

2025 Industry Roundtable



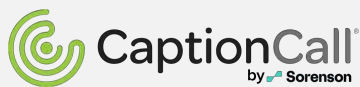
Susan Scollie, PHD
Moderator



John Pumford, AuD



Jessica Lovell, AVP



Steve DeMari, MS



Jessica Dancis, MA



Life sounds brilliant.

Brian Taylor, AuD



Dave Fabry, PhD



Tammara Stender, AuD



Susan Scollie, PhD

Dr. Scollie is a Professor in the School of Communication Sciences and Disorders, and the Director of the National Centre for Audiology at Western University, in the Faculty of Health Sciences. Dr. Scollie's research focuses on development of fitting and verification algorithms and procedures for high technology hearing aids, evaluation of outcomes, and knowledge translation of evidence to clinical practice, hearing aid prescription, and early hearing detection and intervention.





Jessica Dancis, MA

Jessica Dancis is a Senior Marketing Manager at Sonova. She manages the Sennheiser Hearing portfolio, an innovative line up of early entry devices. Jessica is an experienced clinical audiologist. She has more than 16 years of experience in various roles at Sonova, including her previous role as National Key Account Manager. Jessica is passionate about audiology and a fervent proponent of HCPs. She enjoys making a difference in the life of people by giving them access to technology that allows them to hear the world.





Steve DeMari, MS

Steve earned his MS in Audiology from Syracuse University and has been an Audiologist for over 35 years and has served in a variety of leadership roles. Most recently, he was Vice President of Sales and Account Management and Director of Audiology for United Healthcare Hearing. Previously, he was Director of Government Services and Business Development for Phonak, Starkey, and Sivantos as well as clinical audiologist and manager for a wide demographic of medical and private practice clinics in Los Angeles and Chicago.

Steve was instrumental in launching the state's first Universal Newborn Hearing Screening Program in Illinois. Steve is a member of the American Academy of Audiology, the American Speech-Language-Hearing Association, IHS and Illinois Academy of Audiology. He stays highly involved in the industry through continuing education seminars, conferences and social networks and professional blogs.





Dave Fabry, PhD

Dave Fabry is Chief Hearing Health Officer at Starkey, where he has worked since 2009. He has also held several other industry positions, as well as academic positions at Walter Reed Army Medical Center, Mayo Clinic and Mayo Graduate School of Medicine, and the University of Miami Medical Center. He currently serves on the Board of Directors for the American Auditory Society and is a Past President and Board Member for the American Academy of Audiology. He is a licensed Audiologist in Minnesota, Florida and Rwanda.





Jessica Lovell, VP, BA

Jessica Lovell, VP, Client Marketing for Synchrony Health and Wellness and Audiology lead. She leads marketing relationships with clients, partners, and associations to develop and implement marketing and communication strategies that align with patient, provider, business, and financial goals. Jessica has 15+ years of marketing experience at companies such as Synchrony, Citibank, and The PGA TOUR. Jessica obtained her BA in Marketing from Auburn University while lettering on Auburn's golf team.





John Pumford, AuD

John Pumford, Au.D. is the Director of Audiology, Education and Clinical Research at Audioscan. With over 27 years of experience in the field, Dr. Pumford has served in senior roles in audiology, clinical research, and management for several leading hearing aid companies. He has also held clinical audiology positions in hospital and private practice settings and research audiology positions at the National Centre for Audiology in Canada, where he contributed to advancements in the DSL fitting formula. Dr. Pumford has presented widely internationally on hearing aid technology and verification procedures and has authored numerous articles, peer-reviewed papers, and book chapters on these topics.





Tammara Stender, AuD

Tammara Stender, AuD is Director of Global Audiology External Relations for GN Hearing. The Global Audiology groups, located in Copenhagen and Chicago, conduct research and development from the perspectives of the user and the hearing professional. Prior to joining GN ReSound in 2003, Tammy was an Audiologist for Orlando Regional Healthcare in Orlando, Florida, where she provided pediatric diagnostic and amplification services. She earned her Master of Science degree in Audiology from Vanderbilt University, and her Doctor of Audiology degree from the University of Florida. In addition to her position at ReSound, she has held Adjunct Faculty positions at Northern Illinois University and Rush University in Chicago.





Brian Taylor, AuD

Brian Taylor is a Doctor of Audiology and Senior Director of Audiology for Signia. He is also the editor of Audiology Practices, a quarterly journal of the Academy of Doctors of Audiology, editor-at-large for Hearing Health and Technology Matters and adjunct instructor at the University of Wisconsin. Dr. Taylor has authored several peer reviewed articles and textbooks and is a highly sought out lecturer. Brian has nearly 30 years of experience as both a clinician, business manager and university instructor.



- **Presenter Disclosure:** Financial: Susan Scollie is a Professor in the School of Communication Sciences and Disorders and the Director of the National Centre for Audiology at Western University, in the Faculty of Health Sciences. She received an honorarium for moderating this course. Non-financial: Susan Scollie has no relevant non-financial relationships to disclose. Financial: Brian Taylor is an employee of Signia, a division of WS Audiology. Non-financial: Brian Taylor has no relevant non-financial relationships to disclose. Financial: Dave Fabry is an employee of Starkey. Non-financial: Dave Fabry has no relevant non-financial relationships to disclose. Financial: Jessica Dancis is an employee of Sennheiser. Non-financial: Jessica Dancis has no relevant non-financial relationships to disclose. Financial: Jessica Lovell is an employee of CareCredit. Non-financial: Jessica Lovell has no relevant non-financial relationships to disclose. Financial: John Pumford is an employee of Audioscan. Non-financial: John Pumford has no relevant non-financial relationships to disclose. Financial: Tammara Stender is an employee of GN Hearing. Non-financial: Tammara Stender has no relevant non-financial relationships to disclose. Financial: Steve DeMari is an employee of CaptionCall. Non-financial: Steve DeMari has no relevant non-financial relationships to disclose.
- **Content Disclosure:** This industry roundtable will include mention of products or services from the following companies: Audioscan, CaptionCall, CareCredit, ReSound, Sennheiser, Signia, and Starkey.
- **Sponsor Disclosure:** There is no external sponsor for this course.

Risks/Limitations

- The applicability and accuracy of the course content may vary by the clinical, geographical, and cultural context; you should evaluate the course accordingly.
- As healthcare is rapidly evolving, new findings may change the validity of the information presented in this course. Providers should always consult the latest research and guidelines from professional associations.
- The interventions discussed in this course may be limited in generalizability, requiring practitioners to consider specific individual and population factors.
- The course may not cover all possible risk factors, diagnostic methods, or treatment options, and complex cases may require additional considerations.
- Healthcare providers should apply cultural competence and sensitivity to ensure effective and respectful care based on their patients' diverse needs.
- Providers should always evaluate the limitations of diagnostic and screening tools, considering their potential for false results as well as any ethical implications.
- It is the responsibility of course participants to critically evaluate the evidence from multiple sources to guide professional practice.

Learning Outcomes

After this course, participants will be able to:

- Describe examples of product innovations designed to meet the unique or rare needs of patients with hearing conditions.
- Explain how combining various products, services, and assistive technologies can effectively support individuals with unique or rare hearing conditions.
- Assess emerging trends, accessories, apps, and software that enhance personalized hearing care and predict future advancements in the industry.

Give us an example of an innovation in your company's product line that has been designed to meet the unusual, rare, or unique needs of our patients?

Jessica Lovell – Care Credit

Jessica Dancis – Sennheiser

Dave Fabry – Starkey

Tammara Stender – ReSound

Brian Taylor - Signia

Give us an example of an innovation in your company's product line that has been designed to meet the unusual, rare, or unique needs of our patients?



Jessica Lovell, AVP
CareCredit

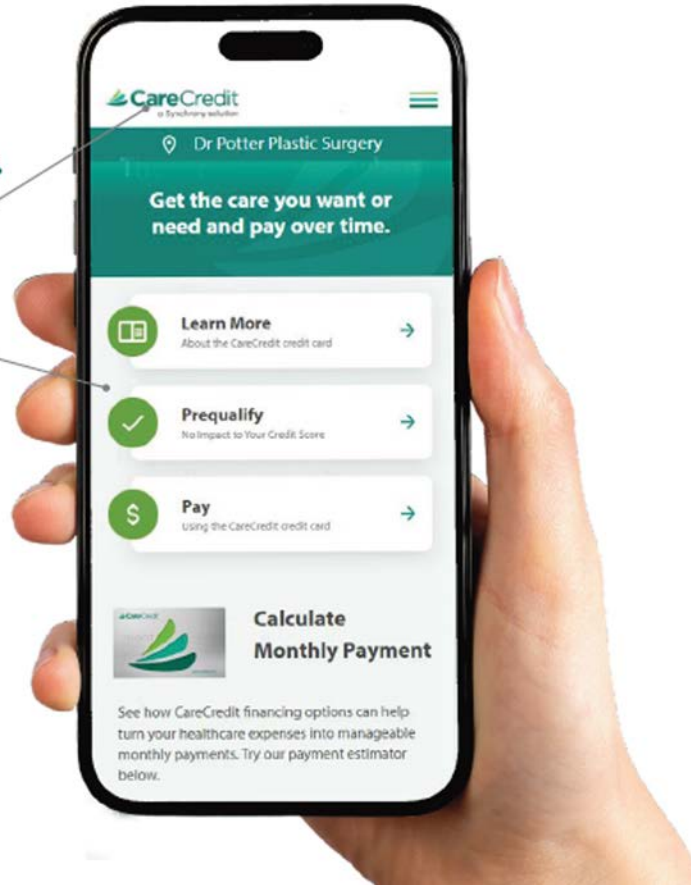


CUSTOM LINK

One link takes patients or clients directly to financing.

Customized with your location's name

Easy navigation for your patients or clients



HOW IT WORKS

This simple online solution allows your patients to:

- **Learn** how CareCredit can help fit care into their monthly budgets.
- **See if they prequalify** with no impact to their credit score.
- **Apply** for the CareCredit credit card from their own device, get a decision within seconds and, if approved, use their account the same day.
- **Calculate** monthly payments.
- **Pay** with CareCredit online for services your location provided using their CareCredit credit card.*

**The pay option will only appear on your custom link if you have selected to [accept online payments](#).*



BENEFITS OF CUSTOM LINK

Q3



Access from anywhere Puts flexible financing at their fingertips wherever they are.



Paperless payment Delivers a secure, contactless financing experience, with no need to pass paper forms or a card back and forth.



Quick budgeting Includes a Payment Calculator so they can easily estimate their monthly payments.



Immediate credit decision If approved, the patient can use their card immediately to pay for care.

Closing Thoughts



Jessica Lovell, AVP
CareCredit



Give us an example of an innovation in your company's product line that has been designed to meet the unusual, rare, or unique needs of our patients?



SENNHEISER

Jessica Dancis, MA
Sennheiser



Give us an example of an innovation in your company's product line that has been designed to meet the unusual, rare, or unique needs of our patients?

Jessica Dancis
Sr. Marketing Manager
Sennheiser Hearing

Who are the off-the-shelf patients

- ▶ Don't want or aren't ready for an Rx hearing aid
- ▶ Do-it-yourself
- ▶ Purchased through other channels
- ▶ Situational support



Sennheiser Hearing off-the-shelf solutions



OTC Hearing Aids



All-Day Clear hearing aids: Self-fitting OTC hearing aids designed for individuals with a perceived mild to moderate hearing loss

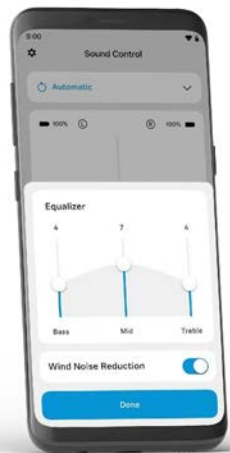
TV Hearing



Set 880: Crystal clear TV and audio sound

All-Day Clear Self-Fitting OTC Hearing Aids

Q4



All-Day Clear

Maximum OSPL90/FOG
110/34 dB SPL



All-Day Clear Slim

Maximum OSPL90/FOG
109/32 dB SPL



Powered by Sonova technology

- ▶ 2 automatic environments
- ▶ MFA connectivity
- ▶ Sold as a pair
- ▶ Sleek and contemporary designs
- ▶ Rechargeable
- ▶ One-size fits most
- ▶ TV Connector compatible
- ▶ Set-up via All-Day Clear app by consumer
- ▶ Comprehensive online and phone support
- ▶ 1 year manufacturer's service warranty
- ▶ Option for professional In-Clinic Care Package

All-Day Clear Unique Sound Profile Self-Fitting



- ▶ **Preference based: Matches the gain needs and sound preferences to new users**
- ▶ Unique processing systematically manipulates the gain, compression ratio (CR) and maximum power output (MPO) together
- ▶ 3 easy steps and the self-fitting steps can be done in 2 minutes.

The **sound quality** of these Sennheiser hearing aids is so far **beyond anything else I've tried** I am **over the moon** about them.

It was one of the least tedious, **easy setups** that I have experienced with OTC hearing aids.

These are **barely noticeable** and substantially more **comfortable** to use over the **entire day**.

You can't beat the **sound quality** and **comfort** of these, way to go Sennheiser! Highly recommend!



[Best OTC technology by the HCP panel of Forbes Health](#)



In-Clinic Care Package

The In-Clinic Care Package takes the All-Day Clear experience to the next level by adding your professional expertise. Available only in clinic, it consists of:

- ▶ Minimum one in-person consultation
- ▶ Programming with the Unitron TrueFit™ Software
- ▶ An additional year of manufacturer's warranty

Pricing

MAP	\$250
Unlocking Fee	\$50
Margin	\$200

Programming and Counseling



Unlock Devices

Information 1 2 3 4
Credentials Information Account Selection Summary

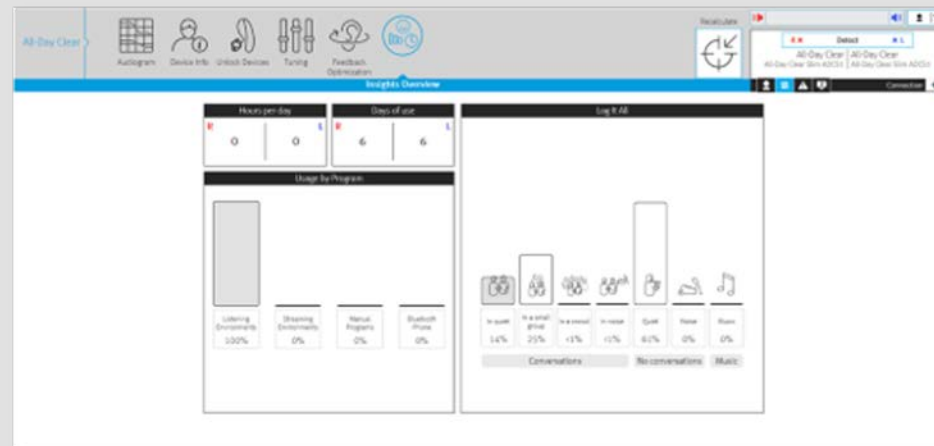
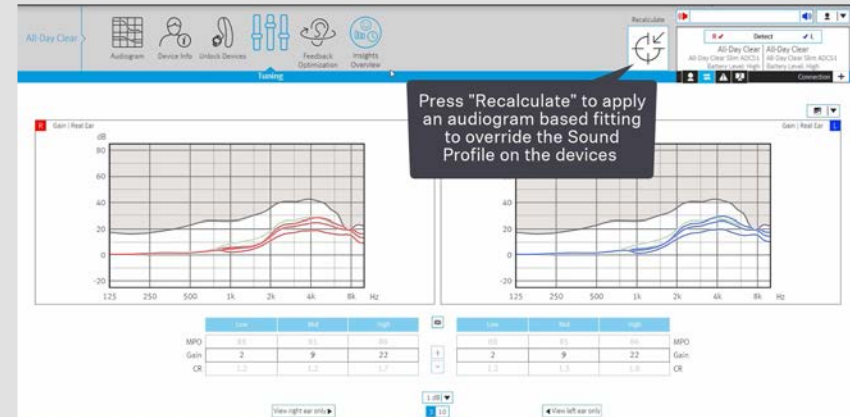
Press Continue to confirm that you would like to unlock the following devices:

All Day Clear SN: 2040K001V	All Day Clear SN: 2040K002N
--------------------------------	--------------------------------

Client's First Name (optional):

Client's Last Name (optional):

Reference Note (optional):



Closing Thoughts



SENNHEISER

Jessica Dancis, MA
Sennheiser

Give us an example of an innovation in your company's product line that has been designed to meet the unusual, rare, or unique needs of our patients?

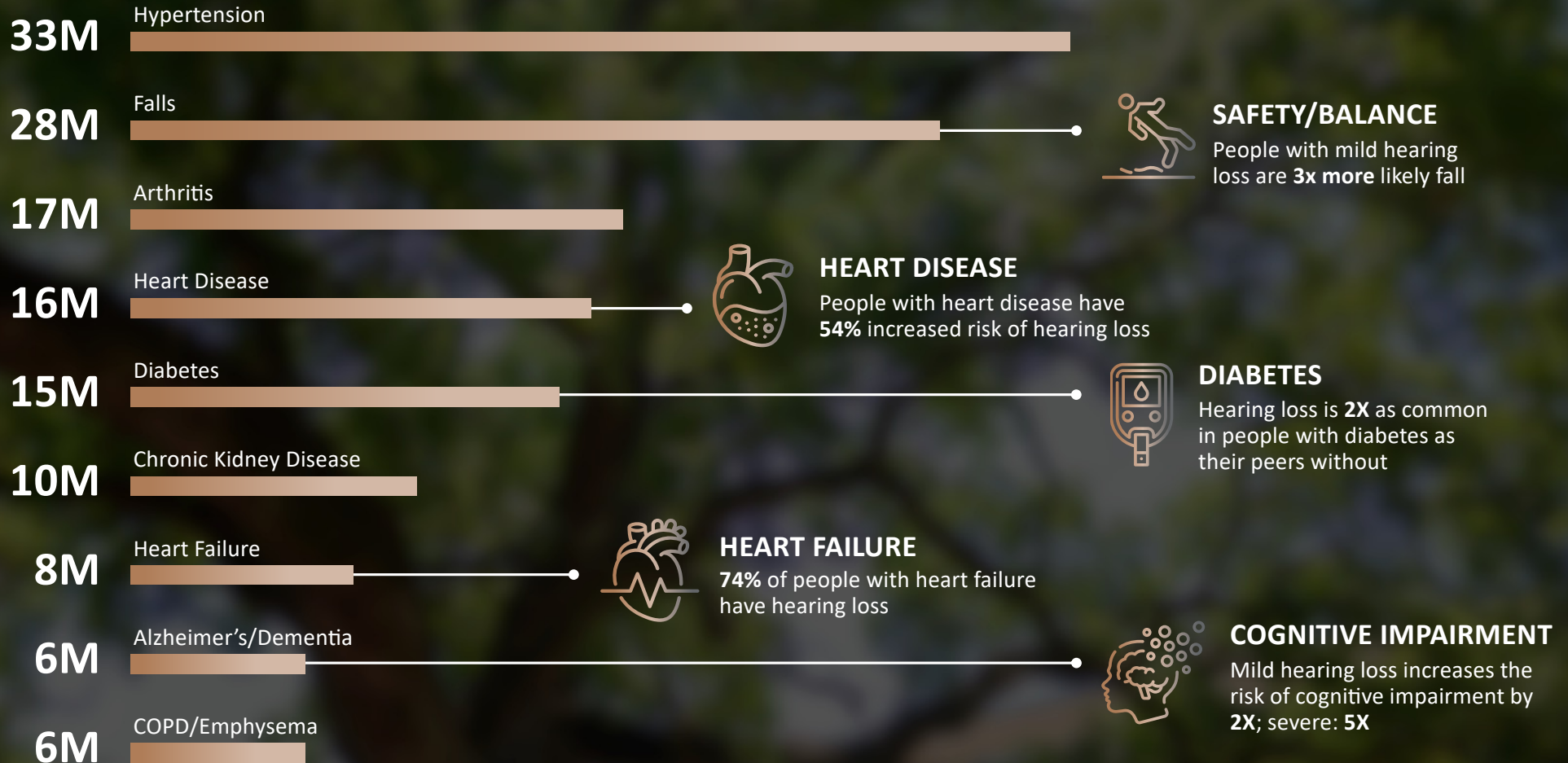


Dave Fabry, PhD
Starkey



Hear better. Live better.

Hearing loss is **CORRELATED** with most common chronic conditions



Falls and Balance



Falls are the leading cause of injury-related deaths in older adults

Falls result in over \$31 billion in medical costs per year

STEADI Protocol

Stopping Elderly Accidents, Deaths, and Injuries

Developed by CDC for assessing fall risk

Components: screen, assess, intervene

Barriers: increased time in clinic, limited resources, training required

Can hearing aids remotely assess fall risk just as effectively?

If so, could decrease burden on healthcare, increase patient awareness, reduces barriers in creating a fall risk plan of care

Introduction

STEADI components

Screening

3 key questions

Assessment

Timed Up-and-Go (TUG), chair stand test, 4 stage balance test

Intervention

Referring to health care provider to develop individualized care plan

4-Stage Balance Test → **Balance**

30-Second Chair Stand Test → **Strength**

Timed Up & Go Test → **Functional Gait**

4-Stage Balance Test → **Hold 10 seconds**

30-Second Chair Stand Test → **See table**

Timed Up & Go Test → **Finish in 12 seconds**

*Use of Hearing Aids
Embedded with Inertial
Sensors and Artificial
Intelligence to Identify
Patients at Risk for Falling*



Overview of Phases

Phase 1 <i>In-office, guided</i>	In-office validation with clinician guidance
Phase 2 <i>Telehealth, guided</i>	Simulated tele-health assessment with clinician guidance
Phase 3 <i>At-home, unguided</i>	At-home assessments done independently
Phase 4 <i>Telehealth, unguided</i>	Simulated telehealth assessment done independently
Goal	Fully independent risk assessment at-home and passive monitoring of fall risk

Closing Thoughts



Dave Fabry, PhD
Starkey



Hear better. Live better.

Give us an example of an innovation in your company's product line that has been designed to meet the unusual, rare, or unique needs of our patients?



Tammara Stender, AuD
ReSound

con

ReSound GN

Bluetooth Low Energy
Audio and Made for
Auracast™,
the future of universal
connectivity

GN

Connectivity is ingrained in users' daily lives



Mobile device ownership among elderly has rapidly grown in the past decade²



Direct connectivity to mobile devices and computers is in the top 3 satisfaction driver for hearing aids¹

71%

Of hearing aid users stream audio or music directly to their hearing aids²

27%

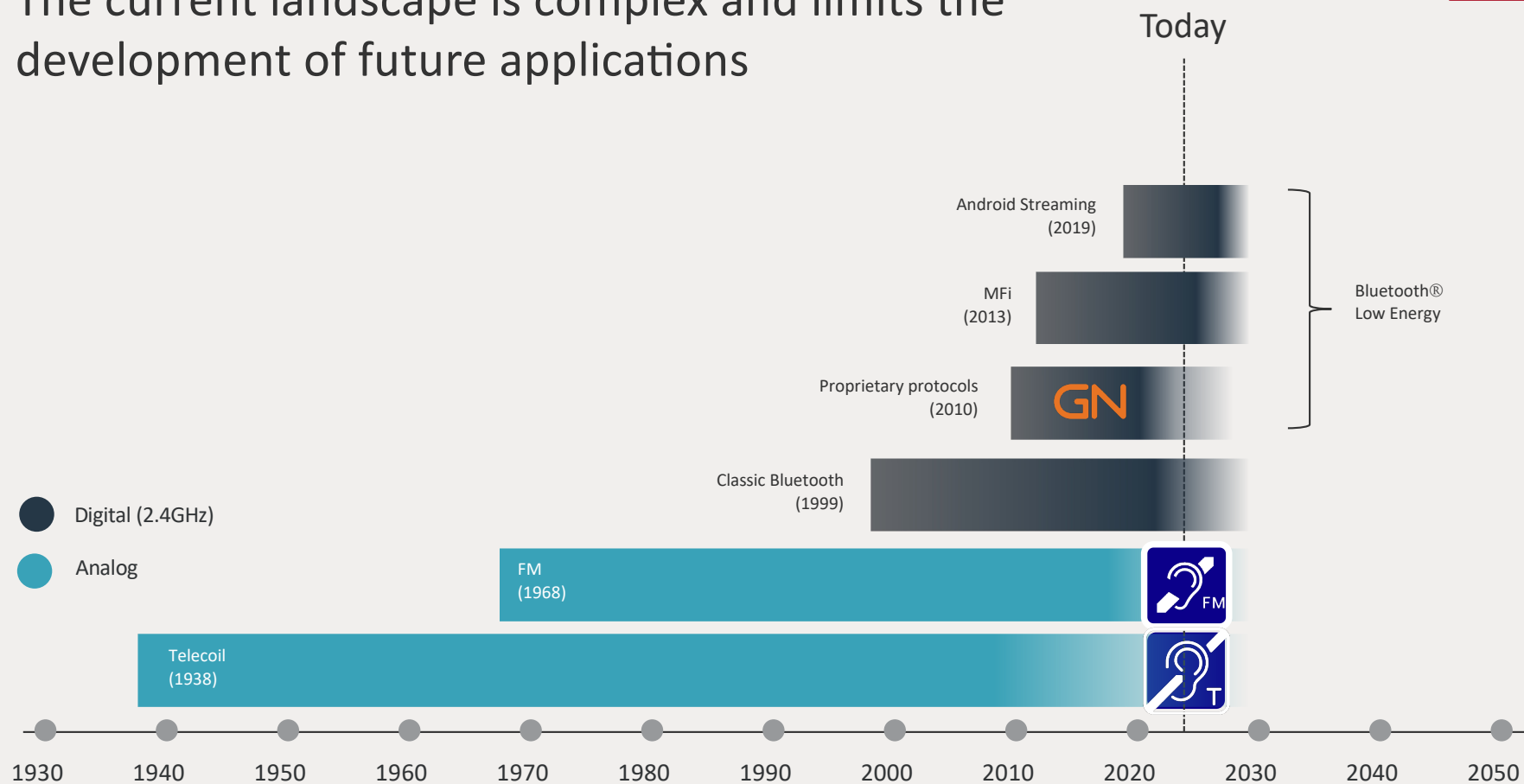
Of hearing aids users own a TV-streamer and 25% own a companion mic¹



¹ Source: MarkeTrak 10, Mar 2019 (n= 3123 end-users), GN OS | Data Lake, Jan 2021 (n=17,797 ReSound LINX Quattro users), Beltone US study, User insights on audio streaming, Apr 2021 (n=1316 users)

² Source: Pew Research Center, 2021

The current landscape is complex and limits the development of future applications



The drawbacks of today's Bluetooth technology...

Specifications for Bluetooth hearing systems are not standardized, causing limitations, complexity and issues related to compatibility



Multiple proprietary protocols to extend Bluetooth technology available

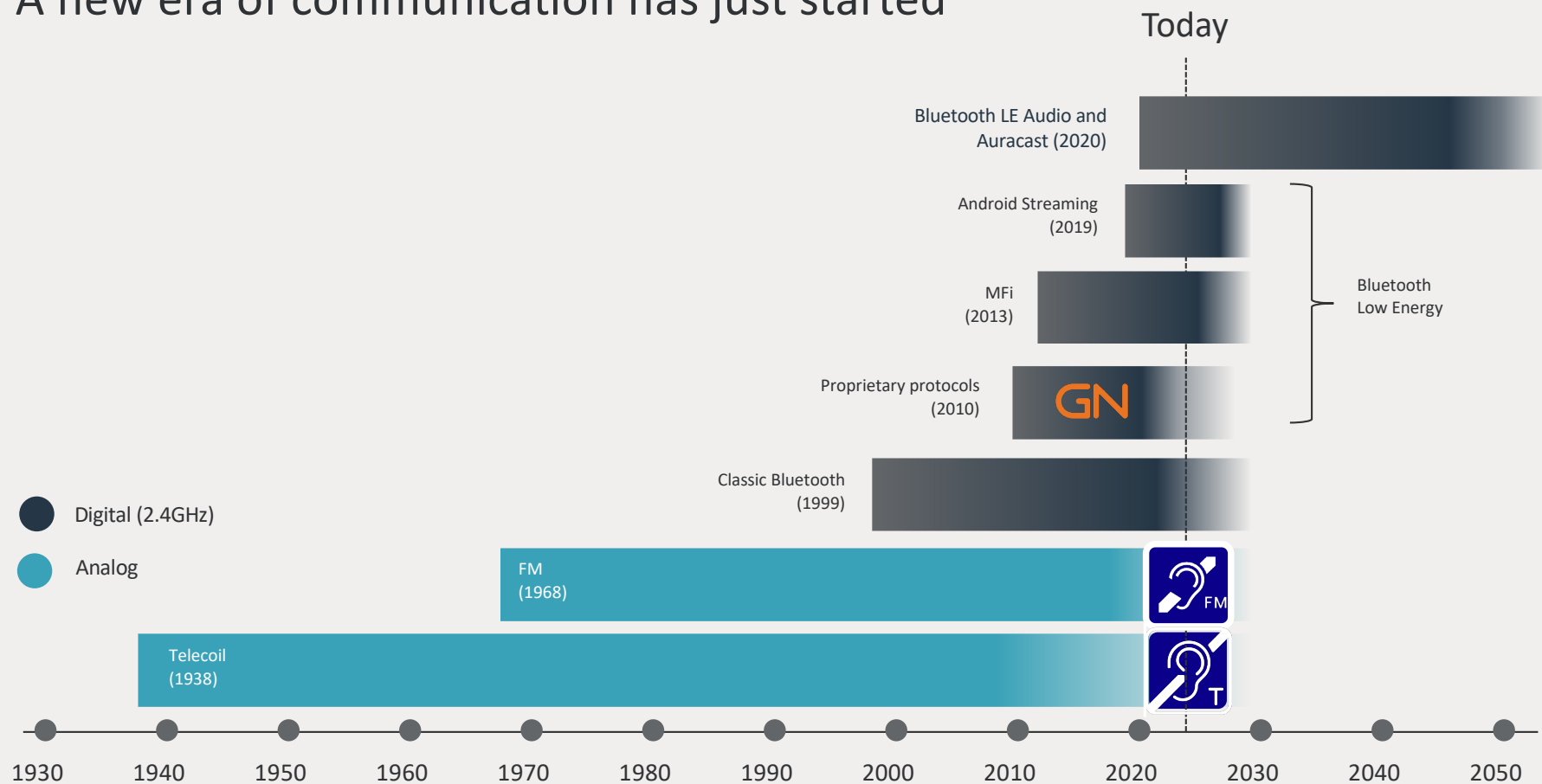


Compatibility of mobile devices and accessories varies



Several protocols for mobile operating systems (Made for iPhone and Android streaming)

A new era of communication has just started



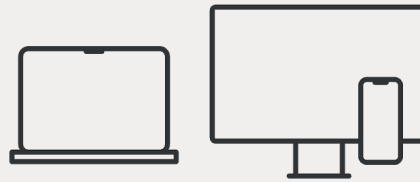
The benefits of Bluetooth LE Audio

ReSound GN



Improved performance

Greater sound quality, low latency and reduced power consumption with new LC3 codec



Multi-stream

Support multiple device connectivity and enables hands-free calls on Android phones

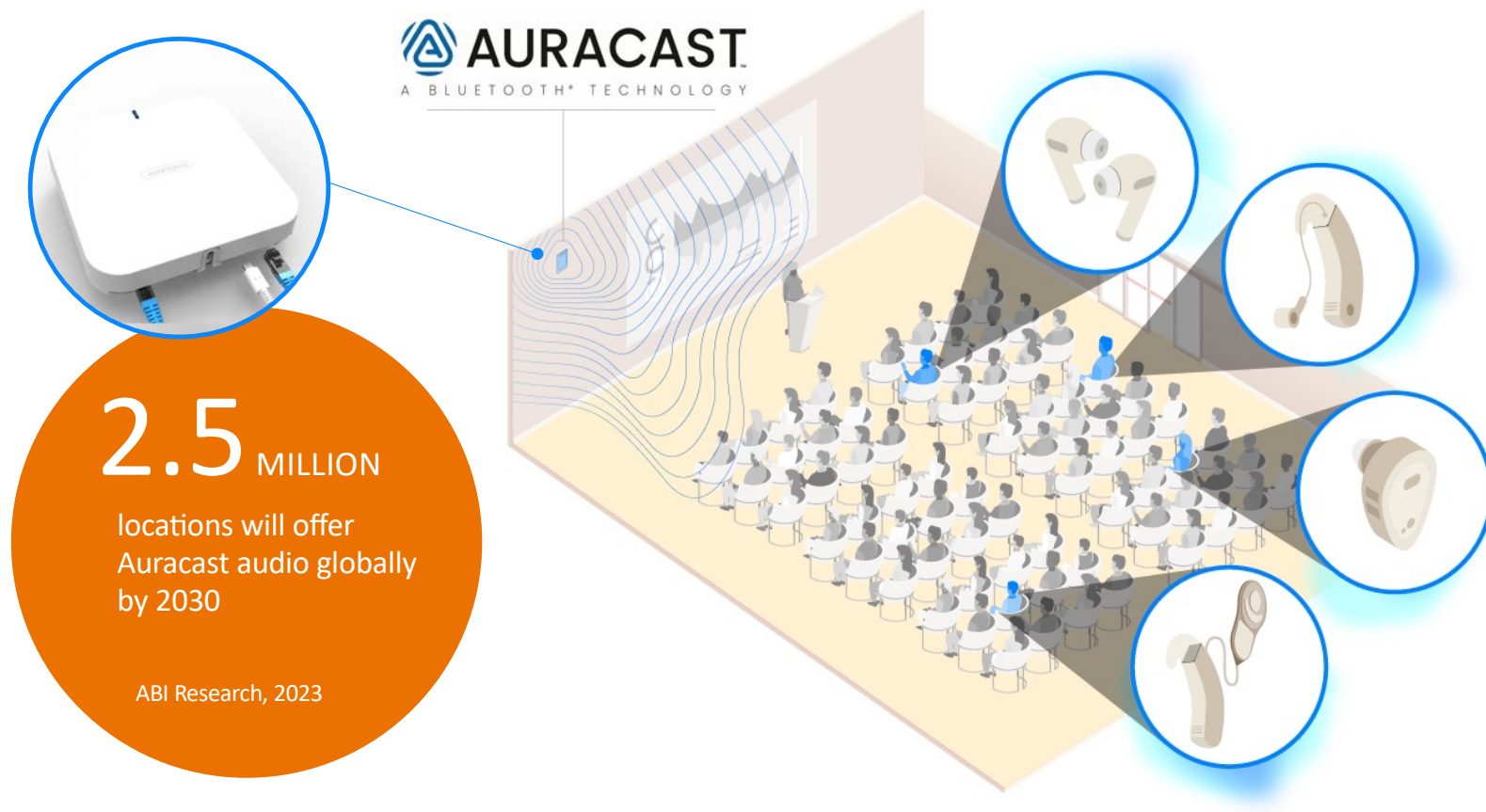


 **AURACAST™**

Broadcasting and audio sharing to personal devices and in public places

GN

Auracast broadcast audio unlocks completely new ways for transmitting audio



New Auracast products

On the market:



New way of working:

- School systems are more integrated. Focus on simplicity.
- Workplace adaptation. Your next PC with the black EVO sticker.



GN

Bluetooth LE Audio and Auracast will revolutionize the way we will interact with people & surroundings

ReSound GN



Bluetooth LE Audio will ultimately simplify the HCPs daily work and remove the complexity and technical challenges



Bluetooth LE Audio improves the performance and user experience compared to Classic Bluetooth and provides access to completely new sound experiences - both when using personal devices and in public places

GN

Closing Thoughts



Tammara Stender, AuD
ReSound

Give us an example of an innovation in your company's product line that has been designed to meet the unusual, rare, or unique needs of our patients?



Brian Taylor, AuD
Signia

signia

Life sounds brilliant.

A Signia innovation designed to meet the unique needs of individuals?

Unique need --- participating in multi-talker, group conversations

Why is this a unique need?

Talkers of interest are continually changing; every situation is different



Multistream Architecture (MSA)

Q1

Multiple individual
beams + streams

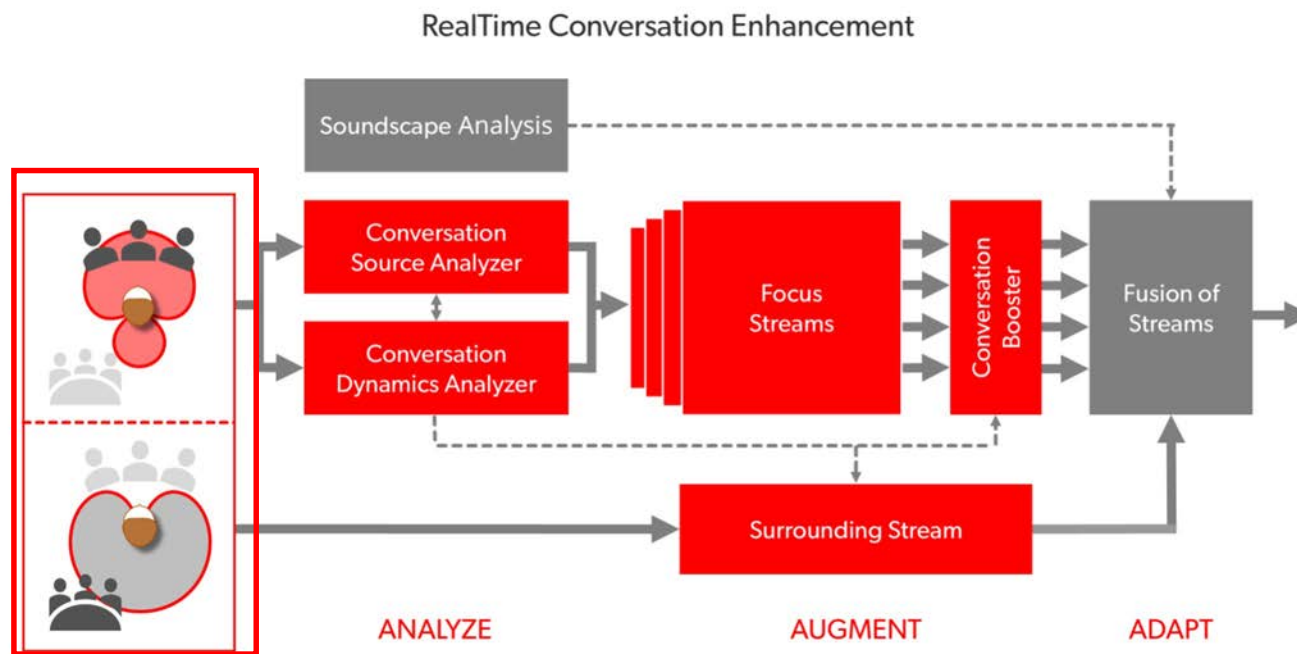


Support conversations
Strong noise suppression
Preserving background
definition

- Proprietary implementation of 4-mic array, NFMI “e2e” technology
- Detects, tracks, and enhances talkers – even as they move



Multistream Architecture (MSA)



Evidence Supporting MSA Effectiveness

- 2 Benchtop studies: Improved SNR on KEMAR in simulated multi-talker environment
- 5 Lab studies: Improved listening effort and improved speech recognition in noise
- 1 Real World study: Strong wearer preference listening “at the mall” when RTCE is “on”
- See <https://www.signia-library.com/>



Closing Thoughts



Brian Taylor, AuD
Signia

signia
Life sounds brilliant.

How do you see products and services being used in combination to meet the needs of people who have hearing conditions that are rare?

Steve DeMari – CaptionCall

John Pumford - Audioscan

Jessica Dancis – Sennheiser

How do you see products and services being used in combination to meet the needs of people who have hearing conditions that are rare?



Steve DeMari, MS
CaptionCall



Relative Facts

**Hearing loss is the
most common birth
defect in the United
States**

**About 3 in every
100,000 births
result in deaf-
blindness**



Re: CDC, National Council on Aging, WHO, NIDCD



Sorenson Solutions

Q2

Sign Language Interpreting



Video Relay Service (VRS)



In-Person Interpreting



Video Remote Interpreting (VRI)



Sorenson Express



Specialized Interpreting

Call Captioning Services



CaptionCall In-Home



CaptionCall Mobile App



Healthcare Referral Program



Continued Education



Sound Off Project for Veterans



How Phone Captioning Supports Rare Hearing Conditions

- Some **Deafblind** individuals with limited vision, use call captioning with the large, high contrast captions. *Braille options
- **Aphasia**, a language disorder often resulting from stroke or brain injuries, affects over two million Americans. It can make speaking, reading, and writing difficult, leading to frustration and isolation. Many individuals with aphasia feel misunderstood or excluded, especially in fast-paced or text-heavy environments.



Products & Service Available

- Speech-to-Text Technology
- Visual Communication Aids
- Digital Platforms with Accessible Features

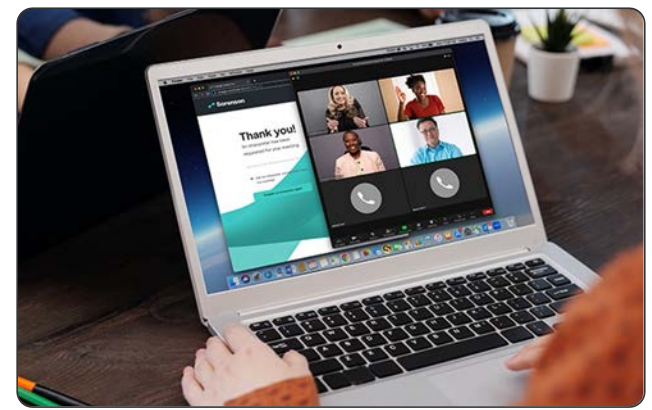
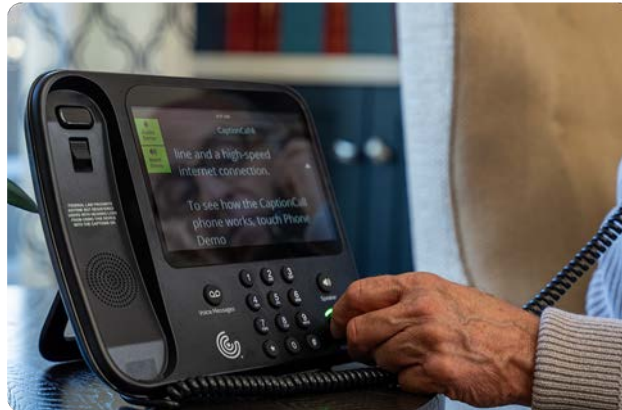




Lumina

Sorenson Services Available

- Video Relay Services (VRS)
- Video Remote Interpreting (VRI) Services
- On-Site Interpreting
- Specialized ASL Interpreting Services
- Real-Time Translation and Captioning
- No-Cost Closed Caption Phone



Closing Thoughts



Steve DeMari, MS
CaptionCall



How do you see products and services being used in combination to meet the needs of people who have hearing conditions that are rare?



John Pumford, AuD
Audioscan



The Role of Verification

- Ensure devices are providing 'appropriate' amplified signal level in ear canal for each patient
- Account for variability in ear canal acoustics, device characteristics
- Evaluate features designed to address a particular need
- Inform counseling, establish expectations



The Role of Verification

Recommended as best practice when fitting all forms of amplification with patients of all ages

Pediatric Protocols / Guidelines

- AAA (2013)
- APSO (2022)
- Ontario IHP Protocol (2023)
- ...

Adult Protocols / Guidelines

- AAA (2006)
- APSO (2021)
- ...

Adapted from Scollie (2024)

Verification associated with...

- ✓ Improved audibility
- ✓ Improved listening outcomes
- ✓ Improved patient satisfaction
- ✓ Improved perceived quality of services
- ✓ Improved patient loyalty
- ✓ Improved fitting efficiency (reduced fitting visits)



*See Almufarrij et al. (2021); Amlani et al. (2017); Bentler et al. (2016); Kochkin (2011); McCreery et al. (2013); Valente et al. (2018), etc.

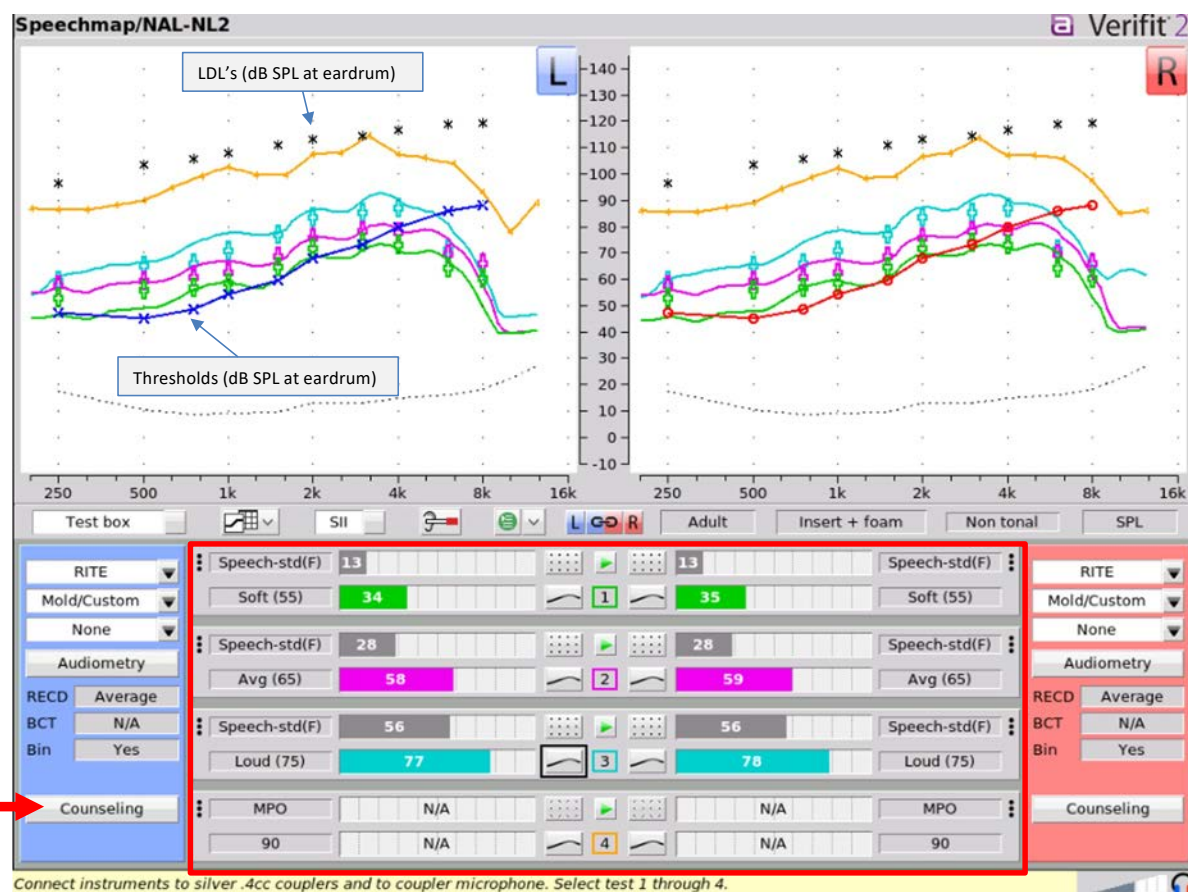


- Industry leading technology
 - Simultaneous Binaural REM and Test Box
 - Binaural Monitor Headphones
 - Wideband measurement
 - Advanced testing capabilities

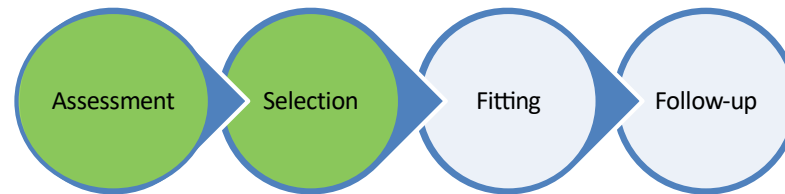


Speechmap - Core Verification Service

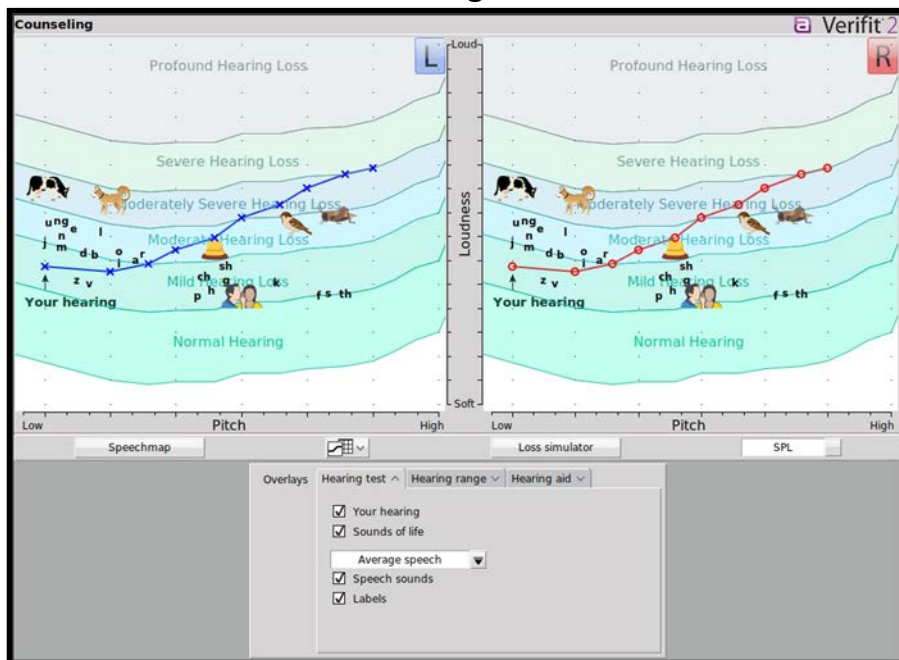
- Measured output for speech inputs displayed relative to patient's auditory area
- Individualize fitting to validated fitting formulas, patient's dynamic range
- Account for variability in ear canal acoustics, device performance
- Optimize device output to meet patient's 'audibility' needs
- Counseling opportunities →



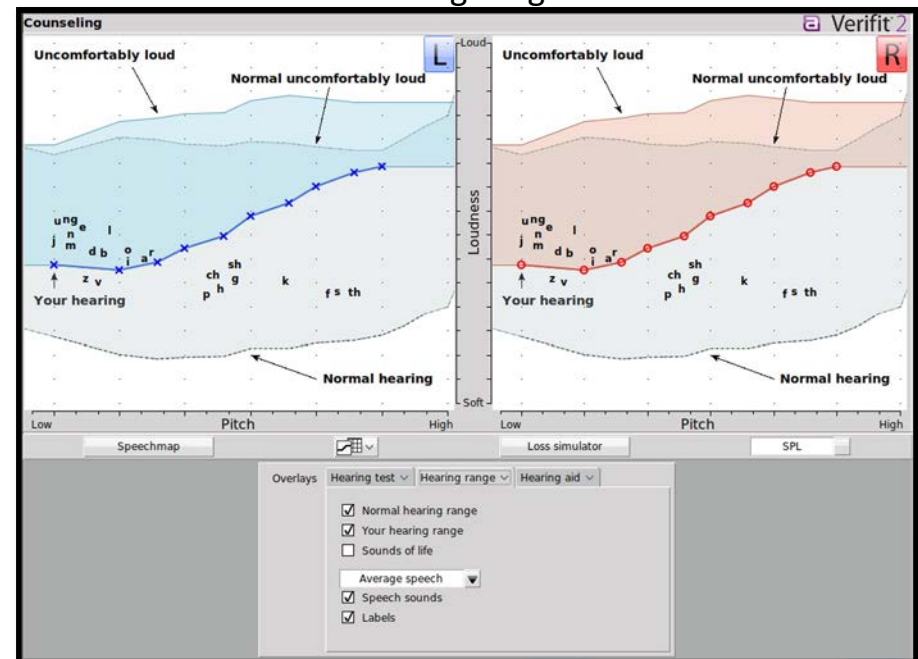
Counseling overlays



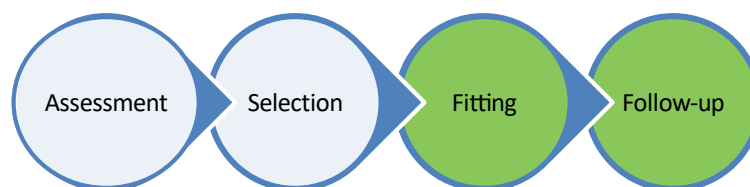
Hearing test



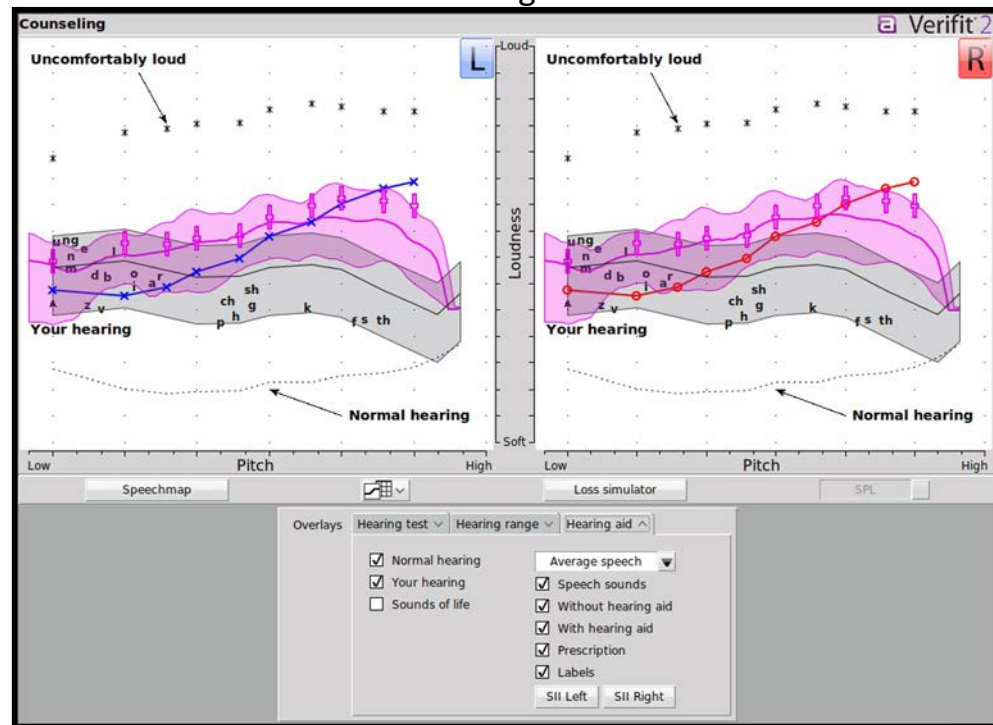
Hearing range



Counseling overlays



Hearing aid



Fitting Evaluation Tools

RMS Error from Target

SII Target Ranges

Comparison Curves

Binaural Monitor Headphone

...

Advanced Verification Tools

Directional

Noise Reduction

CROS / BiCROS

Skull Simulator

...

Closing Thoughts



John Pumford, AuD
Audioscan



How do you see products and services being used in combination to meet the needs of people who have hearing conditions that are rare?



SENNHEISER

Jessica Dancis, MA
Sennheiser



How do you see products and services being used in combination to meet the needs of people who have hearing conditions that are rare?

Jessica Dancis
Sr. Marketing Manager
Sennheiser Hearing

2 sleek designs

All-Day Clear Slim



- ▶ Innovative design for consumers looking for a modern look
- ▶ Earbud-style receiver sitting at aperture of the ear canal
- ▶ Microphones located on earbud, always are ear level
- ▶ Malleable forming wire ensures a secure fit on virtually all ears
- ▶ Eartips are more of a closed design, for consumers who like an earbud-like fit

All-Day Clear



- ▶ A modern take on a traditional RIC design
- ▶ Ideal for those who prefer a discreet look
- ▶ Fit with smaller ear canals
- ▶ Different size receiver lengths available (by HCP), to accommodate different ear shape/size

All-Day Clear Slim

- ▶ Want a consumer-electronics design
- ▶ Non-standard shaped ear
 - Microphone placement on the earbud
 - Shallow insertion
- ▶ Standard RIC receivers uncomfortable
- ▶ Dexterity
 - Difficulty inserting standard receivers
 - Rechargeable
- ▶ No receiver length changes needed

Property of Sonova. -Do Not Distribute



Set 880 TV Listener

- ▶ Insertion challenges
 - Non-standard shaped ear
 - Dexterity issues
- ▶ Cognitive challenges
- ▶ Mono streaming for unilateral hearing
- ▶ Want to take their hearing aids out at night

Property of Sonova. -Do Not Distribute



Closing Thoughts



SENNHEISER

Jessica Dancis, MA
Sennheiser

How can we make the best use of accessories, apps or software that make it easier to meet unique needs?

Dave Fabry – Starkey

Tammara Stender – ReSound

Steve DeMari - CaptionCall

How can we make the best use of accessories, apps or software that make it easier to meet unique needs?



Dave Fabry, PhD
Starkey



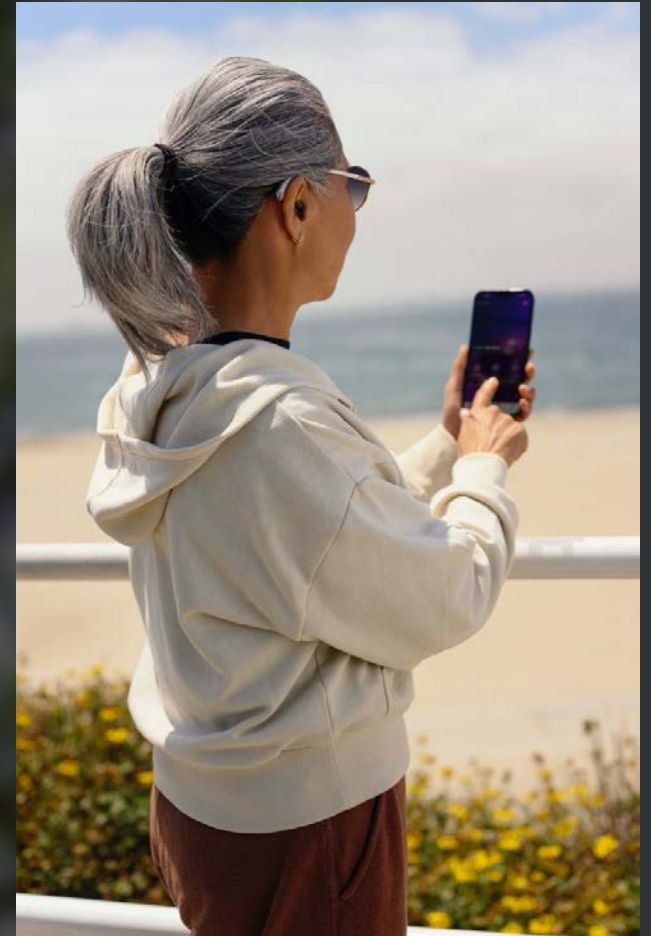
Hear better. Live better.

MyStarkey + EDGE^{AI}



Bluetooth LE
Audio Streaming

Available with all 2.4GHz styles and
technology tiers iOS and Android compatible



Benefits of using LE Audio



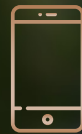
Improved audio quality

clearer sound with enhanced listening experience and better range



More efficient

the radio has low power consumption



Universal connectivity

one protocol for compatible Apple and Android devices



Multiple connections

connect hearing aids to multiple devices at once



Auracast™

broadcast allows connection to audio sources in public places (gyms, theaters, airports) improving accessibility and participation

Streaming Options

Edge AI will support

Apple's LEA2 streaming protocol

For both iPhone and compatible Mac computers

Android's ASHA streaming protocol

For compatible Android phones

Bluetooth LE Audio streaming

Streaming from LE Audio-compatible devices
e.g. compatible Windows 11 PCs, iPhone and Android phones (when released)

Enhanced 2-way Audio and handsfree operation are supported with compatible products

Auracast™ enabled broadcast devices

Starlink Edge TV Streamer; public broadcast system

Expected to be commercially available in 2025

Closing Thoughts



Dave Fabry, PhD
Starkey



Hear better. Live better.

How can we make the best use of accessories, apps or software that make it easier to meet unique needs?



Tammara Stender, AuD
ReSound



A woman with grey hair, smiling and looking off-camera to the right. She is wearing a light-colored, patterned blouse. A small, dark, rectangular device is clipped to her blouse near the neckline. In the background, a man in a red shirt is blurred, standing in a kitchen area. The overall scene is bright and domestic.

ReSound GN

Connect naturally

A new era of wireless accessories with Auracast



OneTouch Pairing

Press once and all hearing aids in proximity (<5 cm) will pair automatically

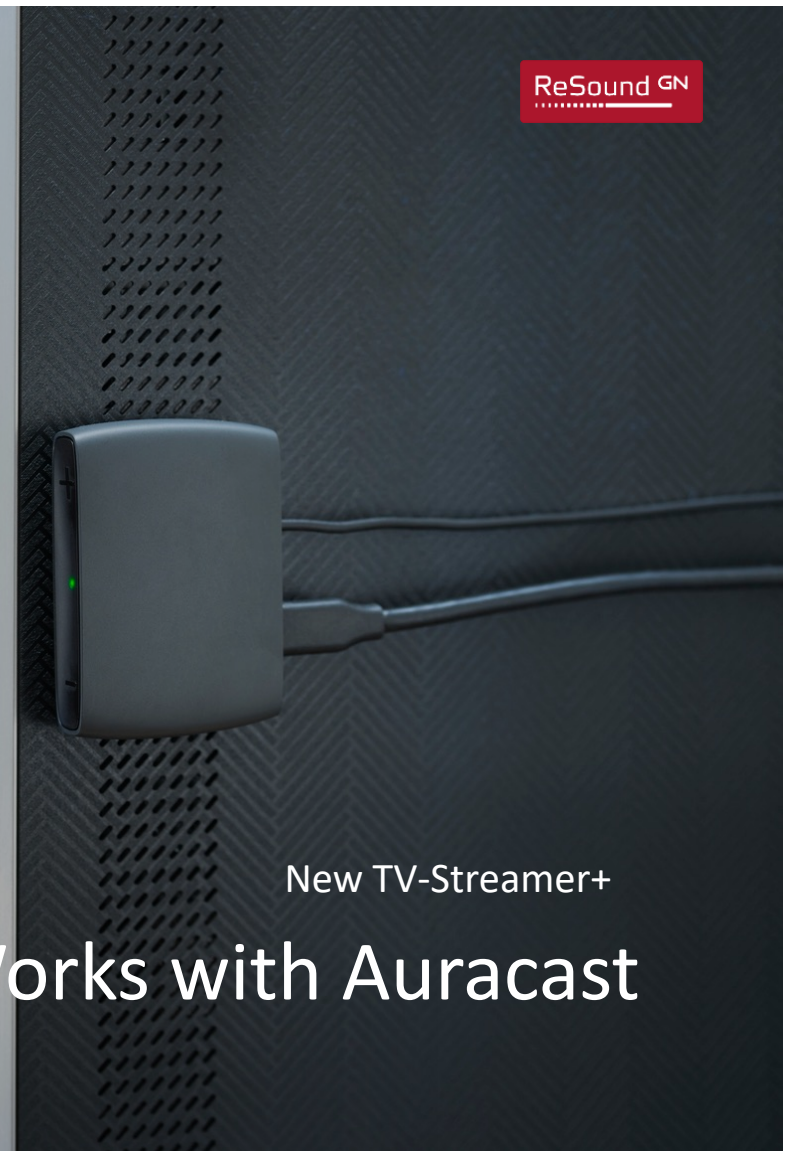
Volume Up

LED

Volume Down

Audio input

USB-C powered



ReSound GN

New TV-Streamer+

Works with Auracast

New Multi-Mic+

ReSound GN

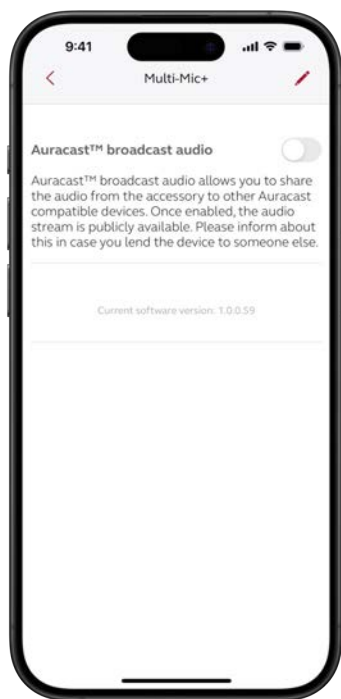
World's first remote microphone with Auracast



Longer battery life
up to 15 – 20 hours

15 m / 50 ft range

Auracast will transform assistive listening devices



ReSound Smart 3D™ app

Select public broadcast (Auracast), or private from the app



Auracast will allow remote microphones to broadcast audio simultaneously to an unlimited number of nearby audio devices with Bluetooth LE Audio



Presenter mode

One-to-one/One-to-many when placed vertically



Table mode

To hear group conversations when placed horizontally

Q5

ReSound GN



Mic mode

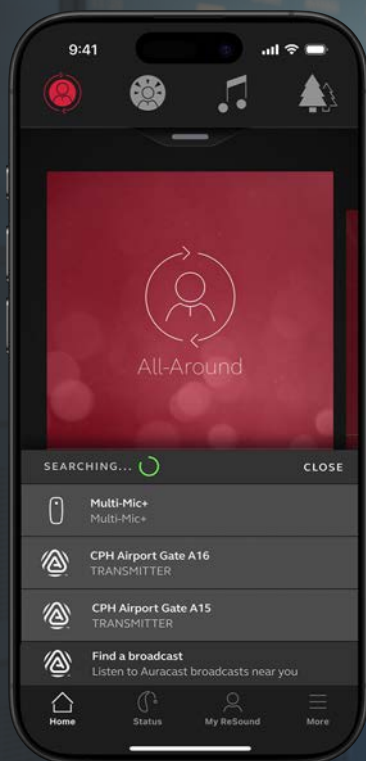
T-coil

headphone mode

FM mode

Audio mode

Connect to audio devices in private and public places



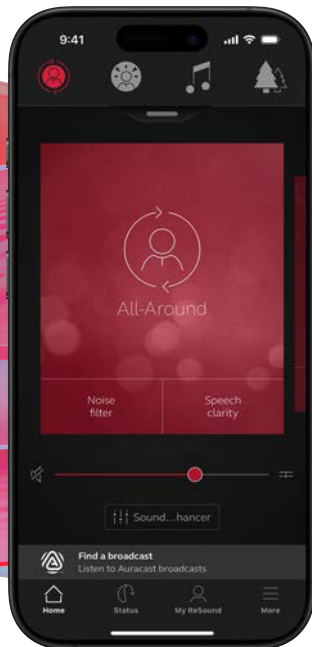
ReSound Smart 3D™ with
Auracast Assistant

World's first
Connect to Auracast
streams with your
app*

* From version 1.39

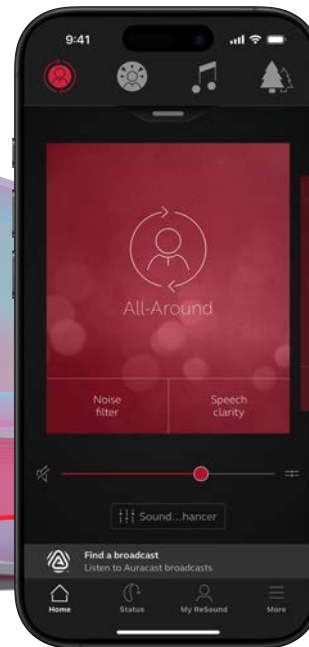


New ReSound Smart 3D app with Auracast Assistant



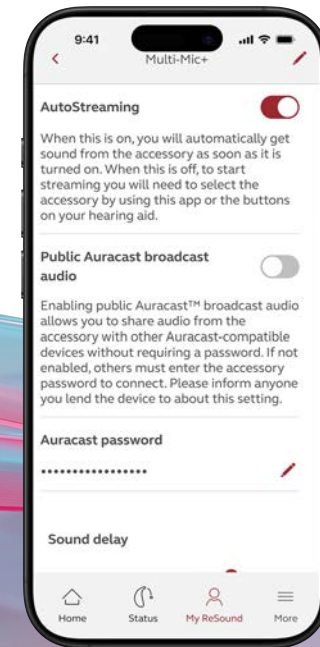
Available for all users

With iOS and Android™ devices compatible
with ReSound Smart 3D



**Access both Auracast and accessory
streams in one list**

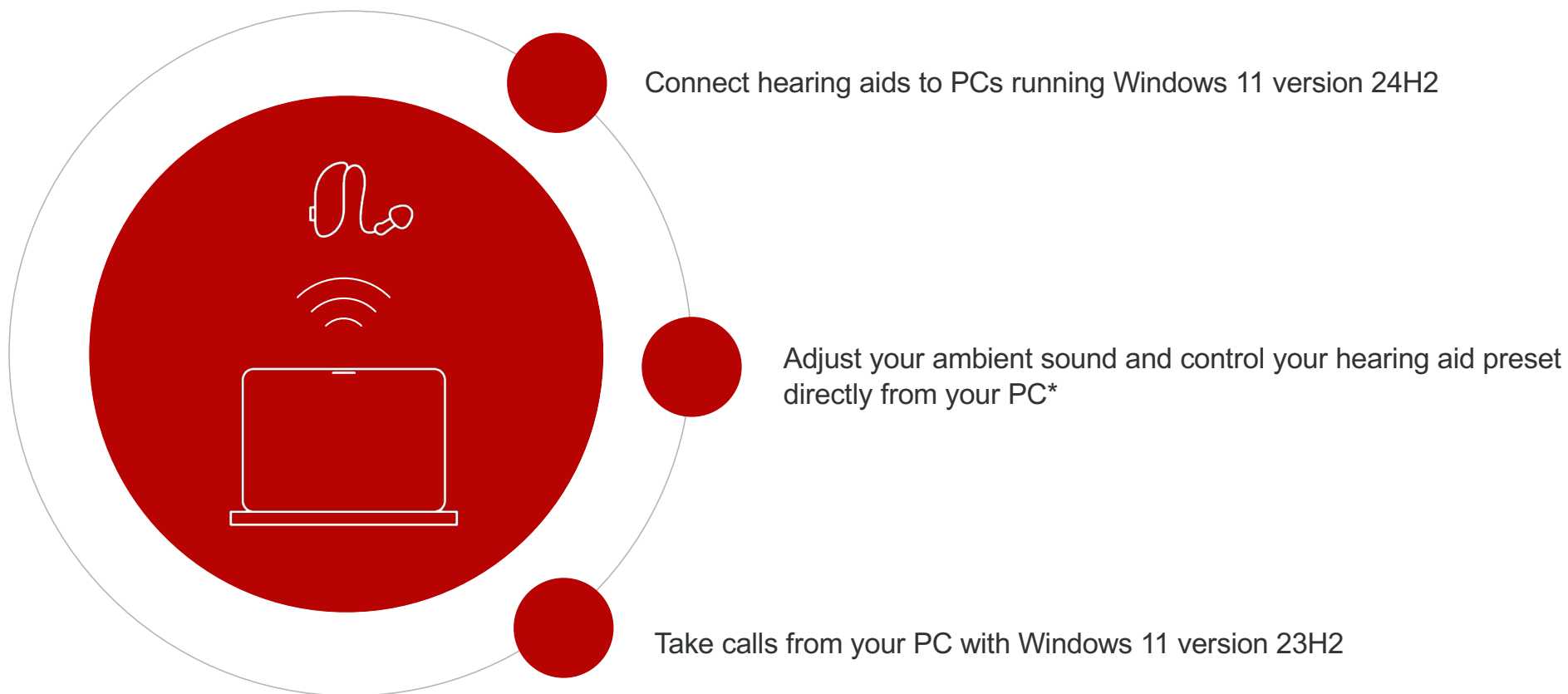
Available right at your fingertips



**Easily share Auracast streams with family
and friends**

Share and modify passwords to protect your
privacy when using the Multi-Mic+ and TV-
Streamer+

Windows 11 update supports Bluetooth LE Audio for hearing aids



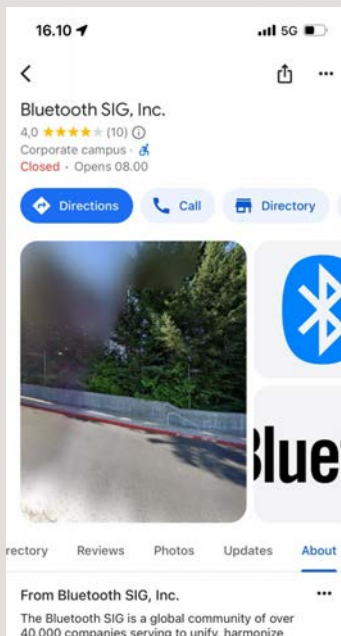
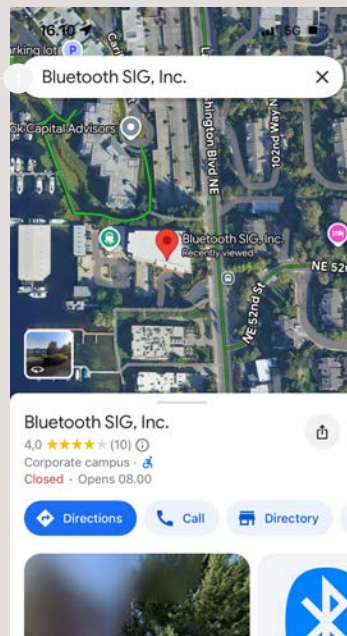
*Requires Bluetooth LE Audio compatible PC. [Check if your Windows 11 PC supports Bluetooth Low Energy Audio - Microsoft Support](#)

Auracast on Google Maps

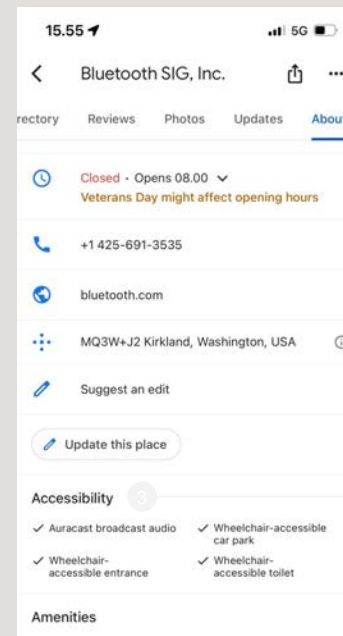


Business owners can mark their venues as Auracast™-compatible, letting users with compatible hearing aids, cochlear implants, earbuds, or headphones easily find and enjoy accessible locations on Google Maps.

Search for a business or venue on Google Maps



Open the business profile info and click on "About"



Check for Auracast support under "Accessibility"

Closing Thoughts



Tammara Stender, AuD
ReSound

How can we make the best use of accessories, apps or software that make it easier to meet unique needs?



Steve DeMari, MS
CaptionCall



Driving Communication Innovation at the NYC Tenement Museum

- Leveraging AI-powered language platform with Sorenson Forum
- Ensures visitors can be fully immersed in Multilingual translation and captioning abilities to create a more inclusive experience.
- Real-time captions in 25 core languages and 43 dialects
- Additional Sorenson tools will soon be added to its accessibility tools to better reach Deaf and hard-of-hearing communities





ntouch App

Allows Video Relay use on all devices: smartphone, tablet, or computer for flexibility and portability

With Sorenson ntouch apps on computers and mobile devices, it's easier than ever to stay connected

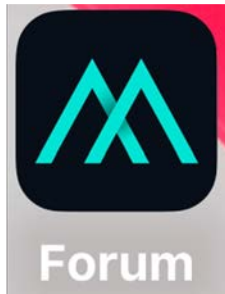


Wavello App

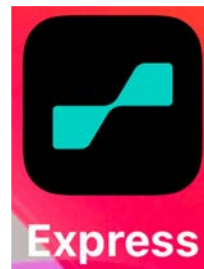
Wavello app for hearing users to see interpreter and the Deaf person on one screen

Be Seen with Wavello - See the interpreter and the person on the other end of the conversation on the same screen





**Sorenson Forum –Translation (multilingual)
and Transcription App**



**Sorenson Express On-Demand enterprise
interpreting solution to connect with
customers and employees**



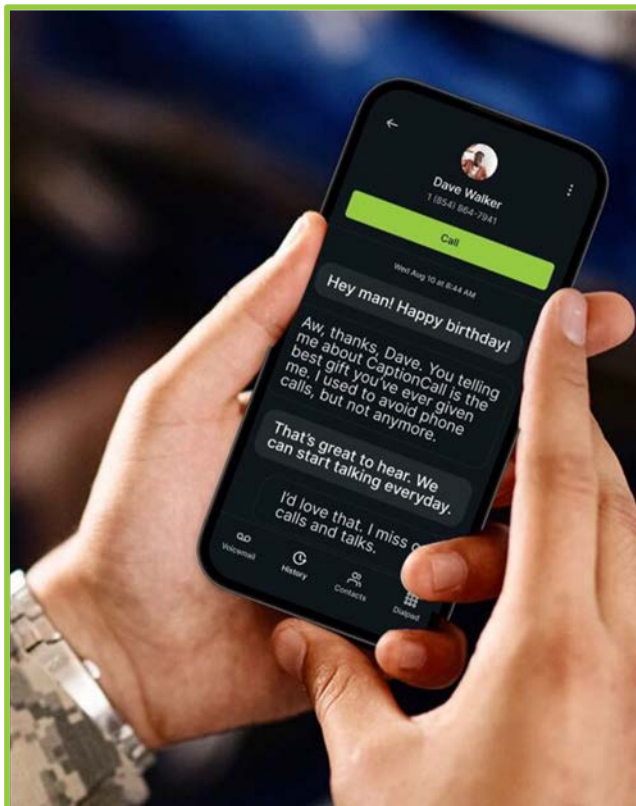
CaptionCall Mobile App Key Features

Captions both sides of the conversation

Auto sync your phone contacts

Voicemail transcribed by accurate speech recognition

No cost to eligible users



Pair with any device, including hearing aids

See entire call transcripts in call history

Works anywhere Wi-Fi is available on Android or iPhone

For download in Google, Apple, and Amazon app stores



Closing Thoughts



Steve DeMari, MS
CaptionCall



What future developments do you see that might increase the range and scope of meeting unique or challenging needs in the hearing industry?

Jessica Lovell – Care Credit

Brian Taylor – Signia

John Pumford - Audioscan

What future developments do you see that might increase the range and scope of meeting unique or challenging needs in the hearing industry?



Jessica Lovell, AVP
CareCredit



MORE FINANCING OPTIONS TO HELP MORE PATIENTS MOVE FORWARD WITH CARE

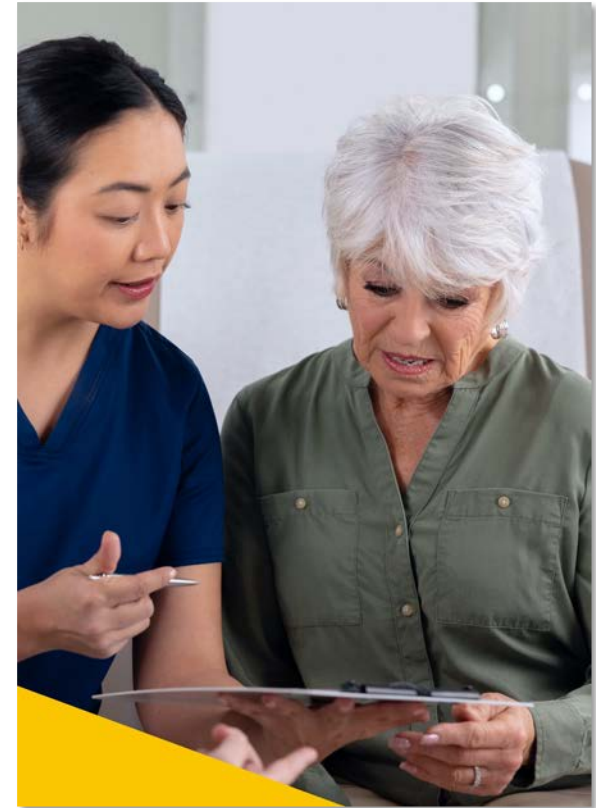
THE CARECREDIT CREDIT CARD + SYNCHRONY PAY MONTHLY

Pay Monthly is a one-time use loan that closes automatically when the balance is paid in full.

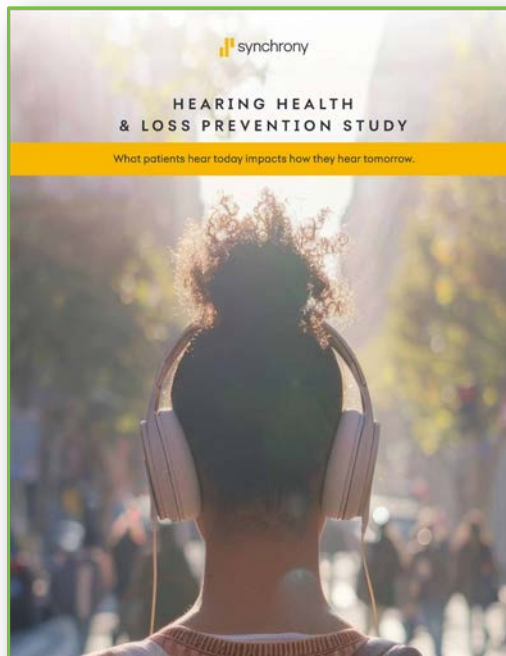
Fixed monthly payments including all interest charges

Fixed APR

Fixed loan term



CARECREDIT RESOURCES



Digital Lookbook

Research that sheds light on common perceptions — and misperceptions — regarding hearing loss, barriers to hearing health, and factors that motivate patients to seek care.

[READ THE RESEARCH](#)



Email Content

Ready-to-use email copy to help elevate your emails and provide hearing health awareness to your patients.

[GET EMAIL CONTENT](#)



Website Content

Ready-made blocks of copy to help boost your web presence and encourage patients to pursue care.

[DOWNLOAD WEB CONTENT](#)



Social Media Resources

Post-ready images and content to help amplify your social media presence and spur patients to action.

[ACCESS SOCIAL RESOURCES](#)

<https://carecredit.com/lovetohearit>

Closing Thoughts



Jessica Lovell, AVP
CareCredit



What future developments do you see that might increase the range and scope of meeting unique or challenging needs in the hearing industry?



Brian Taylor, AuD
Signia

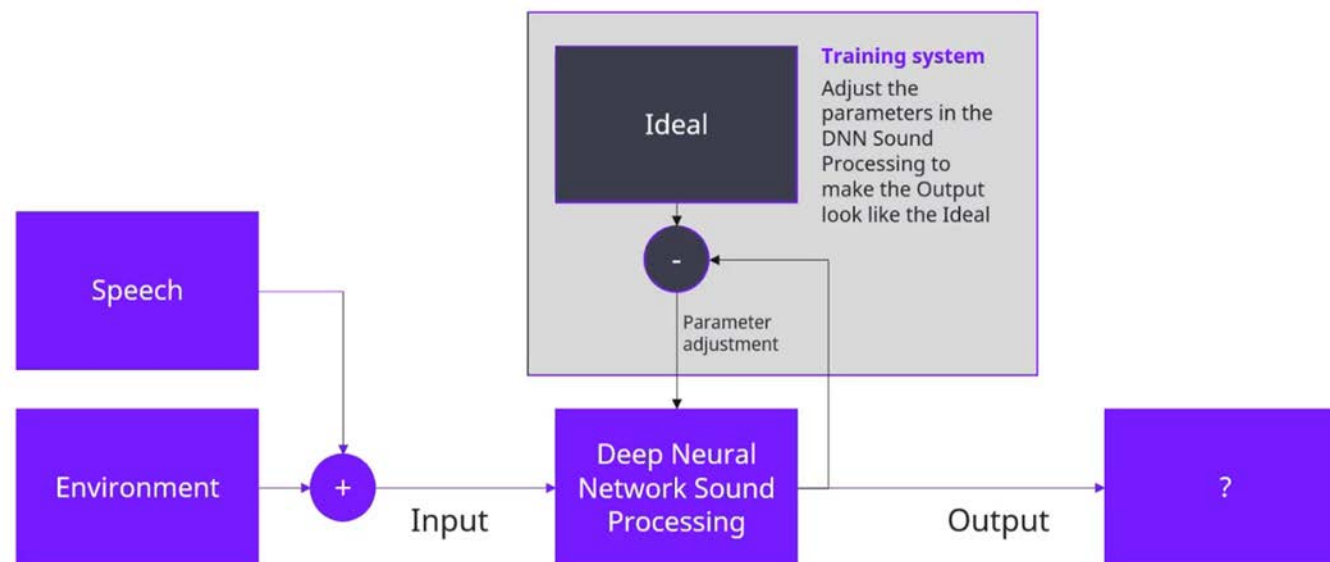
signia

Life sounds brilliant.

- Future developments from Signia
- AI-based wearer adjustments (Signia Assistant)
- AI-based signal processing (DNN-noise reduction algorithms)
- Several limitations of DNN-noise reduction today:
 - Battery drain
 - Size of device
 - Artifacts
 - Abrupt shifts in automatic programs

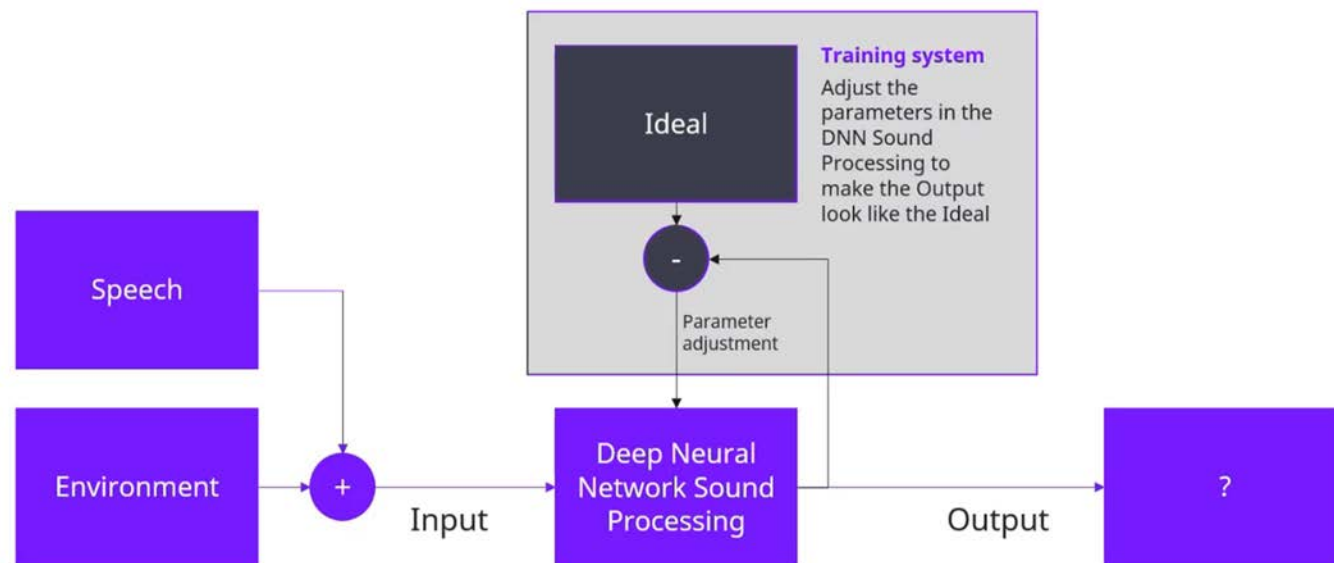
AI-based signal processing

Today: One Ideal = “boost any speech signal” or “make speech near listener clearer”



AI-based signal processing

Future : Several ideals = “boost speech of specific talkers” and “optimize quality of classical music”



Closing Thoughts



Brian Taylor, AuD
Signia

signia
Life sounds brilliant.

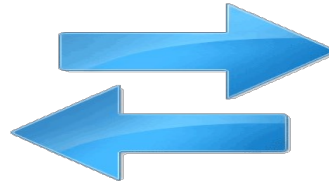
How do you see products and services being used in combination to meet the needs of people who have hearing conditions that are rare?



John Pumford, AuD
Audioscan



Automated Verification - Verifit*LINK*



- Software feature that enables data exchange between fitting software and verification system
- Fittings software runs tests, obtain targets and results, and adjust hearing aids automatically

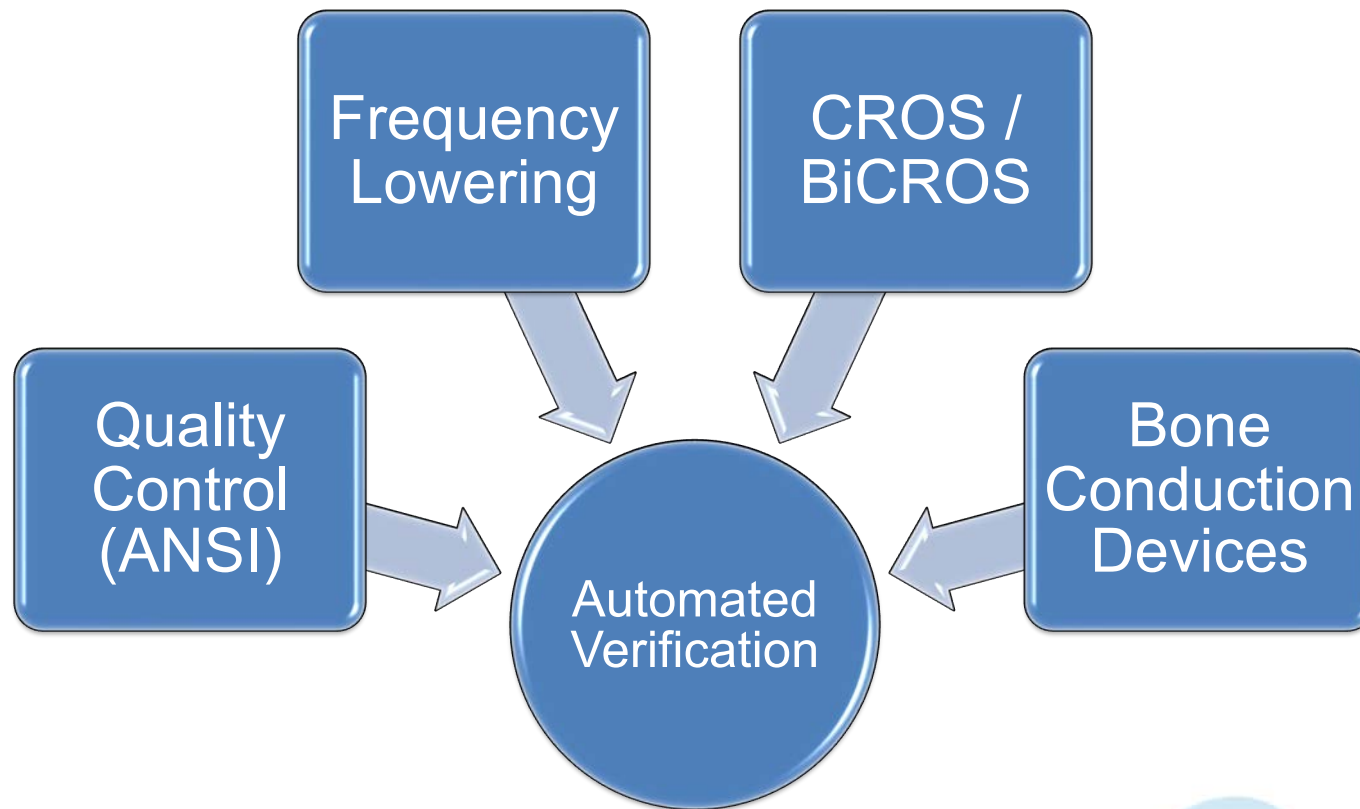
Automated Verification Benefits

- Supports best practice
- Simplifies verification workflow
- Saves time, fitting efficiency
- Verification accuracy
- REM-associated improvements
 - Audibility, Listening Outcomes, Satisfaction, Fewer Follow-ups, etc.



*See Pumford & Mueller (2022); Denys et al. (2019), Folkeard et al. (2018); Mueller & Ricketts (2018), etc.

Future Developments



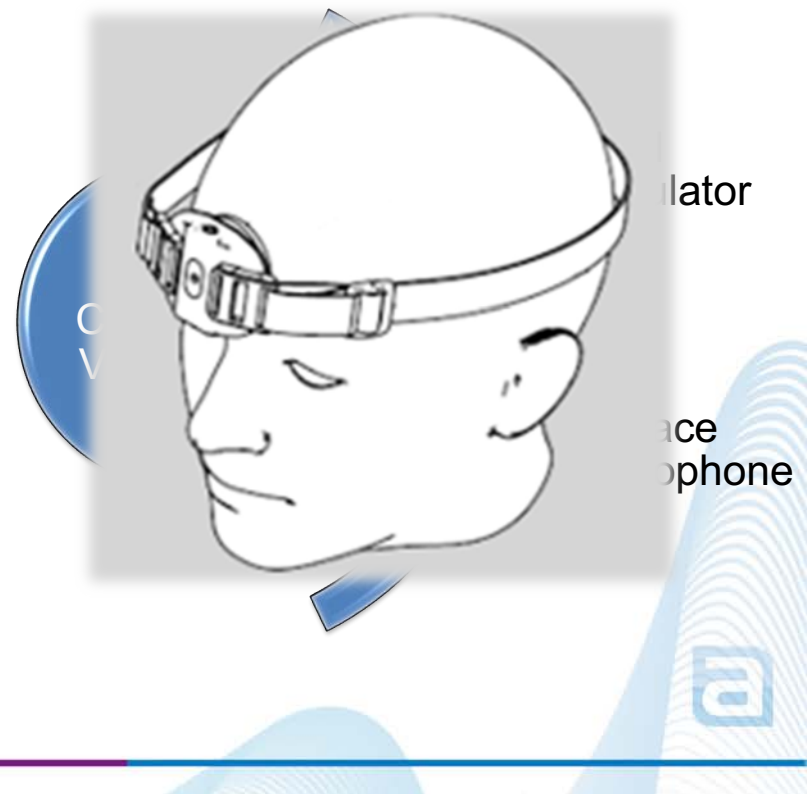
Bone Conduction Device (BCD) Verification

- Recent developments support objective verification of BCDs
 - Verifit Skull Simulator
 - DSL-BCD 2.0 Formula
- Current tools only applicable to a subset of BCDs



Future Developments – Improving BCD Verification

- Head worn skin microphone, measures skull vibration
- Supports verification of devices that cannot attach to skull simulator (e.g. implantable systems)
- Research supports concept as a promising method for verifying all types of BCDs (Persson et al., 2023; Hodgetts et al. 2018)
- Builds off Skull Simulator (Test-box) concept
- Opportunity to leverage benefits of objective verification as with air conduction devices



Closing Thoughts



John Pumford, AuD
Audioscan



Thank You!

2025 Industry Roundtable



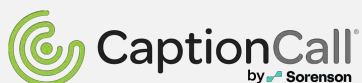
Susan Scollie, PHD
Moderator



John Pumford, AuD



Jessica Lovell, AVP



Steve DeMari, MS



Jessica Dancis, MA



Life sounds brilliant.

Brian Taylor, AuD



Dave Fabry, PhD



Tammara Stender, AuD

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- You've completed the course and can move on to the exam!
- From your account:
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 - Choose take exam