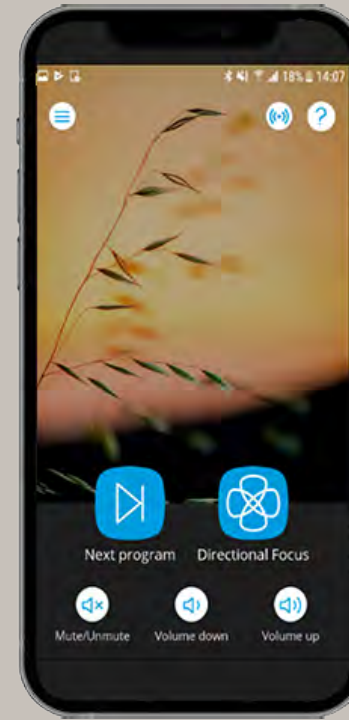
MOMENT™ App



Requires 2.4 GHz capability

- Change programs
 - Adjust volume
 - Mute/unmute
 - Directional focus
 - 3-band equalizer
 - Sound mixer
- Greater personalization options
- AI-driven customization via My Sound & SoundSense Learn
 - My Guide

TONELINK App



Transmits acoustic control signals

- Change programs
 - Adjust volume
 - Mute/unmute
 - Directional focus
- Simple, yet effective adjustments

WHICH APP IS RIGHT FOR YOUR PATIENT'S SMARTPHONE?



<https://www.widexpro.com/en-us/business-support/compatibility/>

WE'RE HERE TO HELP!

Please note: This hotline will not provide consumer support for audiologic or hearing aid fitting questions. In these cases, consumers will be referred to their Hearing Care Professionals.

Widex Consumer Technical Support Hotline:

1.844.497.8844

9:00 am - 5:30 pm EST, Monday through Friday



Bluetooth connectivity - connecting the hearing aids to smartphones and issues with intermittent connectivity/audio streaming



App support - assistance with installing apps, troubleshooting app issues, and questions about app functions



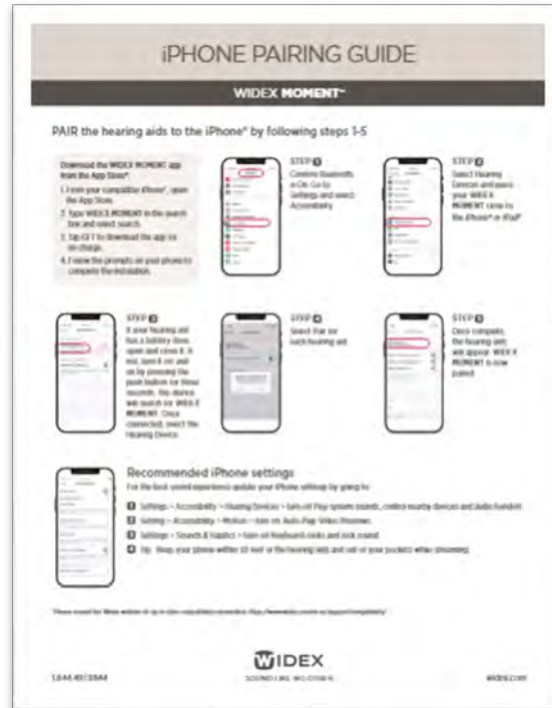
DEX support - assistance with setup and pairing



Charging support - basic troubleshooting of hearing aid chargers



NEED APP/CONNECTIVITY SUPPORT MATERIALS? WE'VE GOT YOU COVERED!



TOOLS TO MAXIMIZE EMPOWERMENT THROUGHOUT THE HEARING AID JOURNEY

AI

Apps

Accessories

“Globally, more than 2.5 billion people need one or more assistive products”

“With an aging global population and a rise in noncommunicable diseases, more than 3.5 billion people will need at least one assistive product by 2050, with many older people needing two or more”

-World Health Organization 2023

HEARING HANDICAP INVENTORY FOR ADULTS (HHIA)

NAME: _____ DATE: _____

INSTRUCTIONS: The purpose of the scale is to identify the problems your hearing loss may be causing you. Check YES, SOMETIMES, or NO for each question. DO NOT skip a question if you avoid a situation because of your hearing problem. If you use a hearing aid, please answer the way you hear **WITHOUT** your aid.

		YES (4)	SOME- TIMES (2)	NO (0)
S-1.	Does a hearing problem cause you to use the phone less often than you would like?			
E-2.	Does a hearing problem cause you to feel embarrassed when meeting new people?			
S-3.	Does a hearing problem cause you to avoid groups of people?			
E-4.	Does a hearing problem make you irritable?			
E-5.	Does a hearing problem cause you to feel frustrated when talking to members of your family?			
S-6.	Does a hearing problem cause you difficulty when attending a party?			
S-7.	Does a hearing problem cause you difficulty hearing/understanding coworkers, clients, or customers?			
E-8.	Do you feel handicapped by a hearing problem?			
S-9.	Does a hearing problem cause you difficulty when visiting friends, relatives, or neighbors?			
E-10.	Does a hearing problem cause you to feel frustrated when talking to coworkers, clients or customers?			
S-11.	Does a hearing problem cause you difficulty in the movies or theater?			
E-12.	Does a hearing problem cause you to be nervous?			
S-13.	Does a hearing problem cause you to visit friends, relatives, or neighbors less often than you would like?			
E-14.	Does a hearing problem cause you to have arguments with family members?			
S-15.	Does a hearing problem cause you difficulty when listening to TV or radio?			
S-16.	Does a hearing problem cause you to go shopping less often than you would like?			
E-17.	Does any problem or difficulty with your hearing upset you at all?			
E-18.	Does a hearing problem cause you to want to be by yourself?			

		YES (4)	SOME- TIMES (2)	NO (0)
S-19.	Does a hearing problem cause you to talk to family members less often than you would like?			
E-20.	Do you feel that any difficulty with your hearing limits or hampers your personal or social life?			
S-21.	Does a hearing problem cause you difficulty when in a restaurant with relatives or friends?			
E-22.	Does a hearing problem cause you to feel depressed?			
S-23.	Does a hearing problem cause you to listen to TV or the radio less often than you would like?			
E-24.	Does a hearing problem cause you to feel uncomfortable when talking to friends?			
E-25.	Does a hearing problem cause you to feel left out when you are with a group of people?			

NO = 0 points Sometimes = 2 points YES = 4 points

Total # of points _____ / 100

Total # of points for SOCIAL _____ / 48 = _____

Total # of points for EMOTIONAL _____ / 52 = _____

0 (no handicap) to 100 (total handicap)

0-16% = No handicap

18-42% = Mild-Moderate Handicap

44%+ = Significant Handicap



Adapted from Newman, C.W., Weinstein, B.E., Jacobson, G.P. and Hug, G.A., Test-retest reliability of the Hearing Handicap Inventory for Adults, *Ear Hear.*, 12, 355-357 (1991)

WIDEX WIRELESS ACCESSORIES

2.4 GHz Bluetooth			WidexLink Proprietary Wireless			
SOUND ASSIST™ MULTI-FUNCTIONAL STREAMING DEVICE 	TV PLAY™ 2.4 GHz TV DIRECT STREAMING 	SOUNDCONNECT USB 2.4 GHz AUDIO STREAMING 	TV-DEX FOR EASY WIRELESS TV STREAMING 	PHONE-DEX 2 FOR EASY LANDLINE USE 	COM-DEX FOR HANDS-FREE STREAMING 	RC-DEX EASY REMOTE CONTROL 
Compatible with MOMENT 2.4 GHz enabled hearing aids			Compatible with All Styles (except CIC-micro)			

WIDEX SOUNDCONNECT

FOR SEAMLESS COMPUTER AUDIO STREAMING



WIDEX

EASY PLUG & PLAY

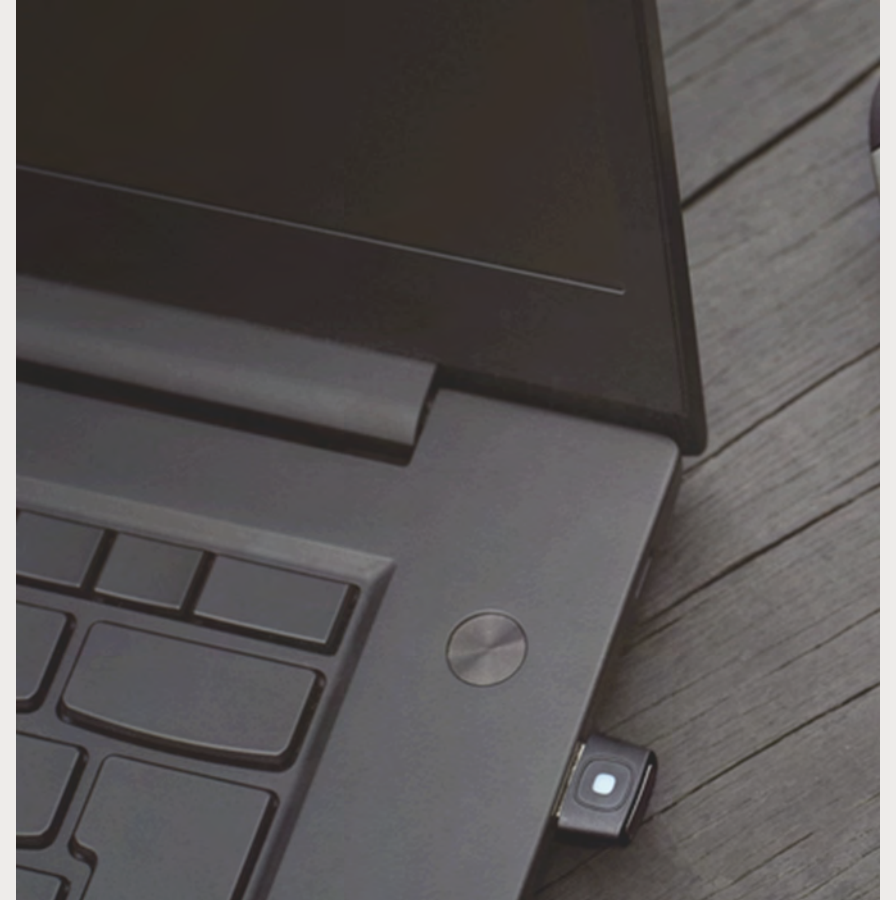
LED light

For pairing and connection status



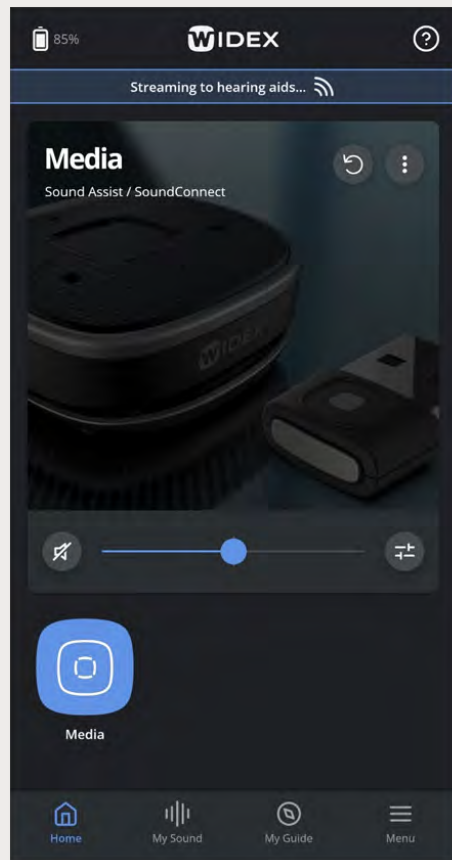
Push button

Establishing a pairing with hearing aids

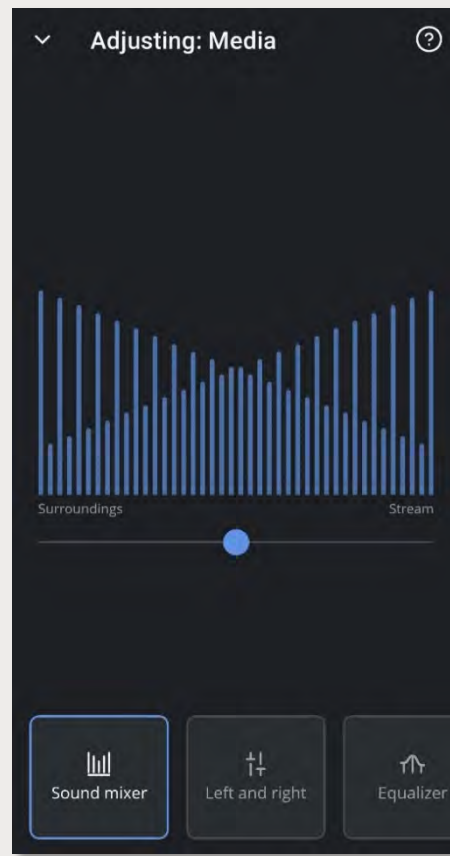


SOUNDCONNECT APP CONTROL

SoundConnect



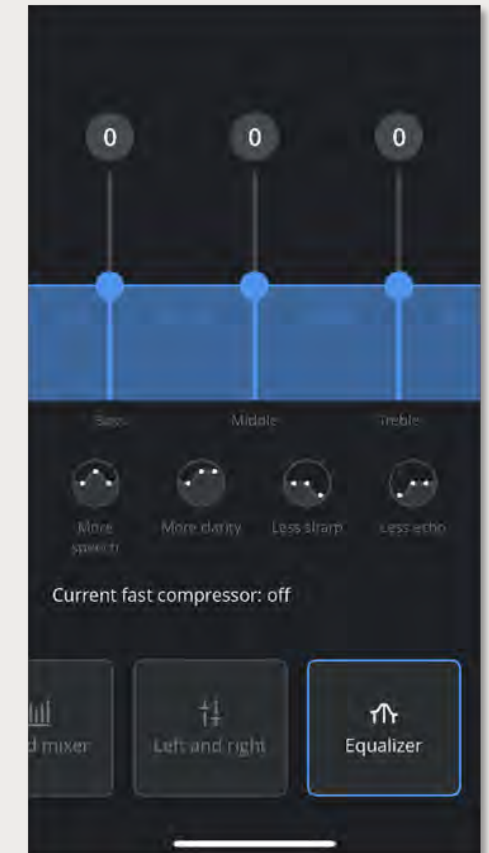
Sound Mixer



Left/Right Control



Equalizer



WHEN YOUR PATIENT NEEDS MORE

2.6dB Open Fitting advantage vs unaided (HINT)

Klemp, E. J., & Dhar, S. (2008). Speech perception in noise using directional microphones in open-canal hearing aids. JAAA, 19(07), 571-578.

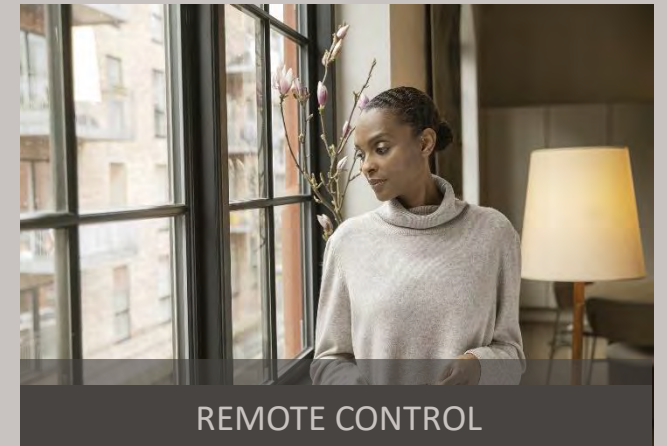


WIDEX SOUND ASSIST™

AN ASSIST FOR ANY SITUATION



AN ASSIST FOR ANY SITUATION

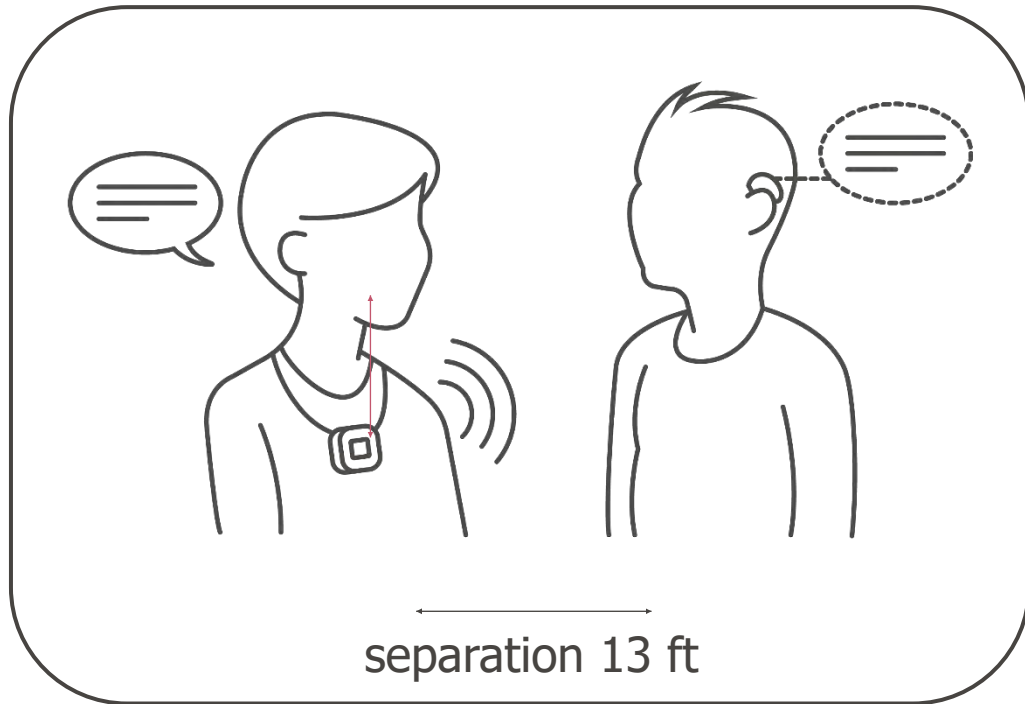


MAXIMIZING THE POTENTIAL EFFICACY OF THE WIDEX SOUND ASSIST REMOTE MICROPHONE

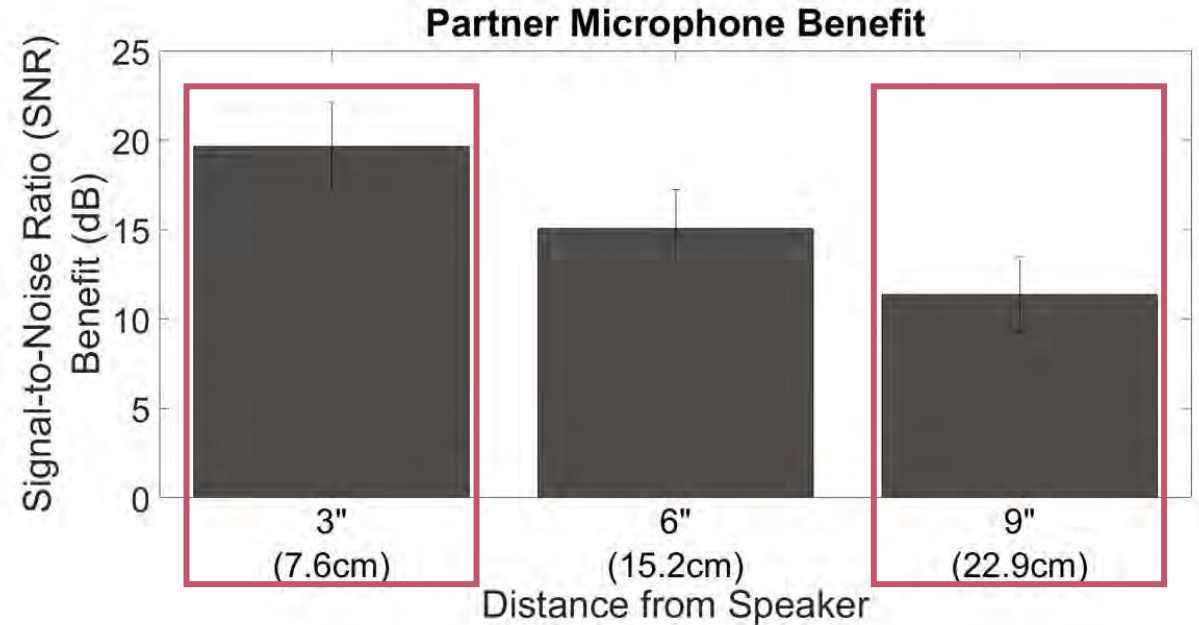


Maximizing the potential efficacy of the Widex Sound Assist remote microphone. (2023)
Francis Kuk, Ph.D., Petri Korhonen, M.S., Christopher Slugocki, Ph.D., Heidi Peeters, M.A. ORCA-USA, WS Audiology.
(Data on File. Submitted to Audiology Online for September, 2023 publication)

PARTNER MICROPHONE PERFORMANCE



Measured: SNR advantage of the PARTNER MIC MODE over the hearing aid alone at a vertical distance of **3 in, 6 in, and 9 in** from the talker



Results: As much as (or over) **20 dB of benefit** when remote microphones (as measured with Widex Sound Assist) are positioned in proximity to the sound source.

PARTNER MIC MODE UP TO...

20 dB SNR



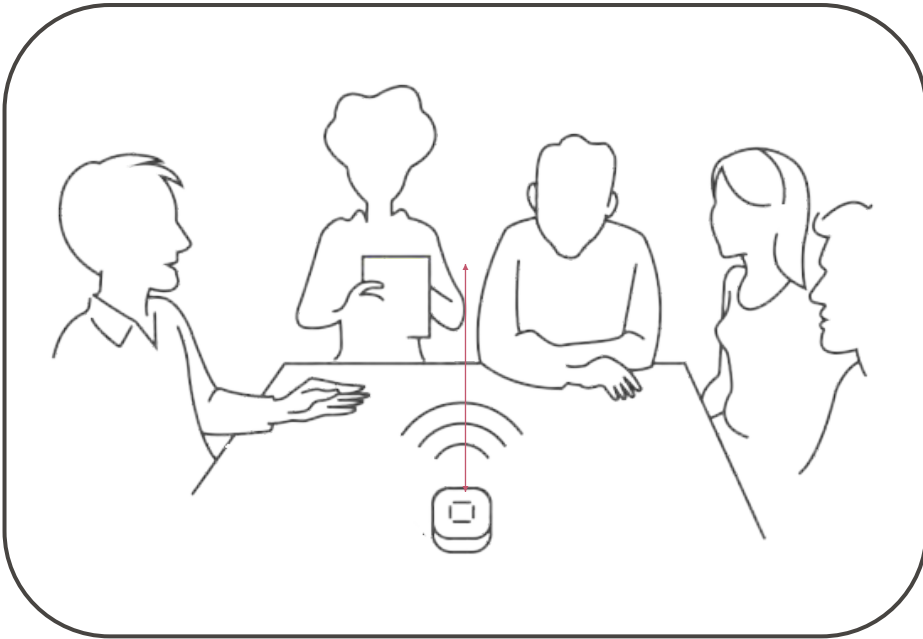
11 dB SNR

3 INCHES
SHORTEST DISTANCE MEASURED

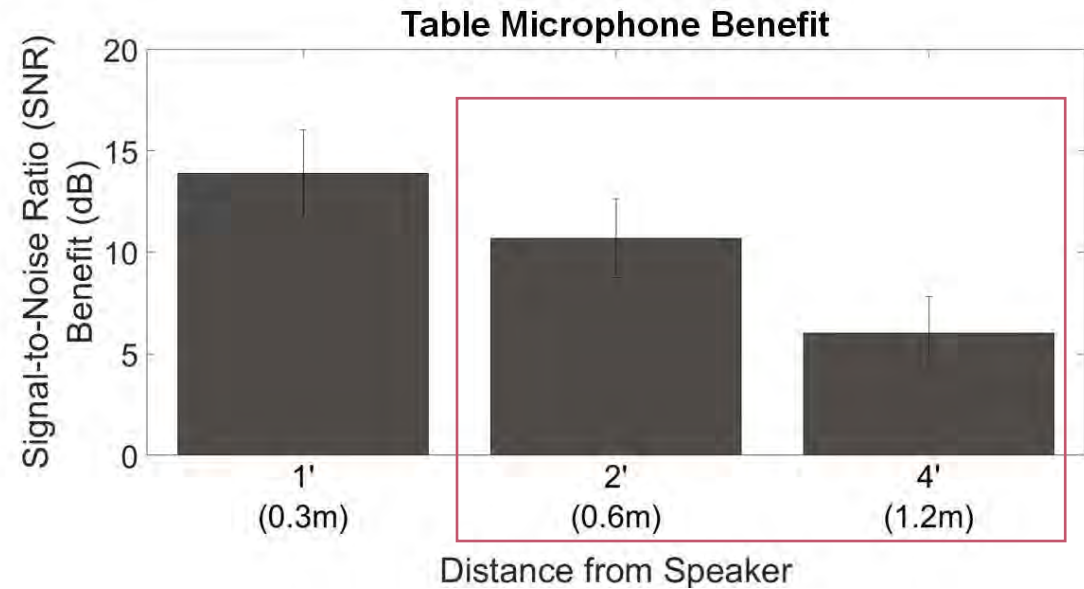
9 INCHES
LONGEST LANYARD SETTING

Improvement compared to hearing aid alone

TABLE MICROPHONE PERFORMANCE: HOW FAR CAN I GO?



Measured: SNR advantage of the TABLE MIC MODE over the hearing aid alone at a horizontal distance of **1 ft, 2 ft, and 4ft** from the talker



Results: At the typical table microphone use distance of 2 ft, the measured **SNR improvement is 11 dB**

TABLE MIC MODE UP TO...

14 dB SNR

1 foot

6 dB SNR

4 feet

11 dB SNR

2 feet

Improvement compared to hearing aid alone

Kuk, F., Korhonen, P., Slugocki, C., & Peeters, H. (2023). Maximizing the efficacy of the widex sound assist™ remote microphone. WidexPress 52



THIS IS A BIG DEAL...UP TO

20 dB SNR



Improvement compared to hearing aid alone

Kuk, F., Korhonen, P., Slugocki, C., & Peeters, H. (2023). Maximizing the efficacy of the widex sound assist™ remote microphone. WidexPress 52





Unlock the Potential:
Widex Sound Assist
(0.5 CEU video course)

LEARN MORE ABOUT THE WIDEX
SOUND ASSIST AT
[AUDIOLOGYONLINE.COM](https://audiologyonline.com)



Maximizing the Efficacy of
the Widex Sound Assist
(1.0 CEU article)

STEPS TO SUPPORT END-USER EMPOWERMENT

- 1 Utilize intake forms to capture ALL relevant information pertaining to impact of their hearing loss
- 2 Consider all available options without assuming what someone will or will not want/be able to utilize
- 3 Make recommendations for additional tools EARLY in the process

HEARING HANDICAP INVENTORY FOR ADULTS (HHIA)

NAME: _____ DATE: _____

INSTRUCTIONS: The purpose of the scale is to identify the problems your hearing loss may be causing you. Check YES, SOMETIMES, or NO for each question. DO NOT skip a question if you avoid a situation because of your hearing problem. If you use a hearing aid, please answer the way you hear **WITHOUT** your aid.

		YES (4)	SOME- TIMES (2)	NO (0)
S-1.	Does a hearing problem cause you to use the phone less often than you would like?			
E-2.	Does a hearing problem cause you to feel less confident when meeting new people?			
S-3.	Does a hearing problem cause you to avoid social situations?			
E-4.	Does a hearing problem make you feel isolated?			
E-5.	Does a hearing problem cause you to feel less confident when talking to family members?			
S-6.	Does a hearing problem cause you difficulty when talking to coworkers, clients, or customers?			
S-7.	Does a hearing problem cause you difficulty when talking to relatives, or neighbors?			
E-8.	Do you feel handicapped by a hearing problem?			
S-9.	Does a hearing problem cause you difficulty when talking to friends?			
E-10.	Does a hearing problem cause you to feel less confident when talking to friends?			
S-11.	Does a hearing problem cause you to feel less confident when talking to friends?			
E-12.	Does a hearing problem cause you to be less confident when talking to friends?			
S-13.	Does a hearing problem cause you to be less confident when talking to friends?			
E-14.	Does a hearing problem cause you to be less confident when talking to friends?			
S-15.	Does a hearing problem cause you difficulty when talking to friends?			
S-16.	Does a hearing problem cause you to go to social events less often than you would like?			
E-17.	Does any problem or difficulty with your hearing affect your life?			
E-18.	Does a hearing problem cause you to want to hear better?			

NO = 0 points Sometimes = 2 points YES = 4 points

Total # of points _____ / 100

Total # of points for SOCIAL _____ / 48 = _____

Total # of points for EMOTIONAL _____ / 52 = _____

0 (no handicap) to 100 (total handicap)

0-16% = No handicap
18-42% = Mild-Moderate Handicap
44%+ = Significant Handicap

Adapted from Newman, C.W., Weinstein, B.E., Jacobson, G.P. and Hug, G.A., Test-retest reliability of the Hearing Handicap Inventory for Adults, Ear Hear., 12, 355-357 (1991)



WHICH WIDEX FITS YOU BEST

440

Performance and Personalization

- 12 Channels
- 7 Sound Channels
- Noise Reduction
- Improved Localization
- Real Time Speech Enhancement
- Dedicated Speech-in-Noise Program
- High Frequency Boost
- "SmartWind" Noise Management

Connectivity and Control

- Direct Streaming
- MySound App with MySound AI
- Toneslink App
- Direct Streaming
- MySound App with MySound AI
- Toneslink App

Sound Quality and Tinnitus Management

- Industry-leading "Zinc" technology
- Natural Sound
- Audibility Enhancer
- Wides SoundBase and Zen
- Industry-leading "Zinc" technology
- Natural Sound
- Audibility Enhancer
- Wides SoundBase and Zen

RIC AND BTE MODELS

440, 440i, 440i S, 440i S B, 440i S B B

ITE MODELS

440, 440i, 440i S, 440i S B, 440i S B B

CUSTOMIZE YOUR COLORS

RIC/BTE: Black, Silver, Gold, Rose Gold, Blue, Green, Red, Purple, Pink, White, Grey, Brown, Orange, Yellow, Light Blue, Dark Blue, Light Green, Dark Green, Light Orange, Dark Orange, Light Purple, Dark Purple, Light Pink, Dark Pink, Light Grey, Dark Grey, Light Brown, Dark Brown, Light Yellow, Dark Yellow, Light Blue, Dark Blue, Light Green, Dark Green, Light Orange, Dark Orange, Light Purple, Dark Purple, Light Pink, Dark Pink, Light Grey, Dark Grey, Light Brown, Dark Brown, Light Yellow, Dark Yellow.

WIDEX ACCESSORIES OVERVIEW

A Whole World of Wireless Sound

WIDEX

SOUND LIFE TO OTHERS



THANK YOU!