

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

Easy to Wear, Easy to Hear, Easy for You...Vivante

Presenter: Kristina Petraitis, AuD, FAAA

So welcome everyone. Today I am actually looking forward to just making sure. Here we are. Welcome to the Vivante experience, where we actually say more choice means more possibilities.

So with it being an offered CEU course, we of course do have some course objectives. There's quite a bit that we will cover. So I do want to sort of set the ground rules essentially. If you are new to Unitron, be ready for a wealth of information. If you are proficient with Unitron, some of the content will be a refresher and others new or expanding your knowledge.

If you haven't seen or heard that. We have actually been celebrating our 60th anniversary and we continue and will continue to deliver decades of delightful experiences. So at Unitron, we're always guided by these fundamental pillars of facilitating really an overall personalized experience both you as clinicians and your patients will love. By delivering on products which are designed to be easy to wear with performance that makes it easy to hear, using tools that make this entire whole process easy for you.

With this launch, we are expanding our easy to wear product portfolio with new Vivante styles. And to make it even easier for you, Coach, one of our experienced tech tools has been enhanced as well. And of course our brilliant sound performance continues with automatic optimization for a lot of types of different listening environments and made for all connectivity. So let's dive in with our hot off the press video.

All right. Well, I was for sure dancing with that video. So many of you there have experienced probably our sound performance and I'm not going to dive into the real depths of all of the sound performance that we offer here on Vivante, but I definitely am still going to talk about some of the key things that we do with our Unitron products, especially with Vivante and our sound performance. But what I do want to introduce is that Leonard, who is our Unitron's lead system architect and manager from headquarters, he's going to share some insights to why Unitron makes it easy to hear.

Designing hearing aids with the goal of offering brilliant sound performance and high client satisfaction from the first fit is a big challenge. Developing successful new features requires us to consider how they'll impact performance on the existing features. We always keep in mind a real life difficulty facing someone with hearing impairment. We want our hearing aid features to offer a tangible benefit to the end user.

So how do we make that deliver? Essentially, it's Vivante really does deliver on that easy to hear pillar. So all of the instruments powered by Vivante platform offer compelling sound performance thanks to our automatic signal processing system that truly does automatically manage all kinds of listening environments, from quiet situations with or without speech, to conversations in very loud noise. So here the main engine, as you can see, is called Integra OS. And Integra OS sort of determines what kind of sound environments patients are in and automatically does adjust it accordingly.

So with it, from quiet, where we have one on one chats with a friend or a loved one, or even in those moments without conversation at all, to very challenging settings with multiple conversations and loud background noise, the sophistication of Integra OS means we don't need to make compromises. We optimize the performances regardless of where your patients are at.

So for us here at Unitron, when sounds enter the hearing instruments, Integra OS accurately actually classifies into a range of key listening environments, from very quiet to very loud noise environments. Then Integra OS actually optimizes that listening experience to each specific situation, blending most environments into one of many thousands combinations. So our automatic system has had a base of seven environment structure for several product generations. So with Vivante, we do have that extra 8th environment in addition to actually our music as well. So here you can see in the blue, six of the eight environments can potentially blend with each other to optimize performance for the unique acoustics and challenges of a wide range of listening environments that your patients may be in,

regardless if it's quiet or noisy.

As you see here, there are two unblended environments which fully activate when it is appropriate. So we have the automatic music environments. It's been around many years and it never blends due to the unique characteristics of music, which may or may not have lyrics or speech components and can actually vary in complexity. And then our conversation in loud noise environment is also not blended. So these are face to face conversations with certain criteria which we will discuss.

It will then automatically and fully activate to handle this situation.

So essentially in summary, Integra OS enables your patients with confidence that they can be engaged in life's moments, no matter how noisy it gets.

Speaking about noise, find the Q and A. And it should be a pretty simple question here. And go ahead and write what's the number one patient complaint that you see?

Yes, we're starting to see that speech. They're coming in having speech difficulties. And then yes, it's not just in quiet, of course, speech difficulties, but where it is predominantly, I see that it's answered, yeah, in background noise. That's what they're struggling with. And interestingly too, that it is also important that speech and loud environments is also something of an attribute that all of you hearing care professionals are actually mentioning.

So we were actually doing this study and we wanted to kind of see what within here in the US what would you rate based on important specific product attributes when you're choosing a brand to work with and sell at your practice? And as you can see, what comes out on top is understanding speech in noise does still remain number one. So how do we address these with our Vivante offerings?

So let's focus now specifically on the higher complexities because that's what we are seeing as our number one complaint. So that will be those noisy situations. So the first thing that I want to kick off is our signature feature, Autofocus 360. For me to set the stage a little bit further discussion on autofocus360, let's take a moment to consider why a system that can identify speech direction and focus accordingly makes sense. So we know that traditional directional microphone systems have an inherent front focus.

They tend to be front bias, even those that may have some degree of adaptivity. But going back all the way to 2004 here, Walden et al. Published research showing that speech was not from the front up to about 24% of the time. So we've been offering a feature that allows for focus in various directions for several product generations and that's autofocus360. So how are we supporting that area of non frontal speech?

Well, as you can see here, the actual little blurb autofocus 360 is more than a directional beamformer. There's lots of layers built into this premium offering. So based on how we break this down, what we do is that we first of all have it locate the dominant speech. So based on if it's coming from the front to the side or to the back, we'll actually locate the speech. Then what we're going to do is that we're going going to actually focus.

So we'll that could vary from symmetrical or asymmetrical based again from the origin of where that sound came from. In addition, so this is where it's more than a directional beam former. We're going to provide some additional gain offsets so that they can actually really recreate the pinna and the head related transfer function. So there's a little bit more of this real world sense of knowing where the sounds are coming from. And that too could be symmetrical gain or asymmetrical gain based on where that speech is coming from.

And lastly, within the beam itself, we're going to actually create A contrast between the speech and the background noise. We want to be able to lift that speech. So all of that is happening automatically in those challenging noisy situations. With Auto Focus360. In addition, we do offer an additional noise reduction, which is the dynamic noise reduction.

It's a spatial noise canceller. So what it is is that when speech is definitely coming from the front and the speech behind is louder than the speech that's coming from the front, we're going to add more noise reduction in addition to our already noise reduction and speech enhancement feature that we've had for several years. How much, you might be asking? Well, this is where we can go from just looking at no feature sets, a fixed wide directionality. With no autofocus 360 or no dynamic noise reduction, we would gain about a half db of snr.

If we look at the other end of the spectrum here of these pillars, we can see that if we had our autofocus360 and, and if we needed to, based on patient's report, apply the dynamic noise reduction up to maximum value, which you can do in the True Fit software, you can get up to 4, almost 4dB of SNR gain. So that's how we support in those challenging noisy situations. But how do we support in those very, very loud situations? If you want to find the Q and A just so that you get an idea of when this next feature would engage, what would you. A loud noise situation.

Drop it in the chat and we'll see what people come up with. Because this is where it matters the most. When your patients are struggling the most, though they may not be in that situation a lot of the times, this is critical for them to get their maximum benefit in these really loud noises. So we've got someone dropping in. Yeah, a wedding.

Okay, so like a big party. That would be a good example as well. Gosh, a big family reunion. Anything that kind of creates a lot of that background noise. That's so true there.

So what does conversation and loud noise with hyperfocus, how does that work? So what it is is that as you saw before, it is where it is that standalone environment. It has to be loud noise and it has to be a few other criteria in it to engage. So loud noise. And there you see on the bottom right, the speech has to come from the front and then actually the patient, it has to be stationary.

I just got a last one that kind of got thrown in here. And it's probably the time of the season too. Always a stadium anytime. There's always those playoff Games and championship games that can get loud and rowdy for sure. So what's actually happening behind the scenes?

Let's talk a little bit about this hyperfocus. So when it does engage with that conversation in loud noise environment, it applies a more highly focused binaurally created beam to the front. So this is being able to use and leverage our wireless binaural system. It does require both hearing aids. So this is a binaural feature.

So we want to make sure that we can exchange that audio between the instruments that then is able to create an even narrower beam than it is possible otherwise.

So we offer this feature not exclusively, actually at our premium level. It is automatic at premium level 9, but we also do make it accessible where you can add it as a manual program at the level 9 or even at our next best technology level, our level seven, you can add that while your patient is in front of you in true fit, or you can add it conveniently, or your patients, that is, can add it conveniently through the Remote plus app through one of the optional app programs. Now, I like science, so I want to show you what the benefit is. And this is kind of the flip side of what the dynamic noise reduction pillars look like. So we've got to look here to the far right when we may be using just a fixed wide beam in this really hard listening environment.

We might not even be getting up to that half DB snr. But as we introduce and they fulfill those criteria and hyperfocus at maximum strength is on, you can see again, we're Getting up towards that 4, it's about 3, 0.7 dB gain of signal to noise ratio. So quite a lot of offerings there to help your patients in those challenging situations. But I do not want to forget about the lower complexity situations because essentially this is where majority of your patients reside. It's not too quiet and it's not too loud.

So how can we make this easier for your patients to be able to hear with Integra os? So let's have a look at two of the features here, which is the first one is your pinna effect too. So just to get your, you know, heads stimulated again, look for that Q and A. And tell me, remind me, how do we actually localize sounds? So drop it in the chat because despite our ears, they are designed that way.

The anatomy of the ears are designed that way to look like how they do to help us localize with sounds.

Yeah, so we've got where it's the timing. So we localize sounds by the timing. The Arrival of the sound arriving. Yep. And then there's one other factor as well.

It's like the level of the sound. Yeah. So the attenuation, the time, timing and level differences essentially. And so knowing that science, this is what Pinna Effect 2 is trying to replicate here. So again, it's a binaural feature.

It's using four microphones, two on each side, and we're trying to apply this targeted directivity variably and it's actually asymmetrical across the frequency range. So what this allows us to do is it simulates the effects of that head related transfer function and the natural pinna effect, especially because of when we put those hearing aids that are designed behind the ears. So be it the BTE or the ric, we do lose that pinna effect. And then we want to make sure that it's giving that ability to have more of that awareness. So it introduces this awareness that makes it actually very comfortable to be wearing those hearing aids.

So that's how our pinna effect two works for. And then we do not want to forget those really meaningful conversations. With Soft Speech lift. This is actually also helped maybe from a distance, because the application of Soft speech lift engages when the hearing aids or when the sound arrives at the hearing aid at 55dB SPL or below, we're going to give it an extra little boost of 4dB. How does that actually look at.

When we look at a speech envelope here, so we see that the phrase is the orchard on the slope and you can see that this was recorded and this has all features off. So we see where the greatest amplitudes are of course with spoken words. But of course there's still a little background noise in between those words. So traditionally what we used to have to do is maybe in the software grab that soft band. Right.

And then we would actually have to boost that soft band up. Yeah, it's doing it somewhat purpose, but we're also possibly raising also that environmental soft background noise and we don't want to do that accelerate to today's speech detectors where we can separate speech and noise modulation. When we apply speech enhancement and soft speech lift on, we can see that magnitude of amplitude that's gained just on that spoken word. And so that really helps be able to deliver on that sound performance for patients in those choir listening environments. Pin effect 2 and soft speech lift is available not just exclusively at premium, it's actually 9, 7 and 5.

So it actually rounds out almost all technology levels. So I'm excited that there you have it. We have Great sound performance with our Vivante products.

I do want to move on to another actual key listening situations where we probably do struggle quite a bit. Though not new, we still are with the 360 conversation in car and this is actually a manual program that is available at the premium 9 level. So let's talk a little bit about this unique listening situation

because it presents itself with its challenges, especially when you are the driver. So let's look at this. If the driver is the patient who is wearing hearing instruments, first of all, you can see that they're focusing appropriately right on the road ahead.

They can't turn necessarily face to face or even backwards, gosh forbid, you know, to, to the back and in conversation with multiple passengers. So it might just not be someone in that passenger front seat. We've got everyone, like kids, family that are behind that. We want to be able to see that we can support them. Especially if conversations are, you know, coming and changing very quickly.

Then we also see that most cars still have, you know, like that motor engine noise, even though we've seen an increase maybe of those electric vehicles, but we can't actually read what's happening outside. There is that road noise outside as well. So what we hope to do here is achieve ease in this more complex listening environment with this manual program. So what happens here is when our 360 conversation in CAR activates it again, it's a binaural feature. It's leveraging two hearing instruments with two microphones.

So you've got that total of four microphones. This special design allows for the direction of the speaker to be quickly and accurately detected in that actually also enclosed space. So there's also like reverberation there. So we want to be able to manage that. So we're able to use that real time data, be able to sort of help out the direction of the speech, know how to steer that microphone beam so we can pick up on the dominant speaker.

So this is all automatic once it is put into as a manual program. That can also be done as a clinician in front of true fit with your patient there or if your patient, because we know impromptu road trips actually happen, that they can access this on their Remote plus app as one of the optional app programs. But again, I do want to emphasize that this is for actual just 9 technology level.

So what I'm going to shift a little bit is that I want to allow us to have some details now on the easy to wear pillar. And Samson, our senior product manager from Unitron headquarters will share his insights. Here, the design and look of hearing aids are increasingly important when it comes to wearer acceptance and expectations around choice. When someone puts a hearing aid in their hand for the first time, we want them to be surprised at how nice it looks, how discreet it is. And when they wear their hearing aids, we want them to fit seamlessly into their lives. That's what we mean when we say easy to wear.

So I am absolutely excited to share some new additions to our Vivante portfolio. But speaking of like the design that Samson was talking about here, I want you to go and find the chat and maybe explain or give some insights to why is it important to deliver on the first impression?

And that doesn't have to be wrapped around design. Just when your patient, for instance, comes into your clinic, why is it important to deliver on the first impression?

It's what patients remember. They remember what comes first. Yes. What else?

If you don't make a lasting first impression, like a good first impression, they may go elsewhere. Yeah, it's really important. And so what we can at Unitron ensure that what we deliver on with the first impression is what Samson was talking about. It's the style itself, it's the aesthetics to. So I'm super excited to always see that Unitron keeps that vision in mind because when we think about if patients are wanting to move forward with wearing hearing instruments, they gotta like the design first and foremost.

You know, the look and the appeal of it, even before actually putting it on. Sound performance comes after it's that actual physical of seeing it first. So what we're excited here is that we are now able to offer our new Stride VM and Stride vsp. So for those of you who are new to us, I just want to do in make

mention that what we call stride is our bte. That's what we the nomenclature for our bte.

And so both of these styles actually feature a traditional battery for patients who want to be actually in charge without the need to recharge. So let's look a little bit closer. Look first up, the Stride V. V for Vivante, M for moderate. So this one is actually our smallest, lightest BTE offering with a standard 312 battery here.

And with a telecoil, you have the flexibility and options to be able to fit it with the slim tube or the ear hook with the ear mold. And as you can see here, you've got the fitting ranges that are there.

And we also have then our next addition is the Stride V for Vivante SP for Superpower. And this is as well, like I mentioned, with a standard battery BTE. What is it? It comes actually with the standard 13 traditional battery. It also is equipped with a telecoil and it's that option in between where you may need a little more than what the moderate can give from a performance, but less than the Ultra Power 675 battery that we have.

So, though not new, this is something that we have offered with our past platforms and currently on Vivante with our Ultra Power option, is that we have these easy to fit Super Power presets because we know that it's sometimes really challenging those patients that have more of the severe to profound hearing losses because they tend to maybe like some of their old ways of hearing. So what we do here is nothing's changed about the presets. By default when you connect either a Superpower or an Ultra Power bte, the default preset will be current. What you can see is that the slight differences here where when you hover over the actual magnifying glass, it will bring up this little pop up if you wanted to view a high level understanding of what each preset offers. So essentially a current would be something that gives off a little bit more signal to processing directionality.

So think of just like what you currently are fitting with your traditional fits of rigs and BTEs with those patients that have mild, moderate, moderately severe hearing losses. If we look at the other end of the spectrum, though not quite linear classic, it is approaching that linear effect and D actually featuring the amount of signal processing and even directionality. So it is a little bit more driven to be linear. And then you have that Goldilocks story right in the middle. If they're sort of undecided, they're new to you, you don't know much about their case history.

You know, they may actually like a little bit of directionality and speech processing and maybe not as much, but you can actually change with ease without having to really in depth in the software be clicking around. And something else I do just want to make mention too is that again, though not new, we do also have the frequency compression too. So this is available for both the Ultra Power and Superpower. It is on by default when the pure tone average is greater than 70 dB. For all other instruments that are and models that are fitted or you know, and or below for the Ultra Power and superpower below the 70 decibels, this would be actually disabled.

So I do want to mention and show what other product portfolio we offer in our strides. So switching gears a little bit to actually the Rechargeable. We do have have though not new, we've had this, the Stride vpr. So power and rechargeable here. So this is where we actually have the same performance as we do in what you've heard.

We can by default it comes with the actual Combi BTE2 charger and this is great because it can be then portable on the go with the additional cost of the power pack. There are on occasions if you do need based on supply that we do have that eggshell charger too. Just in case you do have to accommod slightly bigger ear molds potentially that makes it very easy and convenient with that charger option. Here's the sound performances for the PR and then I'm making your head spin a little bit because we're now again kind of flipping back to a BTE battery option. Here's that ultra power again

though not new, this is the one for those people who are significantly with severe to profound hearing loss.

It's ultra power. It's a 675 battery. It's got the telecoil as well. And it is also equipped with those power presets as I just spoke about and has that frequency compression too. Amazing color array options for your BTEs.

And so we're super excited that we have completed our BTE offerings on the Vivante platform with the addition of the Stride VM and Stride VSP along with the Stride V UP and Stride VPR for rechargeability. But I do want to speak about our award winning Rick Styles because we do again try to make this easy to wear and highlighting what we offer from our robust product portfolio. So we'll kind of guide through this relatively quickly.

So we have first our Moxi V and for those who are new to Unitron, Moxie is what we refer to as our Rich V for Vivante, R for rechargeable and then we also have an RT for rechargeable with a T coil. So with this one it does come with a different type of charger. It actually rather than a spring action, this is the one that is caught with a magnetic catch. And I actually tend to sometimes like to play with where you can flip the charger upside down, holding onto the lid open and giving it a good shake. And you'll see that the hearing aids actually don't drop out.

It's kind of fun to do that in front of with your patients. So this is great. Convenient, easy then from a dexterity to actually be able to manipulate. It's also very Easy, quick to charge and it provides you an all day performance even with streaming. Then for those who are not up to the rechargeable side of things and we do need to support them with a traditional battery, we do have the Moxi V312.

It's the smallest RIC on our Vivante platform and as you can see here, it's a host of lots of performance profiles. So you've got your standard receiver moderate power. I do always make note, ultra power.

You must have a seashell attached in order for it to be fitted with an ultra power. So I grouped those Ricks together.

There's actually one other Rick style that I haven't spoken about and I'm curious if you can actually drop in the chat the Q and A. There is that. Has anyone yet fit something similar to this style? You can simply answer with a Y. And for those who haven't, no, put an N.

Just out of curiosity.

So we've got more no's than yeses and it is different. But I have to share a story actually that was shared by a customer. Again my ability of being able to go out in the field when I can. I love to draw out customer stories and hearing about successes and patients reactions. And one of them was actually sharing about a patient who was actually sort of sitting in those block seating.

So there are people behind and they're wearing these Moxi VR. And because of its unique design that it's sleek, it actually contours around the ear very well. The person behind was very intrigued by thinking is this the newest design of a Bluetooth earpiece? And proudly I have to give credit to this patient who advocated turns around and apparently says to, you know, the person behind saying no, it's even better than that. This is my hearing aid but it can do everything from a Bluetooth functionality.

I thought that was fantastic. So I would always encourage those who haven't yet maybe experimented with showcasing this design in your clinics. Let it be out there, let the patient decide if this is a style that might actually be well fitted for them. And what makes it unique is actually there is a slight change difference in the angle of the tilt at the top, about 7 degrees. And so when you're ordering this product and specifically though you can fit it monarally, if you do, you have to tell us if it's a right or a left because again it's designed a little bit differently.

And the purpose being is our ears are not symmetrical. We actually are pretty asymmetrical. So this apparently provides a lot more of that nice contour and it even helps with people who have glasses. So think of the dual sensory loss, those who have hearing loss and vision loss. This is actually maybe a nice style.

Just to show how it differs and why the size and style differs is comparing it to a lithium ion. What we've traditionally seen battery on the right hand side we've got this one that's more cylindrical. So that's why it's a little bit more of that slender look there with the slenderness. It does have this actually cool clam like case flat clam and it's easy also to put in. So from a dexterity, you know, positioning, it's got that magnetic catch there.

What I do appreciate is that we do realize that sometimes some patients don't gravitate to maybe a remote control or even using the smartphone through using a Remote plus app. And so they still have some ear level functionality with the single push button here. So that makes it even convenient and easy for them. Why I've grouped this separately is because it is missing if you're very noticeable and observant. We actually support it with only the standard, the moderate and the power receiver.

This cannot be actually fit with an ultra power receiver as you saw with the btes. We also offer that same array of colors for the three ring. So your stride, sorry, your Moxi V R and Moxi VRT and Moxi V312. But then for your Moxi VRs you actually have all of these three options of colors. So slightly less options.

I do want to remind everyone too is that we do support ear molds and it's kind of fun to see some of these metallic ones. One of my favorite being of course that Galactic Blue. But we do also offer up standard traditional ear molds and then the colorful ear molds. So we absolutely have a lot of styles to fit your patients. So from a sound performance, from the styles that we have, we actually have quite compelling technology levels at all levels.

I'm wondering if you want to drop in the Q and A. What do you think is the percentage of our providers that agree that Unitron offers compelling tech and great value at all price points. Any guesses?

Because it's not just delivered on premium technology, we're feature rich in a lot of technology levels.

So we got 75%, got 90%. It's great. Well, I'll. I'll go with the 90. We always can have room for growth.

Yeah, so we got ours, you know, research back and it's 87%. So this is Fantastic. And so as you can see, I'm not going to of course speak at length with here, but you can see a lot of white space disappears in here because regardless of the technology level, we really do ensure that we provide quite a lot of features and therefore value with that for your patients and available in all technology levels. Here's a host of other things. So really it's just nice to see what all Unitron can provide for your patients to make sure that things are easy to hear and easy to wear with all this available technology levels, regardless of the tech.

So choice is all theirs. What is a highlight to showcase on what's available and making it easy to hear as well for your patients is the made for all connectivity. So I'm going to ask for you to again look for your Q and A and I want you with the first one I want to know, and this is a recent again survey that we did and we did it here in a few markets, we did it in Canada, we did it here in the USA and Germany. What is the percentage that actually agree? A real advantage of made for all connectivity is not to have to ask patients what phone they use.

So while you think about a number, made for all is essentially what it means. It is made for all phones. It doesn't matter if it's an Android or an Apple. It doesn't matter what style of phone it is if it's a flip phone, as long as it's equipped with that Bluetooth classic hands free profile while you can be supported with our Vivante products. So we got 90% here.

Do we have anything higher? Of course, I would always want to strive for 100, but let's be realist. What should give you away is a little bit of that circle. We're almost at 100, it's 96%. Now, speaking of all the phones, does anyone want to take a guess at how many thousands of phones we are compatible with our made for all connectivity?

And when I speak of thousands, it's because there's all those makes and models out there. So any guesses in the Q and A? It's a pretty big number actually. Maybe I'm making it sound, you know, very high. Okay.

Which I may have. I've got like just under 10,000 there and 5,000. Yeah. Okay, so that's, that's, that's getting a little bit more realistic. So just over 6,800.

And that number of course continues to grow. So what's great about Unitron's made for all connectivity? So we talk about that it's made for all. But the other thing is it's truly hands free calling, it's direct streaming. And we even classify the stream signal, be it if it's music or speech.

So we get into that granular level. But the beauty is that it is two active simultaneous connections that can occur with our hearing instruments. And you can pair up to a total of eight Bluetooth devices. Now why is that important? Here's a crazy fact.

According to Park Associates here, in a survey that was evaluated of 8,000 US Internet households, how many on average Bluetooth devices is there? 17. That's nuts. But I do tend to forget that there's the game consoles. So think of your gamers that these hearing aids would be fantastic because technically they can also connect directly to a smart tv.

I would just warrant you know how much they do because of, you know, the battery consumption that could possibly happen. And another thing that we provide with ease is just with that tap control. So regardless of tech level, for all of our rechargeable offerings, you can double tap and allow your patient to access functionalities like answering and ending a call, which is really convenient. Playing or pausing stream content or being able to access their virtual assistant.

And rounding out sort of like the easy to hear is our personalization offer with our Remote plus app and the accessories that we have. So we've got this really nice look and feel, ease of use of a Remote plus app. It's actually warranted quite a lot of rave reviews on your Google Play or actual your Apple Store. And we're thinking about the actual consumer here. So we're able to make adjustments as needed.

They can empower it by adding on extra optional app programs if they had to. They can make other additional adjustments to the equalizer, speech enhancement, noise reduction, directionality that remain persistent. And then we also kind of value their health overall. And so with the rechargeable ones that have the accelerometer, we also are able to do some step counting and provide some active wear minutes outside of that free app. You do then can have other accessories like the TV connector, the remote control, partner mic and yes, Vivante products are Roger Direct compatible.

So we have it all. We have what Vivante can offer to your patients, a very well connected supporting their connected lifestyle there. So shifting to the last part of our session here is something that actually is really what makes Unitron unique and what I embody a lot because it's truly driving the patient experience. So I want to take a little bit of a 30 seconds if you can find your Q and A and share what is something you already do that enhances the patient experience.

I had a recent experience too with entering into a clinic and with the holiday season. They actually had of course, like the cookies being baked. So that aroma was actually just really, really nice to walk into.

And yes, it is part of my diet. I will definitely eat a cookie. Anything else that you do? So we have someone who actually escorts the patient to the front desk. Yes.

Something that little means a lot. It's also part of that first impression. What else? One more contribution.

Doing a follow up phone call. That's a good one. Yeah. So usually after the fitting or something, be it whatever time, but sometime between maybe 24, 48, 72 hours, you do a follow up phone call. Yes.

So why is it important? Experience is, is everything. So let's find out how Unitron can actually help deliver on an experience where you and your patients do love setting a little bit of a background too. What do we know about patients? Well, something that's interesting to share if you've looked recently and read through the market track study that came out here, is that we've seen a decrease, which is a positive outcome.

Where we used to have to wait about seven years or more for a patient to do something about it. Now we're seeing it come down to about four years. Another encouraging number from that market track study is that the average age of a new purchaser of hearing instruments in the US has gone down quite a bit to about 60 years of age. That's great. But I do want to highlight something that we need to still continuously make an effort on is that and most patients who would benefit with amplification still walk away that market trek cites that the rate for persons fitted with hearing instruments was about 30%, say around in 2015.

Fast forward almost 10 years later, we've only increased that by a marginal 3%. So how can we make it that we can get more consumers to purchase it? Well, part of it is that 80% of your consumers are more likely to make a purchase when offered experiences that are truly personalized to them. So I want to share what's important in making it easy for you, especially from a software perspective. I'm going to

have Stacy Gent, who's our senior product manager up at Unitron headquarters, just give us a little bit more insight.

Easy, consistent and intuitive are keywords we use when we talk about our fitting software. When you consider that software is one of the primary ways a hearing care professional interacts with any hearing Aid brand. They fit a consistent user experience across products and launches. Promotes familiarity, efficiency and ease of use. I did.

It's okay, make me cut there At Unitron, we always have a little bit of fun there, but it's wrapped around as I sort of kicked off and teased about, the easy for you pillar is wrapped around. What makes Unitron unique is our experience tech tools here. So you'll see that there's a plethora of experience tech tools that we offer and it's really important because each one helps supplement and support your patient's journey listening journey during their hearing care, be it right at that, you know, initial consultation all the way through beyond the first fit.

So the other thing that I want to make mention of which I had to kind of fast forward through, is that there's certain parts of the experience tech tools that are driven by the True Fit Fitting software. So you can see those are the ones that are exclusively on the left hand side. Then there's a few that are driven both with the True Fit fitting software and the Remote plus app. So that's in that sort of top right hand quadrant and then out there on the the bottom right. Coach is specifically driven by the Remote plus app.

So what's important is for success in regards to making sure that these actual features and these tools are available or some of them are available for you and your patient. We need to make sure that we activate our Insights and I'll kind of show you how that's all done. When they're activated, you can see here Coach Ratings, Remote adjust and Success check will be available.

There is an important update with our software here with Insights Management. When Insights is activated, all the Insights features so those what you saw are now enabled by default. So this truly streamlines the onboarding. And now with this updated Insights management, your patient can then also actually choose the features, the tools that are most important to them. So they can individually deselect the ones that they may not want right now, maybe from a learning curve, and then reactivate later.

Or they can actually deactivate all of them and then as their learning curve grows they can activate it later. So a lot more customization too. The new notification center here too allows for opting out of coach notifications if they wanted to, but it doesn't make them lose coach messages because that's something that's new that we've added with this release of our app as well where if they didn't see the notification or they've opted out of the coach notification notification, they can actually still access and read at their leisure any of the coach notifications and I'll share soon what that means. In Unitron True Fit Fitting software, you can view your patient's Insight settings. You can simply navigate to that end fitting Insight Setup, patient settings and when a change is made within the app by the wearer, you'll be able to see the change in True Fit without the need to be able to connect those hearing instruments instruments.

So how do we get this all set up on both ends of where we can have options of doing the remote adjust, have the coach have the actual ratings and then also be able to have success check? First things first is that in your software you do have to log in to your MyUnitron account if not already logged in or created account. And if you need to create an account, I ask you to contact your customer service representative. By default, the Enable Insights checkbox will be already checked. You put in your username and password.

It's a one time sign in. Once it's signed in, you're done. You even can complete it if you missed that step when you kicked off the software during the first fit workflow on its last step there.

The other option is that you can actually do it through the actual Insight setup page within the depths of the software. So there's a couple of locations to ensure that you're actually signed in. So you've now signed in from the True Fit side of things. How do we make sure that the patient is actually getting them is that we need to make sure that the patient downloads the app. They go through those welcome screens, accept any of the other privacy policy, FDA regulations, and when it comes to this one that you see first on your left side there's this big button that says activate.

And we want them to activate it. Once they've activated, they've seen the check mark, they're ready to actually receive the coach notification, remote adjust if necessary, make ratings and then be able to send off success check information for you. If you wanted to make sure that they've actually fulfilled that because they may have had to download the app outside of the clinic because they didn't have the password. We've all been there. You can go back into their session without having to connect their hearing instrument, go into enfitting, go back into that insight setup and if you see all of these check marked, especially the last one, that means that the whole process is ready and working 100%.

So we are going to go through sort of relatively quickly because if you want more information on experience Tech tools. This is where I'd highly encourage because there's a lot to learn and a lot to see how they all benefit with your Unitron regional training. First one is your first fit. The design of this first fit is that we want to make it super, super easy. We don't want you to have to actually be spending a lot of time in the software.

So with the first fit, we found with our study that a lot of them like it because you can actually finish a first fit in less than four clicks. 97% of our customers agree that it's easy to fit with us, 84% and this is actual data and I love it because we always know that there's room for improvement. Agreed that the

true fit feeding software facilitates a quick and easy getting that keyword easy adaptation to amplification for new users. We have our Flex trials and actually what I do want to pop in is in the Q and A. Just out of my own curiosity, if you are new to Unitron, which one actually teases the idea of your interest?

If you are not an actual user of Unitron, like a proficient user of Unitron, which one is your favorite experience tech tool? But with Flex Trials, this is really nice because this allows you to program and test drive any technology level in a single device. And so you can use these to bridge repairs. You can let a patient go home risk free. No obligation in being able to actually test drive the hearing instruments in their work life and play.

There's lots of benefits and actual like I said, more data here from a percentage where we are very light in making it easy for our patients to evaluate hearing instruments, determine if they're moving in the right direction. There's even benefits to using the Flex trials where you can see that it can potentially increase your revenue. It can offer up fitting higher technology levels. That's a win win for because that's patient satisfaction increase and that's actually also, you know, revenue stream for your clinics. We have Log et al.

So Log et al is more than data logging. I call Log et al data logging on steroids. And it's important because this is an exclusive sort of tool here that provides you with real life evidence to support your recommendations and help your patients understand even if they've underestimated their listening situation. For time's sake we're going to have a look that over time human memory doesn't make reliable data points that even after almost a week we tend to forget up to 75% of information. So this is where Log et al makes it really compelling and useful because it knows the listening environments better than actually your patient does.

So I like to read this testimonial here where my favorite feature is Logitall. 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. We have Flex Upgrade.

This is by far my favorite. And what Flex Upgrade offers here is that it's unique because if their lifestyle changes or they had to from a budgetary standpoint, actually select a technology level below what their ideal situation or ideal level would be, they can down the road be able to actually upgrade within their own devices.

Pardon me. So this is all simply done within the software and we actually do have where almost 80% of our unitron customers state that Flex Upgrade is beneficial when patients are unsure about which technology levels to choose, choose. And then it's actually there as a peace of mind of being able to offer upgradability if their lifestyle changes. So we absolutely see this harmonization and synchrony between the three of Flex Trial, Log et al and Flex Upgrade as being a really powerful tool altogether. With Coach, this is beyond the first fit.

We know there's a lot to remember and you just saw the statistics, statistics too, where 75% of information can be lost after almost a week. Well, how much do we have to sometimes learn? It's about 111 unique items to successfully manage hearing aid use. So we allow these Coach messages to be at the fingertips through the Remote plus app. And that makes it really easy for your patients to have essentially you, the clinician, on their shoulders without you having to exhaustively spend a lot of counseling on repeated tests that they should adopt.

We have ratings here. It's a compelling tool. This allows your patient to be able to give real feedback in that moment and it is captured through the Remote plus app. So we've got more to work with and I want to be practical with all of you that ratings is actually positive. A lot of them, we have 60% of ratings that are positive because patients also do want to share their good output outcomes.

But if they aren't doing as well as they could, they can create a rating. It takes an internal snapshot of what's happening with the hearing instruments. You get that information and then you can proactively actually be able to counsel or maybe have to adjust a manual program. Or you may even be able to introduce an optional app program that they can address at their fingertips.

Success check. This is our newest tool that joined our experience tech tools recently and this is more driven for you as a provider. It is where you can provide even a better care to your patients. So help you and your patients with success. Check where you can know what to expect from the follow up.

You'll get a lot of this data ahead of time because it's driven by the Synova cloud. Here you can see that all the information is made available. You open up their software last session, you read it off and then when they come in you can troubleshoot and proactively address the things that maybe they need more focus on. And rounding out is our remote adjust. This is the ability to be able to give personalized care with fewer in person appointments because it's also no virtual appointment is necessary.

It is an actual asynchronous approach here. So this makes it super easy. Delivered by you through the software, received through the app and they've just apply it. So in summary, with our experienced tech tools here it is where there's a lot of confidence that 91% of our customers confirm that Unitron gives them the right tools to deliver the best hearing experience. Because remember, experience is truly everything.

And we're able to do that with our Vivante portfolio because as you've seen from beginning to end, there are a lot of possibilities. Open wide with choices on your side with Vivante here and your patience and you have everything from being easy to wear, easy to hear and easy for you. Thank you for attending. My name is Christina Petritis, Senior Audiology and Education Manager at Unitron and we welcome you to the Vivante Experience Experience.

I will remain on. I do realize it's a couple of minutes over for any Q and A. I've been watching it though too and nothing has come in. But I'm happy to remain on just for a couple minutes, but I appreciate everyone's attendance.

It.