

Welcome and house keeping

Webinar FAQs

How to ask a question:

Click Q&A, type your question and Send.

Where to get the handout:

Download from Pending Courses

Or Click on link from Chat

How to earn CEUs:

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

For assistance or tech support:

Call 800-753-2160

customerservice@audiologyonline.com

Use the Q&A window

Open up to a wide
world of choice

Welcome to the
Vivante[™]
experience



unitron[™]



**Delivering decades of
delightful experiences**

unitron™

Unitron

u



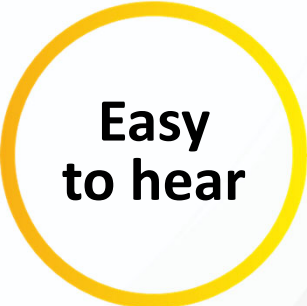
Love the experience with brilliant sound performance, award winning design, and a suite of Experience Tech Tools that provide a personalized, easy experience throughout the entire journey.



Easy to wear

New: Expanded Vivante portfolio

Our stylish, award-winning devices are comfortable to wear, easy to use and charge providing peace of mind.



Easy to hear

Our brilliant sound performance delivers successful fittings with high patient satisfaction right from the start. Automatic adjustments balance sound quality while focusing on conversations. The experience is enhanced by our Made For All connectivity, accessories, and personalization options available in our app.



Easy for you

New: ETT Coach enhancements

Our exclusive Experience Tech Tools, together with our intuitive fitting software and app, deliver an easy personalized hearing journey.



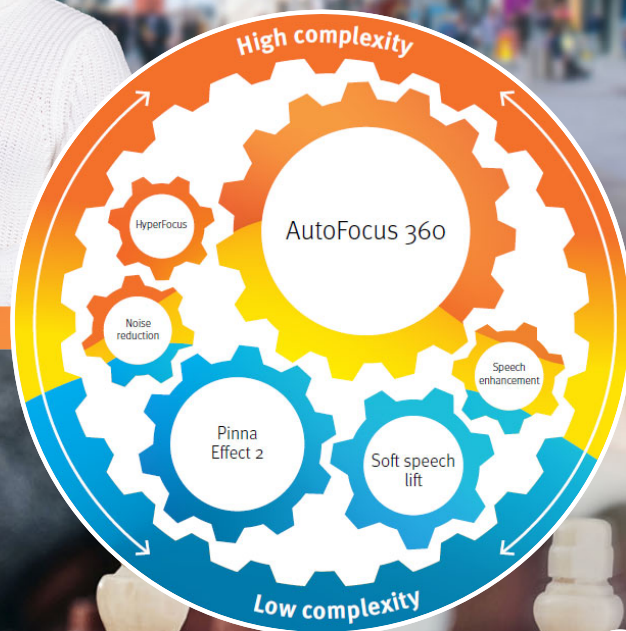
Sound performance

Easy
to hear

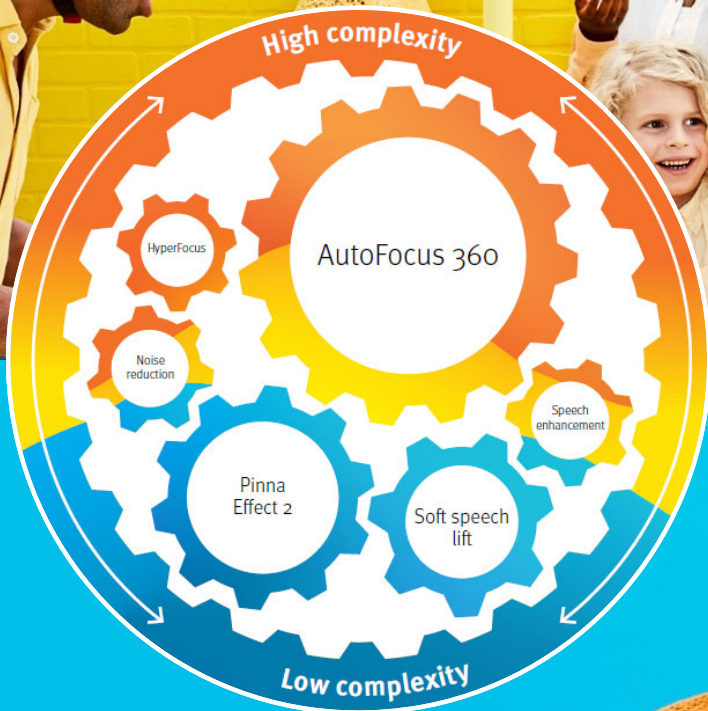




Easy
to hear

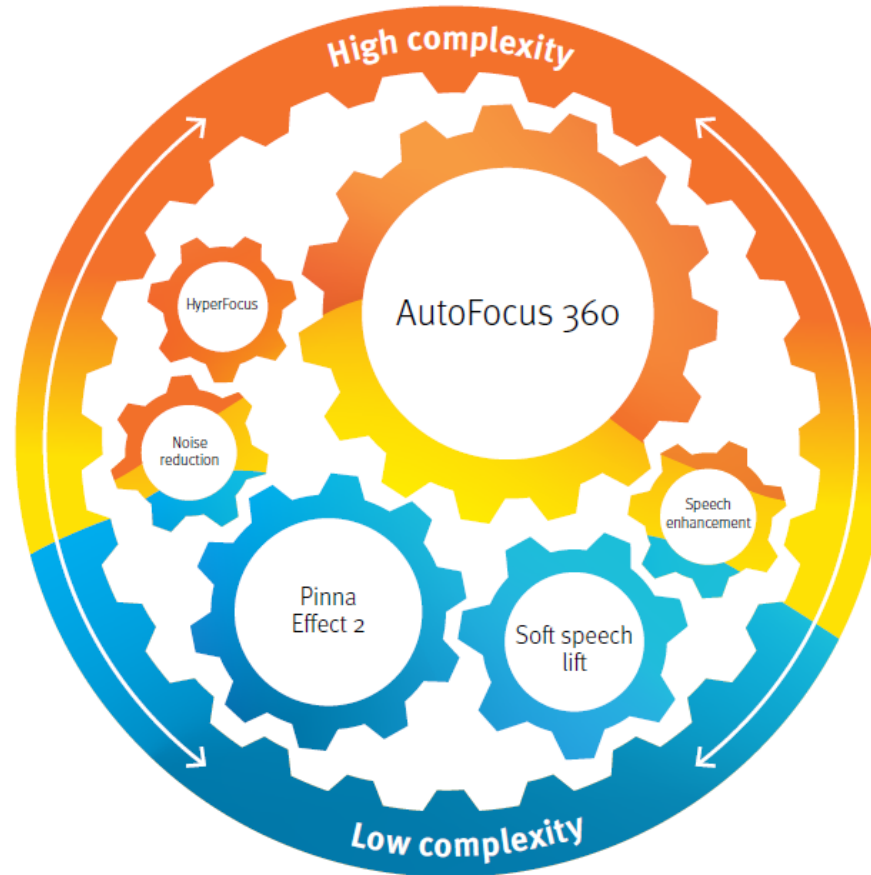


Integra OS



Integra OS

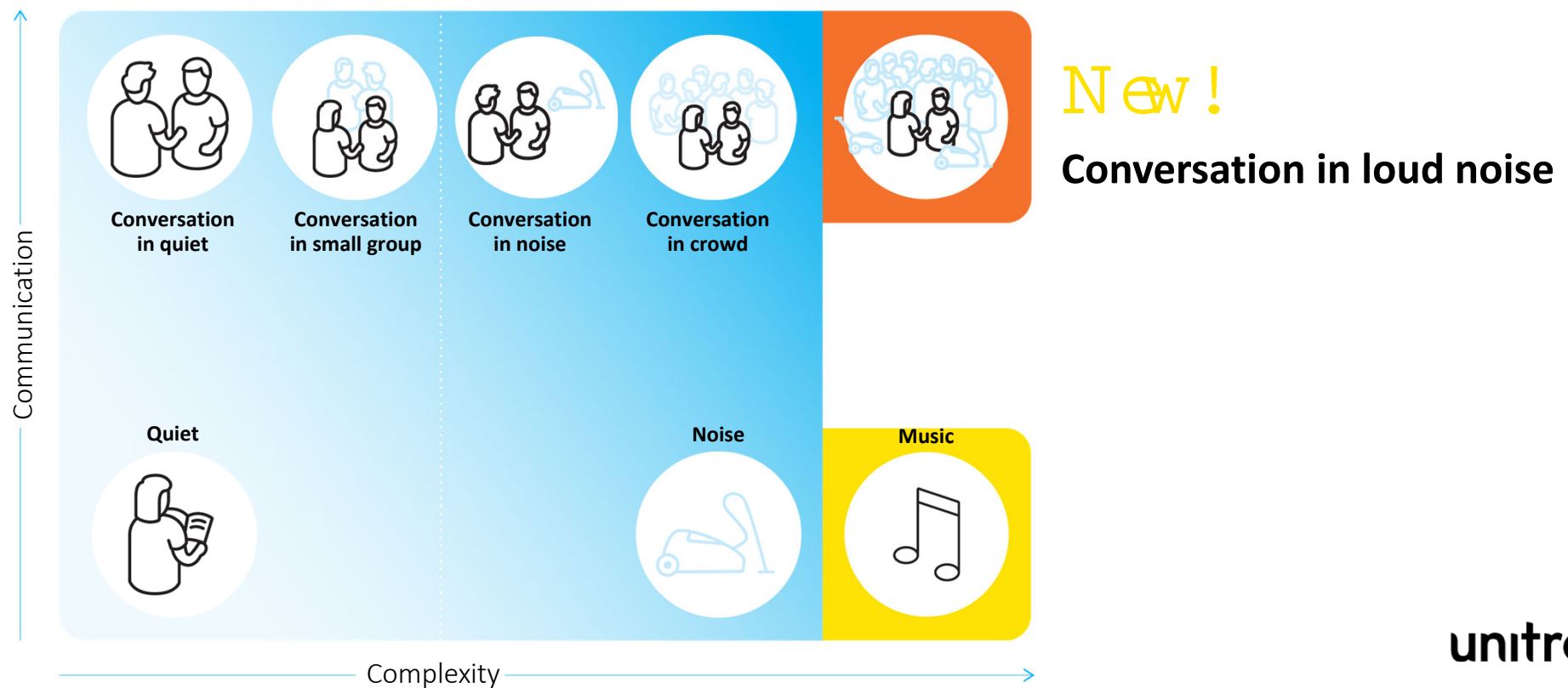
Integra OS



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Integra OS

Evolved with new 8th listening environment

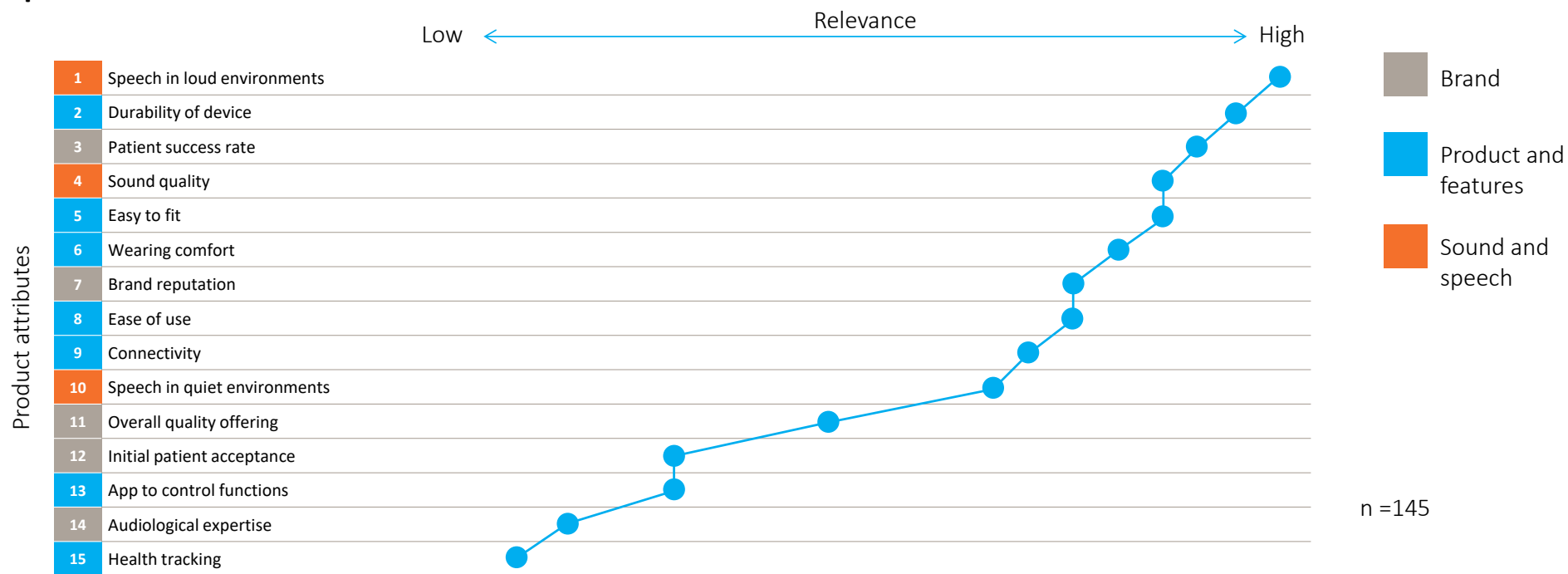


**What's the #1
patient complaint?**

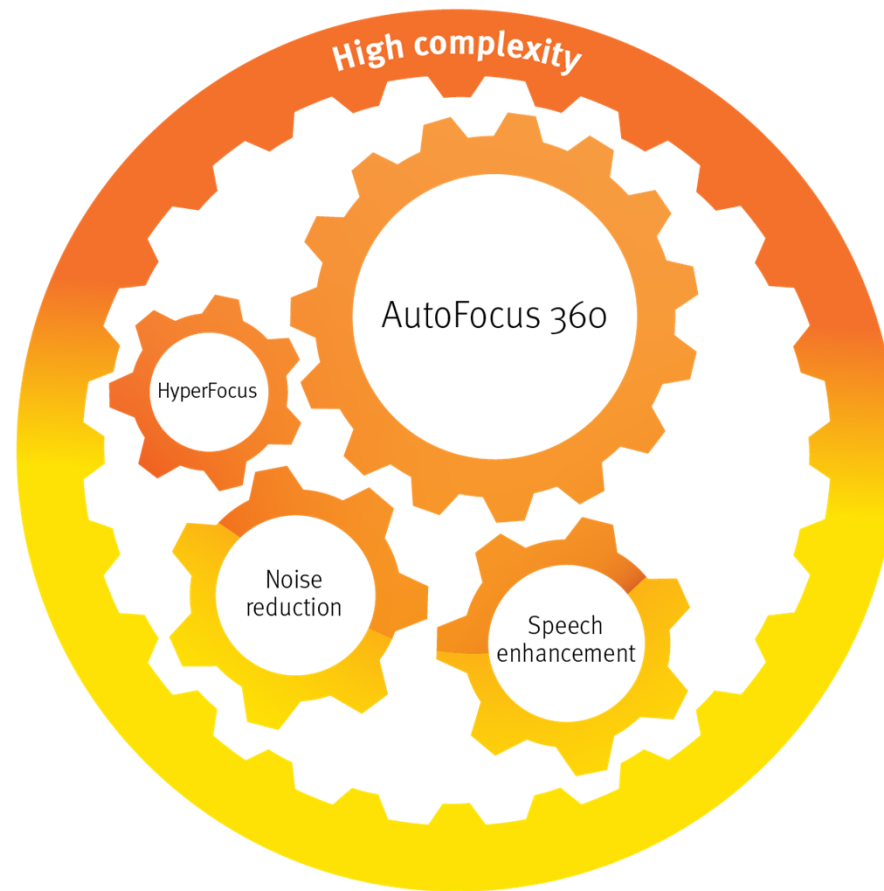
Importance of core product attributes

Understanding speech in noise is still #1

Importance of core attributes for RIC



Integra OS



AutoFocus 360



Speech does not always come from the front

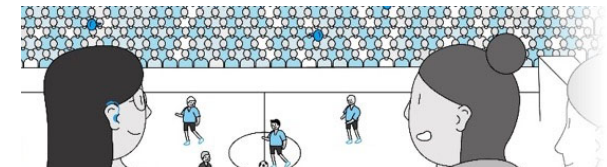
Speech does not always come from the front, especially in noisy situations

- In 2004, Walden, et al* showed speech was “not from front” **20-24%** of the time,

* Walden, B. E., Surr, R. K., Cord, M. T., & Dyrland, O. (2004). Predicting hearing aid microphone preference in everyday listening. J Am Acad Audiol, 15(5), 365-396.
<https://doi.org/10.3766/jaaa.15.5.4>

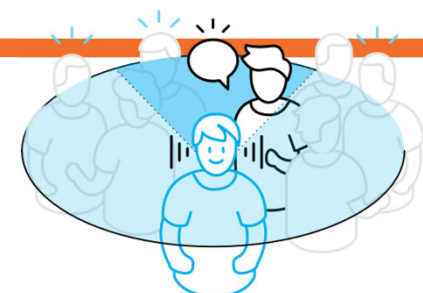
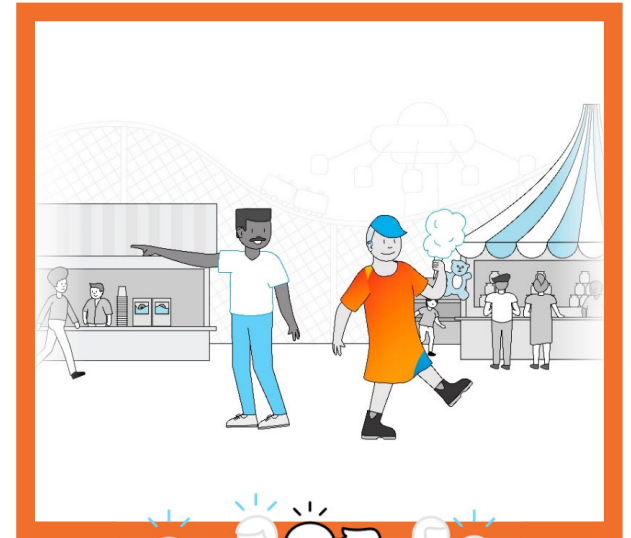
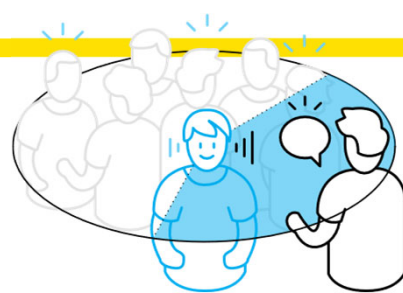
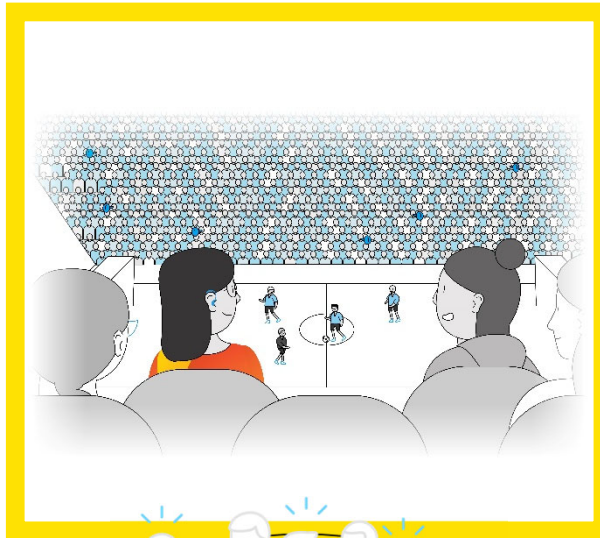
AutoFocus 360

Multidirectional beam forming

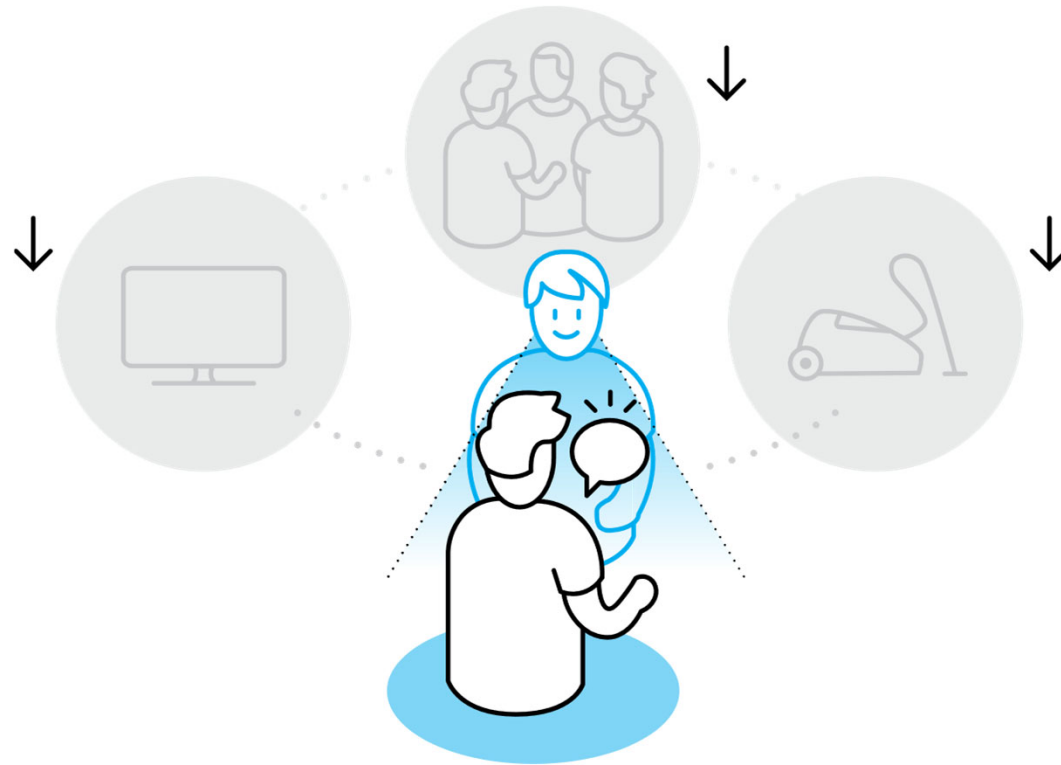


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AutoFocus 360

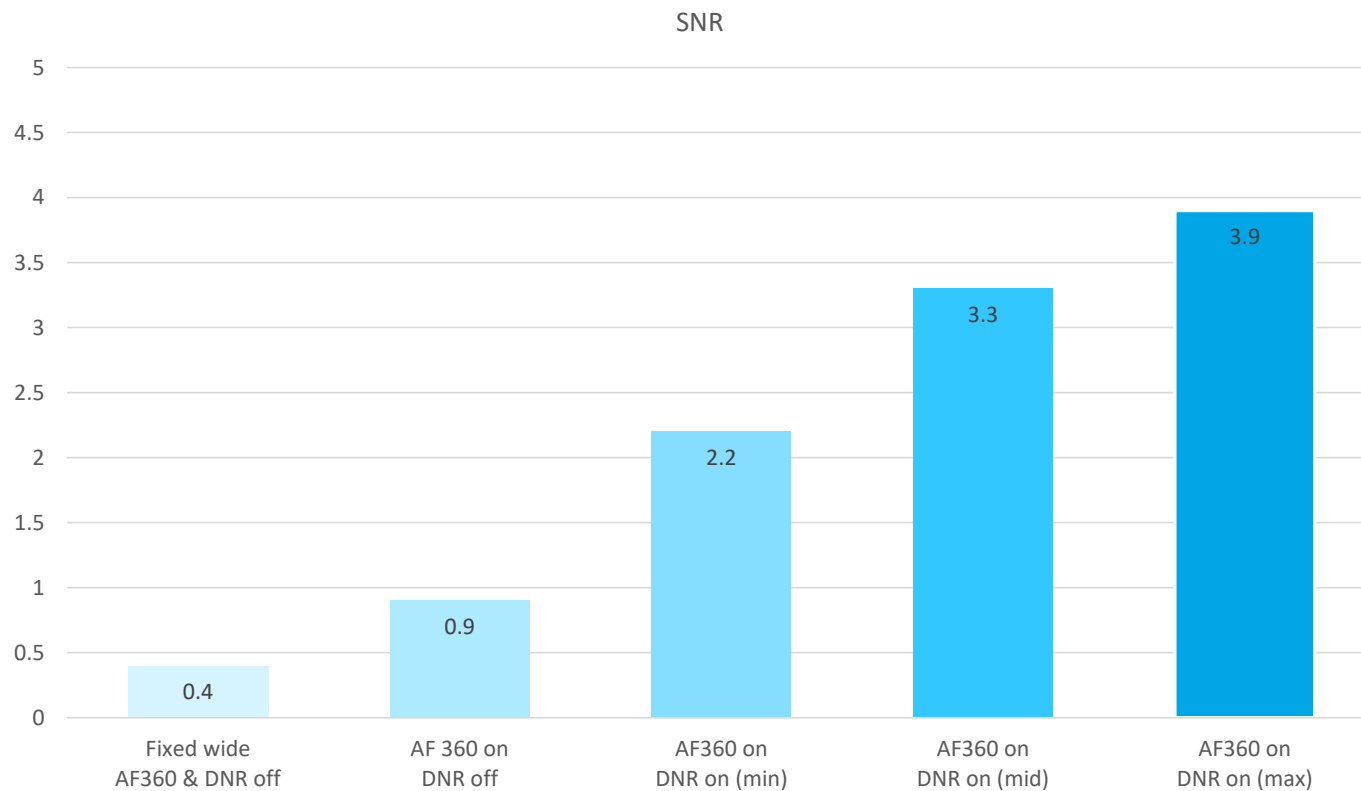


Dynamic noise reduction



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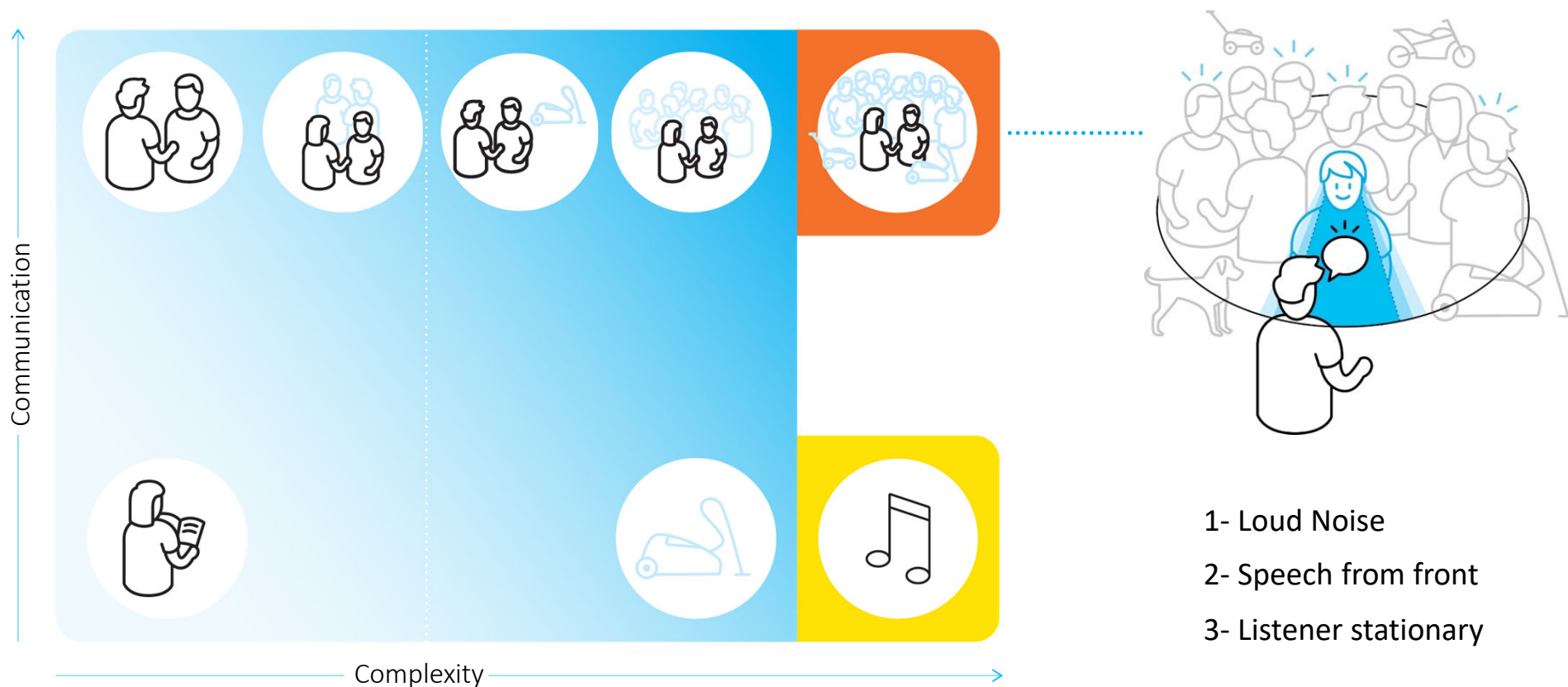
SNR measurements with dynamic noise reduction



HyperFocus in Conversation in loud noise



Conversation in loud noise with HyperFocus



HyperFocus

True binaural beamforming



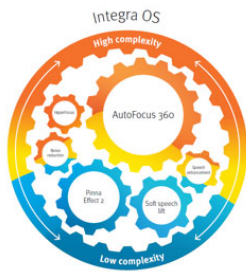
Our most aggressive (narrow beam) microphone mode

- Binaural, wireless network of 4 microphones
- Exchange of audio to create narrower beam

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HyperFocus

Available in Integra OS automatic (conversation in loud noise) **and** manual programs



Integra OS automatic (level 9)



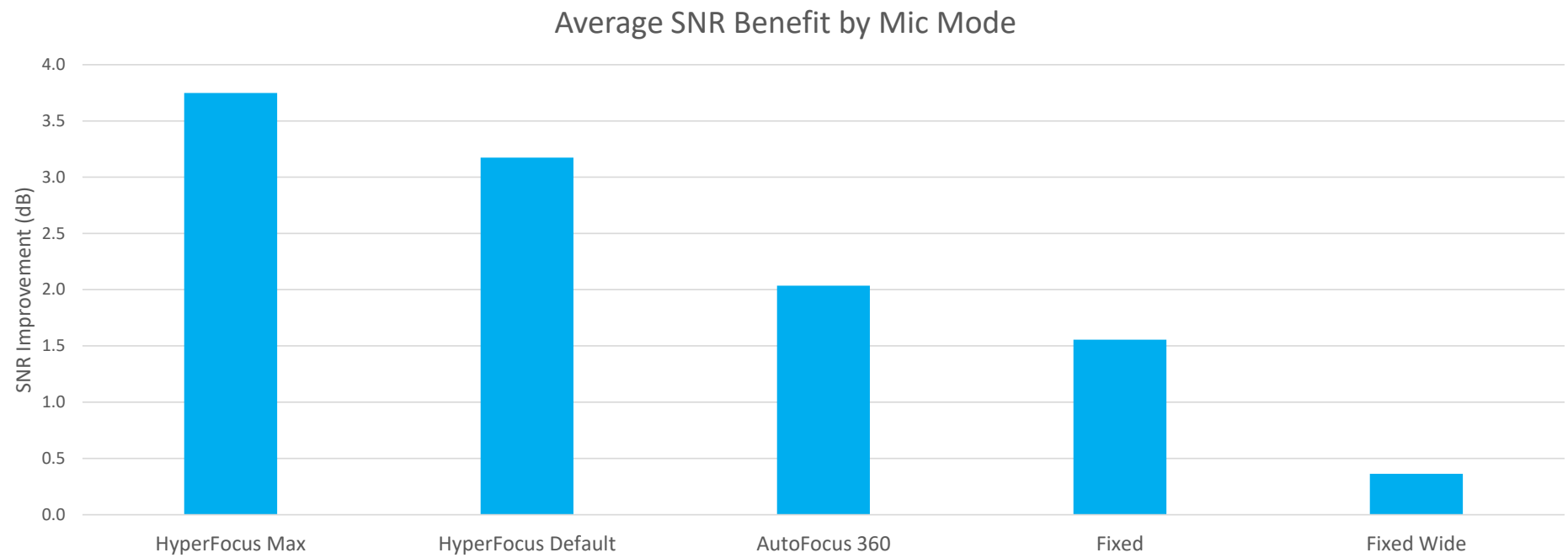
Manual program (levels 9 & 7)



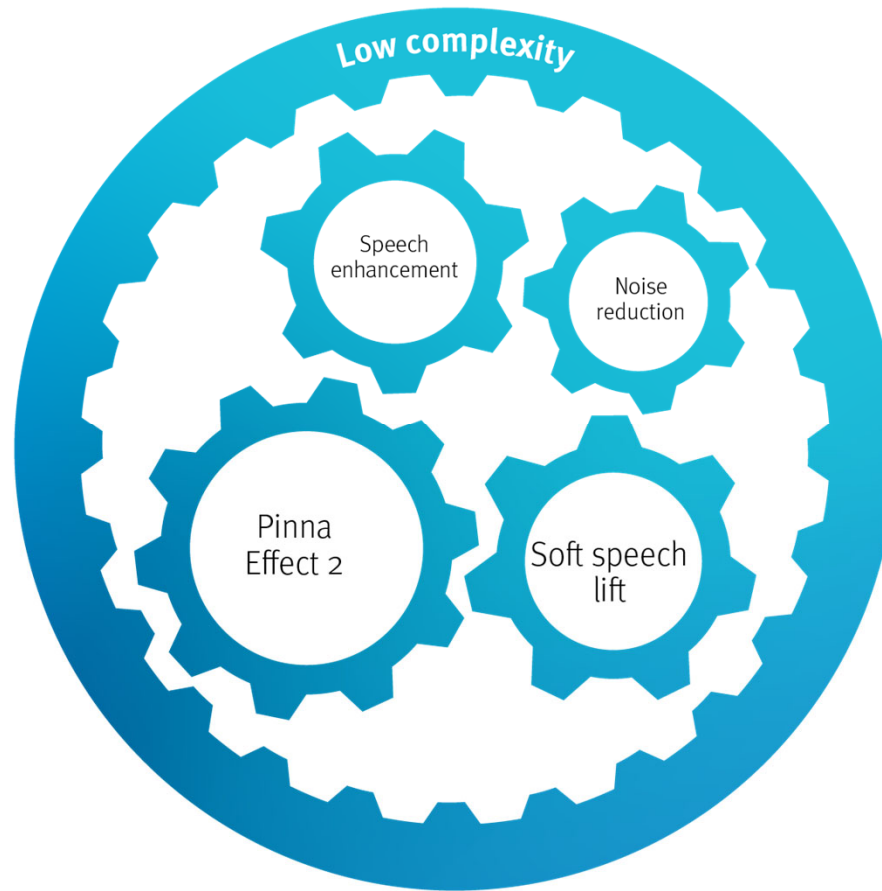
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HyperFocus

SNR improvement



Integra OS



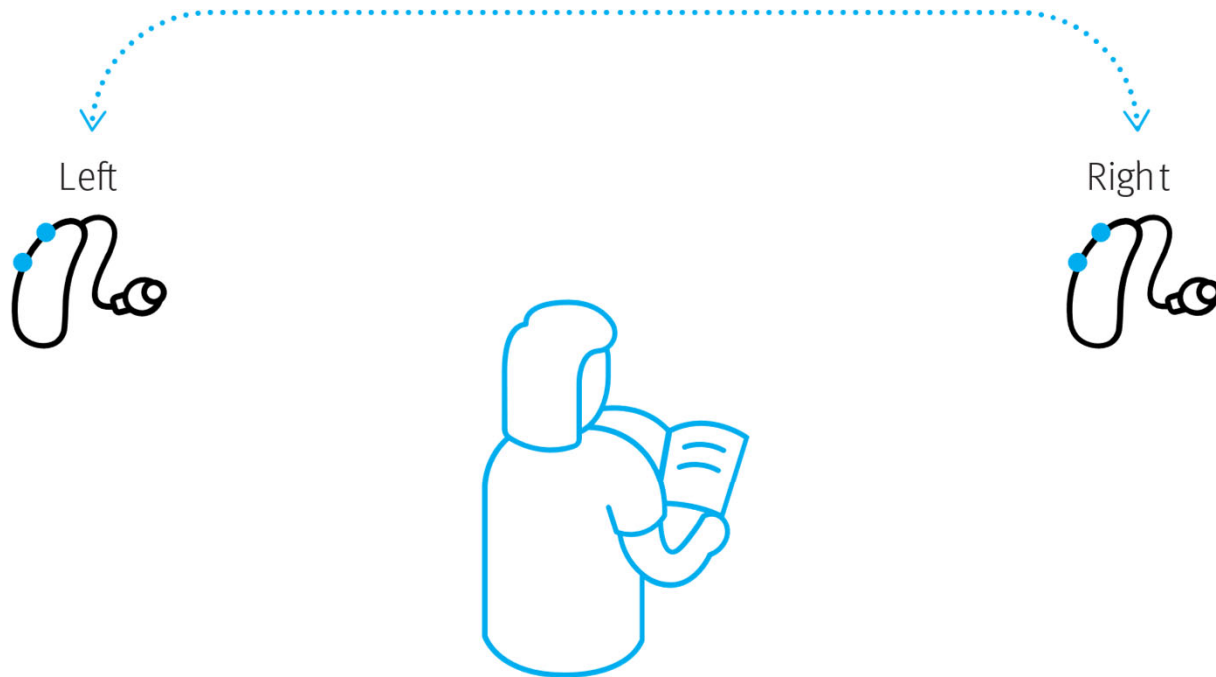
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Pinna effect 2

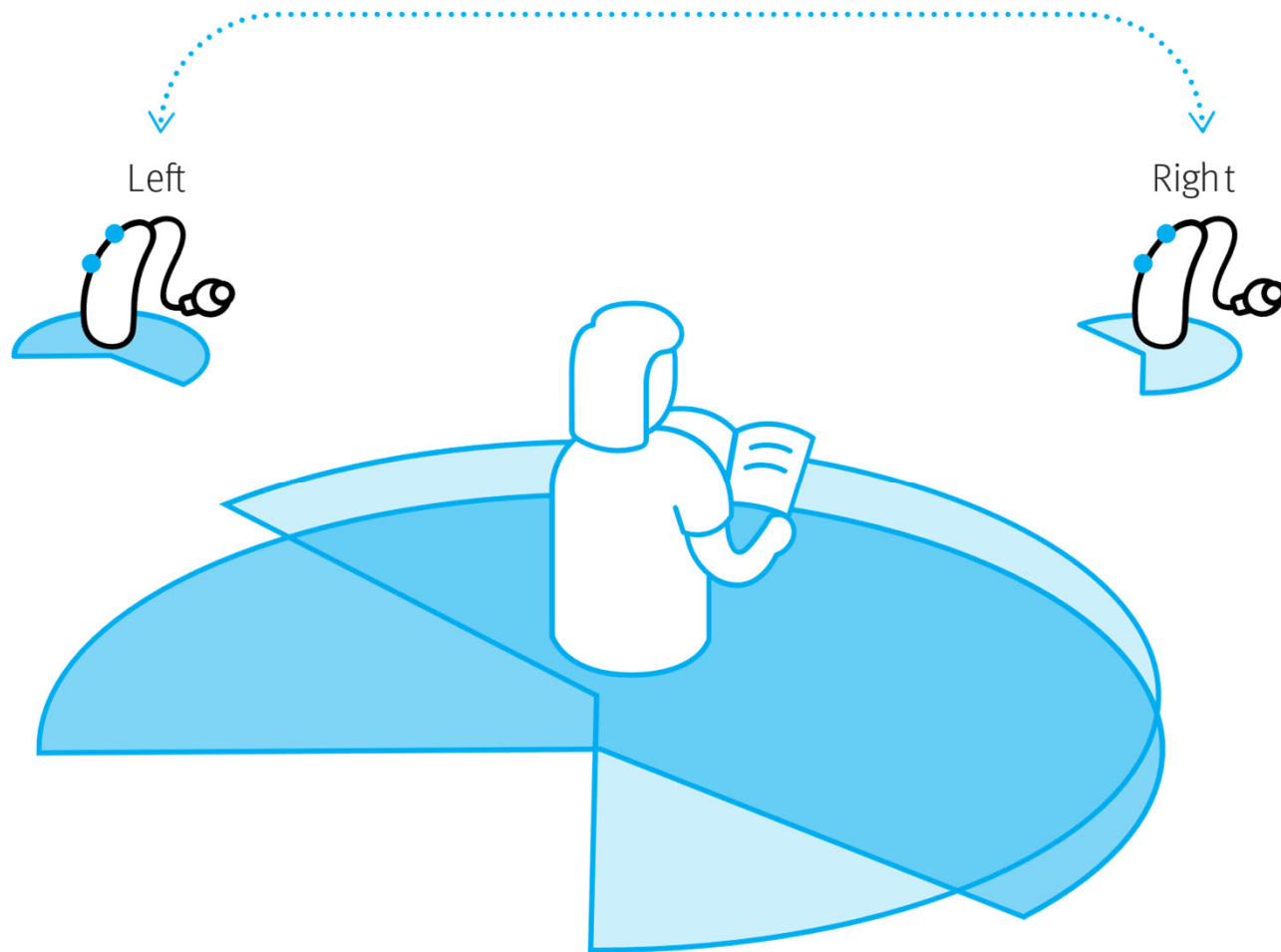


**How are we able to
localize sounds?**

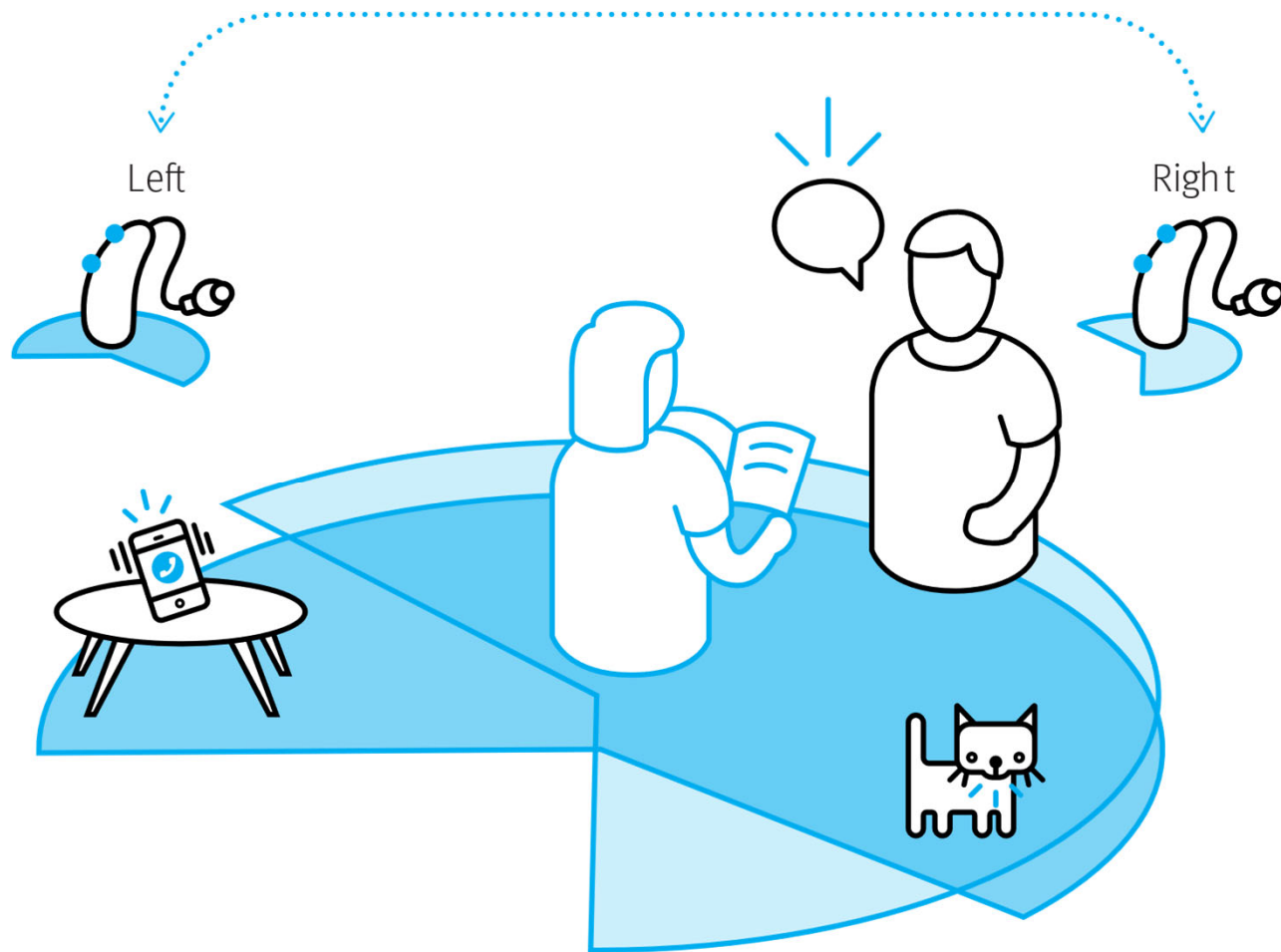
Pinna Effect 2



Pinna Effect 2



Pinna Effect 2



Soft speech lift



Lifting soft speech



VIVANTE HEARING INSTRUMENTS DELIVER OUR

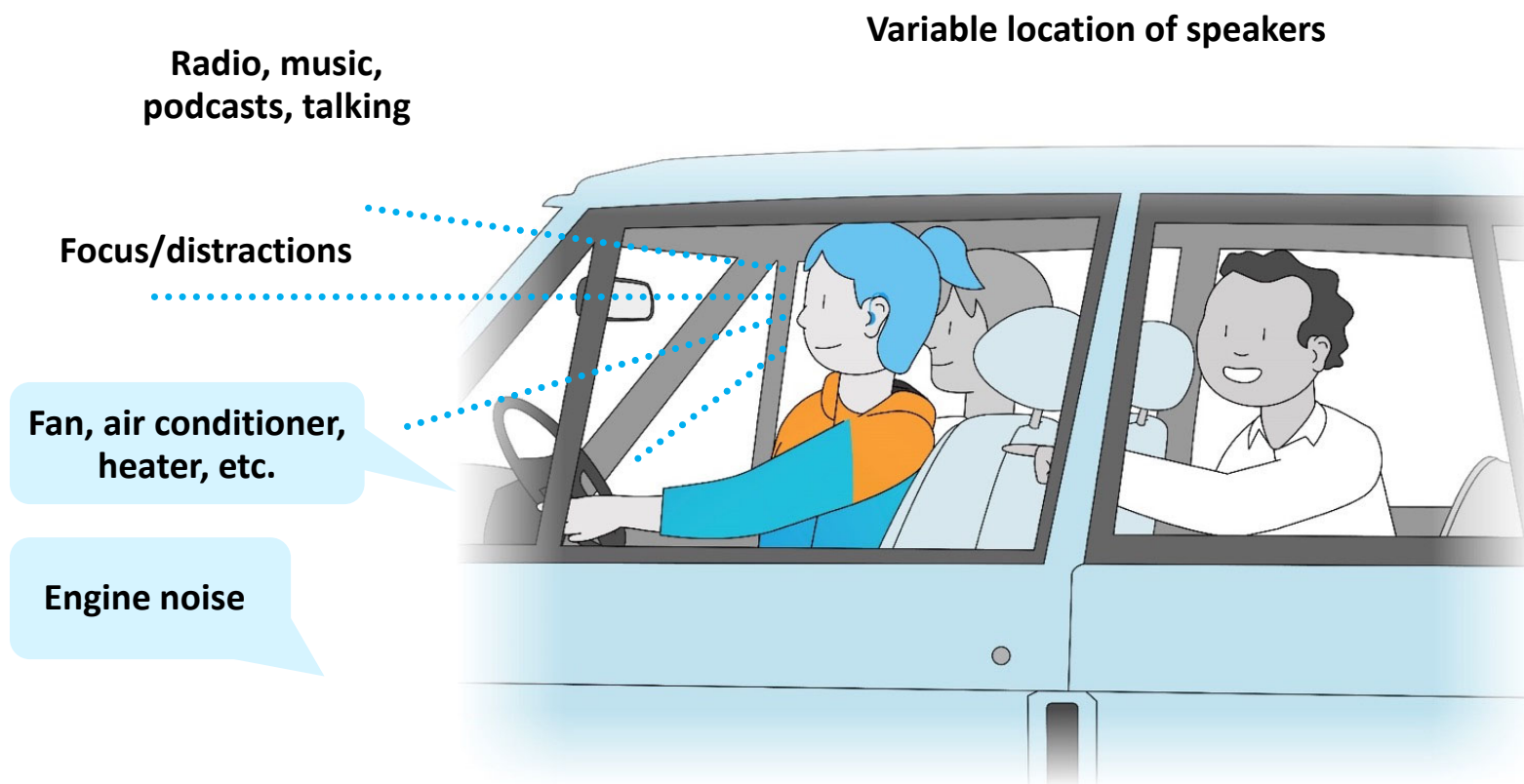
best sound performance yet

Welcome to the
Vivante™
experience

360 conversation in car



What are unique challenges in a car?



Fluctuating road noise

Reverberation

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360 conversation in car

Binaural, wireless network

- Available in the 9 technology level
- Special detection algorithm for car acoustics
- Location of speech direction
- Automatic focus in that direction
- Manual program in TrueFit
- Optional app program in Remote Plus app



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Unit 1: Introduction to the Unit



Open up to a wide world
of choice

Welcome to the
Vivante™
experience

Easy
to wear

Introducing



Stride V-M



Stride V-SP



Introducing the
new Stride V-M

Stride V-M

Easy
to wear

- Our smallest, lightest BTE
- Standard 312 battery & telecoil
- Fit with slim tube or earhook & earmold



Filtered Earhook

Slim Tube

Peak output (2cc)

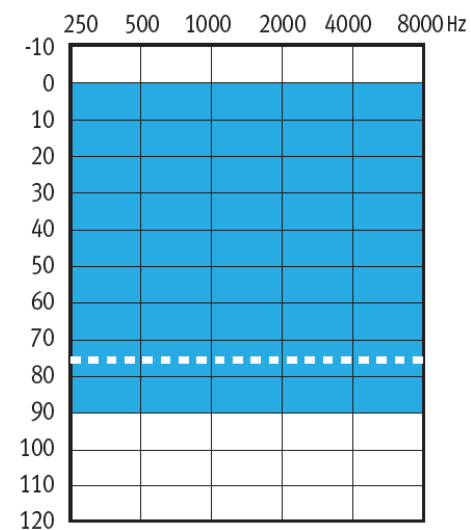
128

122

Gain (2cc)

63

58



--- Slim tube (power dome)

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Meet the new
Stride V-SP

Stride V-SP

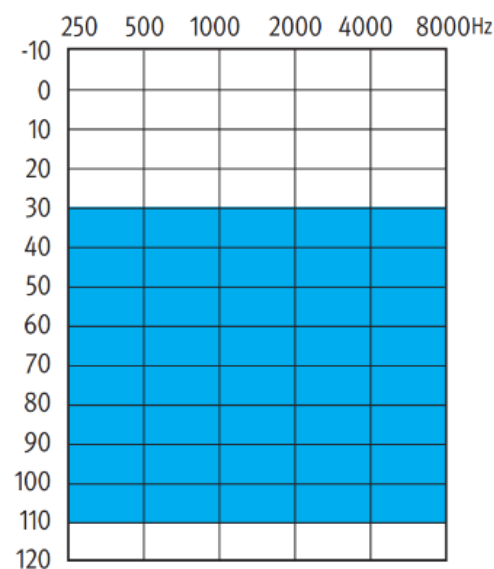
Easy
to wear

- Robust SP BTE option (between M and UP)
- Standard 13 battery
- Telecoil



Filtered Earhook

Peak output (2cc)	133
Gain (2cc)	75



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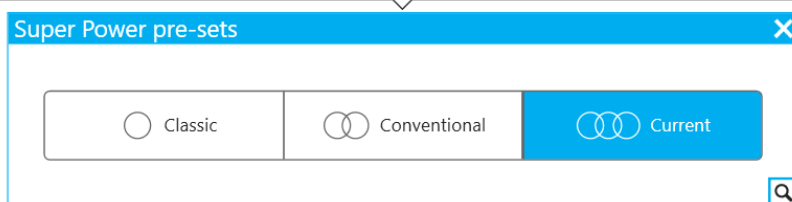
Stride V-SP

Pre-sets and Frequency Compression 2

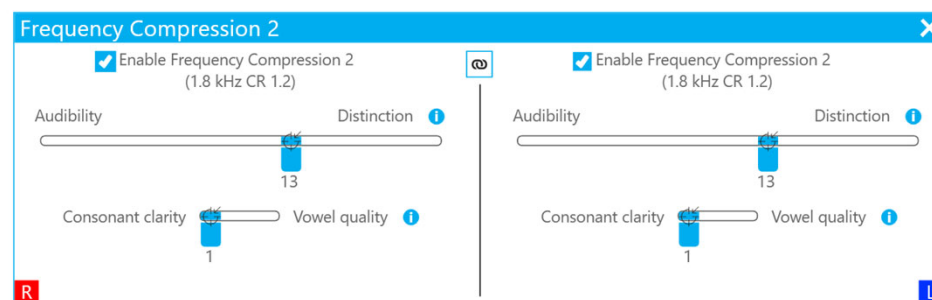
- Super Power pre-sets

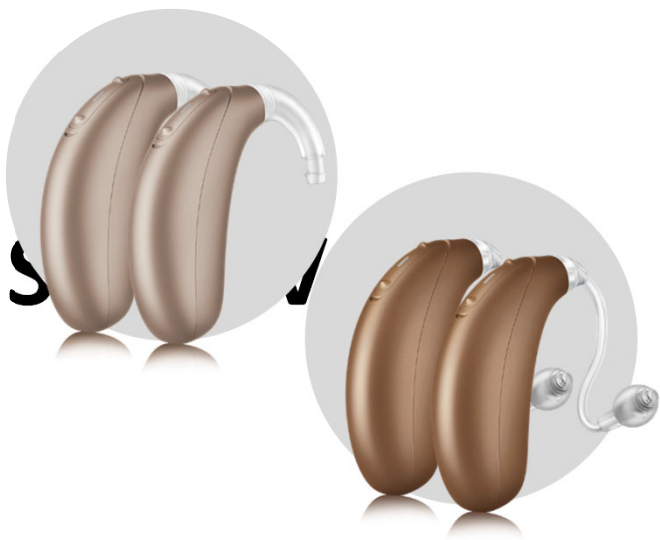
Pre-set details	Classic	Conventional	Current
Fitting Formula	DSL v5 Adult	NAL-NL2	NAL-NL2
Processing Strategy	WDRC	WDRC	WDRC
Microphone Mode*	Omni	Fixed Wide	Adaptive
Speech Enhancement	Above Default	Below Default	Default
Noise Reduction	Off	Below Default	Default
Adaptation Manager	100%	100%	Calculated
Frequency Compression 2	Calculated	Calculated	Calculated
AntiShock 2	Moderate	Moderate	Moderate

**Microphone modes vary based on environments in the automatic program*



- Frequency Compression 2 on by default (when PTA > 70 dB)





More choice

Stride V-PR has two charger options



Unitron Charger Combi BTE 2

- Optional power pack - making charging on the go possible with Stride V-PR



Unitron BTE charger

Stride V-PR performance profile



Attachment

Filtered Earhook

Peak output (2cc)

130

Gain (2cc)

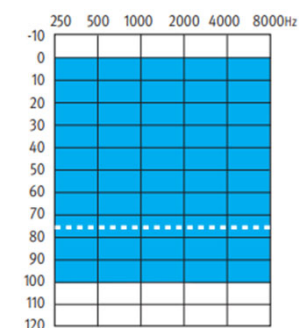
68



Slim Tube

129

69



-- Slim tube

There is power in choice

Stride V-UP



- Ultra-Power
 - Long-lasting, standard 675 battery
 - IP68 rating
 - Telecoil
- Vivante performance
 - Ultra Power Presets
 - Made for All connectivity
 - Microphone strategy
 - Frequency compression 2

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Colors



**The world opens wide
when you find your Stride**



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Award winning RIC styles

Easy
to wear





Easy to use charger

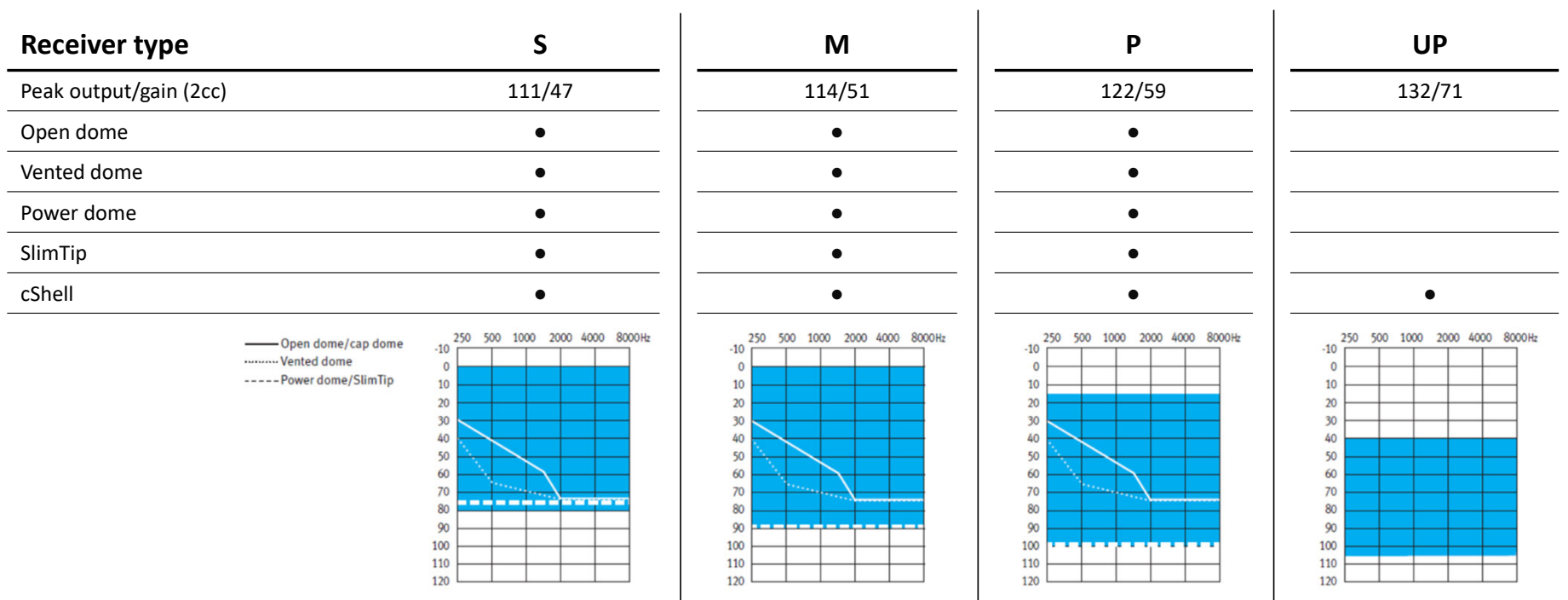
- Brand new charger for Moxi V-R and V-RT
- New magnetic insertion makes it easy to insert and remove hearing aids
- Quick to charge



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Moxi performance profiles





Moxi V-RS



Separate right and left models

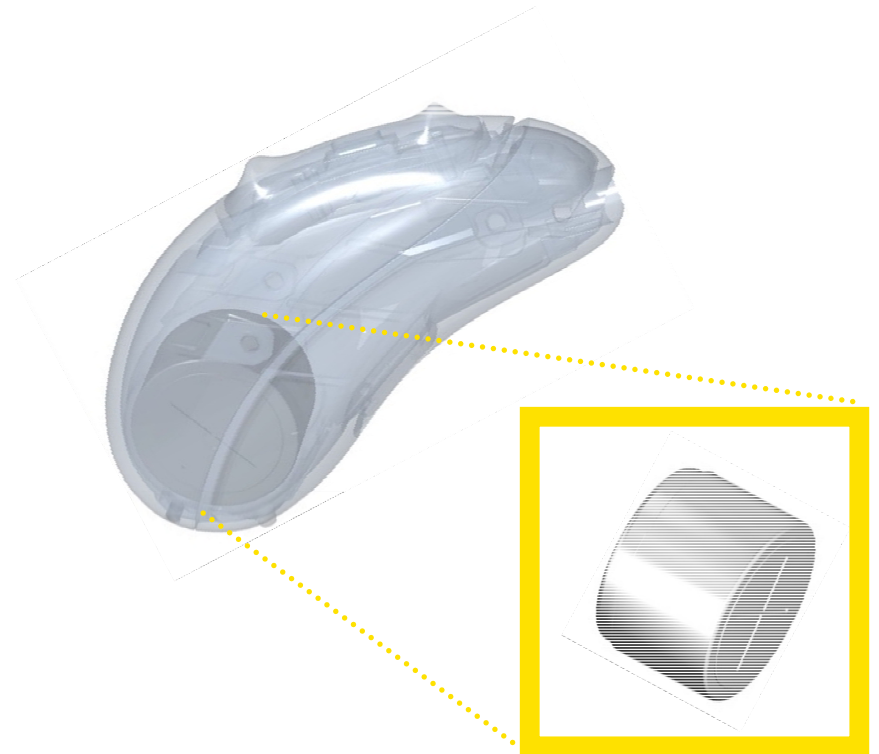


Angled receiver socket:
Snug fit against the head
Secure retention

Clear side indicators



Li-ion rechargeables



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Sleek charger design

- New charger/case
- Simple insertion and removal
 - Magnetic catch



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Single push button



Hearing Instrument Setup

Show Behaviour

Standard

Streaming

Bluetooth phone (ringing)

Bluetooth phone (call)

Behaviour

Short press



Volume control
R + L -

Long press



Program change

Double Tap



R: Start / stop voice assistant
L: No function

Button Functions

- ☒ Volume
- ☒ Program Change
- ☒ Accept / reject call
- ☐ Mute / unmute mic

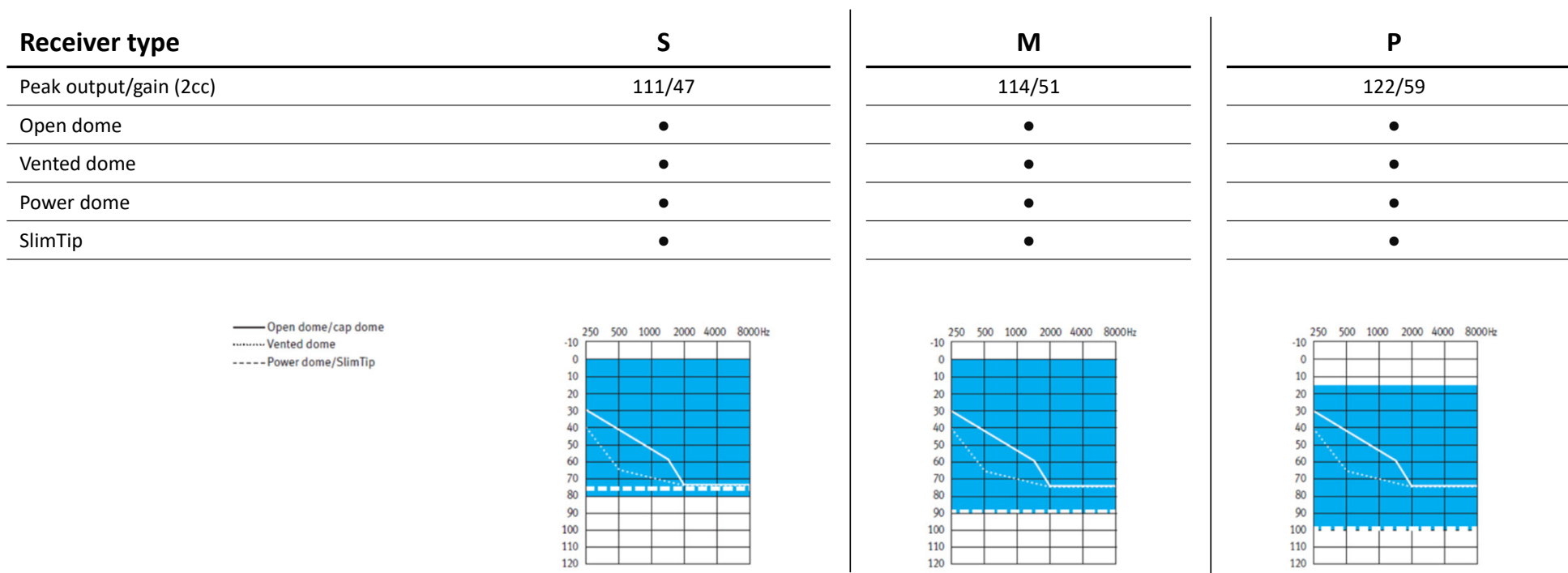
Tap Control

- ☒ Accept / end call
- ☒ Pause / resume streaming Left ▼
- ☒ Start / stop voice assistant Right ▼

Tap control training

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Moxi V-RS performance profiles



Colors



Colors

Platinum



Charcoal



Sand



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Earmold styles



Skeleton
(Acrylic, silicone)



Full Shell
(Acrylic, silicone)



Half Shell
(Acrylic, silicone)



Semi-Skeleton
(Acrylic, silicone)



Canal
(Acrylic, silicone)



Canal Lock
(Acrylic, silicone)



CROS
(Acrylic, silicone)



Slim Tip, Hollow
(Acrylic)



Slim Tip, Solid
(Silicone)



cShell
(Acrylic)



Uncarved
Full Shell

I

Translucent (Acrylic & Silicone) Earmolds



Trans. clear (21)



Trans. pink (T)



Trans. brown (N)



Galactic Blue (1B)



Star Dust
Silver (3B)



Magic Pink (4B)

Solid Silicone Colors



White (19)



Yellow (20)



Orange (11)



Red (10)



Green (17)



Blue (07)



Purple (08)



Black (06)



Jungle Green (2B)



Flamingo Pink (5B)

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VIVANTE HAS A
style to fit their lifestyle

Welcome to the
Vivante[™]
experience

Choose compelling technology at all levels



87%

agree that Unitron offers
compelling tech and great
value at all price points



Sonova proprietary research. 2023. Project ID4661. Please contact marketinsight@unitron.com if you are interested in further information

Integra OS		V 9 Premium	V 7 Premium	V 5 Premium	V 3 Premium
Environmental Classification	Total listening environments	8	6	4	2
	Conversation in loud noise	•			
	Conversation in a crowd	•			
	Conversation in a small group	•	•		
	Music	•	•		
	Noise	•	•	•	
	Quiet	•	•	•	
	Conversation in quiet	•	•	•	•
	Conversation in noise	•	•	•	•
	Total streaming environments	2	2	2	2
	Media speech	•	•	•	•
	Media music	•	•	•	•
Sound optimization and performance	HyperFocus	•	•		
	Conversation in loud noise (manual program)	•	•		
	360 conversation in car (manual program)	•			
	AutoFocus 360	•			
	AutoFocus		•		
	Dynamic noise reduction	•	•		
	Soft speech lift	•	•	•	
	Pinna Effect 2	•	•	•	
	Pinna Effect	•	•	•	•
	Speech enhancement	•	•	•	•
	Noise reduction	•	•	•	•
Hardware features	Tap control	•	•	•	•
	Made for all direct connectivity	•	•	•	•
	Rechargeable	•	•	•	•
	Telecoil (RT model only)	•	•	•	•
Fine-tuning channels		20	20	16	12

Available in all technology levels

Fitting

- Unique first fit approach
- Automatic Adaptation Manager
- Frequency compression 2
- Tinnitus masker
- Manual programs
- IntelliVent

Sound stabilization

- AntiShock 2
- Wind control
- Feedback manager

Personalization

- Equalizer
- Clarity and Comfort buttons
- Optional app programs

Ease and convenience

- Remote Plus app
- TV Connector
- Remote Control
- PartnerMic
- RogerDirect
- DuoLink
- Binaural Phone

Experience Tech Tools

First Fit
FLEX:TRIAL
Log It All
Ratings
Coach
Success Check
Remote Adjust
FLEX:UPGRADE

Microphone options

- Adaptive directional
- Fixed directional
- Fixed wide directional
- Omni directional

**Choice expands
possibilities**



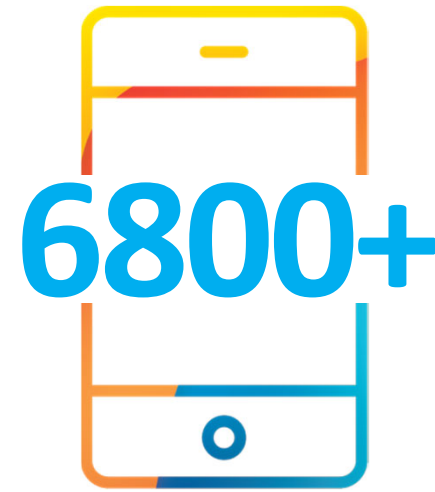
Made For All connectivity

Easy
to hear





agree a real advantage of
Made For All connectivity is
not having to ask patients
what phone they use



Phones are compatible
with our Made For All
connectivity

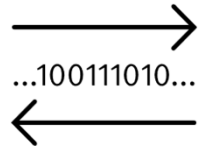
Sonova proprietary research. 2023. Project ID4661 and ID 4608. Please contact marketinsight@unitron.com if you are interested in further information

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- 
- Hands free calling, direct streaming

According to Park Associates, CES 2024 announced from its quarterly research of 8,000 US internet households, the average number of connected devices per US internet household reached **17** in 2023.

*Park Associates is an internationally recognized market research and consulting company



roger

unitron™

Just a tap



Control streamed content,
accept and end phone calls
access virtual assistants



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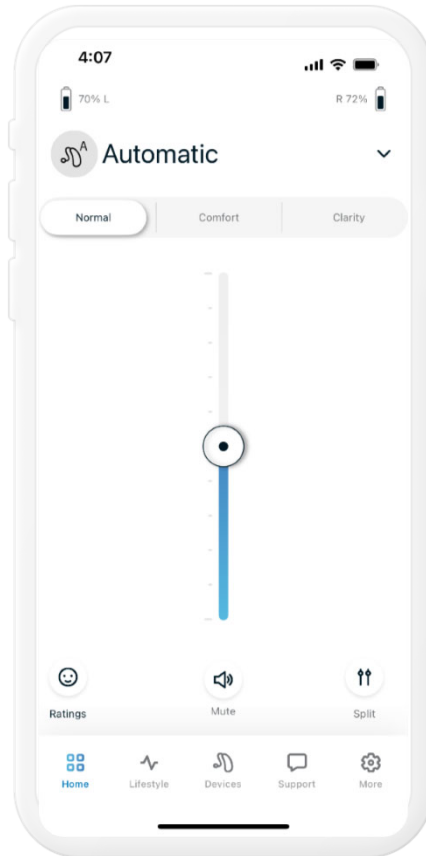
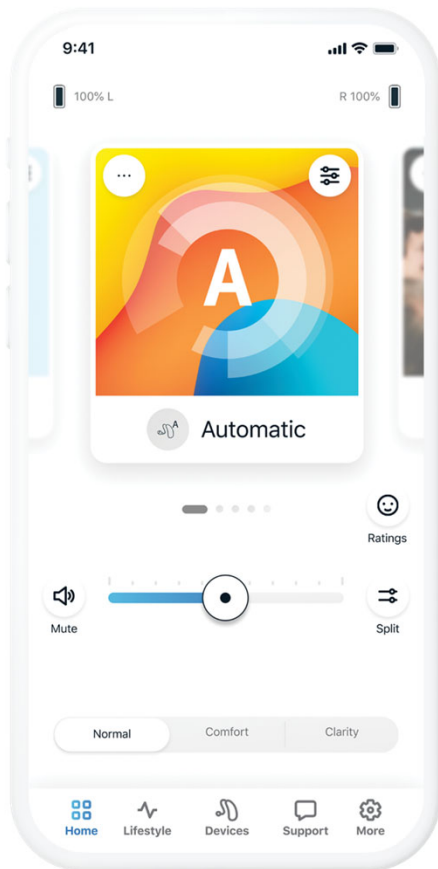
Personalization in the moment

Easy
to hear



Easy personalization via the Remote Plus app

Easy
to hear

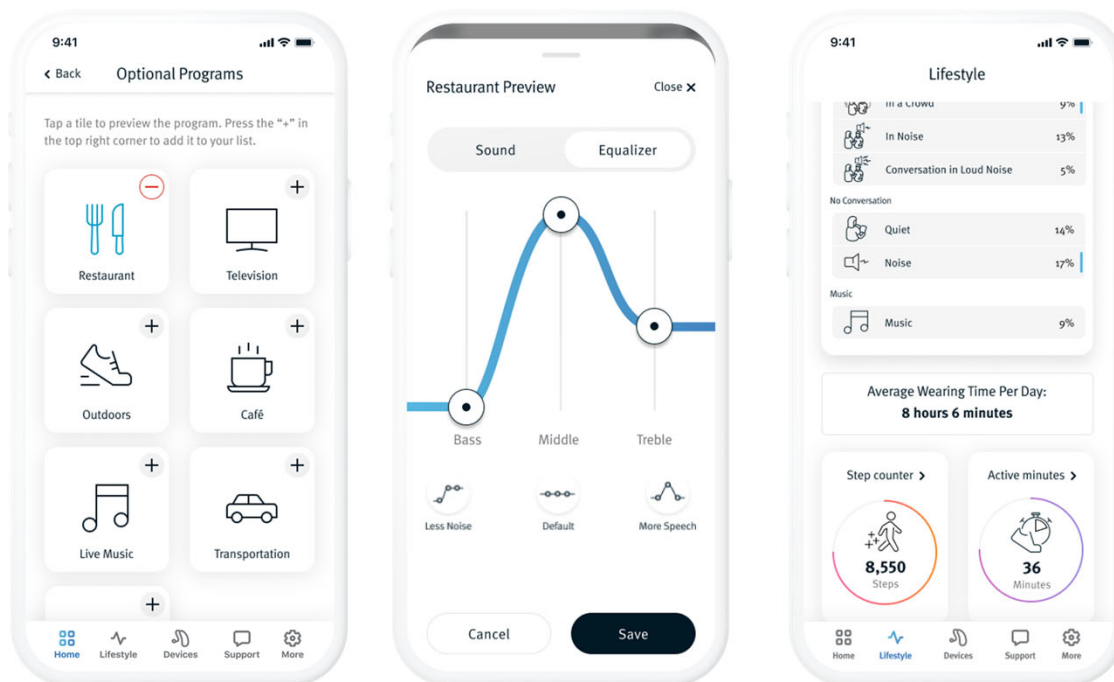


- Modern look and feel
- Intuitive design and easy navigation
- Designed with accessibility in mind

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Easy personalization via the Remote Plus app

Easy
to hear

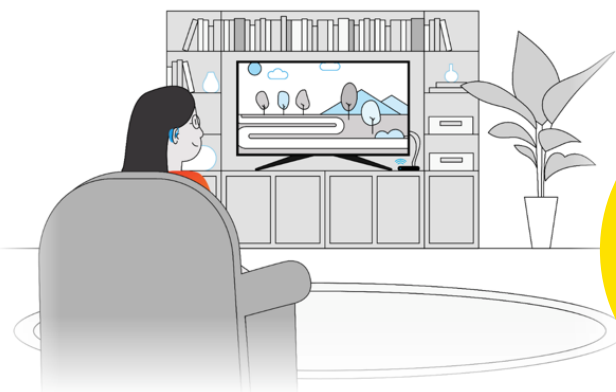


- Empowers patients with easy-to-use customization options
- Supports them throughout their hearing care journey

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Convenient solutions

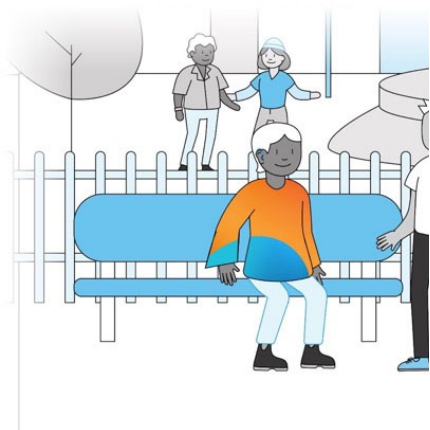
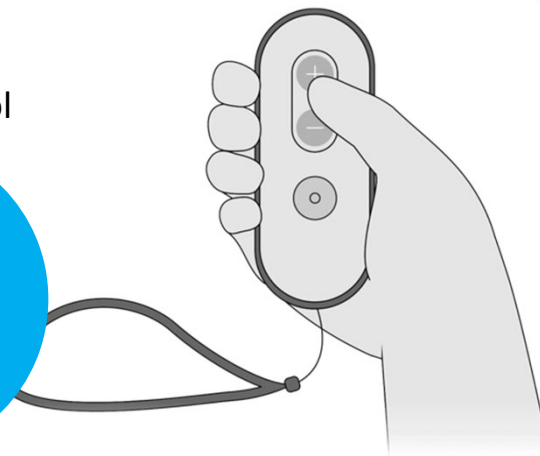
Easy
to hear



TV Connector



Remote Control



PartnerMic



roger



VIVANTE SUPPORTS
a connected lifestyle

Welcome to the
Vivante™
experience

**What is something
you already do that
enhances the
patient experience?**

u

Experience is everything

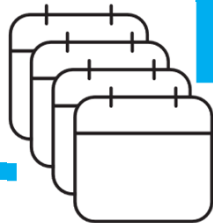


**How can Unitron help deliver an experience
you and your patients will love?**

What we know about patients

The average time it takes for individuals to visit a doctor or hearing care professional is at least

4
YEARS



MarkeTrak, 2023

The average age of purchasers has decreased to

60
YEARS



MarkeTrak, 2023

Follow-through to purchase has increased slightly to

33[%]
ADOPTION



MarkeTrak, 2023

80% of consumers are more likely to make a purchase when offered experiences that are personalized to them



Easy
for you

Experience Tech Tools

FLEX:TRIAL™

FLEX:UPGRADE™

Success Ch...

First

All

atings

Remote Adjust

Experience Tech Tools

First Fit



Log It All



Ratings



Remote Adjust



Coach



Success Check



FLEX:UPGRADE™



FLEX:TRIAL™

TrueFit fitting software

TrueFit fitting software and Remote Plus app

Remote Plus app

Insights activation



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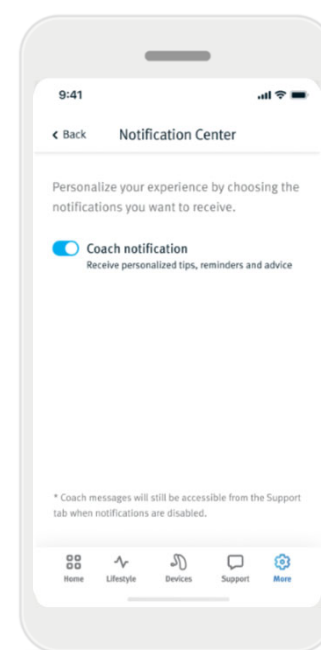
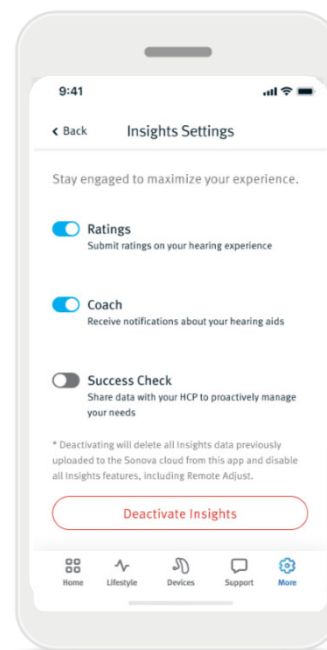
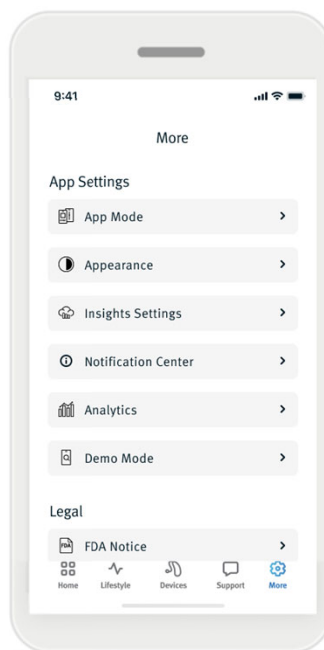
Four of the Experience Tech Tools require Insights to be activated in both TrueFit and the Remote Plus app

- Coach
- Ratings
- Success Check
- Remote Adjust



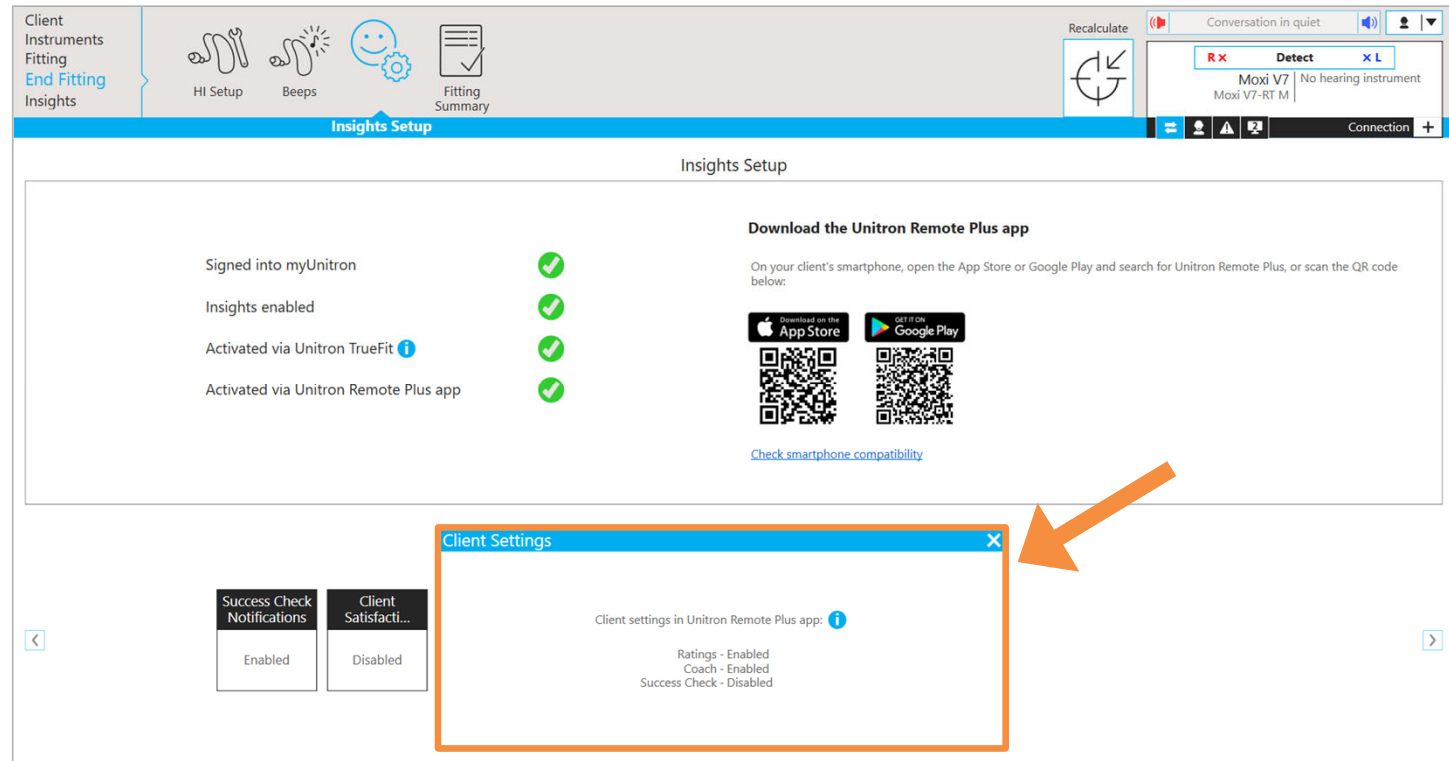
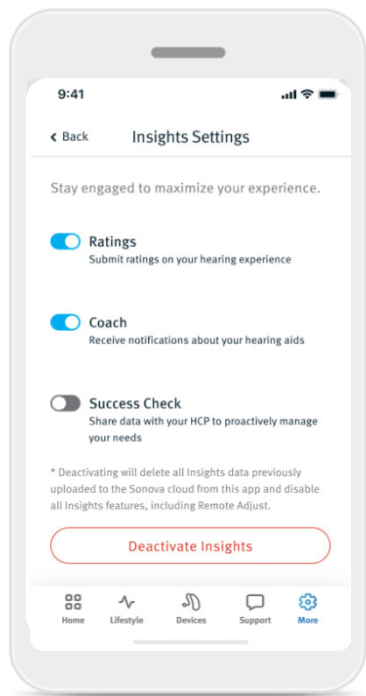
Let's review how to do this...

Insights management



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Insights management in Fitting Software



Activation in TrueFit fitting software

Option 1: Through the First Fit workflow

Sign in

Please enter your myUnitron credentials

Username:

Password: 

[myUnitron Registration](#) [forgot password](#)

☒ Enable Insights

☒ Enable FLEX:TRACKER™

First Fit

First Fit complete

1 2 3 4
Client Device Confirm **Finish**

Insights Setup

Activated via Unitron TrueFit 



Activated via Unitron Remote Plus app

Pending

Where to next?


Tuning

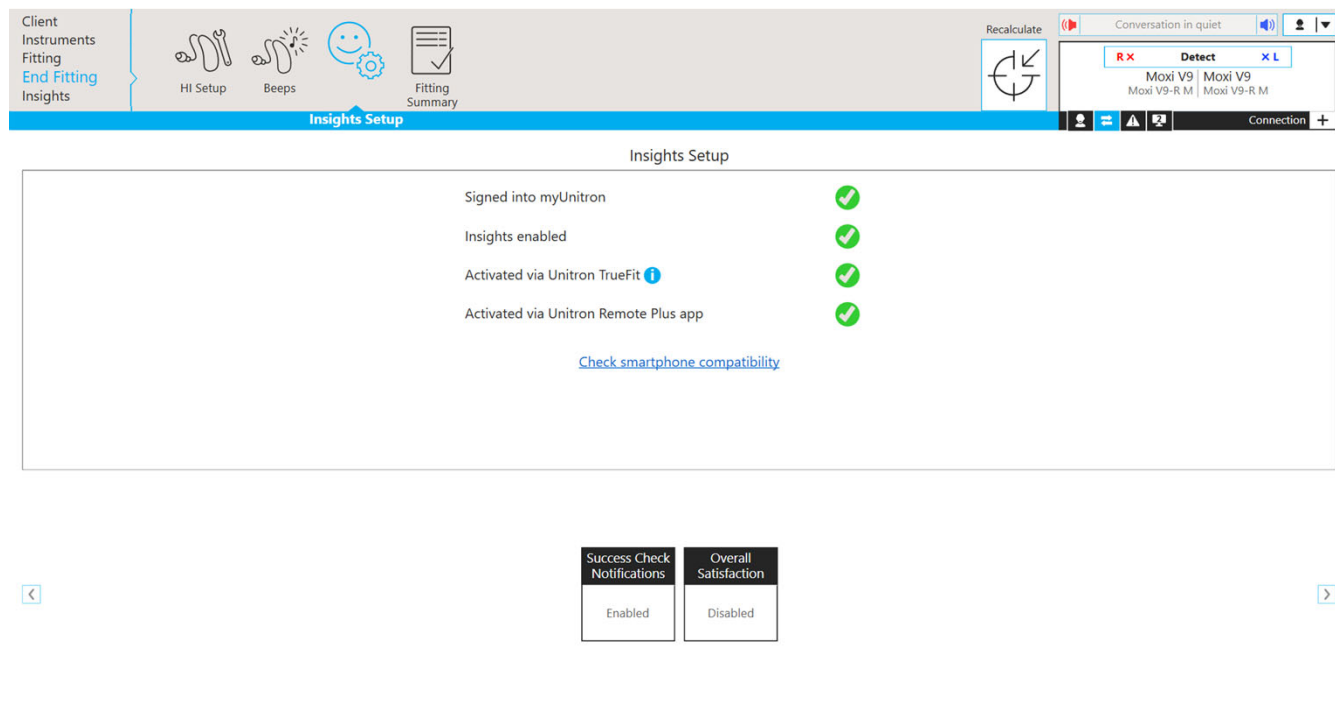

Program Manager


Accessories


Fitting Summary

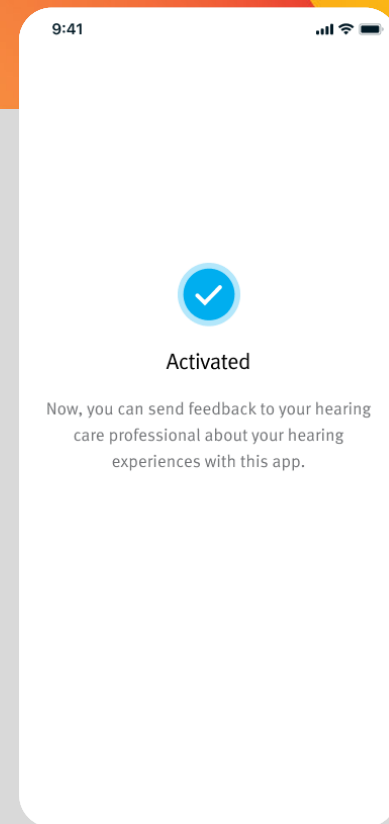
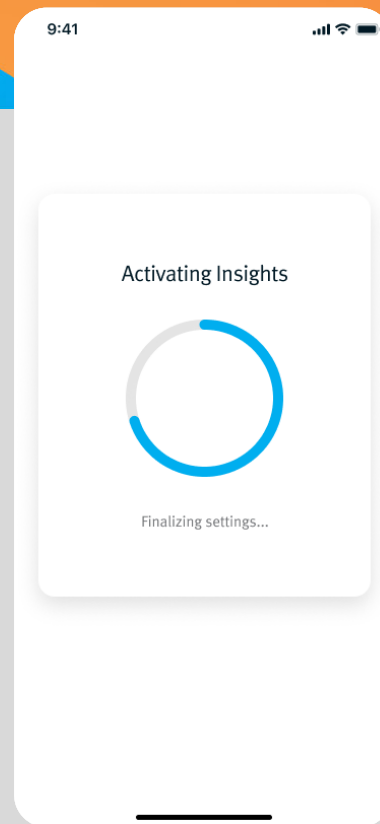
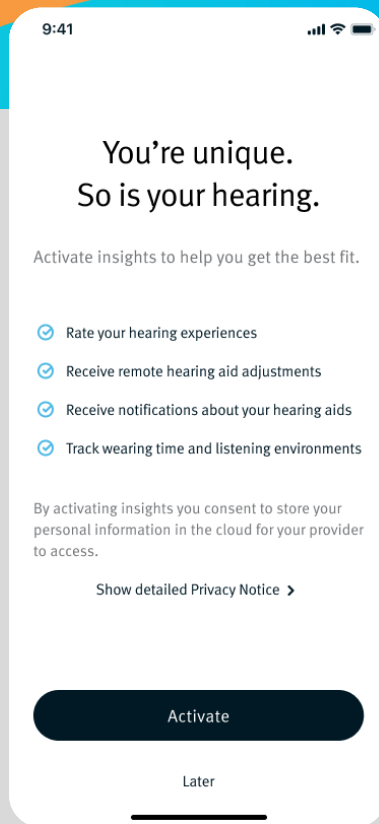
Activation in TrueFit fitting software

Option 2: The Insights Setup page



Activation in Remote Plus app

u



Client Instruments
Fitting
End Fitting
Insights

HI Setup
 Beeps
 Fitting Summary

Recalculate

Conversation in quiet

Detect

Moxi V9 Moxi V9
Moxi V9-R M Moxi V9-R M
Battery Level: High Battery Level: High

Insights Setup

Insights Setup

- Signed into myUnitron
- Insights enabled
- Activated via Unitron TrueFit
- Activated via Unitron Remote Plus app

[Check smartphone compatibility](#)

Success Check Notifications	Overall Satisfaction
Enabled	Disabled

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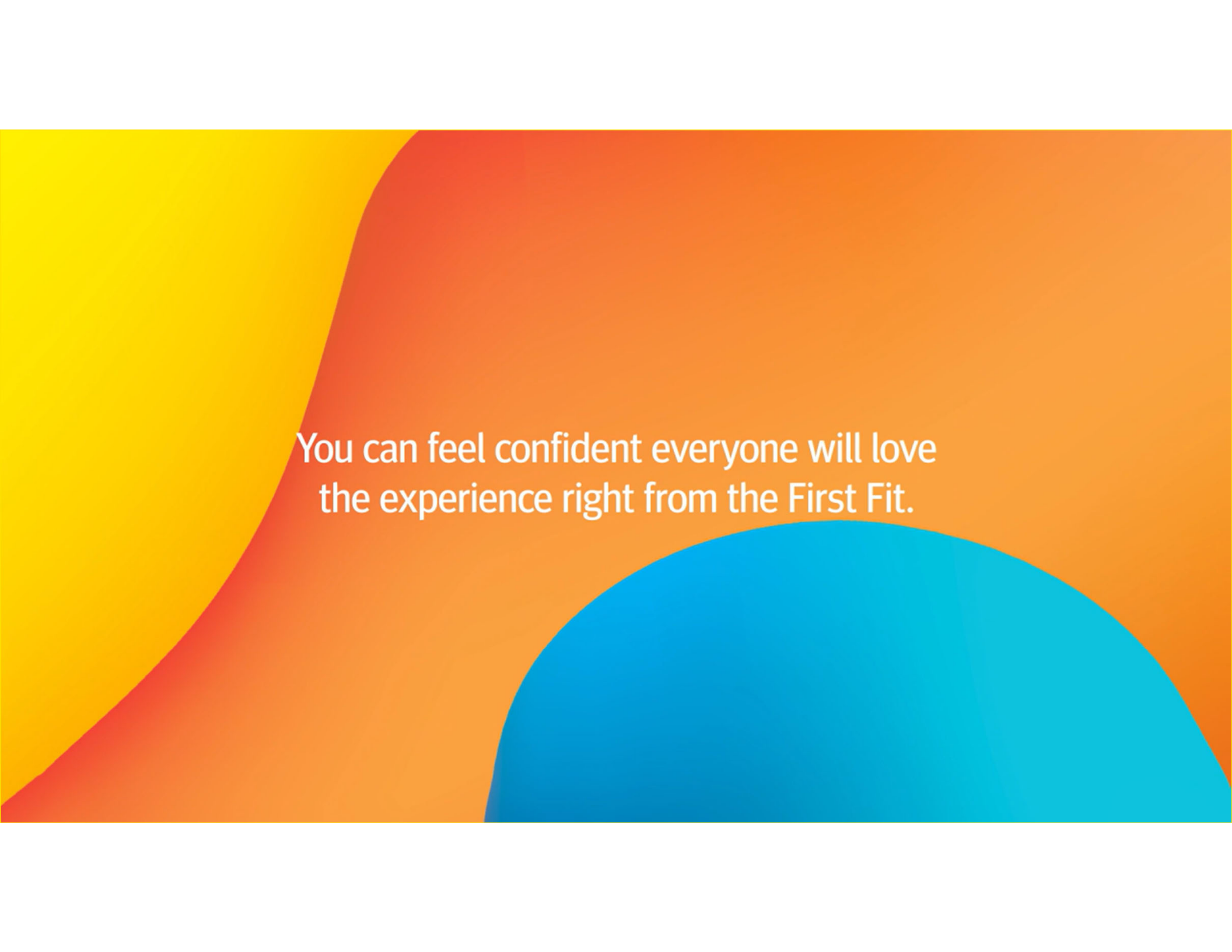


First Fit



- You can spend less time in the software and more time with your patients
- Your patients start their hearing journey with a positive experience





You can feel confident everyone will love
the experience right from the First Fit.

First Fit



97%

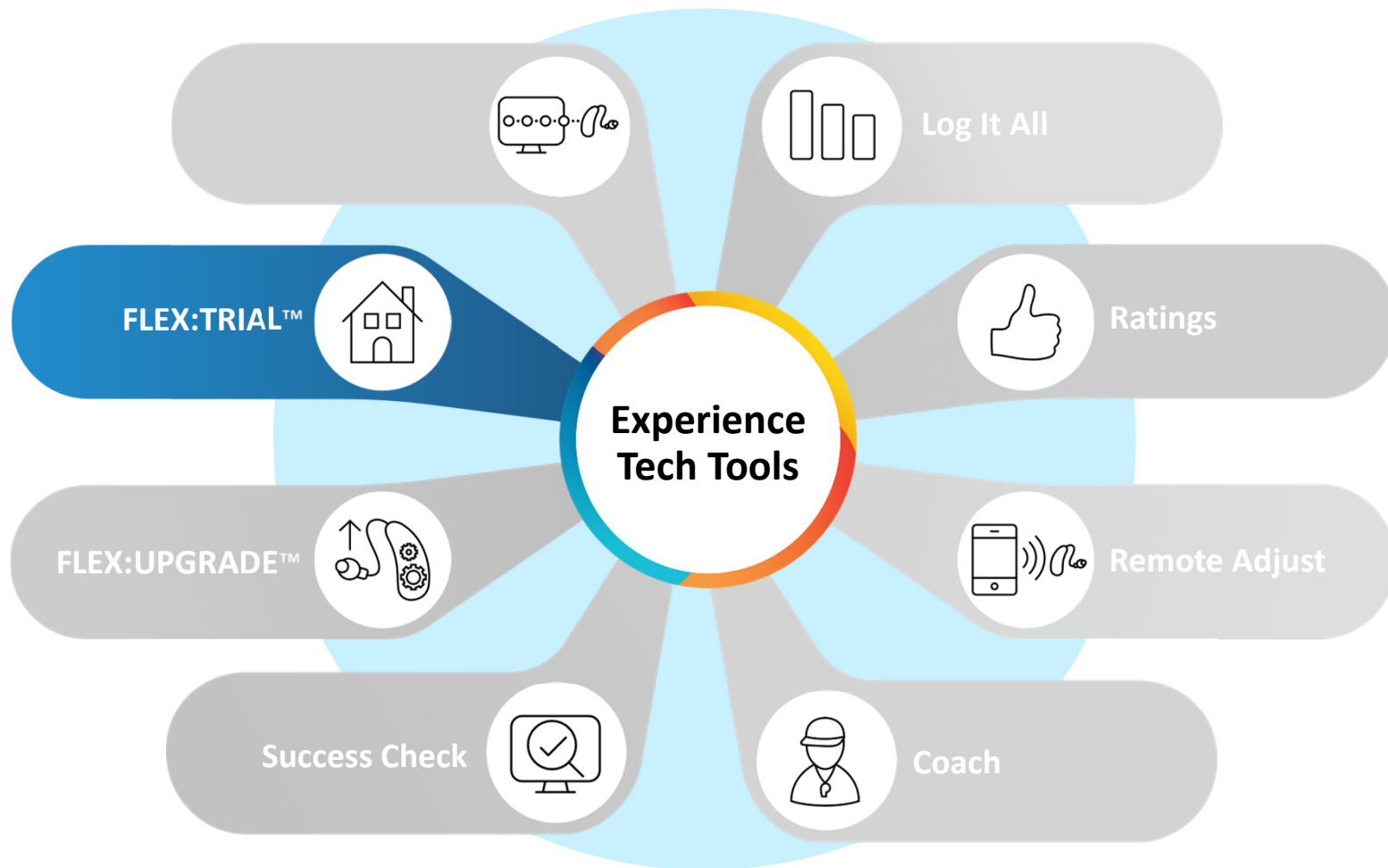
of Unitron customers agree our
hearing instruments are easy to fit

Sonova proprietary research. 2023. ProjectID4661

84%

of customers agree that Unitron
TrueFit fitting software facilitates a
quick and easy adaptation to
amplification for new wearers

Sonova proprietary research. 2023. ProjectID4688





- You can experience less sales pressure while still gaining a commitment
- Patients receive a personalized, risk-free start



88% of Unitron customers say that FLEX:TRIAL makes it easy for patients to evaluate hearing instruments

87% of Unitron customers say that using FLEX:TRIAL in their practice improves the total experience for patients

82% of Unitron customers find using FLEX:TRIAL as part of a real-world assessment makes their job easier

Sonova proprietary research. 2023. ProjectID4661

Stand out from the competition

Less
stock, more options

Reduce
credit returns

Reduce
walk-aways

Increase
revenue

Increase
closure rates

Fit higher
technology levels

More
word-of-mouth
marketing

Higher
overall satisfaction

Avonum (2017) Unitron Launch Monitor; 2013 survey of customers actively using Flex:trial in Germany, Canada and Australia



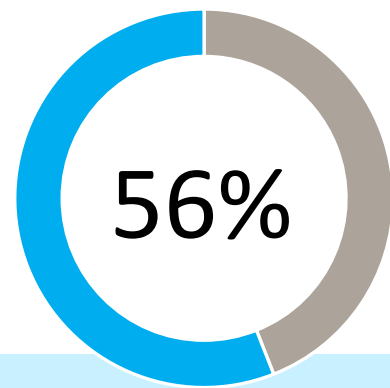
Log It All



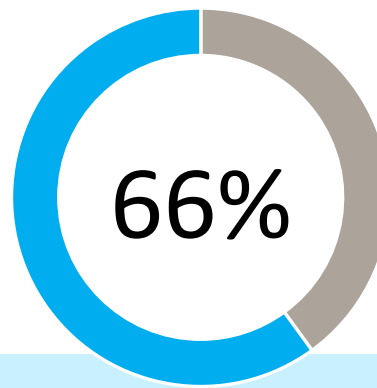
- You have evidence-based real-life data to support your recommendations
- patients see the benefits of various technology levels to suit their own unique lifestyles



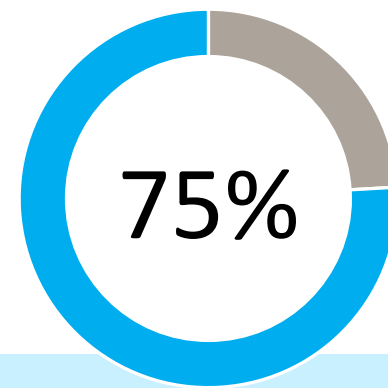
Human memory doesn't make a reliable data point



Information forgotten
within an hour



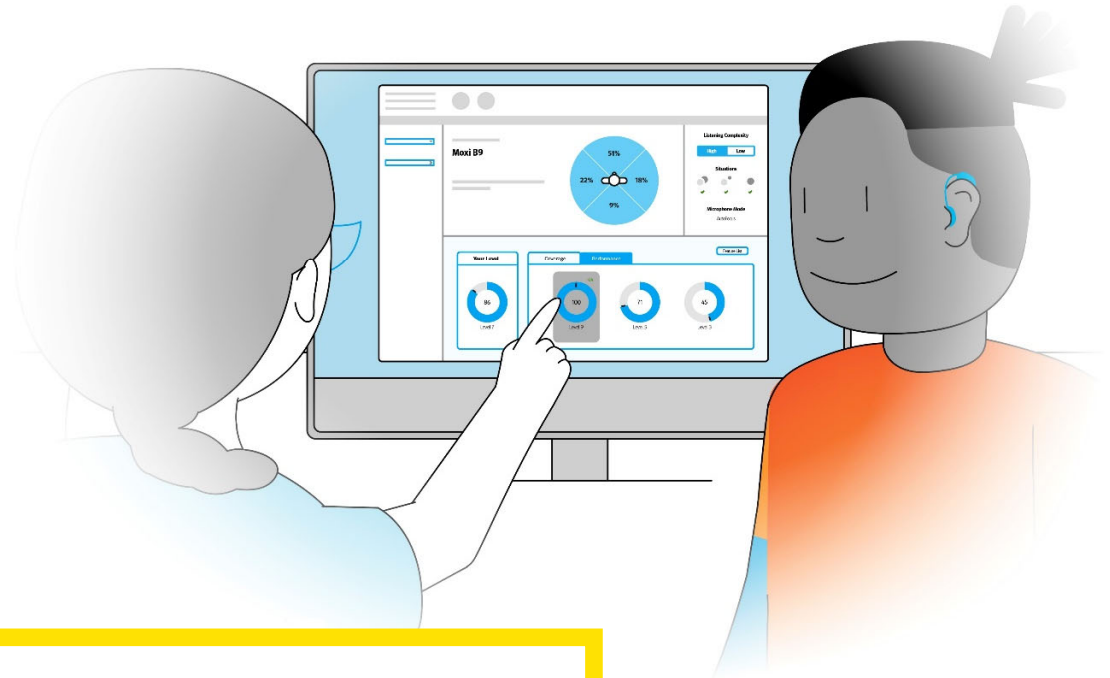
Information forgotten
within a day



Information forgotten
within six days

Use Log It All complements your counseling approach

- Meaningful data and visuals to help you and your patients understand their unique listening lifestyle
- Flexibility to show, or not show, certain data point to patients



Log It All knows what listening environments your patients have been in – even better than they do

Log It All



75% of Unitron customers find that Log It All makes it easy to explain technology level recommendations to a patient

73% of Unitron customers find that Log It All makes it easier for patients to understand the differences in technology levels in relation to their own lifestyle

86% of customers believe that Unitron TrueFit™ fitting software provides helpful insights that support a better outcome for patients



My favorite feature is **Log It All**. It supports me a lot in my everyday counseling process.

I can easily show the patient what his daily listening routine looks like. He gets an understanding of which technology level is the right one.

Simple, practical, understandable.

J. Fatih, Hörakustik Stoffers – Germany, 2023





FLEX:UPGRADE™

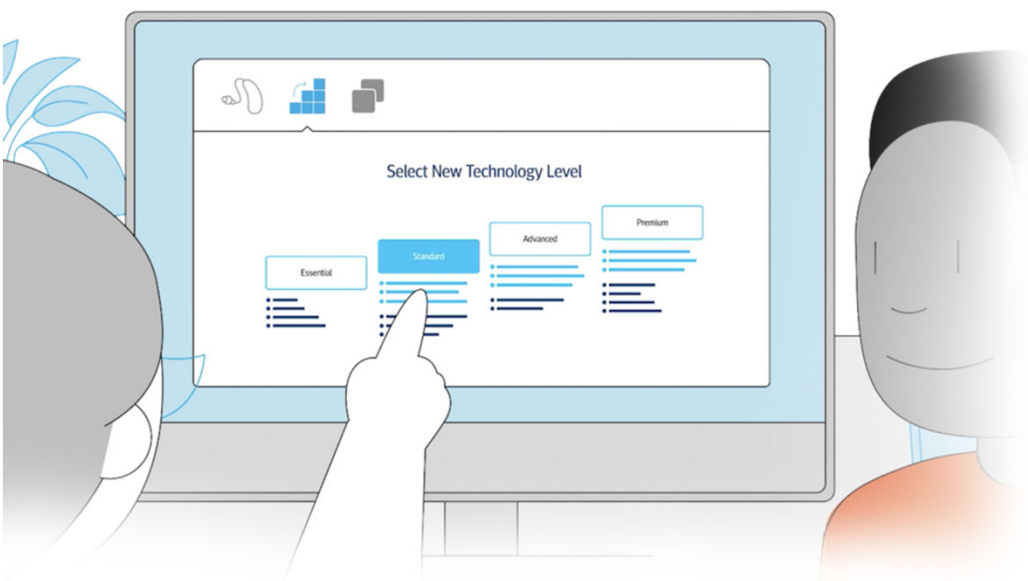


- Unique Unitron option instills confidence with a solution that grows with your patients
- Stand out from the crowd and extend your care well into the future



Make easy changes to technology levels as needed

Give patients the opportunity to try, and upgrade to a higher technology level as needs evolve – no need to swap hearing instruments, they only pay the difference



- Opportunity for incremental revenue
- Unique differentiator from competitors
- Reassures patients that they can start with a tech level that is affordable, knowing they can upgrade later



78%

of Unitron customers state that
FLEX:UPGRADE is beneficial when
patients are unsure about which
technology level to choose

78%

of Unitron customers state that
FLEX:UPGRADE is beneficial when
patients listening lifestyle or listening
needs change post purchase

Better together



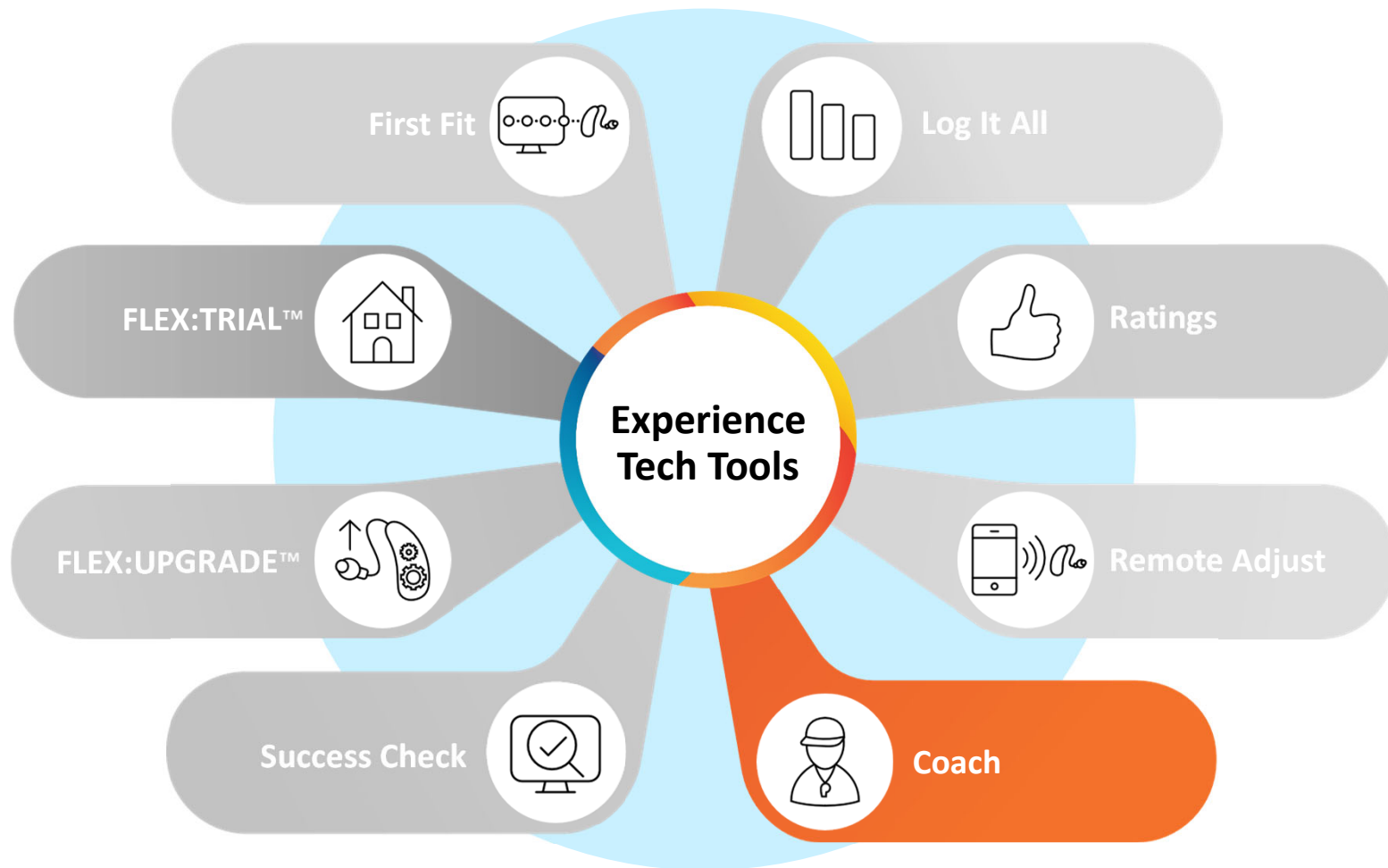
FLEX:TRIAL



Log It All



FLEX:UPGRADE



Coach



- Help patients transition to new hearing instruments
- Enhance your counseling & avoid repetition with relevant, at-home support

So much to learn & remember!

New patients must learn or understand

111 unique items

in order to use, handle, manage, maintain, and care for their hearing instruments.*



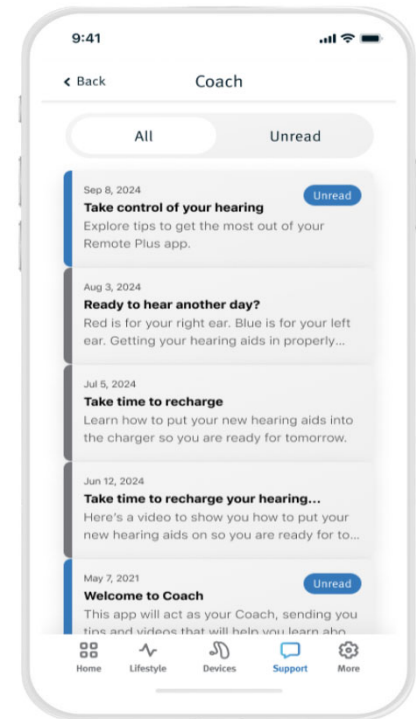
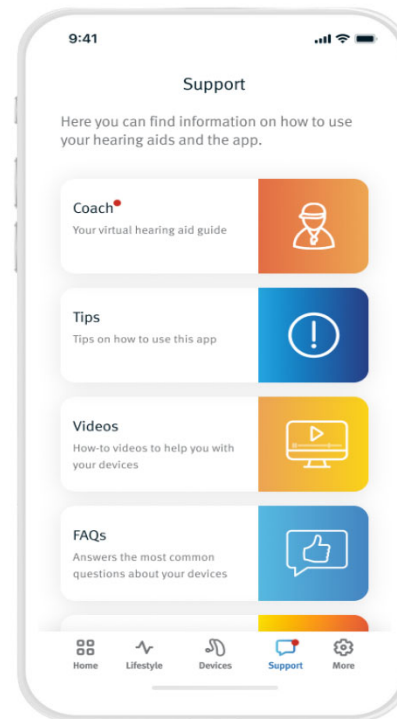
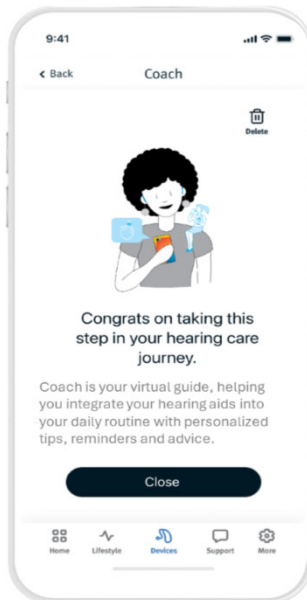
*Bennett et al. Investigating the Knowledge, Skills, and Tasks Required for Hearing Aid Management: Perspectives of Clinicians and Hearing Aid Owners. American Journal of Audiology 27:67-84 (2018).

Coach messages at your fingertips

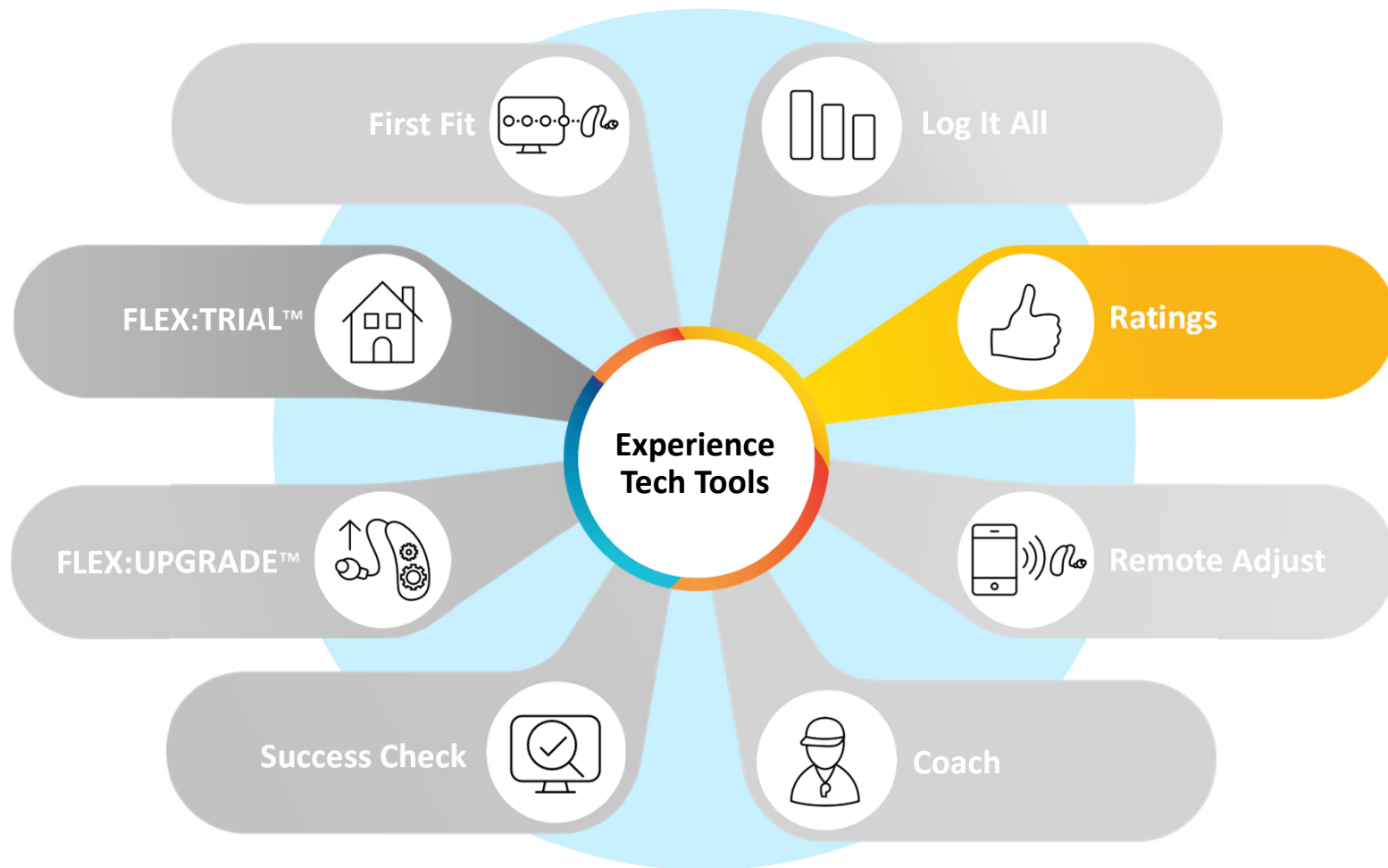
Easy
for you

Helpful tips, reminders, and advice when you need it, where you need it.

- Access your messages at any time by clicking on Coach from the Support tab in the Remote Plus app.



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Ratings

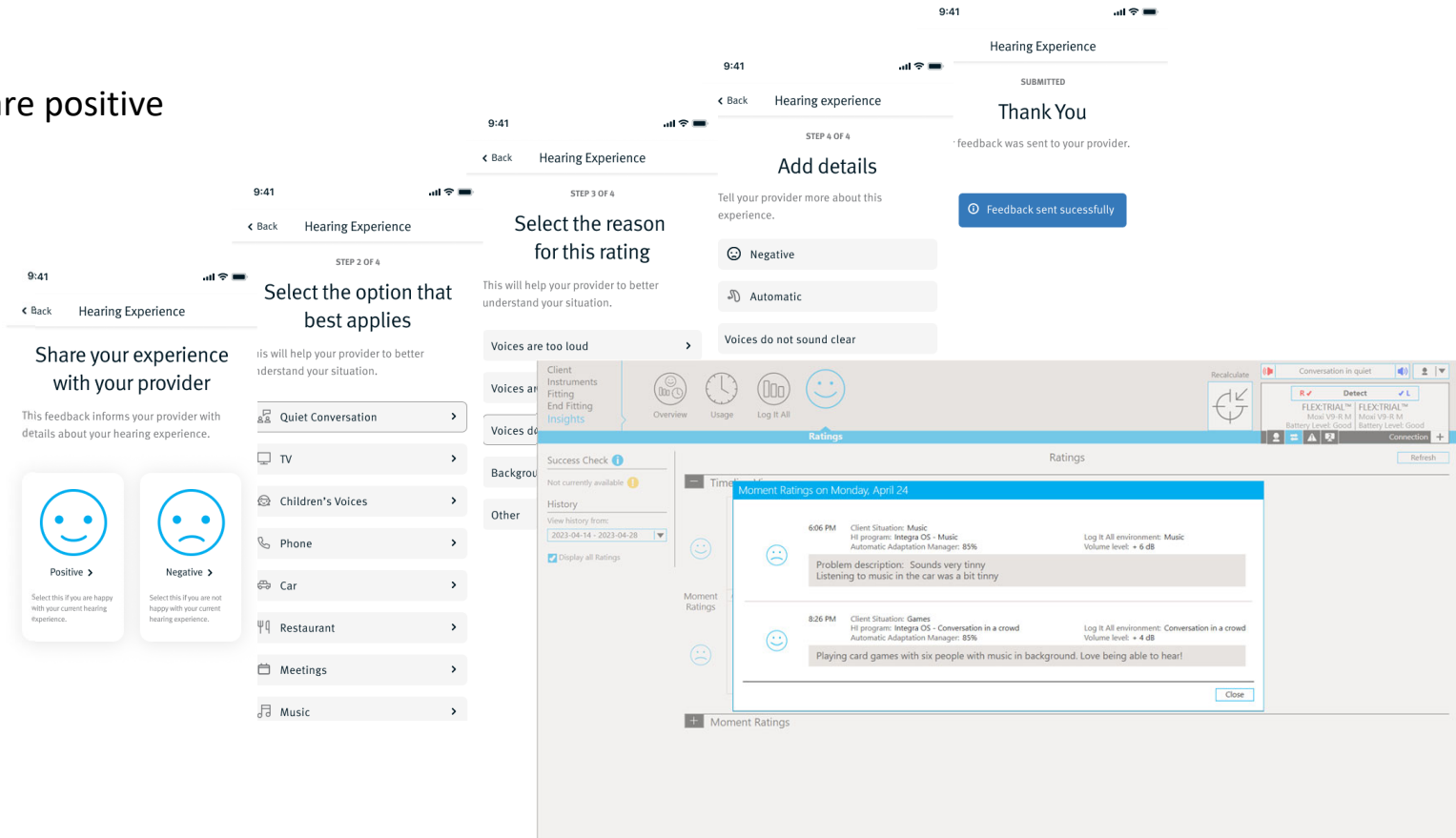
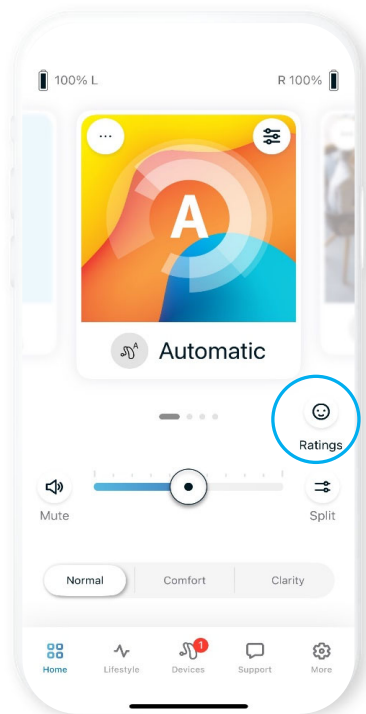


- Be aware of patients' real-world experiences, the hearing instrument status and the listening environments where Ratings occur
- Work together to make the experience more personalized



Ratings

60% of Ratings are positive



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Ratings – practical example

patient is at a noisy dinner party and makes a negative rating about sound performance

- Details captured with the rating reveal the hearing instruments were in a manual music program at the time



Counseling
opportunity to
remind about use of
programs or...

Remove manual
program to avoid
future confusion

Instruct about
Optional App
Programs



Success Check



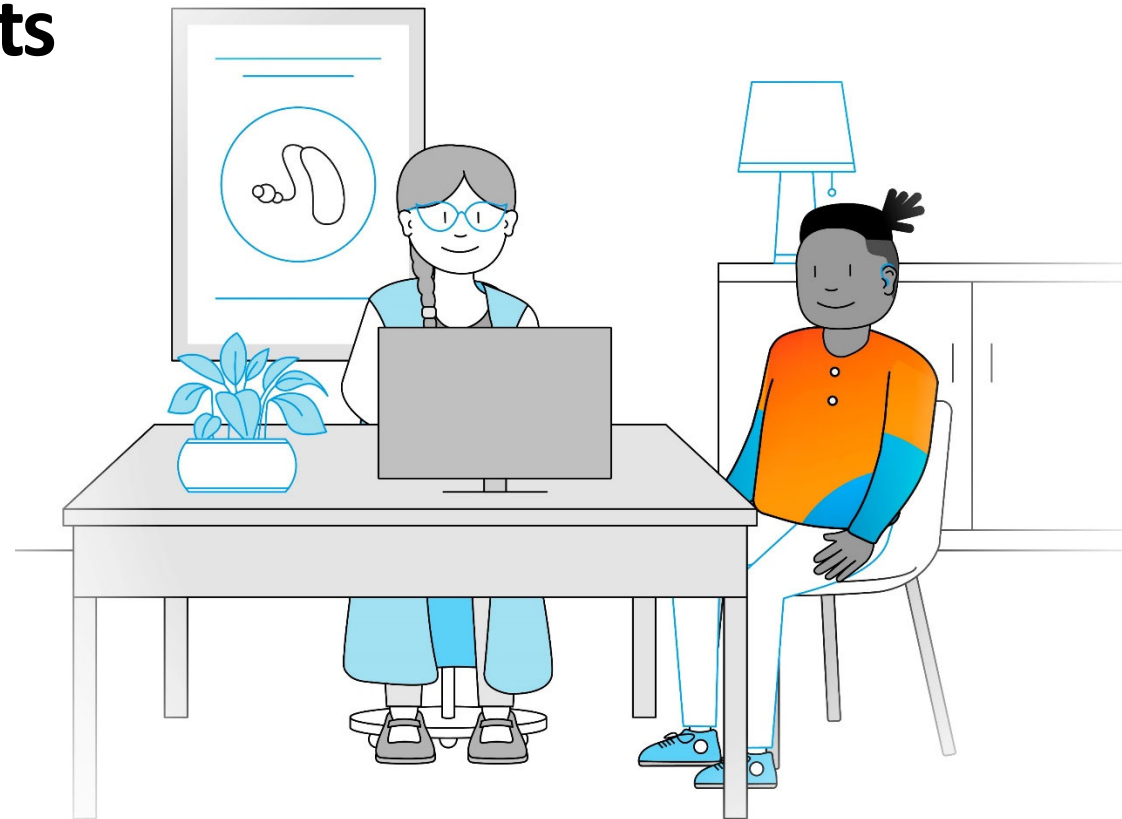
- Provide patients with an even higher standard of care
- Convenient access to valuable insights in TrueFit fitting software without needing to connect hearing instruments

Success Check



Helps you and your patients

- Know what to expect at a follow-up appointment, helping you be better prepared
- Intervene early – if needed
- Be more informed when making remote adjustments
- Offer more personalized patient support throughout the hearing care journey
- Further differentiate your practice



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Success Check



View your patient's

- Usage data,
- Log It All data,
- Ratings,
- and more

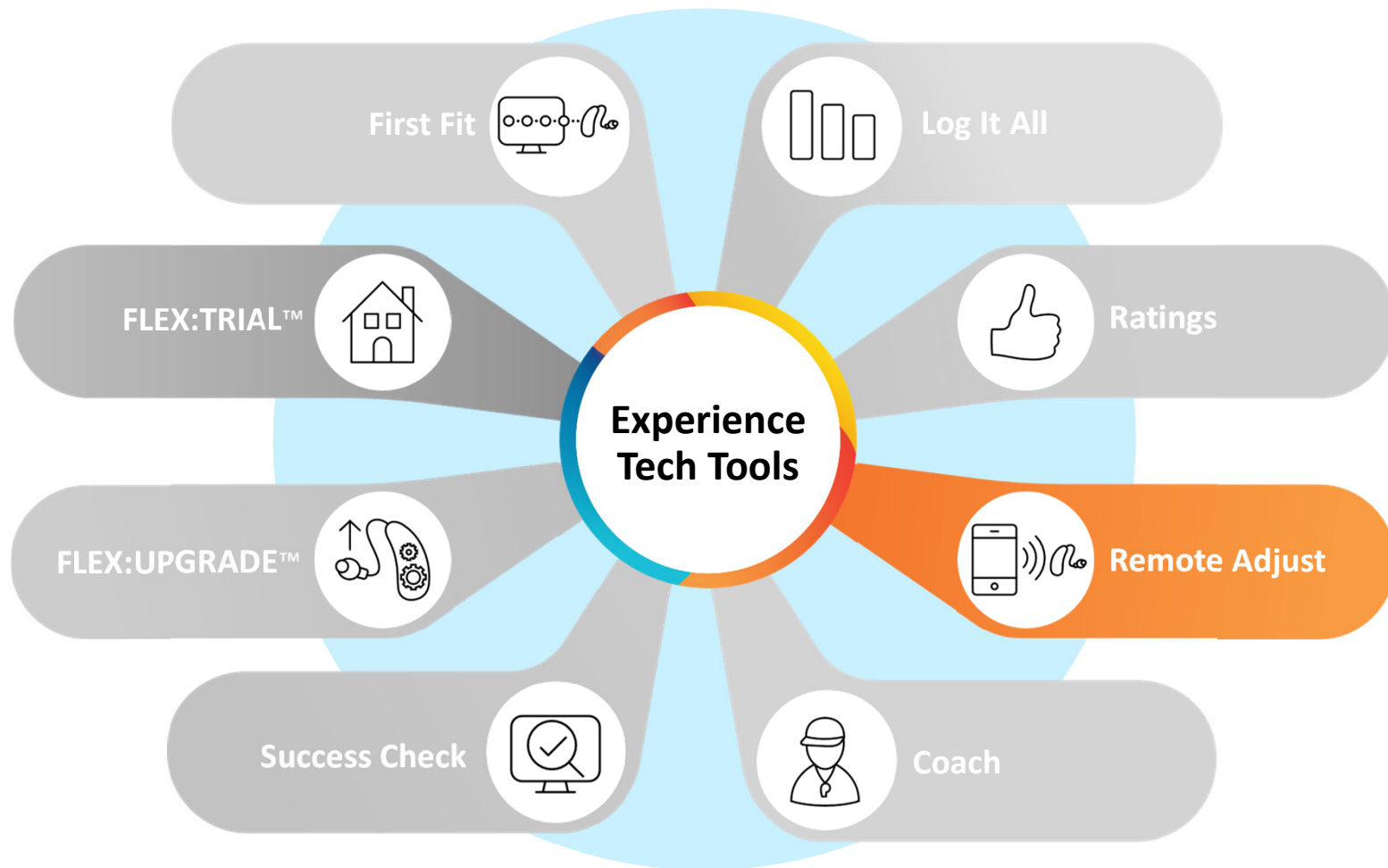


...without the need to connect
their hearing instruments to
Unitron TrueFit fitting software



Be alerted to success and barriers via
Success Check notifications

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Remote Adjust



- Personalized care with fewer in-person appointments
- Meet expectations without meeting in person
- No virtual appointment is necessary = EASY

Experience Tech Tools



Unitron helps you tailor a uniquely personalized experience for every patient with amazing hearing solutions designed to make it easy to love the experience

91%

of customers confirm that Unitron gives them the right tools to deliver the best hearing experience

83%

of customers confirm that Unitron provides technology and tools that enable collaborative counselling with the patient

VIVANTE HELPS PATIENTS THRIVE THROUGHOUT THEIR
personal hearing journey

Welcome to the
Vivante™
experience

u

Possibilities open wide with
choice on your side

Welcome to the
Vivante[™]
experience



Welcome to the
VivanteTM
experience

Open up to a
wide world of choice



Welcome to the
VivanteTM
experience