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Leveraging AI for Enhanced Sound and User Experience in Hearing Aids

Joshua M. Alexander, PhD, CCC-A

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Joshua Alexander, PhD, CCC-A, is an Associate Professor in the Department of Speech, Language, and Hearing Sciences at Purdue University, where he has recently been appointed the Innovation and Entrepreneurship Fellow for the College of Health and Human Sciences. He received his B.S., M.S., and Ph.D. in Audiology from the University of Wisconsin-Madison, where he also researched speech perception as a post-doctoral scientist. Additionally, he completed clinical and post-doctoral fellowships at Boys Town National Research Hospital in Omaha, Nebraska.

Dr. Alexander is dedicated to advancing speech understanding and reducing listening effort for hearing aid users. He has developed a sophisticated hearing aid simulator that replicates the features of commercial hearing aids. This tool has been instrumental in at least 14 peer-reviewed articles, 5 NIH grants, and the discovery of significant new knowledge, resulting in four U.S. patents.

Funding from NIH and hearing aid manufacturers have supported his research. He consulted on an NIH SBIR grant for Creare, LLC, which created the Tympan open-source audio processing platform. Initially conceived as an open-source hearing aid, this platform is now being expanded into a comprehensive audiological test suite, with Purdue serving as the primary test site.

Disclosures

- **Presenter Disclosure:** Financial: Joshua Alexander is an employee of Purdue University and has past research support from: The National Institutes of Health; The Indiana Clinical and Translational Sciences Institute; The William Demant Holding Group; Sonova Holding AG. He is a paid consultant for Creare, LLC on an NIH SBIR project to develop an open-source, master hearing aid. Dr. Alexander is the recipient of speaker honoraria from Signia, Oticon, Phonak, Starkey, and ReSound hearing aid companies. He received an honorarium for presenting this course. Non-financial: Joshua Alexander has no relevant non-financial relationships to disclose.
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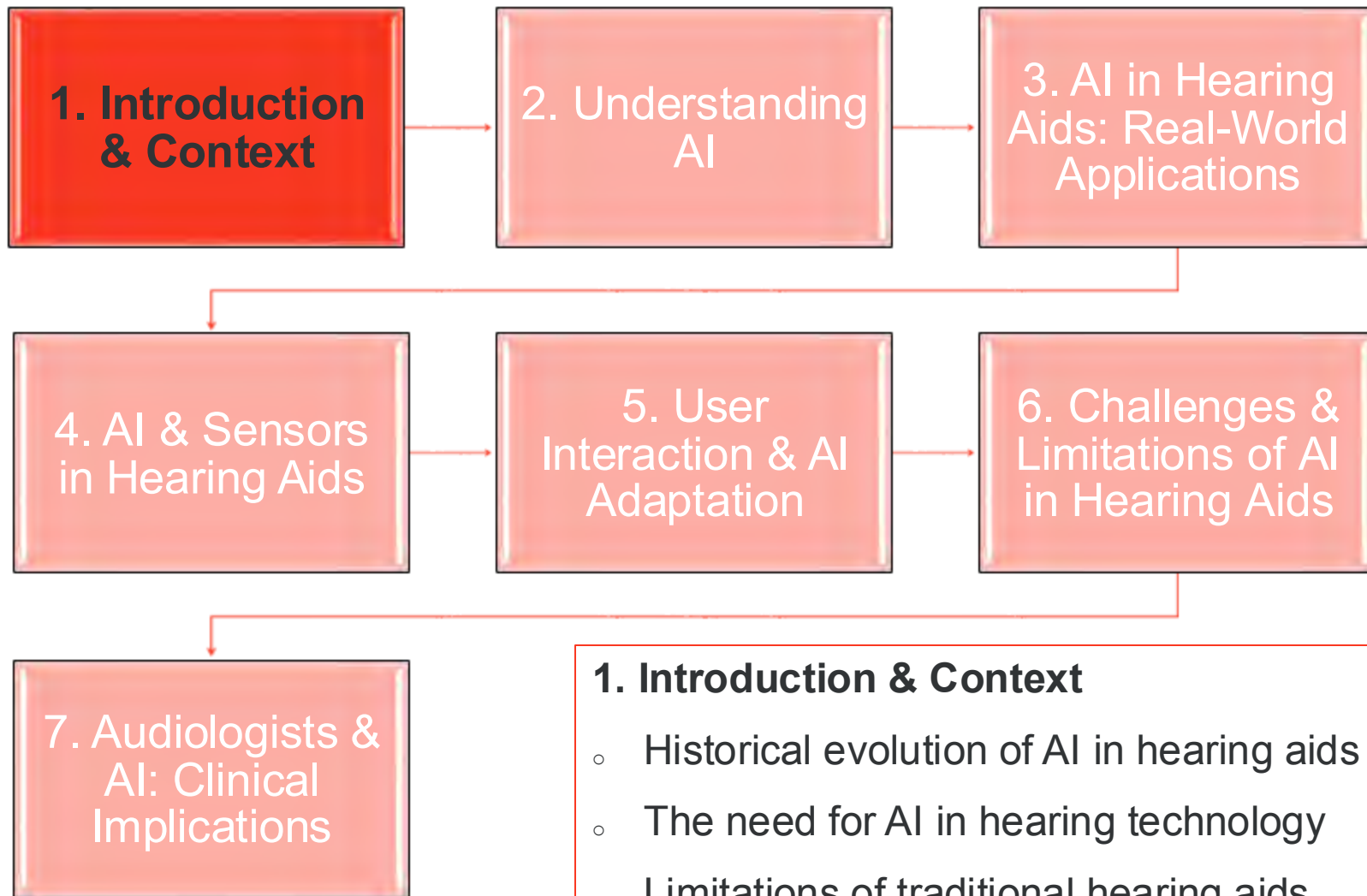
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Learning Outcomes

After this course, participants will be able to:

- Identify the key advancements in AI technology that have been integrated into modern hearing aids.
- Explain how AI algorithms in hearing aids adapt to users' listening environments and preferences.
- Describe the role of sensors and AI in enhancing hearing aid functionality.

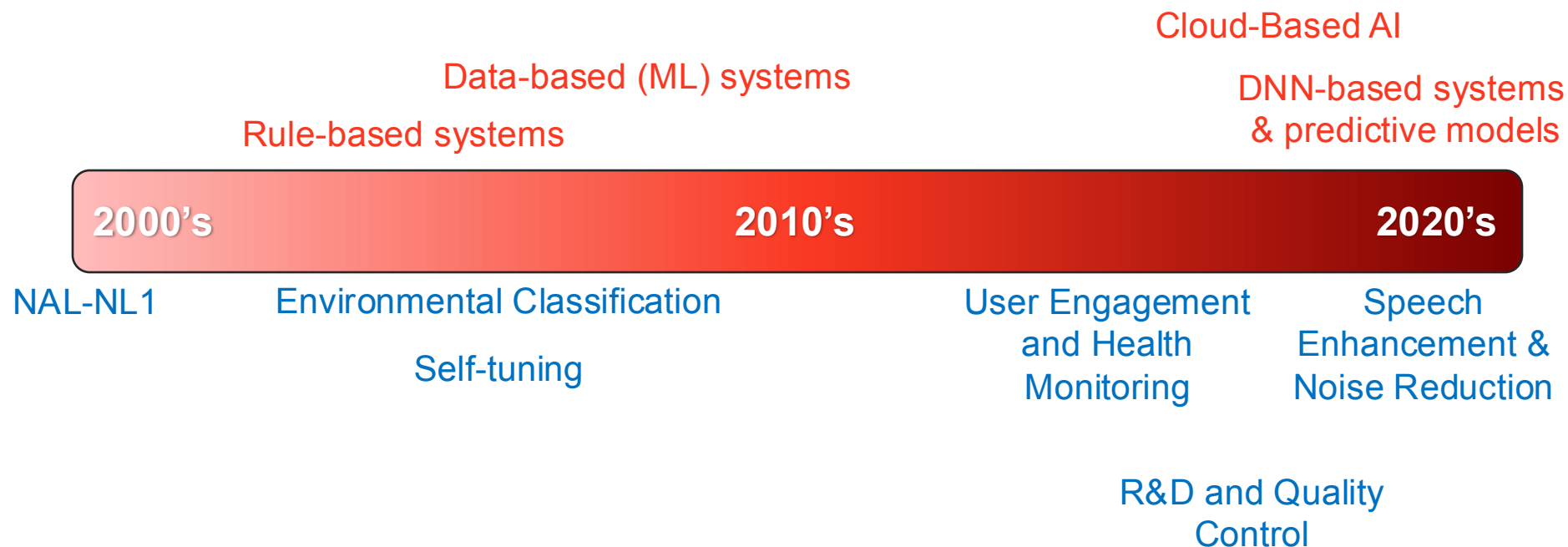
Roadmap



1. Introduction & Context

- Historical evolution of AI in hearing aids
- The need for AI in hearing technology
- Limitations of traditional hearing aids

Historical Context: Evolution of AI in Hearing Aids



- AI in hearing aids has evolved from simple automation to advanced, data-driven systems

AI Solutions to Traditional Problems

Limitations of Traditional Hearing Aids

- **Fixed Noise Reduction:** struggles in dynamic environments (e.g., background noise in restaurants)
- **Manual Adjustments Required:** users must frequently adjust volume and settings
- **Limited Personalization:** one-size-fits-all processing that doesn't adapt to individual users
- **Difficulty Understanding Speech:** cannot distinguish target speech from competing voices

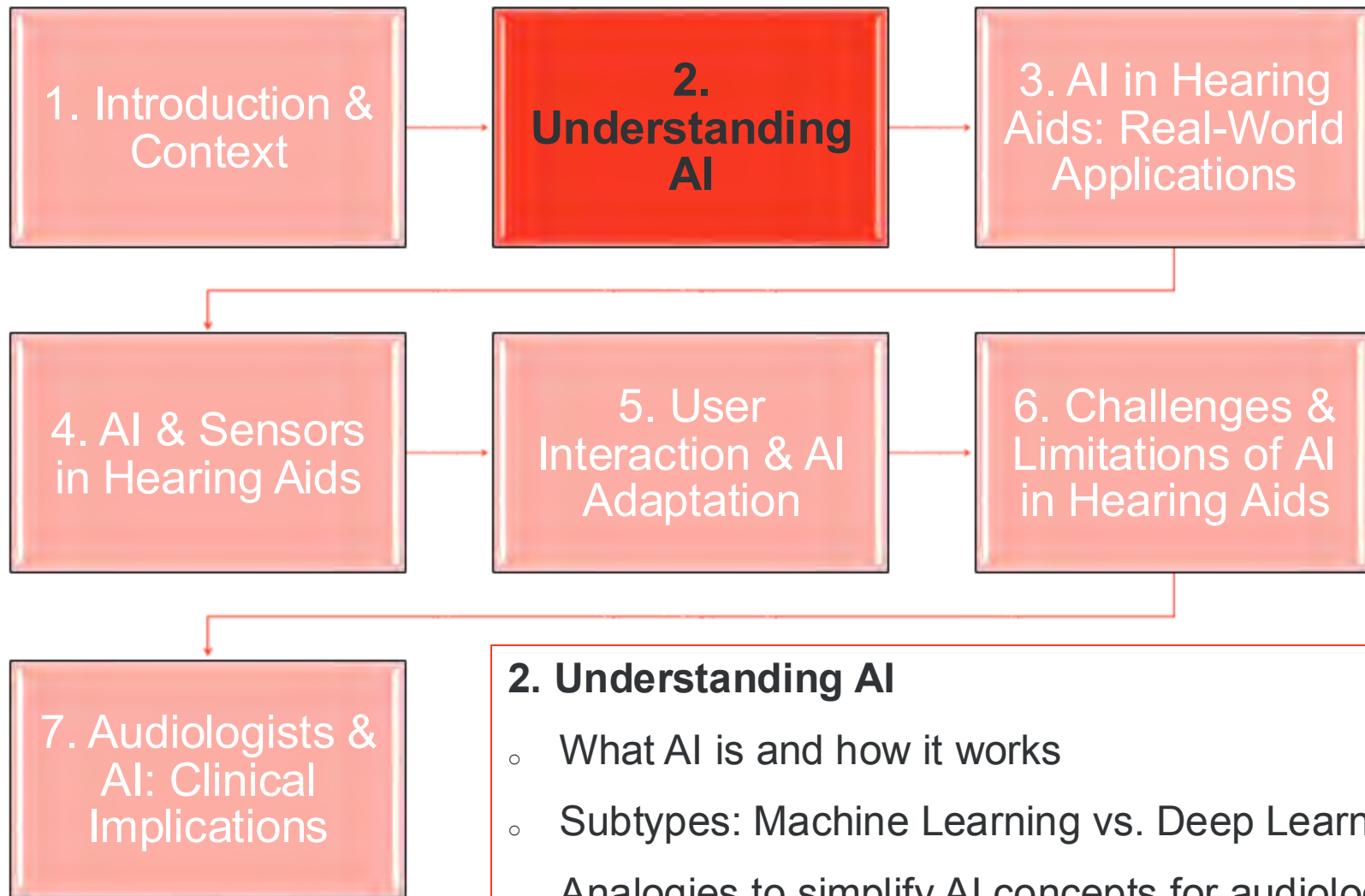
Goals of AI-driven Hearing Aids

- **Adapt in Real-Time:** continuously fine-tune sound settings
- **Learn User Preferences:** remember user adjustments and improves over time
- **Environmental Awareness:** classify sound environments and adjusts accordingly
- **Enhance Speech Clarity:** identify and prioritizes speech signals

Beyond Amplification: The Need for AI in Hearing Aids

- Making sound loud is easy
 - *“One of the most important jobs of a hearing aid is to control the amplification process by attenuating the right sounds at the right frequencies, times, and direction of arrival”*
- **Challenges**
 - Assumptions about what is meaningful to the user and what the average person's ear and brain need to process the information
 - What is meaningful to the user is not always speech and does not always arrive from the front

Roadmap



2. Understanding AI

- What AI is and how it works
- Subtypes: Machine Learning vs. Deep Learning
- Analogies to simplify AI concepts for audiologists

What is AI?

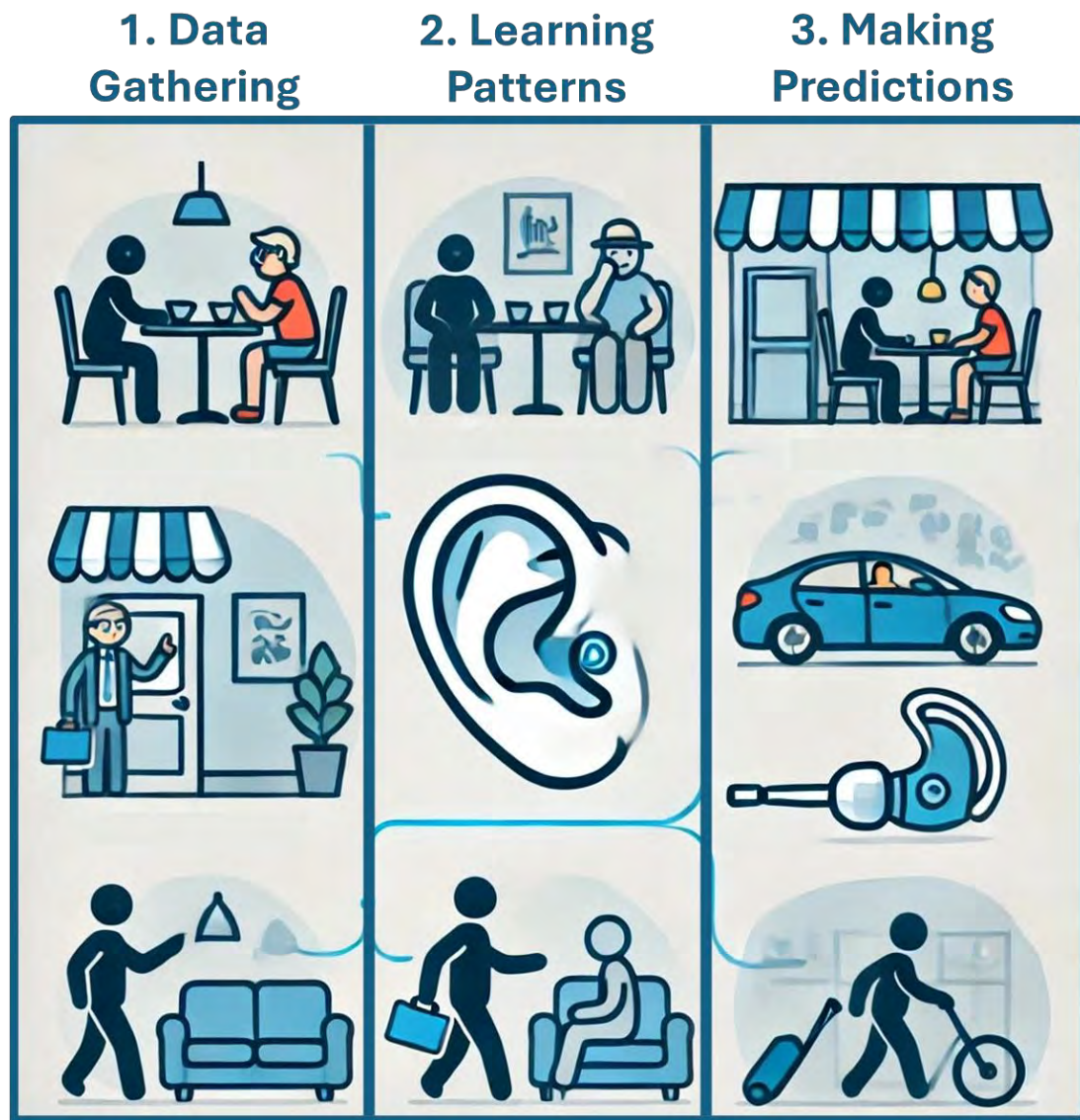
- Artificial Intelligence (AI) refers to the creation of systems that can perform tasks typically requiring human intelligence, such as **learning, decision-making, and pattern recognition**
- AI systems **improve their performance** by
 1. **Analyzing** vast amounts of data
 2. **Identifying patterns**
 3. **Making predictions** based on this data

Subtypes of AI

- 1. Machine Learning (ML):** a **subset of AI** where systems learn from data and improve over time without being explicitly programmed
 - Uses algorithms to find patterns in data
 - Once the system “learns” from this data, it can make decisions or predictions
 - 2. Deep Learning:** a more advanced **subtype of machine learning** that uses neural networks with multiple layers (hence “deep”) to process complex data
 - Neural networks mimic the human brain by processing data through interconnected layers, with each layer refining the information further
- 

Machine Learning Analogy

Imagine you have an audiologist who follows a user around, helping them adjust their hearing aid settings throughout the day. Over time, this audiologist becomes better at predicting the user's needs.



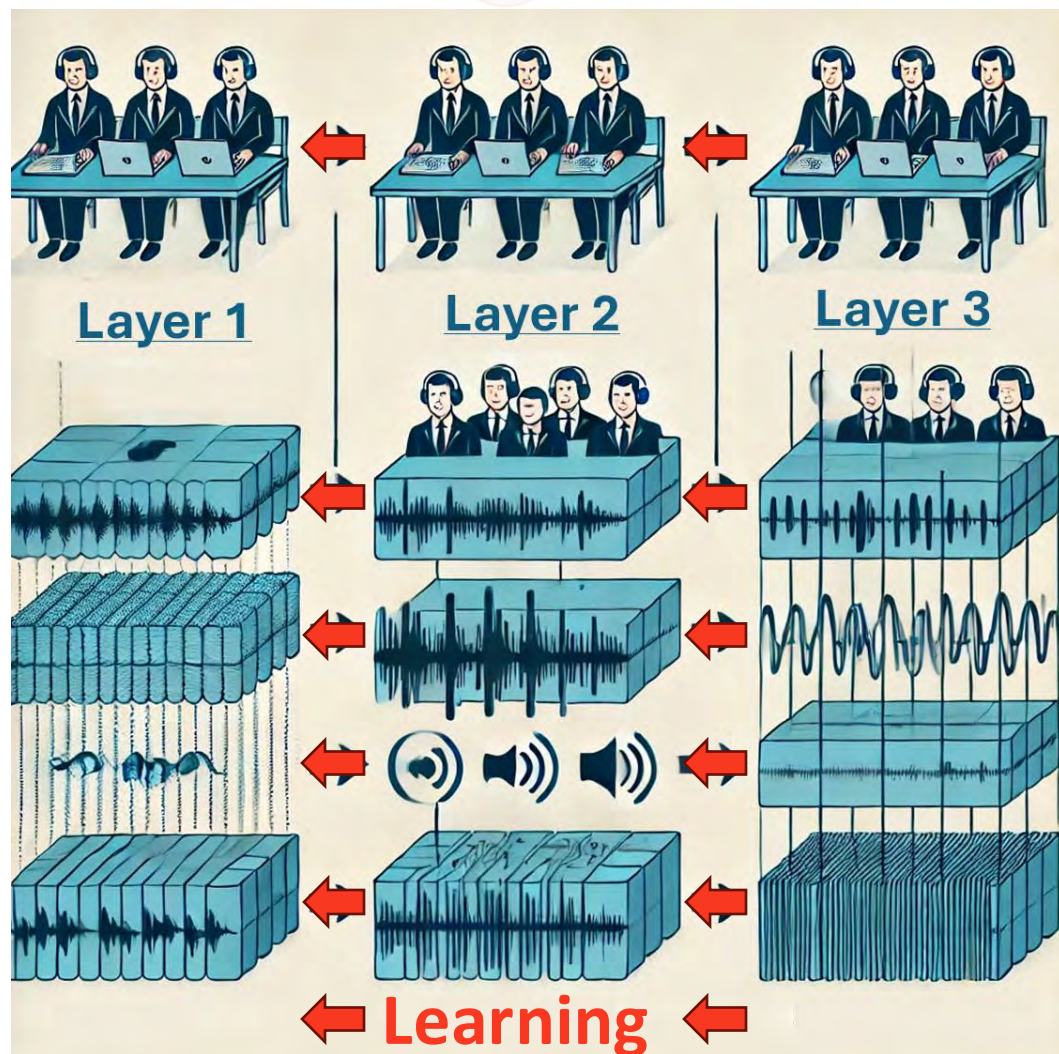
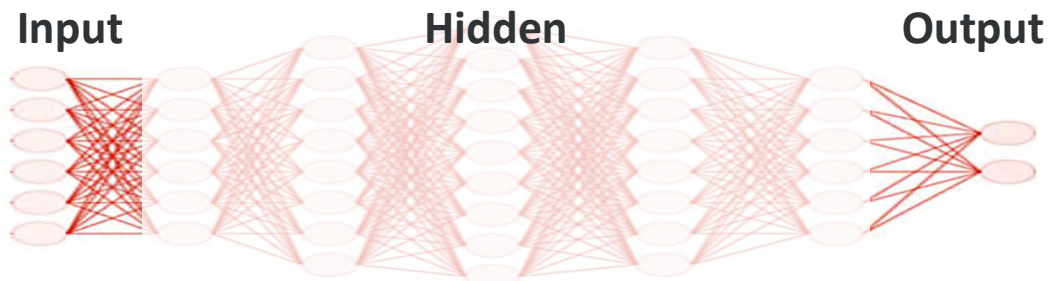
4. Improvement Over Time

DNN Analogy

A neural network is like many **teams of audiologists** working together to analyze a patient's hearing complaints

Each layer (millions to billions) in the neural network is like a team of audiologists with similar expertise, with each audiologist like a 'neuron.'

The job gets passed from one team to the next. Each team refines the information and adds their expertise before passing it to the next team.



Machine vs. Deep Learning

Aspect	Machine Learning	Deep Learning
Structure and Complexity	Works with structured data , often requiring human intervention to select features	Uses neural networks with many layers to automatically learn from structured and unstructured data
Data Processing	Requires structured data , struggles with unstructured data unless features are manually extracted	Handles unstructured data and automatically learns features using multi-layered neural networks
Learning Ability	Improves with more data but plateaus ; requires human intervention to tune parameters	Continues to improve with larger datasets ; highly data-hungry, learns complex patterns automatically
Applications	Used for less complex tasks like predictive analytics, pattern recognition, and recommendation systems	Used for more complex tasks like image recognition, natural language processing, and real-time sound processing
Computation Power	Computationally efficient , can run on standard computers	Requires substantial computational power and specialized hardware like GPUs

- **Key Takeaway**

- **Machine Learning** efficiently focuses on solving specific problems with structured data, requiring human input to define the features
- **Deep Learning** uses complex neural networks to process unstructured data and solve more complex problems with minimal human intervention
- In the context of hearing aids, **deep learning** enables more sophisticated sound processing, while **machine learning** can handle simpler tasks like adjusting settings based on the environment

Devices and Timing of AI Processes

- **Supercomputers**

- Used in the research and development phase for designing algorithms based on past data

- **Cloud** (*also supercomputers*)

- Processes large amounts of data and continuously updates hearing aid algorithms by learning from the usage patterns of many users
- While most cloud-based AI improvements are made after the fact (*i.e.*, not in real-time during active use), they provide ongoing algorithm improvements that can be downloaded to hearing aids

Devices and Timing of AI Processes

- **Smartphones**

- Act as intermediaries, processing AI commands and relaying data between the hearing aids and the cloud
- Smartphones help manage non-real-time processes like syncing settings and updates

- **Hearing Aids**

- AI-based solutions may be **hard coded** on the chip
- Real-time AI processes (*ML and relatively shallow DNN*) may occur within the hearing aids, where the AI must adjust in real time for tasks like noise reduction and sound adaptation

What Does AI in Hearing Aids have in Common with other AI Applications?

- **Learning from Data:** Like AI in streaming services (e.g., Netflix), hearing aids use machine learning to adapt based on user preferences and behaviors
- **Real-Time Processing:** Like AI in self-driving cars, hearing aids must process environmental inputs instantaneously to provide accurate responses
- **Pattern Recognition:** Both systems recognize patterns (e.g., speech vs. noise for hearing aids, or stop signs for cars)

What Makes AI in Hearing Aids Unique?

- **User-Specific Adaptation:** Unlike general-purpose AI (e.g., voice assistants), hearing aids can adapt to the unique auditory preferences and needs of each user
- **Ultra-Compact Design with Low Power:** AI in hearing aids must operate on tiny, battery-powered devices, balancing real-time processing with energy efficiency
 - Self-driving cars rely on large computers and external power while hearing aids function within a space the size of a fingernail

What Makes AI in Hearing Aids Unique?

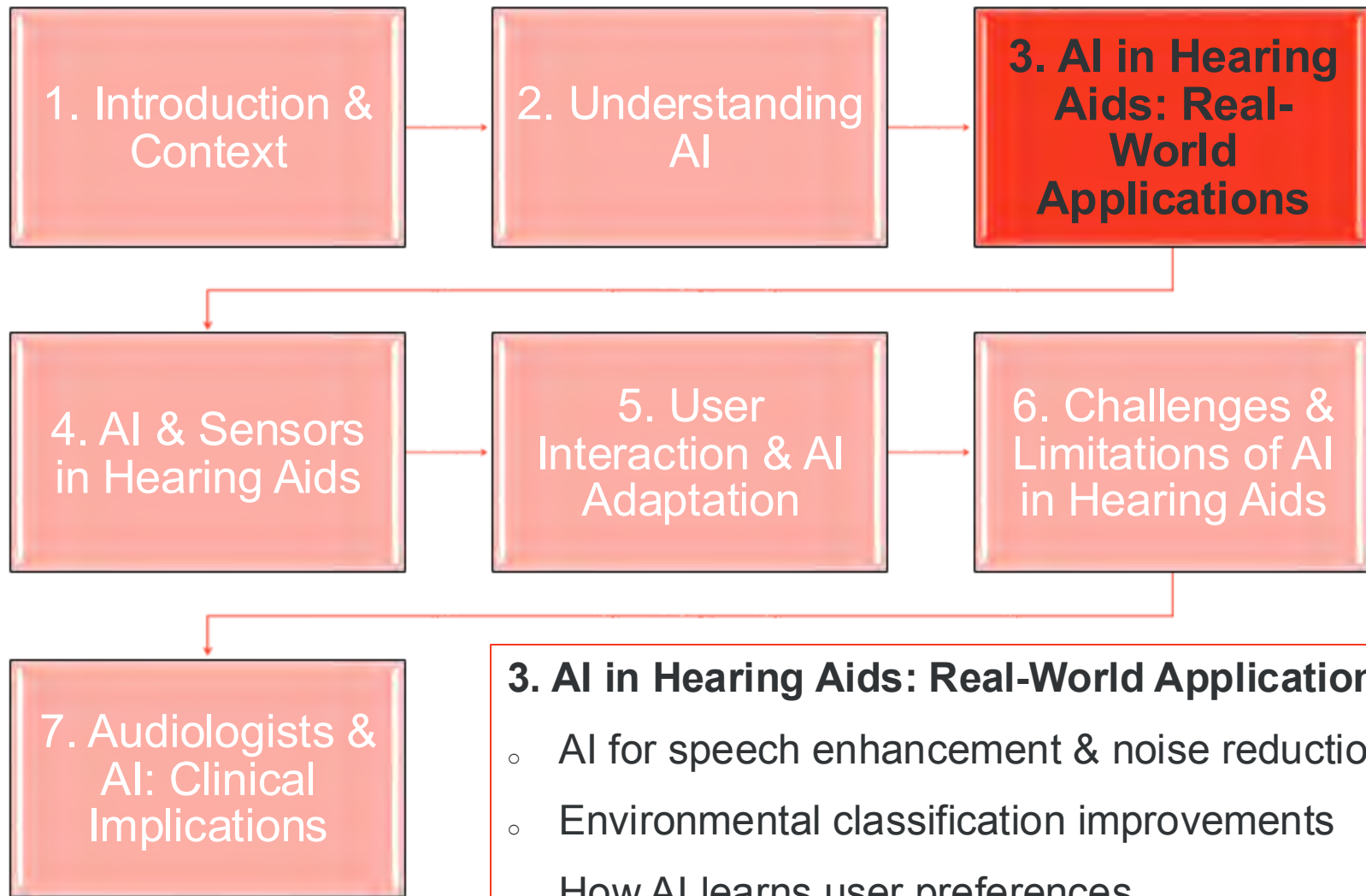
- **Real-Time Environmental Classification:** dynamically adjust to a range of environments (e.g., quiet rooms, noisy restaurants, outdoors)
 - Voice assistants operate in static environments where sound sources are less complex
- **Human-Centric Impact:** can directly impact cognition, communication, and quality of life, making it more critical to minimize errors compared to other AI systems
 - Misclassification in hearing aids can lead to frustration in communication, while a voice assistant misunderstanding a query has fewer consequences

What Makes AI in Hearing Aids Unique?

*AI in hearing aids must balance **user personalization, environmental complexity, and real-time processing within compact devices**, making it uniquely tailored compared to other AI applications*



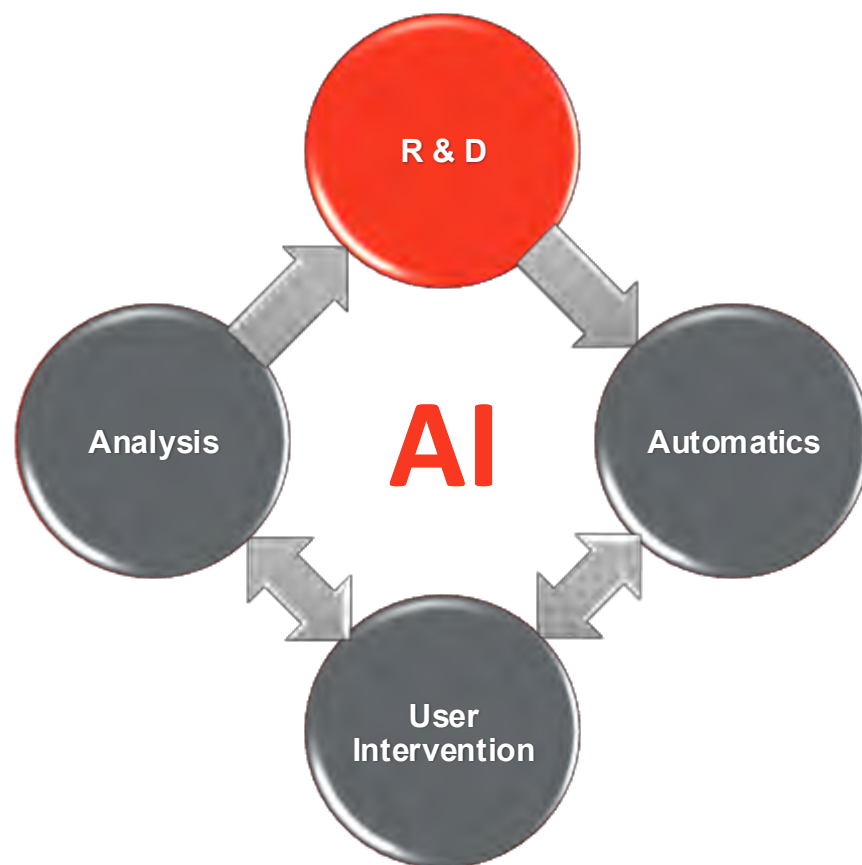
Roadmap



HatGPT

- HatGPT is a fun acronym: “**H**earing **A**id **T**echnology **G**uided by **P**redictive **T**echniques”
 - Combines AI, machine learning, and deep learning to predict and adapt to users’ hearing needs in various environments
 - Uses data-driven predictions to optimize sound processing and enhance the listening experience
 - AI in hearing aids, exemplified by HatGPT, is transforming how audiologists can deliver customized care by leveraging advanced data analysis and predictive techniques

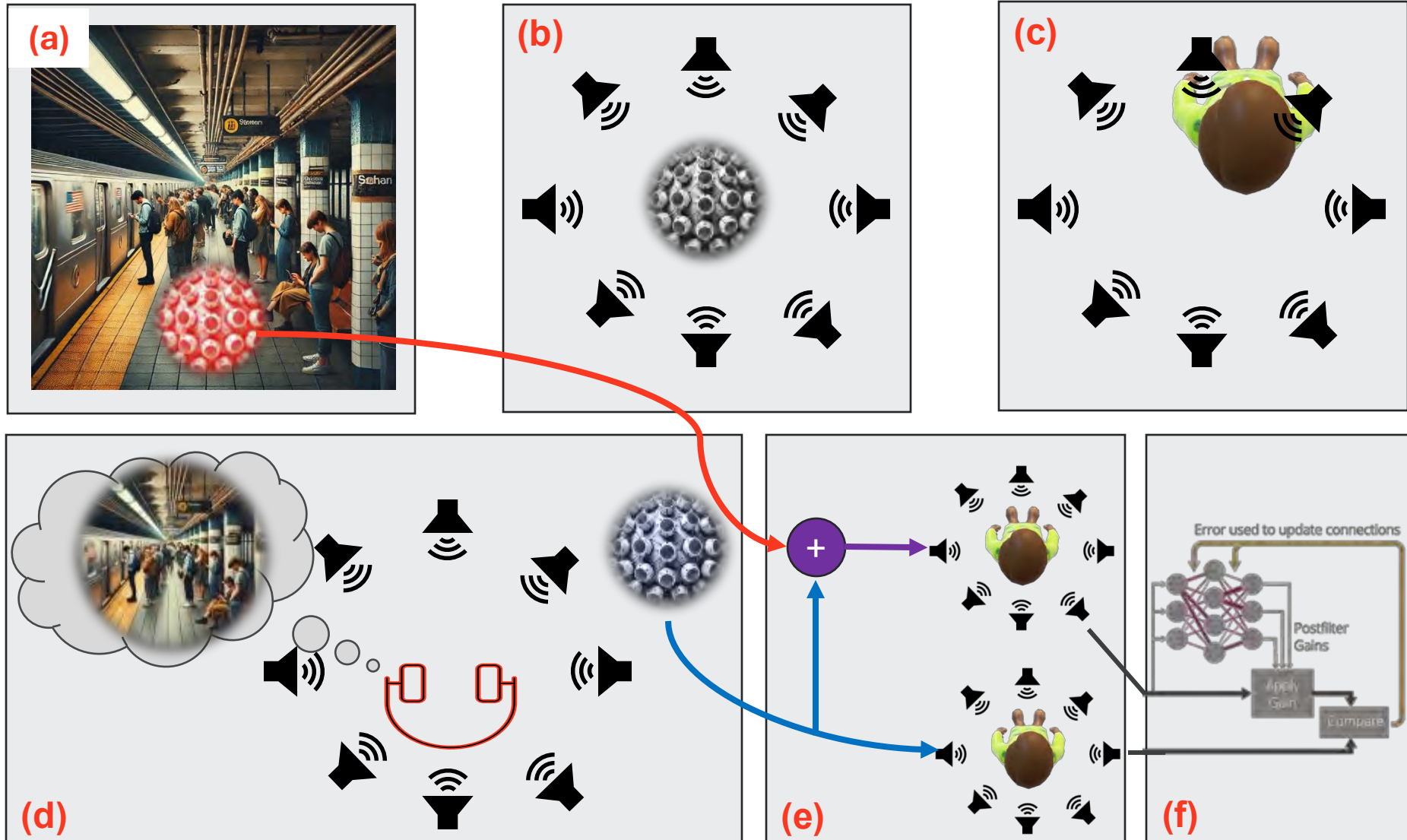
Ideal Cyclical Integration of AI in Hearing Aids



AI in Research & Development

- **Algorithm Development**
 - Researchers can train AI algorithms to understand complex listening environments ($10^4 - 10^7$ samples)
 - Adaptive algorithms that can automatically adjust hearing aid settings based on the acoustic environment
 - Deep learning models can be trained on vast datasets to improve real-time algorithms that separate speech from noise
 - AI-driven text-to-speech algorithms can be used to predict how humans will perceive processed speech in different conditions, enabling engineers to rapidly test and refine algorithms, thereby reducing R&D time

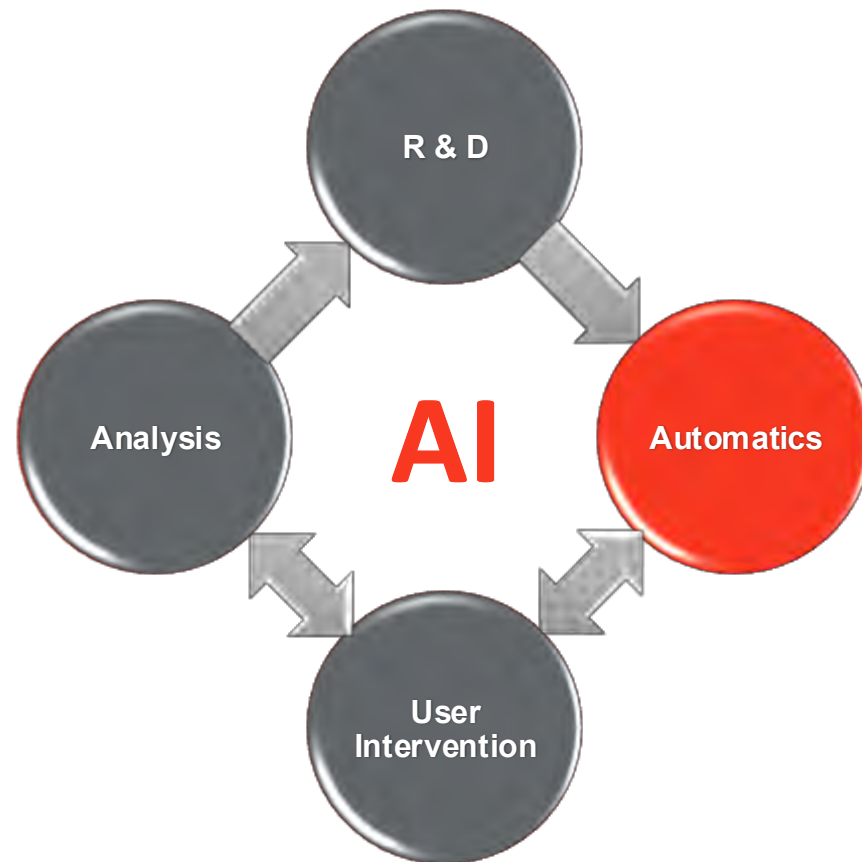
DNN-Based Noise Reduction



DNN-Based Noise Reduction

- Can use directionality and binaural beamforming systems to inform the algorithm to get better estimates of SNR across time and frequency while presenting the user with a **broader microphone response**
 - May achieve improvement in SNR and speech intelligibility equivalent to using directionality
 - Directionality, especially beamforming, requires the user to keep the person or thing they want to listen to in the beam of focus, which can be difficult in multi-talker environments where the target talker may change unexpectedly

Ideal Cyclical Integration of AI in Hearing Aids

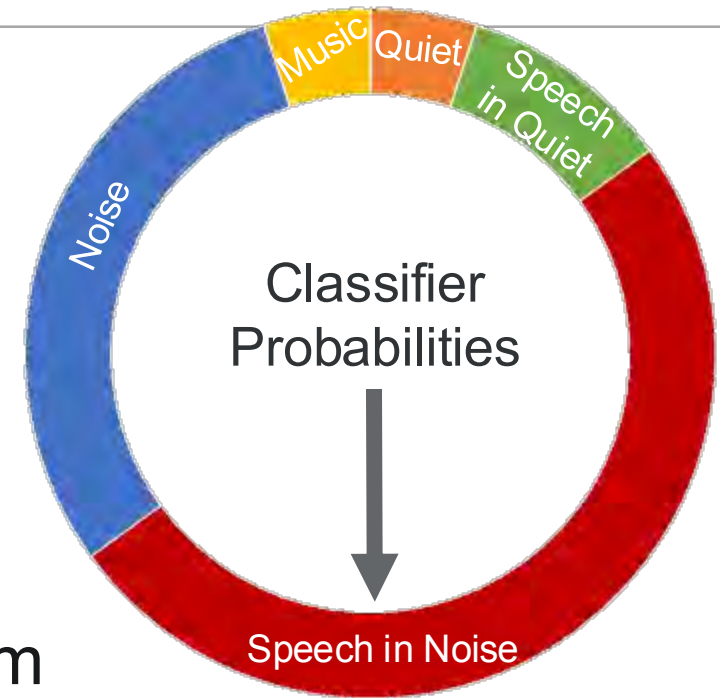


Key Problems Addressed by Environmental Classifiers

- Hearing aid users frequently move between different acoustic settings (e.g., quiet rooms, noisy streets, restaurants, and outdoor areas)
- Without classifiers, manual adjustments would be required to optimize sound processing in each environment, making hearing aids less user-friendly and more cumbersome to use
 - Constant manual adjustments can cause fatigue and inconvenience, reducing the overall effectiveness of hearing aids

What Classifiers Do

- They sample the listening environment and generate probabilities for each of the options in the automatic program
- The hearing aid switches to the option with the highest probability; updates as the listening environment changes
- **Classifiers are often trained using AI**
 - How the hearing aid **responds** (*i.e.*, program and features that provide an optimal acoustic solution) after classifying the environment is often trained by AI



Evolution of Environmental Classification in Hearing Aids

- **Rule-Based Classifiers (2000s)**

- **Yesterday's classifiers** required engineers to create rule-based predictions for different environments, based on overall sound levels and types (e.g., signal-to-noise ratio)
- Limitations stemmed from an incomplete understanding of the complex acoustic environment

- **Machine Learning Integration**

- **Today's classifiers** are pre-trained on vast datasets of real-world acoustic signals, allowing hearing aids to **adapt more accurately to dynamic environments**
 - *Accuracy across a wide variety of environments, including environments that are not commonly encountered is crucial*

- **DNN Learning**

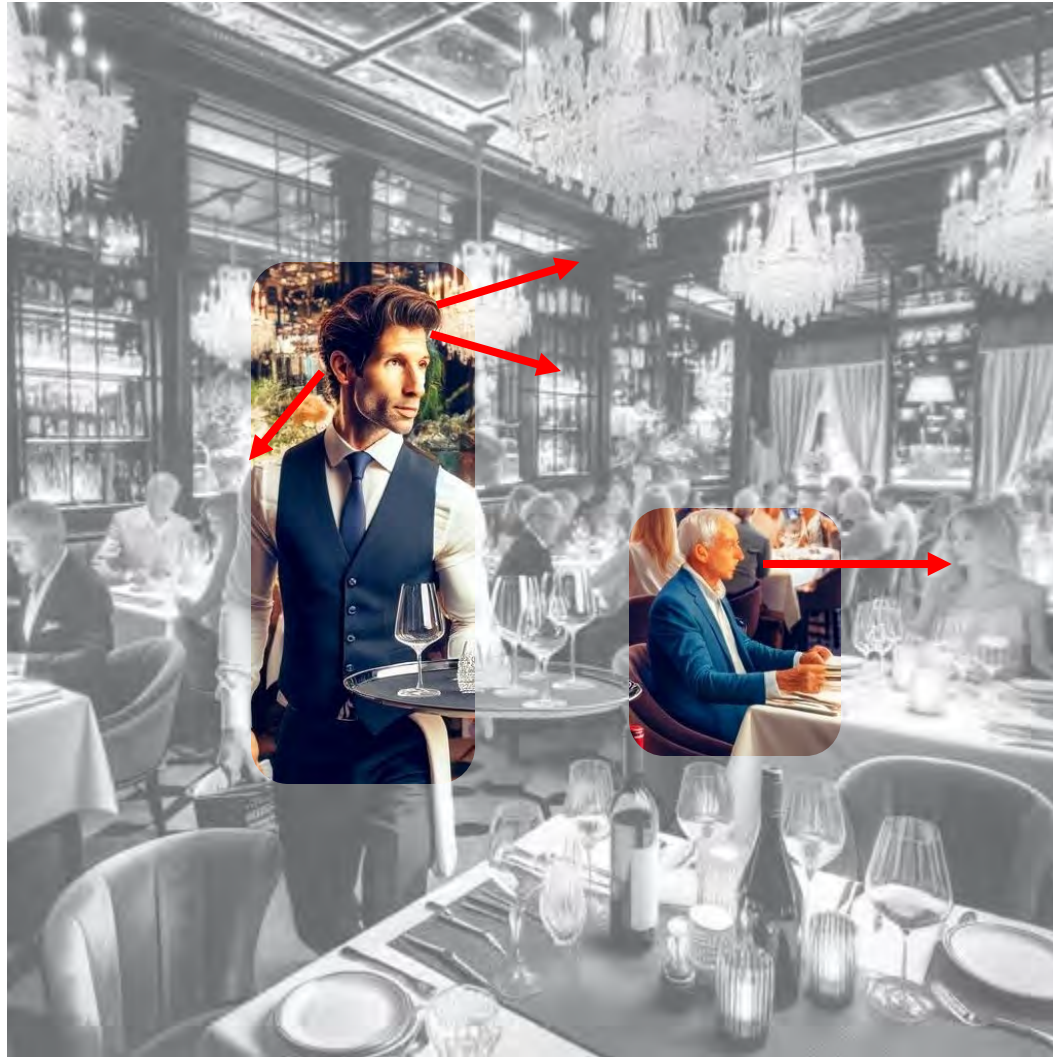
- **Tomorrow's classifiers** may be able to *learn* in real-time and adapt to the user's unique sound environments

Acoustic Classifiers Can and Do Fail

- **Fail to accurately capture**
 - The listening environment
 - The user's listening needs
 - The user's listening intents



Listening Needs



Effective Directionality



Directional Focus

- Monaural beamforming
- Binaural beamforming



Mediated by:

- Acoustic coupling to the ear
- Independent/joint signal processing

“Mental Spatial Map”



Environmental Awareness

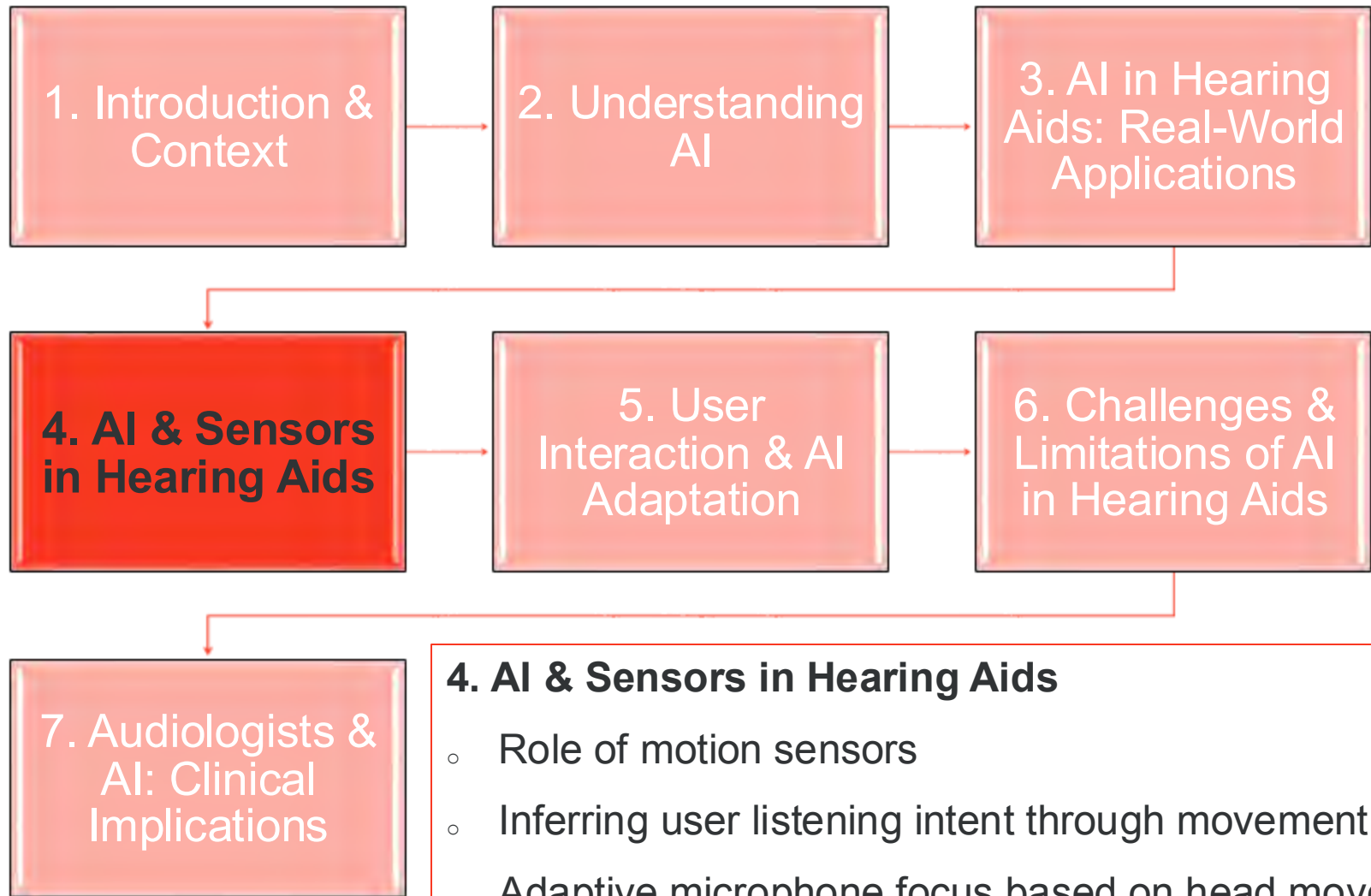
- Pinna acoustics → **Monaural cues**
- Interaural time differences (ITDs) → **Low Freq. Binaural cues**
- Interaural level differences (ILDs) → **High Freq. Binaural cues**

Listening Intents

Two individuals can be exposed to the **same acoustics** in the same listening environment but require different signal processing solutions if they have **different listening intents**

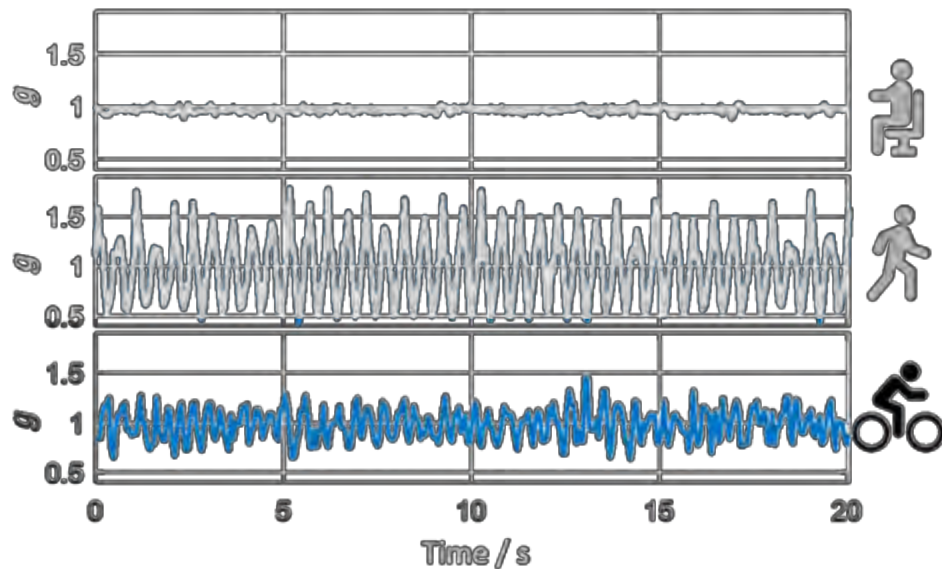


Roadmap



Sensors

- Dual microphones and binaural processing
- **Motion sensors**
 - **Accelerometers:** measure linear acceleration and detect changes in speed or direction
 - **Gyroscopes:** measure rotational motion or angular velocity around an axis
 - **Magnetometers:** detect magnetic fields by finding the direction of the Earth's magnetic field (like a compass)
- AI can be used to develop algorithms that incorporate sensor data
 - Develop algorithms that learn how to **combine data** from multiple sensors (microphones, motion, etc.) to better understand the user's environment
 - Learn from **large datasets** to understand patterns of behavior and environmental conditions, using those patterns to optimize the hearing aid's response in various situations
- **Hearing aids can use sensor input and AI to adapt to dynamics**



Inferring Listening Intent through Head Movement

- **Action:** When a user **turns their head** toward a sound source, such as a dinner companion in a noisy restaurant, it typically indicates a desire to focus on that conversation over other sounds in the environment
 - **Hearing aid:** Adjusts the microphones to narrow focus on the direction of focus



Inferring Listening Intent through Head Movement

- **Action:** In a setting with multiple conversations, **frequent head turns** towards different speakers, such as during a family gathering, suggest the user is trying to switch focus between conversations
 - **Hearing aid:** Adjusts to omni-directional or wide-directional mode to allow the user to scan their environment and then narrows if the head-turning stops

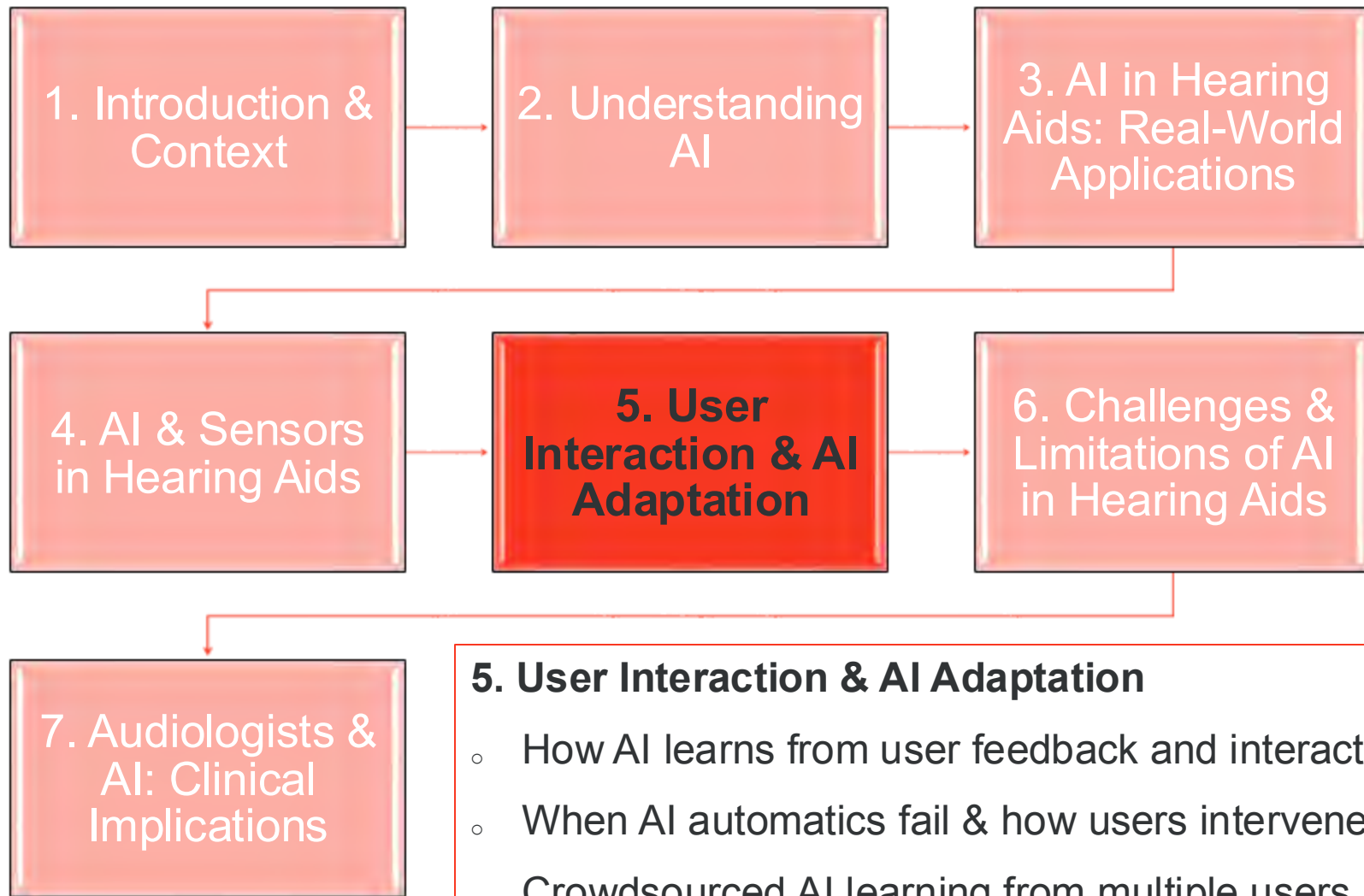


Inferring Listening Intent through Head Movement

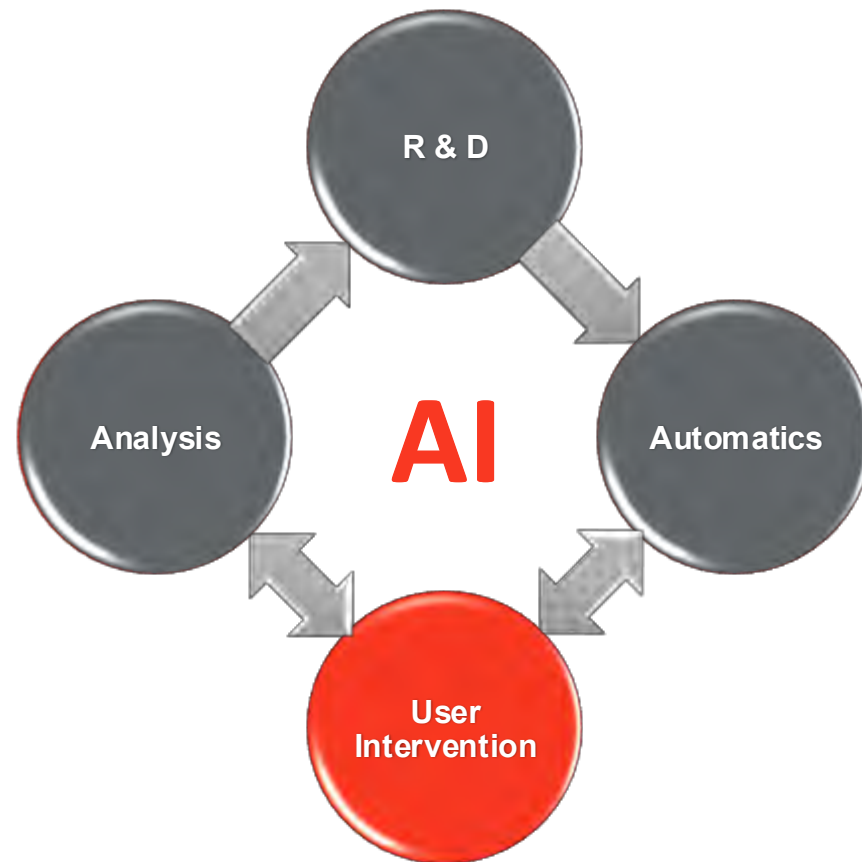
- **Action:** A subtle **head tilt or leaning in** towards a speaker, such as during a large social gathering, indicates difficulty hearing or increased attention to a particular conversation, especially in noisy environments
 - **Hearing aid:** Adjusts to narrow beam forming and aggressive noise reduction



Roadmap



Ideal Cyclical Integration of AI in Hearing Aids



Learning from User Interactions

- **Behind-the-scenes learning from user adjustments**
 - AI can capture how users adjust their hearing aids in different environments
 - The data helps AI fine-tune automatic settings for future scenarios to create a more personalized user experience
- **Continuous improvement through AI**
 - Over time, the hearing aid becomes smarter and more attuned to the user's preferences

User Interaction with AI When Automatics Fail

1. User works with AI to find an optimal solution

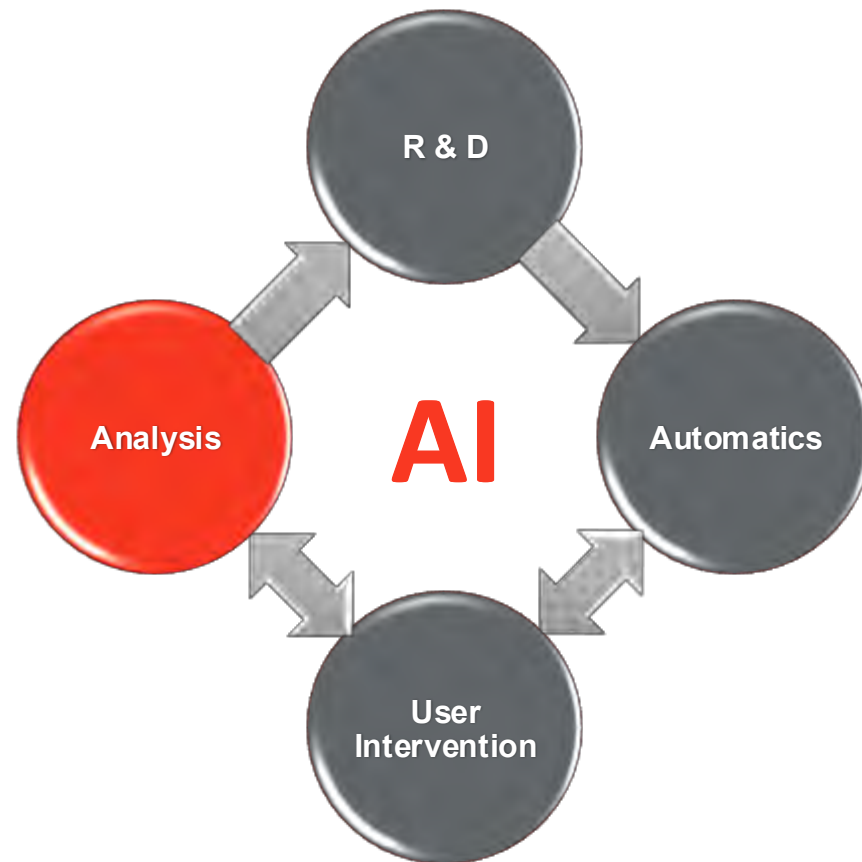
- The user provides input through an app or hearing aid interface
- AI refines the settings in real-time based on user feedback
- **AI Learns**
 - AI adapts to the user's preferences and future listening situations based on the feedback provided
 - **Example:** If the user adjusts settings in a noisy restaurant, AI remembers this and improves its future automatic responses in similar environments
 - **Crowdsourced data:** AI can aggregate data from multiple users to refine the algorithms for all users based on collective preferences

User Interaction with AI When Automatics Fail

2. User engages AI to automatically fine-tune settings

- The user interacts briefly with the hearing aid or app (e.g., a double-tap or pressing a button)
- AI activates more advanced processing to adjust settings without requiring further user input, resulting in **real-time optimization**
 - Fine adjustments to parameters like volume, noise reduction, speech enhancement, and directionality on the fly
 - **Example:** In a crowded space, automatically adjust microphone focus and amplification to enhance speech clarity and reduce background noise

Ideal Cyclical Integration of AI in Hearing Aids



AI in Research & Development

- **User data analysis**

- AI is used to analyze large datasets to improve hearing aid performance
- AI systems in the cloud aggregate data from many users to continuously improve hearing aid algorithms
 - Make ongoing adjustments and improve future firmware updates for existing products
 - Refine or create **smarter and more responsive** algorithms for the next generation of products

AI in Quality Control

- **Optimize earmold and dome selection**
 - Make recommendations using 'big data'
- **Prevent performance degradation**
 - AI can help identify potential issues before they become noticeable to users by monitoring streaming stability, battery performance, hardware integrity, etc.
- **Proactive maintenance**
 - Detecting patterns of battery issues across multiple users enables manufacturers to address the problem at a larger scale
- **Ensure hearing aid longevity and reliability**

AI and Health Monitoring

- **Health monitoring**

- Monitor physical activity and social engagement
- Fall detection systems in hearing aids outperform traditional neck-worn devices
- Track physical activities and interactions

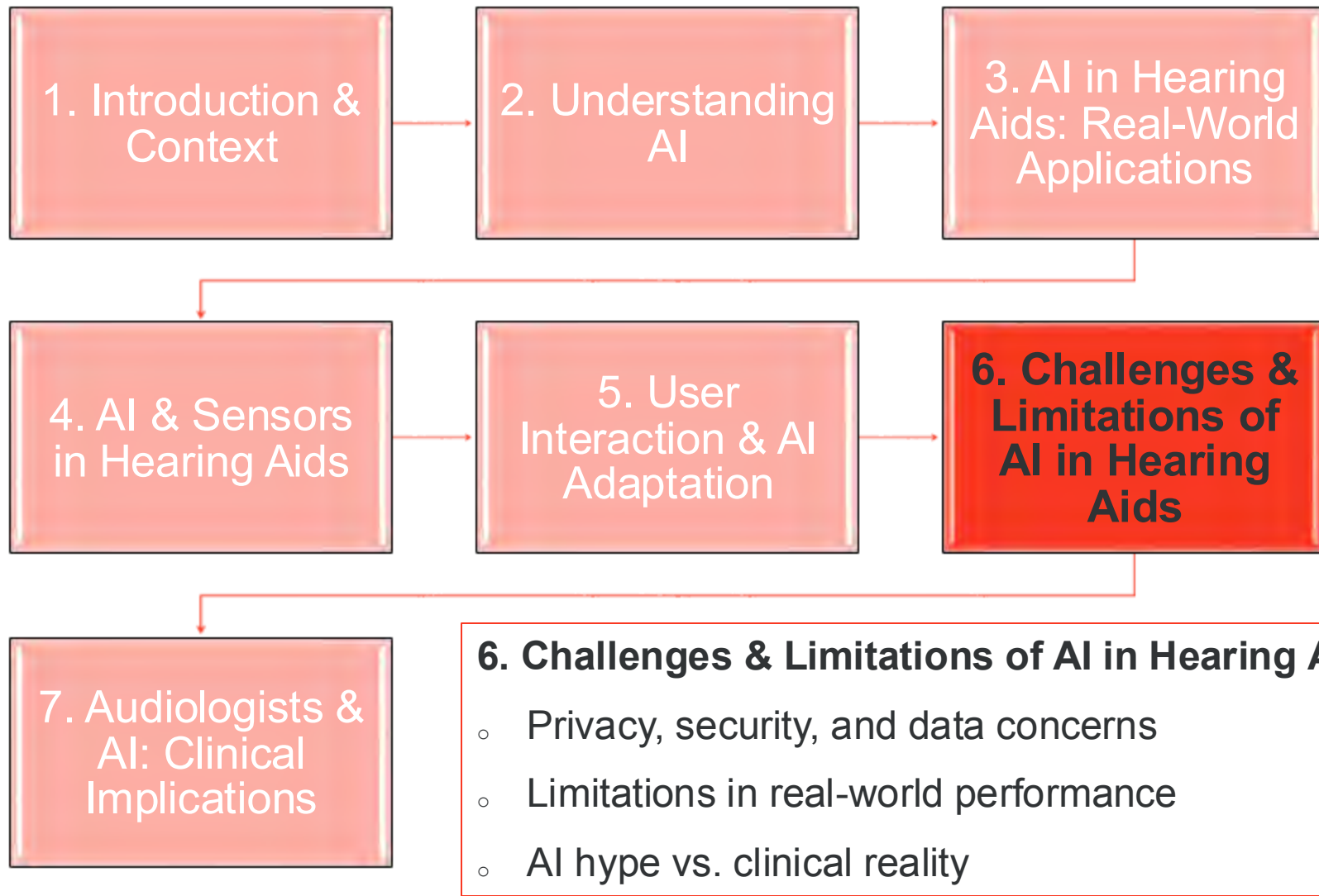
- **Personal hearing coach**

- Smartphone apps act like personal trainers
 - Track hearing aid use
 - Promote consistent engagement
 - Provide data for audiologists to optimize settings

Making Hearing Aids Smarter with Smartphones

- **Voice command control**
 - AI-driven virtual assistants allow users to control their hearing aids using voice commands, making adjustments easy and intuitive
- **Cloud connectivity for advanced features**
 - Hearing aids can connect to the cloud through smartphones to access real-time features, such as language translation

Roadmap



Challenges of AI in Hearing Aids

- **Limited Understanding of User Intent**

- AI cannot yet infer user intent, such as when a user wants to prioritize background music over a conversation or switch focus between competing sounds
 - Example: In dynamic social settings, AI may misinterpret which sounds to amplify or suppress

- **Adaptation to Rapidly Changing Environments**

- AI systems may lag when adapting to environments that change quickly, such as moving from a quiet room to a noisy street within seconds
 - Example: This delay can cause frustration for users who rely on immediate adjustments

Challenges of AI in Hearing Aids

- **Data and Privacy Concerns**

- AI-enabled hearing aids collect and analyze user data for **improved personalization** which may raise concerns about data privacy and security

- **Energy Consumption and Battery Life**

- Advanced AI processing requires significant **computational power**, which can drain batteries quickly
 - Daily use of AI *may* need to be budgeted, esp. if streaming

- **Dependence on Data Quality**

- AI systems rely heavily on high-quality training data, and **biases or gaps** in this data can lead to errors

AI Hearing Aids: Hype, Hope, or Real-World Impact?

- **Limited Independent Research:** While AI-powered hearing aids are marketed as improving speech clarity and reducing listening effort, there is a lack of large-scale, independent clinical studies verifying these claims in real-world listening environments
 - Much of the available data comes from manufacturer-led research, which may introduce bias
- **Real-World Effectiveness Unproven:** Real-world benefits remain uncertain, especially in complex, dynamic environments where multiple conversations, background noise, and individual listening preferences interact in unpredictable ways
 - More independent studies are needed to assess long-term patient outcomes and satisfaction

Differences Manufacturers In AI

- **Dedicated AI Chip vs. Integrated AI**

- Some manufacturers use a separate AI chip to handle deep learning tasks, while others embed AI processing within the same chip as other hearing aid functions (e.g., amplification, feedback management)
 - **Trade-offs:** Dedicated chips may allow more powerful AI processing, but integrated AI could be more energy-efficient

- **Power Consumption & Battery Efficiency**

- Some manufacturers optimize AI algorithms for low-power consumption to maintain longer battery life
- Others may prioritize faster AI processing, which could drain the battery more quickly

Differences Manufacturers In AI

- **Type of AI Model Used**

- Machine Learning vs. Deep Learning
 - Many proprietary varieties of each
- Some applications are fixed (**pre-trained only**) at the time of manufacture (trained using pre-recorded datasets), while others continue learning from real-world user interactions over time (**adaptive**)

- **Size & Quality of Training Data**

- Diversity of Speech & Background Noise Samples
- Authenticity of Data (Lab vs. Real-World Samples)
- Labeling Accuracy & Human Oversight
- Bias in Training Data (ages, genders, ethnicities, etc.)

Differences Manufacturers In AI

- **Use of Motion Sensors**

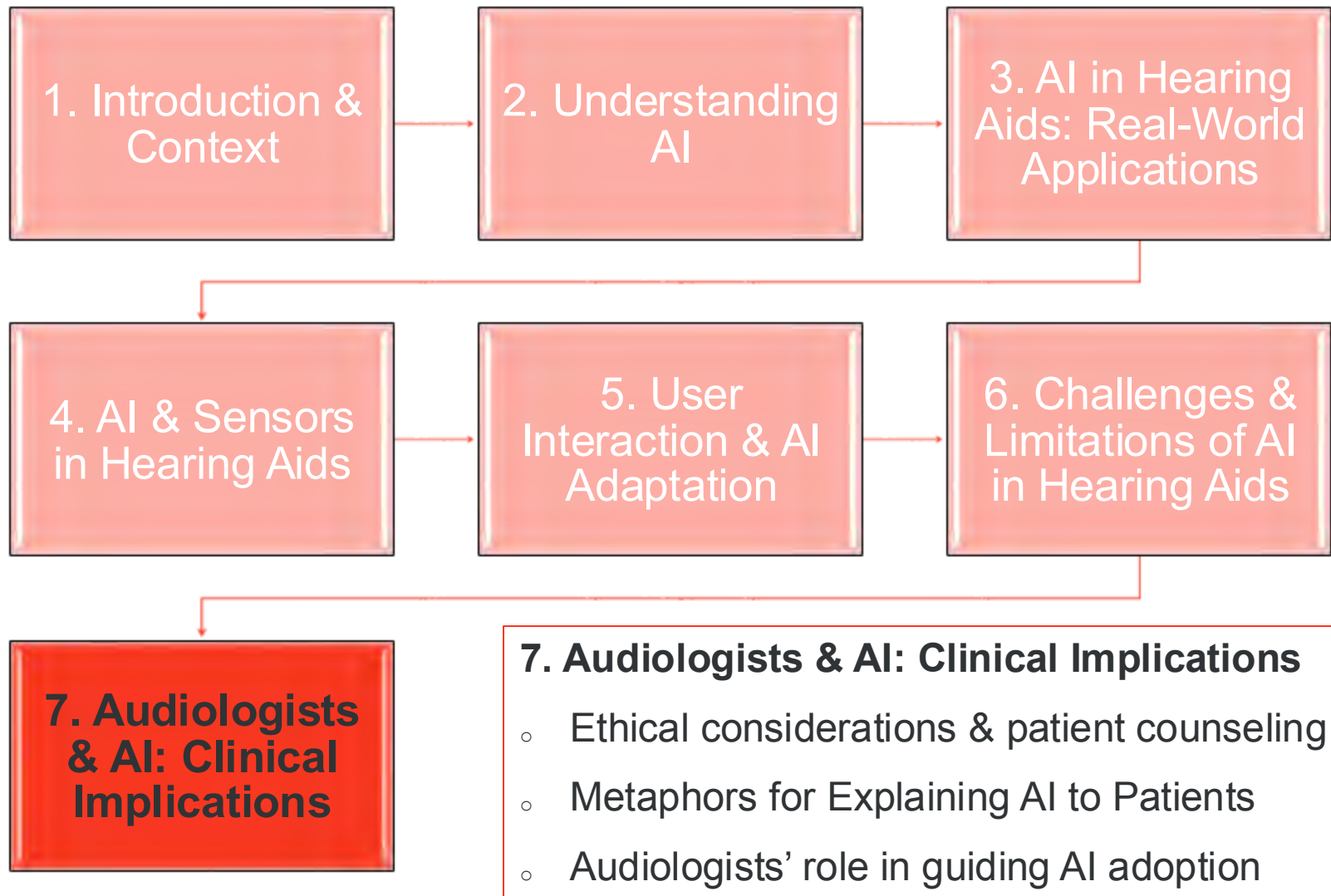
- AI integration with motion sensors (accelerometers, gyroscopes, magnetometers) varies

- **User Interaction & Personalization**

- Some AI-powered hearing aids automatically **adjust to new environments**, while others allow users to manually tweak AI settings via an app or button press
- Some AI models **learn user preferences over time** (e.g., adjusting for a favorite restaurant's acoustics)

- **Cloud-Based AI Processing vs. On-Device AI**

Roadmap



Your Role: Balancing AI and Patient Care

- **Be Skeptical of Marketing Claims**

- AI in hearing aids is often marketed as a game-changer, but **independent research is still lacking** to validate long-term real-world benefits. Encourage critical thinking rather than accepting claims at face value.

- **Manage Patient Expectations**

- AI may improve listening experiences, but it **will not solve all hearing challenges**. Patients should understand that AI enhances, but does not replace, traditional hearing aid functionality or audiological expertise.

- **Educate Patients About AI's Limitations**

- AI hearing aids can adapt over time, but they **may still struggle in complex listening environments** (e.g., crowded events with overlapping speech). Patients should not expect perfection.

Your Role: Balancing AI and Patient Care

- **Remain in Control of Patient Care**
 - AI is a tool to **support**, not replace, clinical decision-making. Audiologists must ensure that **personalized fitting and patient counseling** remain central to hearing aid success.
- **Be Aware of Data Privacy Concerns**
 - Many AI-powered hearing aids collect user data to improve personalization. Be prepared to **address patient concerns about data security and privacy policies**.
- **Assess Each Patient's Tech Comfort Level**
 - Some patients may struggle with **learning AI-powered features** (e.g., app-based controls, machine learning adaptation). Consider **patient tech literacy** before recommending AI models.

Your Role: Balancing AI and Patient Care

- **Stay Updated on Independent Research**

- As AI in hearing aids evolves, **new studies will emerge** evaluating their real-world effectiveness. Stay informed and base recommendations on **evidence, not just industry claims.**

- **Offer AI as an Option, Not a Necessity**

- Some patients may **prefer simpler, manual-control hearing aids.** Ensure that AI-powered devices are positioned as an **optional enhancement,** not an essential feature.

- **Monitor Long-Term User Satisfaction**

- Follow up with patients using AI-driven hearing aids to assess **how well the technology is working for them in real-world conditions.** Their feedback will help guide future recommendations.

Metaphors for Explaining AI to Patients

Patient Type	Metaphor
Tech-Savvy Patient	<i>“AI is like an algorithm that constantly refines itself, similar to Netflix recommending shows based on what you watch.”</i>
Older Patient	<i>“AI is like automatic reading glasses—it adjusts focus so you can hear speech clearly, just as glasses adjust for sight.”</i>
Skeptical Patient	<i>“Think of AI as a hearing assistant—it helps, but you’re still in control of your hearing settings.”</i>
First-Time User	<i>“AI in hearing aids is like cruise control for your ears. It makes driving (hearing) easier, but you can always take control.”</i>

Your Role: Balancing AI and Patient Care

- You now have access to tools that help fine-tune and optimize hearing aids based on ongoing user feedback and real-time environmental data
- **AI can support, not replace, your expertise**
 - AI systems can automate some processes, but your role as an audiologist is still crucial
 - **Patient care:** You are essential in guiding AI use, interpreting results, and ensuring the best outcomes for patients based on their unique needs
- **AI as a collaborative partner**
 - Use AI to complement your clinical knowledge
 - AI can manage ongoing adjustments and collect data, but the human touch is key to understanding patients' emotional, social, & psychological needs

Thank you!

Joshua M. Alexander, PhD, CCC-A



Congratulations!

- You've completed the course and can move on to the exam!
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