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How to print Handouts

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
- Checkmark Black & White if wanted.

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- Open PDF
- Click Print
- Choose # of pages per sheet from dropdown menu
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Helping patients like never before



Karen Toole, AuD
National Education and Training Specialist

Learner outcomes

After this course, participants will be able to:

- ... Describe product and connectivity updates available for products on the Sirius™ platform.
- ... Discuss new Oticon Intent™ evidence introduced to support benefits for people with hearing loss
- ... Demonstrate how to utilize new Oticon counseling tools available.

Oticon Intent™ success stories



**What are your
patients saying?**

Why partner with Oticon



Products & Innovation

Leading the industry forward by breaking conventions and constantly launching life-changing products

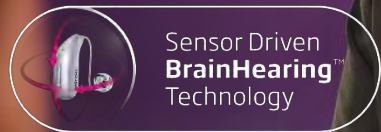
Partnership

Dedicated to ensuring your practice and patients success

Thought Leadership

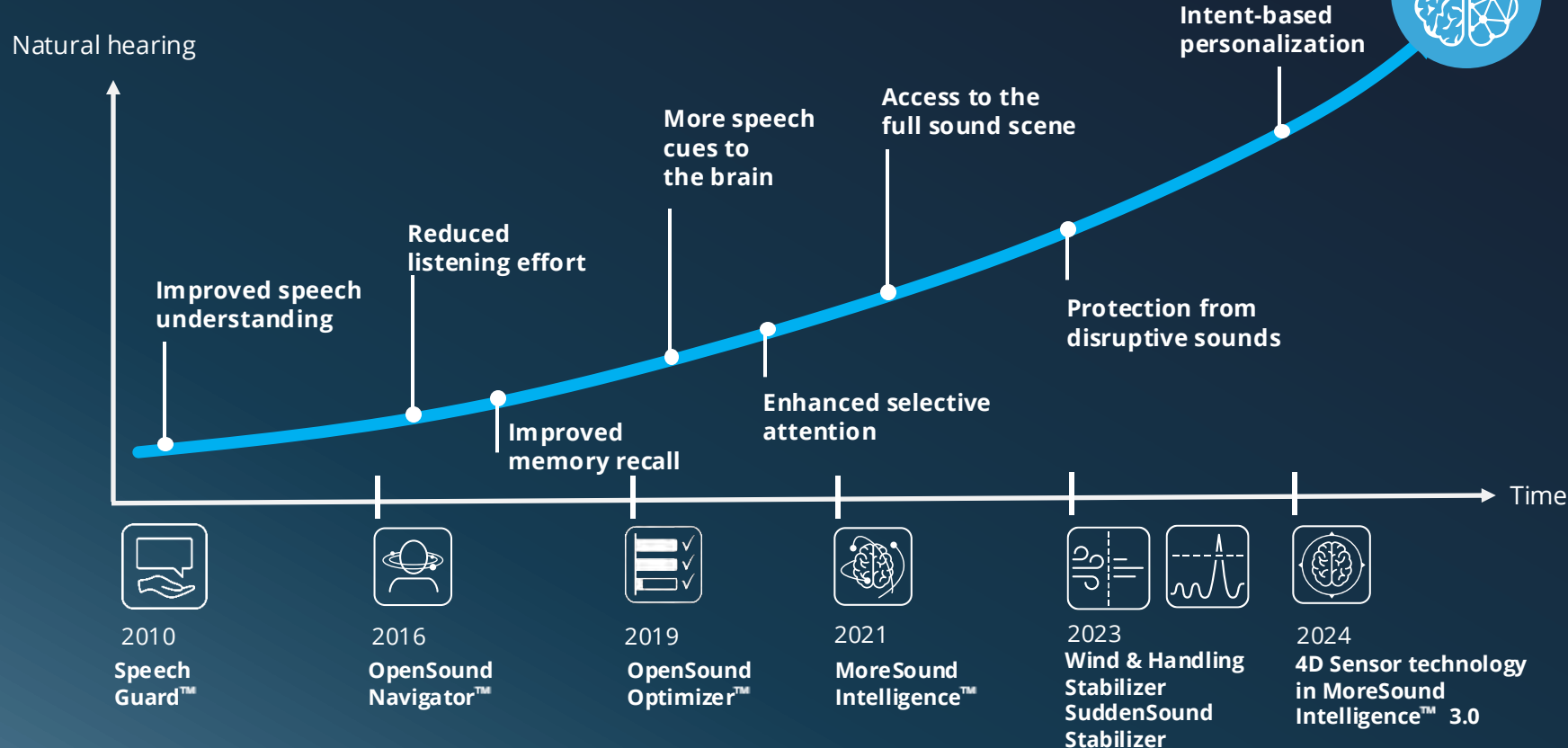
Freedom to think unlimited thoughts that drive our research and improve the future of hearing care

Supporting people to **communicate and engage with ease**



Adapted from Kiessling et al., 2003

Oticon's BrainHearing™ Journey



Product updates



Oticon SmartCharger

miniRITE

- **Portable & convenient** charging
- A **full day's charge** within **2 hours**
- Quick **re-charge** in **15 minutes** for **4 hours of use**
- **Fitting in the charger** option

Expected use time for rechargeable battery depends on use pattern, active feature set, hearing loss, sound environment, battery age and use of wireless accessories.



Charging times

SmartCharger miniRITE power bank



Specific hearing aid charging times

15 minutes	4 hours of use time
30 minutes	8 hours of use time
60 minutes	16 hours of use time
120 minutes	20 hours of use time

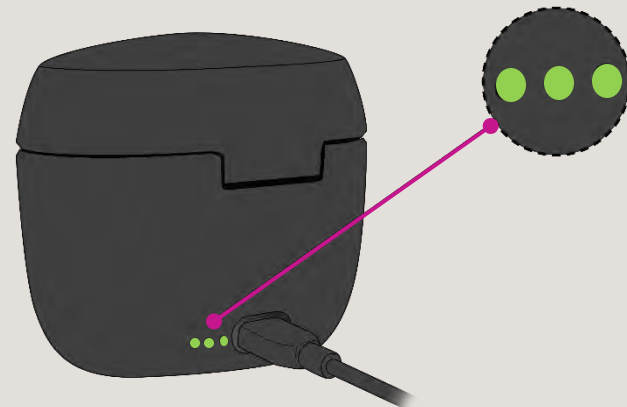
Temperature conditions may affect the charging times

Expected use time for rechargeable battery depends on use pattern, active feature set, hearing loss, sound environment, battery age and use of wireless accessories.

Charging status is indicated via LED

LED patterns while connected to a power source

	SmartCharger miniRITE fully charged
	Charging
	
	
	Battery too low to recharge the hearing aids (blinking)



LED patterns when disconnected from a power source

	70-100%
	40-70%
	Less than 40%
	Battery too low for a full charging cycle (blinking)

Number of green lights only indicates battery capacity for the charger

Optimizing the charging function

SmartCharger

- **Charge portable charger fully** before first use
- Keep **lid closed** during charging
- **Fully charge before storing** for extended period of time
- Charge power bank fully at least **once every 12 months**



Travel on an airplane

- Carry SmartCharger miniRITE in a **carry-on bag**
- **Users are responsible** for following airline rules
- Consult with airline directly **regarding transportation rules**



Recommending an Oticon charger

A user-centered choice

SmartCharger miniRITE



Desktop Charger



Oticon Intent

Firmware update to version 1.1.0

StreamPath- a novel streaming pathway

General updates for improved performance related to devices

General updates for improved connectivity

Genie 2 – improvement to Feedback Analyzer

Genie 2 – option to turn off audible indicator 'Service mode'

New Oticon Intent evidence



Eriksholm Research Center

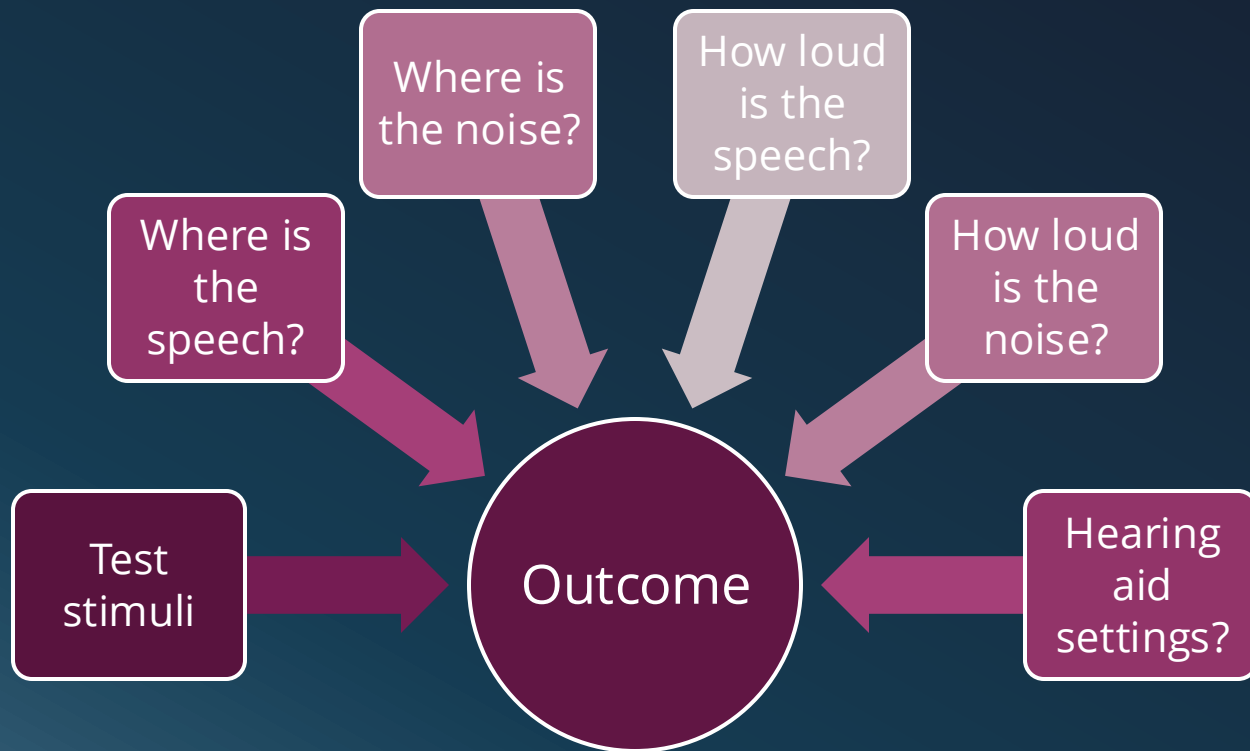


**Holistic view of
the patient
experience**



**Are we asking the
right questions?**

The details matter...



A close-up, side-profile view of a person's head wearing a red EEG (Electroencephalogram) cap. The cap is covered with numerous small, circular electrodes, each with a colored label (e.g., Fp1, F7, F3, C3, P3, Pz, F8, F4, C4, P4, Fp2, F7, F3, C3, P3, Pz, F8, F4, C4, P4). A dense network of thin, white wires is attached to the electrodes, extending from the back of the head. The background is a blurred blue and white, suggesting a laboratory or clinical setting.

Going above and beyond

to develop the life-changing
technology of tomorrow

EEG testing

VR technology in an advanced
Audio-Visual Immersion Lab

Pupillometry and
pulse-monitoring devices

Zapata-Rodríguez & Santurette, 2024

Continuing the BrainHearing journey

New Oticon Intent studies and innovations in research methods

NEW



**Reduces listening
stress**

NEW



**Reduces listening
effort**

NEW

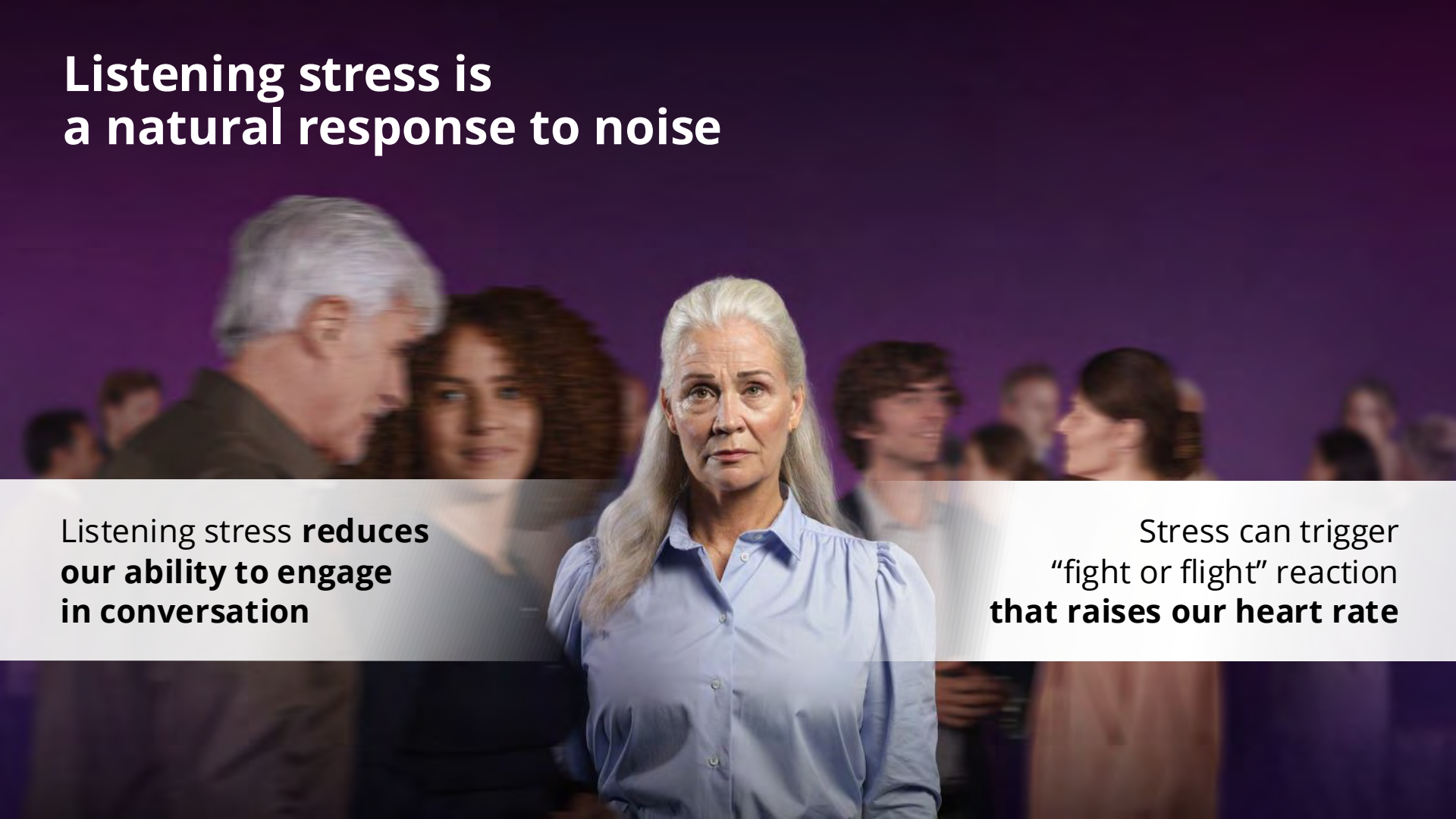


**Outperforms
competition**

Listening stress is a natural response to noise

Listening stress **reduces**
our ability to engage
in conversation

Stress can trigger
“fight or flight” reaction
that raises our heart rate



What affects your heart rate

Stress is not only in the mind – you can also feel it physically



Shoushtarian et al., 2019; El Aarbaoui et al., 2020

Heart rate monitoring

A different perspective of
what happens in the brain

- Heart rate reacts to noise in the environment
- Listening stress is reflected by the change in heart rate when noise increases
- Can determine if people have cognitive resources available to engage in situations

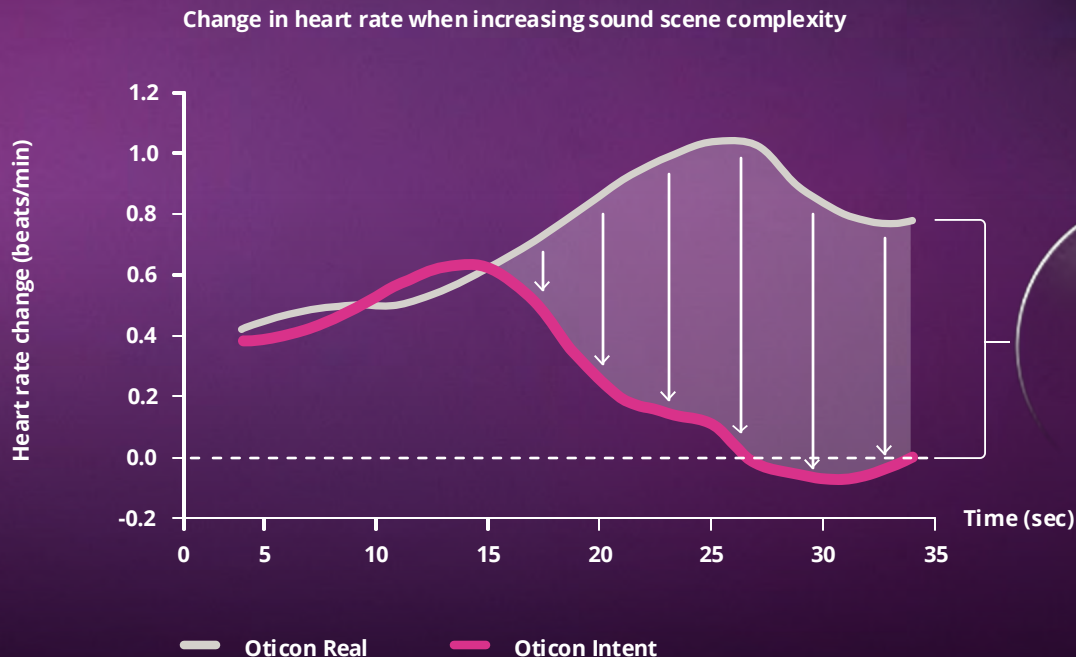
Christensen et al., 2021; Qin et al., 2009



The world's first hearing aid proven to reduce listening stress


Faster heart rate
More listening stress


Slower heart rate
Less listening stress



Pupillometry

A perspective of what happens in the brain



- Records pupil dilation over time
- Effort is reflected by the change in the pupil size
- Can determine if people can engage effortlessly

A novel paradigm

A higher degree of listening realism than previously possible

A group of diverse people, including men and women of various ages and ethnicities, are gathered in a virtual environment with a solid purple background. They are dressed in casual to semi-formal attire. The group is arranged in a loose circle, with some individuals looking towards the center and others looking away. The lighting is even, and the overall atmosphere is professional and collaborative. The image is split horizontally by a semi-transparent brown band containing text.

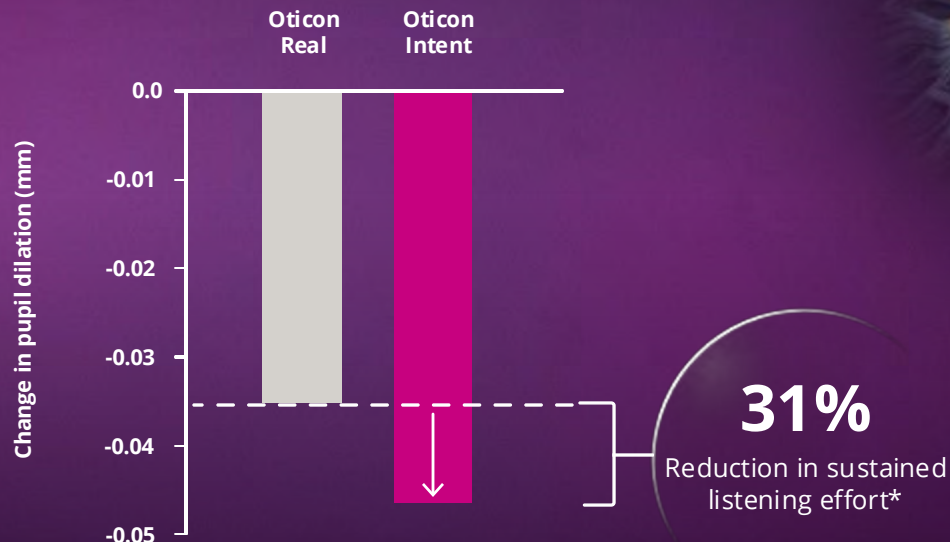
A combination of a realistic sound scene and virtual reality

Proven to significantly reduce **sustained listening effort***


Larger pupil
Higher listening effort




Smaller pupil
Lower listening effort



*Zapata-Rodríguez & Santurette, 2024

New competitor study proves incredible capabilities of Oticon Intent

Separating speech from distracting noise when both are present towards the front

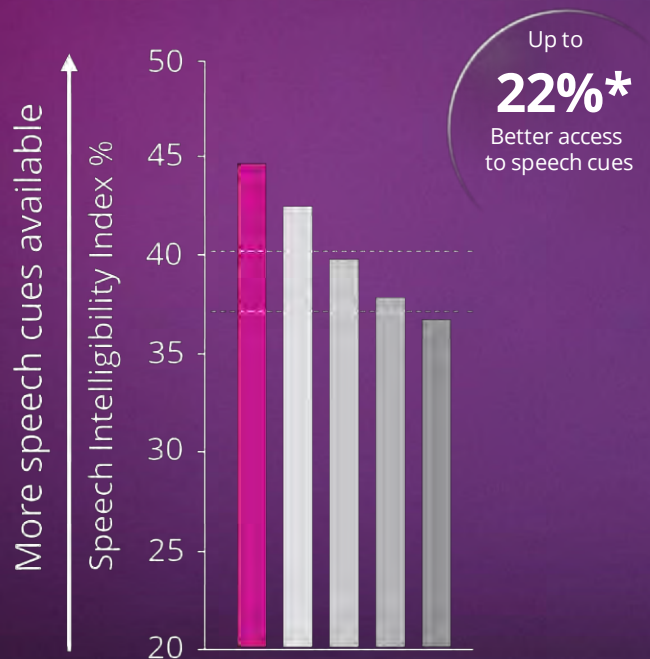
Standardized methods for **measuring speech-in-noise benefits** have been using a simplified setup

At Oticon, we know that both speech and noise are present from any direction **all around the user**

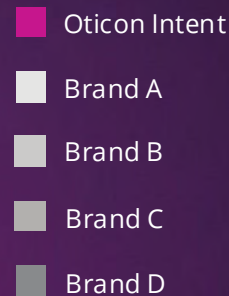
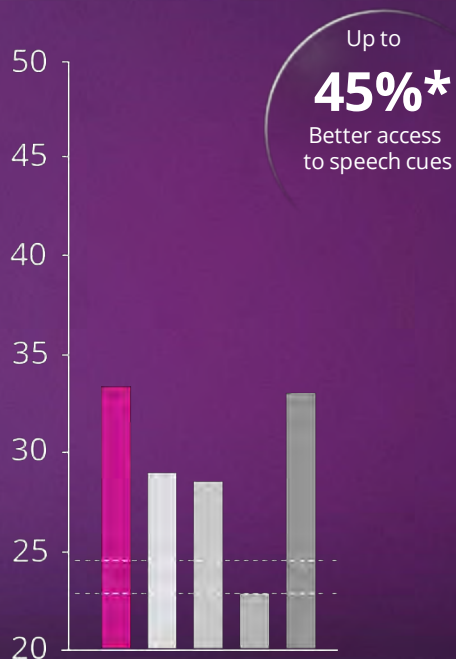


More access to speech cues compared to competition*

Complex (0 dB SNR)



Very Complex (-5 dB SNR)



*Vatti et al., 2024

What does this research mean for you and your patients?



Connectivity Updates



StreamPath

A dedicated streaming pathway for uninterrupted audio streaming

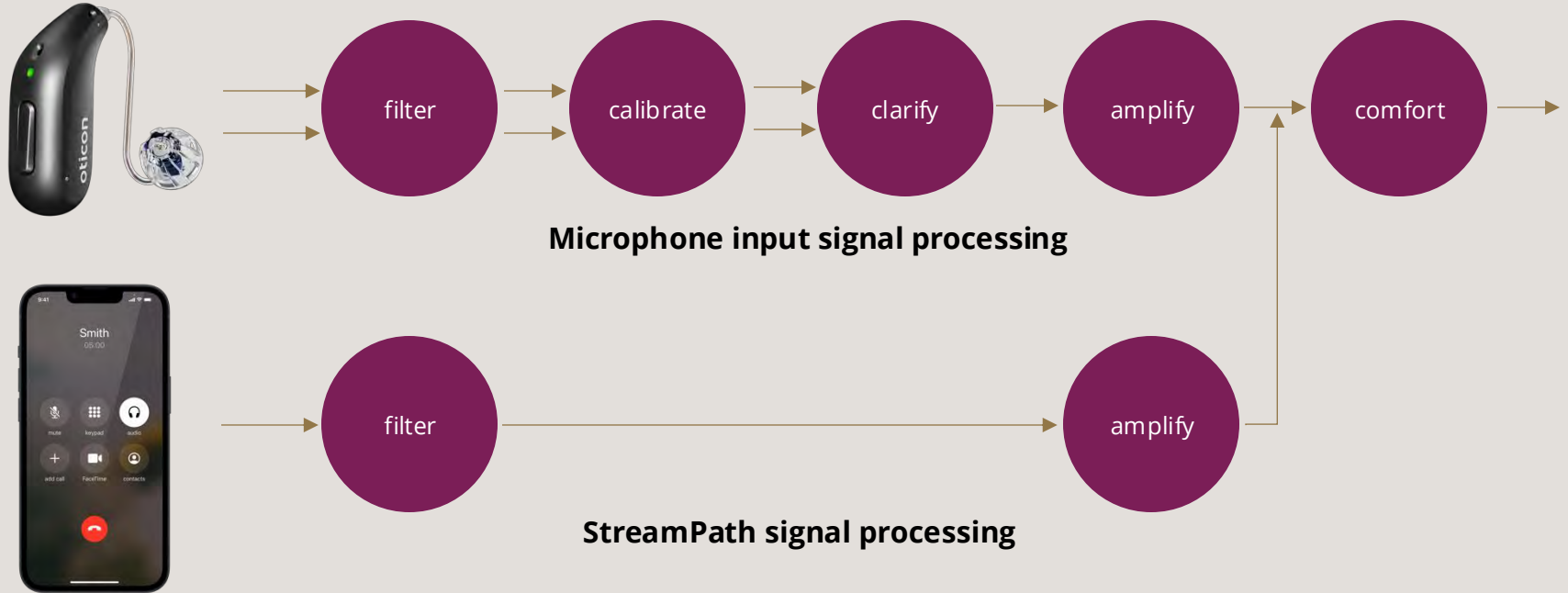


Streamed signal keeps its level without interruptions

Maintains access to surrounding sounds for safety

StreamPath

A dedicated streaming pathway for uninterrupted audio streaming



What is Bluetooth® LE Audio?

New Bluetooth audio standard
designed for low-power wireless devices

Two-way streaming enabling hands-free
communication for Android™

Multi-stream audio for better
synchronization between hearing aids

LC3 codec for audio streaming providing
improved power efficiency

Enables Auracast™ broadcast audio*

**Oticon hearing aids do not currently support Auracast broadcast audio*

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Android™ is a trademark of Google LLC..



oticon

What is Auracast?



- A Bluetooth connectivity platform part of the **Bluetooth 5.2 standard**
- **Unlimited to one connection** - enables broadcast of a Bluetooth audio signal that anyone with a compatible device in the range of transmission source can tune into



Uses of Auracast



Auracast broadcast audio

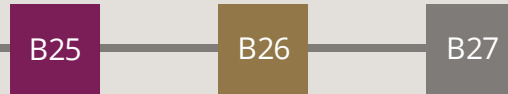
How it works

Auracast™ Transmitter



Auracast Broadcast

Advertisements



Auracast Assistant



Paired Bluetooth connection



Auracast Receiver*

Gate B25 left stereo

Gate B25 right stereo

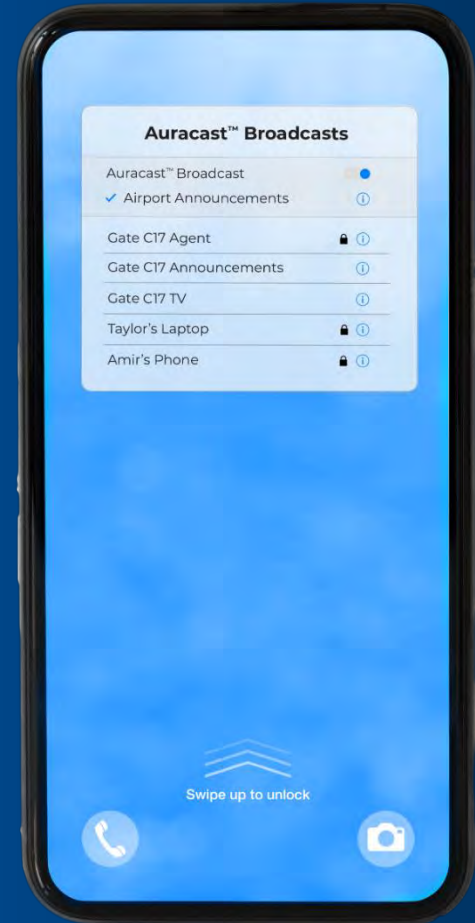
Audio Streams

**Oticon hearing aids do not currently support Auracast broadcast audio*

Bluetooth LE Audio user experience

Part of the new Bluetooth 5.2 standard

Currently a limited number of smartphones and tablets are compatible



Fitting & programming





Did you know?

After connecting Oticon Intent devices will be discoverable for 120 minutes

Speakers should not be removed from the device during a fitting

Recommending Oticon Intent



Patient-centered care

Main goal

Improve individual outcomes

Meyer, Scarinci & Hickson (2019)



Person-centered care (PPC) ensures people are equal and active partners in the management of their hearing difficulties. Designed around the individual, PCC focuses on and is respectful to people's preferences, involves family and other communication partners and includes shared decision-making and goal-setting.



Your communication needs

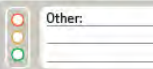
Patient name: _____ Clinician name: _____ Date: _____

Choose 3-4 situations you want to hear better in.

How difficult is it for you to communicate in the situation?

How important is it for you to improve your hearing in this situation?

Why did you place the mark where you did on the scale?

☐		Restaurant	Not at all 0 1 2 3 4 5 6 7 8 9 10 Very much	
☐		Family dinner	0 1 2 3 4 5 6 7 8 9 10	
☐		Large group settings	0 1 2 3 4 5 6 7 8 9 10	
☐		Shopping malls and supermarkets	0 1 2 3 4 5 6 7 8 9 10	
☐		Outdoors	0 1 2 3 4 5 6 7 8 9 10	
☐		Office	0 1 2 3 4 5 6 7 8 9 10	
☐		1:1 conversations	0 1 2 3 4 5 6 7 8 9 10	
☐		Phone calls	0 1 2 3 4 5 6 7 8 9 10	
☐		Cinema	0 1 2 3 4 5 6 7 8 9 10	
☐		Watching TV	0 1 2 3 4 5 6 7 8 9 10	
☐		Other: _____	0 1 2 3 4 5 6 7 8 9 10	

Your hearing aid preferences

Choose the top three to five items that are most important to you when choosing a hearing aid. Rank them from 1-5

☐		Clarity	☐		Accessories
☐		Sound quality	☐		Dexterity
☐		Reliability and durability	☐		Connectivity to your devices
☐		Appearance	☐		Budget
☐		Ability to control device with smart phone			

Notes:

Finding the right solution for your hearing needs





Restaurant



Family dinner



Large group settings



Shopping malls and supermarkets



Outdoors



Office



One-on-one conversations



Phone calls



Cinema



Watching TV



Other

Your communication needs

What made you decide to seek hearing care? Find 3-4 situations most important for you to improve your hearing in and answer the below questions for each situation.

How important is it for you to improve your hearing in this situation?



Why did you choose that number on the scale?

How difficult is it for you to communicate in the situation?



Hard



Medium



Easy

Your hearing aid preferences

Which of these factors are most important for you when it comes to choosing a hearing aid? Choose the top 3-5 items that are most important to you and rank them.



Clarity



Sound quality



Reliability and durability



Appearance



Ability to control device with smartphone



Accessories



Dexterity



Connectivity to your devices



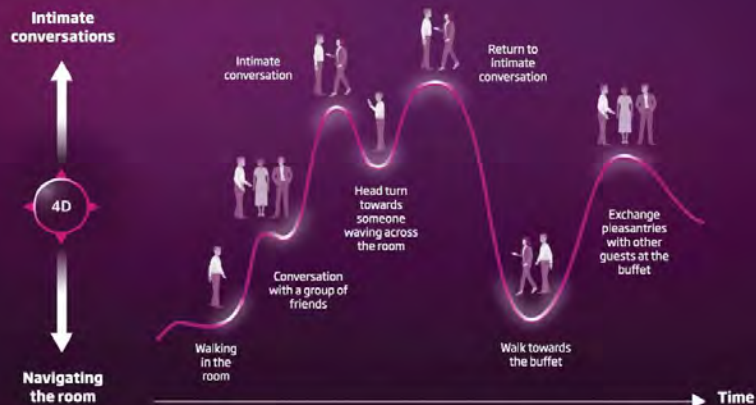
Budget

A social event with traditional technology



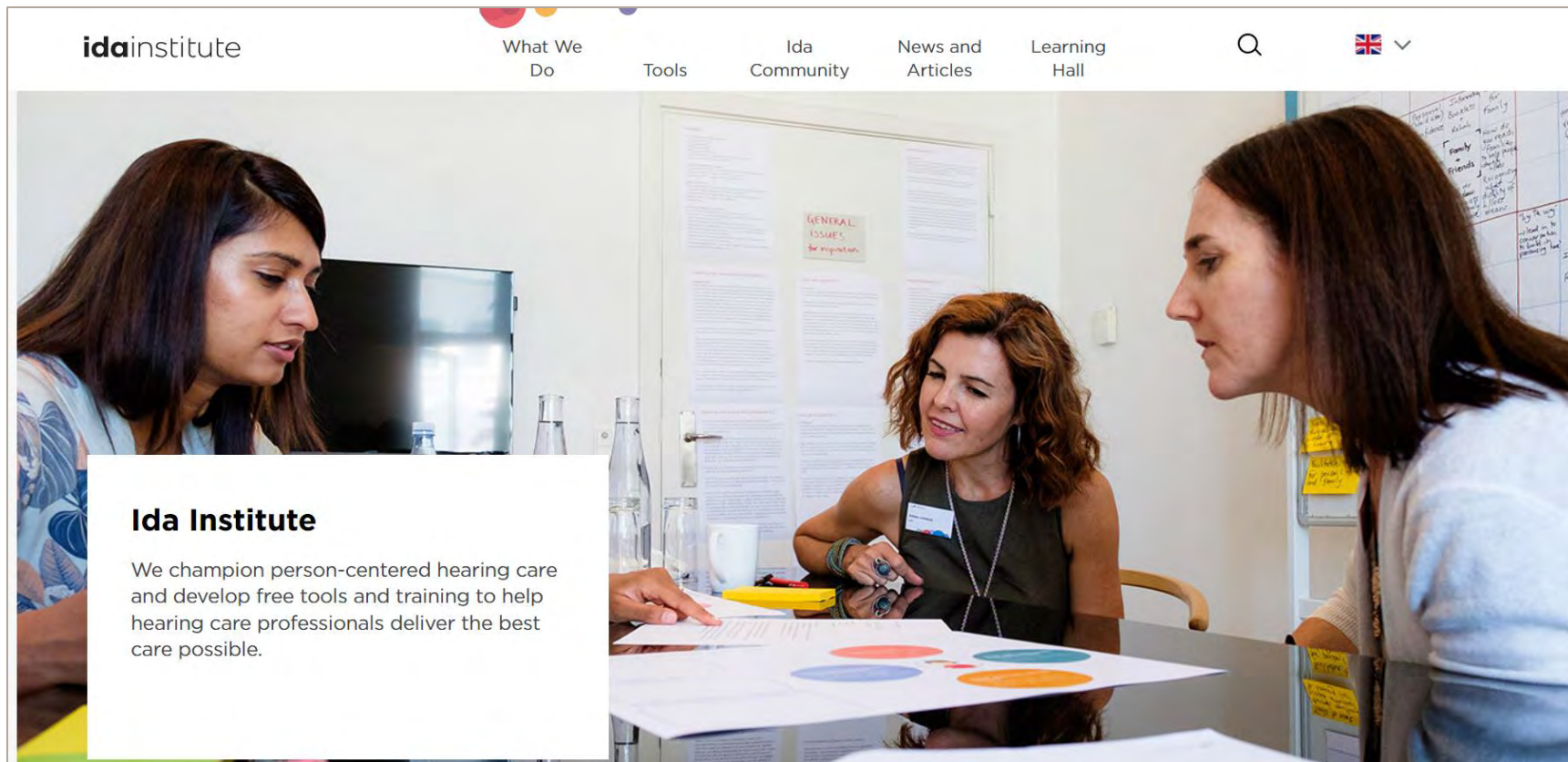
Traditional technology provides a one-size-fits-all approach to sound processing, even though users have different listening needs in the same environment.

A social event with Oticon Intent™



Oticon Intent provides personalized support that seamlessly adapts to the user's unique listening needs, even within the same sound environment.

Additional resources



The image shows the top section of the Ida Institute website. The header includes the 'ida institute' logo on the left, followed by navigation links: 'What We Do', 'Tools', 'Ida Community', 'News and Articles', and 'Learning Hall'. On the right side of the header, there is a search icon (magnifying glass) and a flag icon (United Kingdom) with a dropdown arrow. Below the header is a large photograph of three women sitting around a table in a meeting. The woman on the left is looking at a document, the woman in the middle is looking at the camera, and the woman on the right is looking at the document. There are water bottles and a yellow folder on the table. In the background, there are whiteboards with notes and a poster titled 'GENERAL ISSUES for inspection'.

ida institute

What We Do Tools Ida Community News and Articles Learning Hall

Ida Institute

We champion person-centered hearing care and develop free tools and training to help hearing care professionals deliver the best care possible.

Committed to helping your practice and your patients thrive

