

1. This document was created to support maximum accessibility for all learners. If you would like to print a hard copy of this document, please follow the general instructions below to print multiple slides on a single page or in black and white.
2. This handout is for reference only. Non-essential images have been removed for your convenience. Any links included in the handout are current at the time of the live webinar, but are subject to change and may not be current at a later date.
3. Copyright: Images used in this course are used in compliance with copyright laws and where required, permission has been secured to use the images in this course. All use of these images outside of this course may be in violation of copyright laws and is strictly prohibited.
4. Social Workers: For additional information regarding standards and indicators for cultural competence, please review the NASW resource: [Standards and Indicators for Cultural Competence in Social Work Practice](#)
5. Need Help? Select the “Help” option in the member dashboard to access FAQs or contact us.

How to print Handouts

On a Mac

- Open PDF in Preview
- Click File
- Click Print
- Click dropdown menu on the right “preview”
- Click layout
- Choose # of pages per sheet from dropdown menu
- Checkmark Black & White if wanted.

On a PC

- Open PDF
- Click Print
- Choose # of pages per sheet from dropdown menu
- Choose Black and White from “Color” dropdown

No part of the materials available through the continued.com site may be copied, photocopied, reproduced, translated or reduced to any electronic medium or machine-readable form, in whole or in part, without prior written consent of continued.com, LLC. Any other reproduction in any form without such written permission is prohibited. All materials contained on this site are protected by United States copyright law and may not be reproduced, distributed, transmitted, displayed, published or broadcast without the prior written permission of continued.com, LLC. Users must not access or use for any commercial purposes any part of the site or any services or materials available through the site.

A solid red square is located in the bottom left corner of the page.

EDGE^{AI}

Optimizing Mobile App Use

**Discussing My Starkey with
Older Adults**



Webinar FAQs

My Starkey: Optimizing Mobile App Use

How to Ask a Question

Click Q & A, type your question, and Send

Where to get the handout

A PDF handout for this presentation may be accessed through your Pending Courses on Audiology Online or by clicking on the link in Chat within the classroom

How to earn CEUs

CEUs are available with a paid Audiology Online Unlimited CEU Access membership

After completing the course, go to your Pending Courses on Audiology Online and pass the multiple-choice exam

Assistance or Tech Support

Call 800-753-2160

customerexperience@continued.com

Use the Q&A window



Learning Outcomes

1

Describe how to personalize streaming sound quality via the mobile app.

2

Explain how to customize hearing aid usage goals in the mobile app.

3

Identify one key learning to implement in the clinic to improve patient outcomes.



MyStarkey

Starkey's most intuitive
hearing aid mobile app



Why Discuss My Starkey with Older Adults?

2023 U.S. News & World Report Survey

95%

of those surveyed
said aging in place is
an important goal

53%

of U.S. adults (55+)
used some type of
assistive or health-
related technology

Top reasons why respondents have started
using assistive or health-related
technologies:



General aging



Mobility Impairment

*e.g., arthritis, fibromyalgia,
neuromuscular disorders, etc.*



Hearing impairment



Vision impairment



Cognitive impairment

Why Discuss My Starkey with Older Adults?

**Devices which have
made it easiest to age in
place:**

**Medical or
health-related mobile
apps**

Service-related apps

**Wearable medical or
health-related
trackers**

Assistive smart home
technologies

**Hearing assistance-
related devices**

Medical alert
system/devices

DOWNLOADING **MyStarkey**

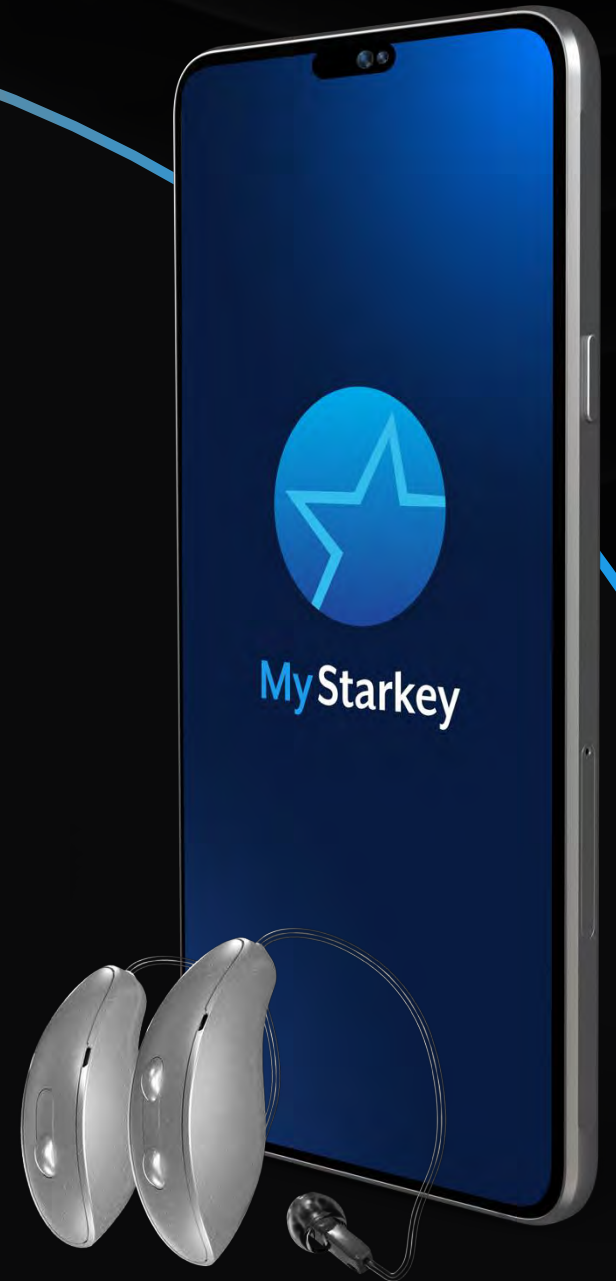


Requires iOS 15
or higher

You must have an Apple ID to
download the My Starkey app

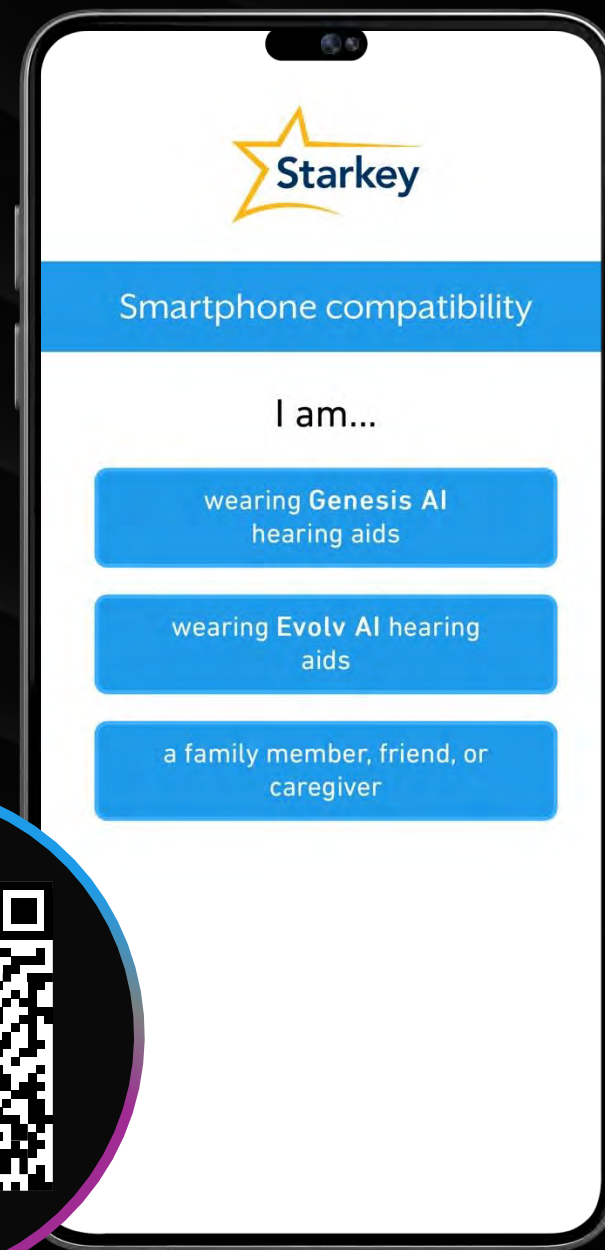


Requires Android
operating system
8.0 or higher



MyStarkey

Smartphone Compatibility



Hearing Aid & App Landscape Research

RECOMMENDATIONS

Faster access to controls and on-demand tuning

Phased onboarding routines

Simplified navigation and modern components

Thrive App Research

STUDY RESULTS

Improved User Controls

Interest in automatic capability

App Design Usability Research

FEEDBACK

My Starkey is simple, modern, educational, helpful, and easy

A preferred user experience

Creative Testing

KEY TAKEAWAYS

Onboarding, set-up, and adjustment screens were easy to use

Participants liked health features specific to hearing

Participants saw immense value in Learn content

Most participants felt they could learn the app easily

MyStarkey

Home

Clean design with access to

- Battery status
- Smart Assistant
- Binaural Volume adjustment
- Edge Mode+
- Programs
- My Hearing
- Program Options



9:41

Signal strength, Wi-Fi, and 100% battery icons

L R



Personal



Your everyday hearing setting



Edge Mode⁺



Programs



My Hearing

Patient-driven Controls



Edge Mode+

EXCLUSIVE
24, 20 & 16
TECHNOLOGY

Real-time analysis of
environments for advanced
level of comfort and clarity

Unique adaptation for any
environment when engaged

Settings are fixed once engaged

Disengage and engage to
accommodate changes to
listening environments

Edge Mode+



Activate Edge Mode+,
select your listening intent
for further personalization



Reactivate Edge Mode+ to rescan
as environment changes



Automatic Edge Mode+

The industry's first-of-its-kind intelligent, on-demand noise management and comfort feature will now continue to scan, adapt, and optimize as the wearer changes environments or as the environment they're in changes

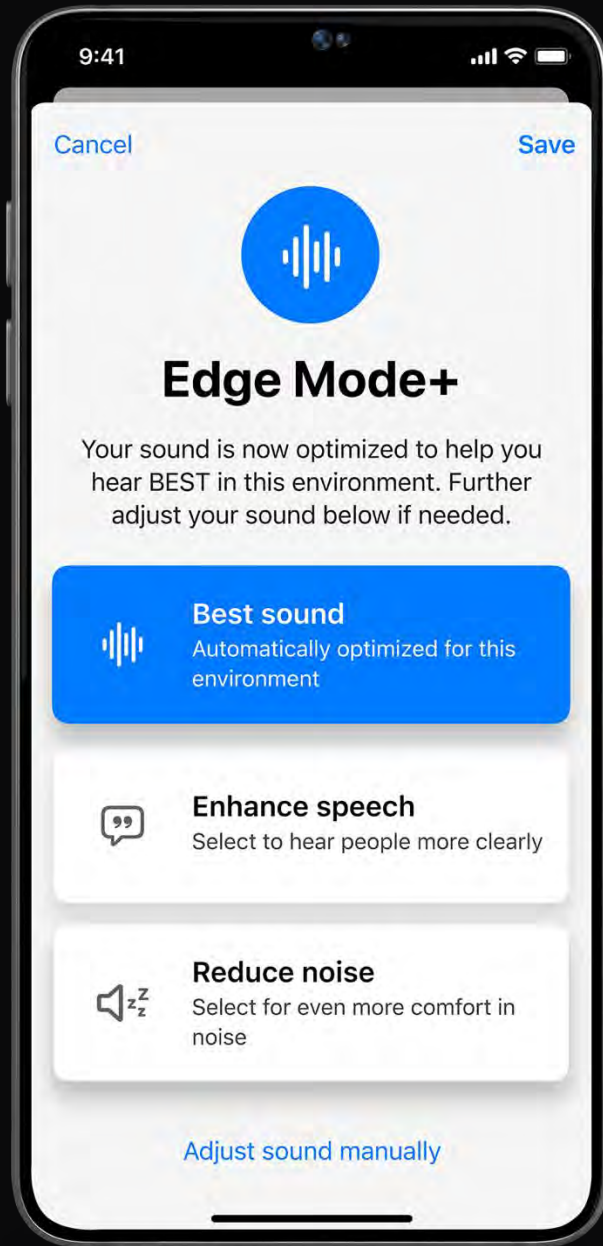
Automatic Edge Mode+

Continues to scan, adapt and optimize as the acoustic environment changes, ensuring the most appropriate settings are always applied in a dynamic world

Activate Edge Mode+



Automatically rescans as environment changes.



Patient Driven Controls

Patient-driven controls for listening intent

Adjust Edge Mode+ settings manually

Save Edge Mode+ setting as a custom program

EXCLUSIVE

24 & 20

TECHNOLOGY

GENESIS AI **24**
SIGNATURE SERIES **24**

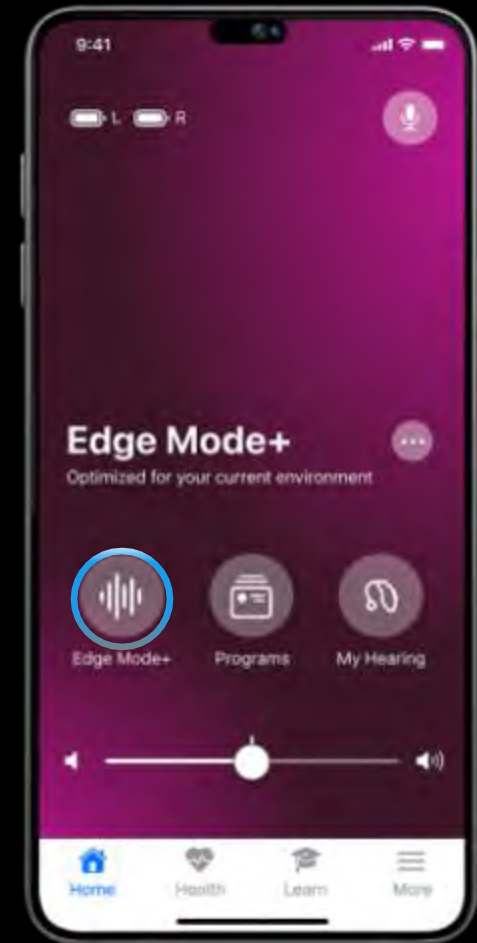
*Short Press or Double Tap
user control**



GENESIS AI
24, 20, & 16



GENESIS AI
24, 20, & 16



*Technology dependent



Edge Mode+

EXCLUSIVE
24, 20 & 16
TECHNOLOGY

On-demand real-time analysis of environments for advanced level of comfort and clarity

The best adaptation for any environment when engaged

My Starkey patient-driven controls for listening intent

Exclusive to 24 & 20 Tiers

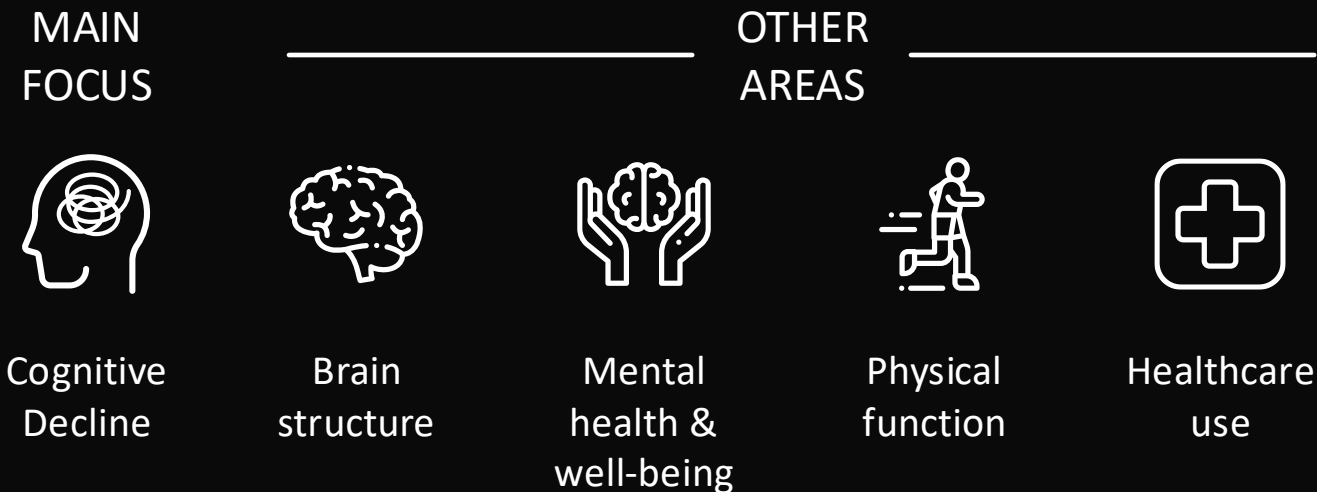
Hearing care is
brain care



ACHIEVE Study

Aging and Cognitive Health Evaluation in Elders

A landmark randomized controlled trial to determine how hearing intervention affects brain health in older adults



High adherence & satisfaction with hearing intervention sustained over 3 years

Positive effects* in communication impairment, loneliness, & social network size and diversity

Hearing intervention reduced 3-year global cognitive decline by 48% in the ARIC cohort[†]

*self-perceived

†Atherosclerosis Risk in Communities (ARIC) study is to investigate the causes of atherosclerosis and to measure how cardiovascular risk factors, medical care, and outcomes.

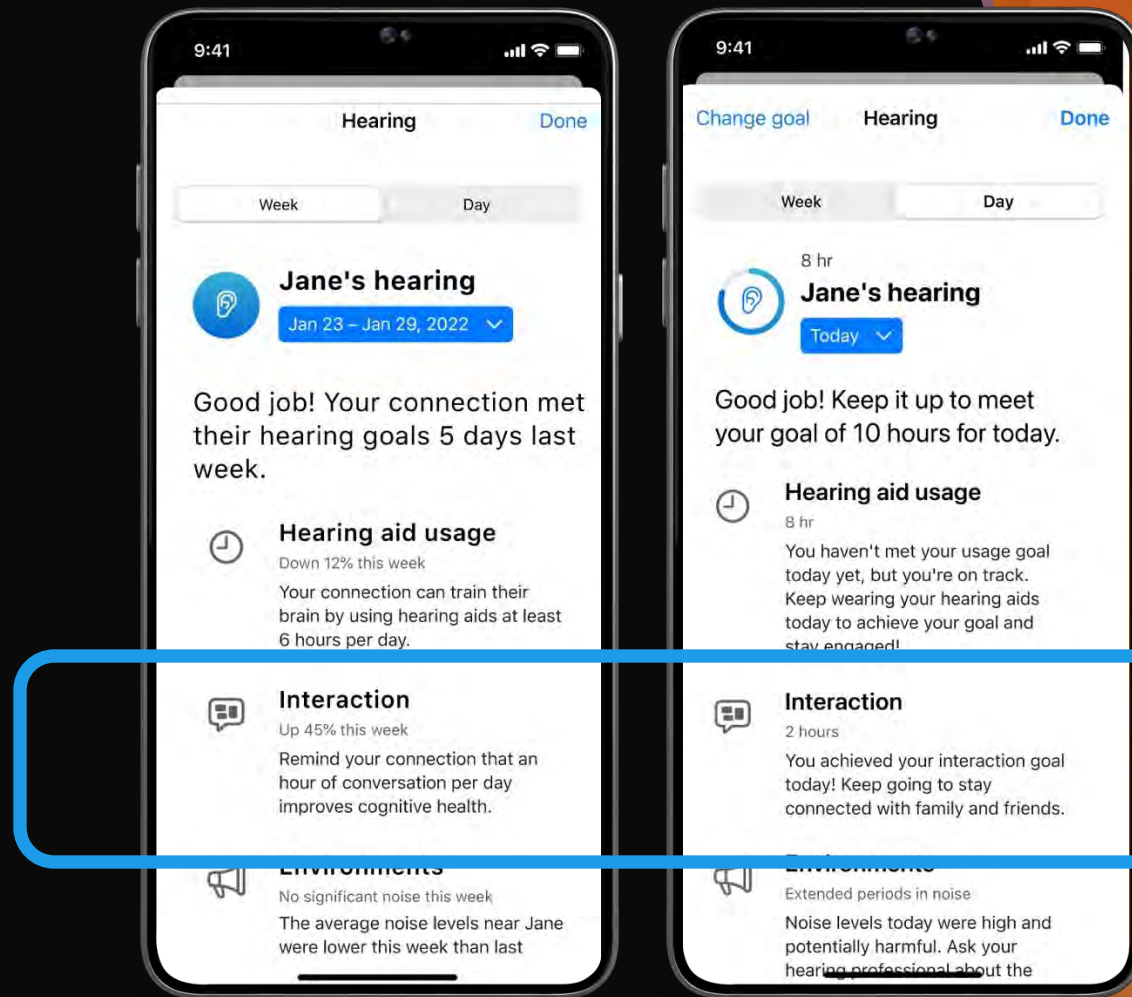


Interaction

Interaction Improvements

Own-Voice detection

Conversation detection



NEW |

Intelligent Reminders

New reminders for inserting your hearing aids and hearing aid maintenance





Intelligent Reminders

Two new tabs when you navigate to Reminders

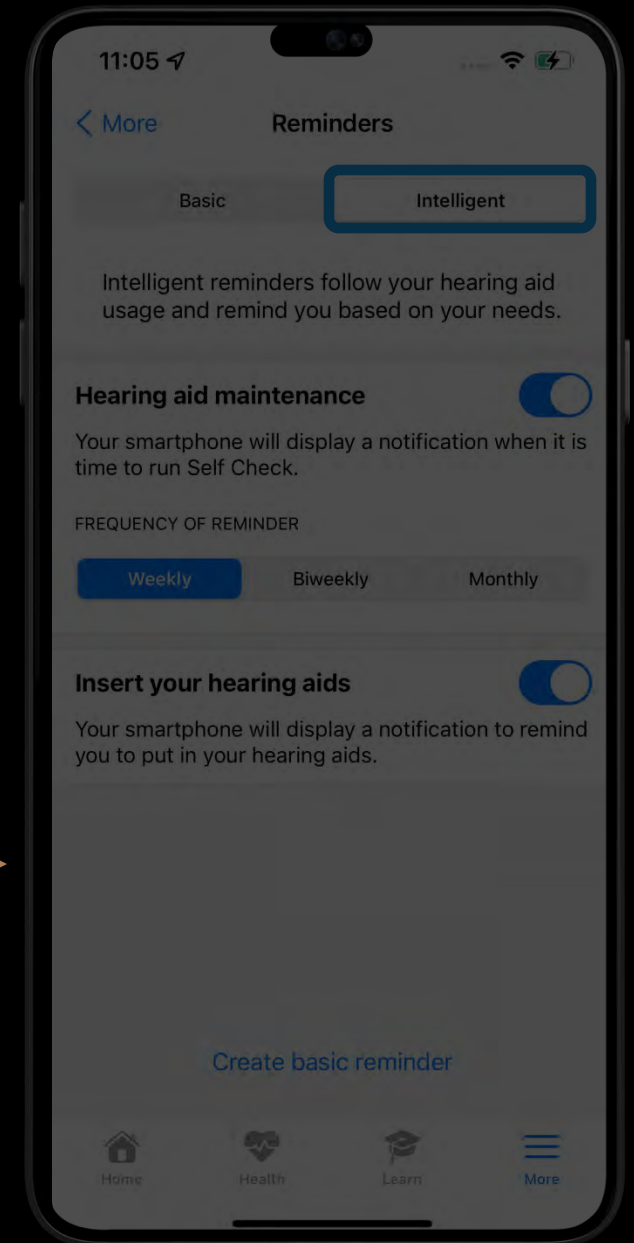
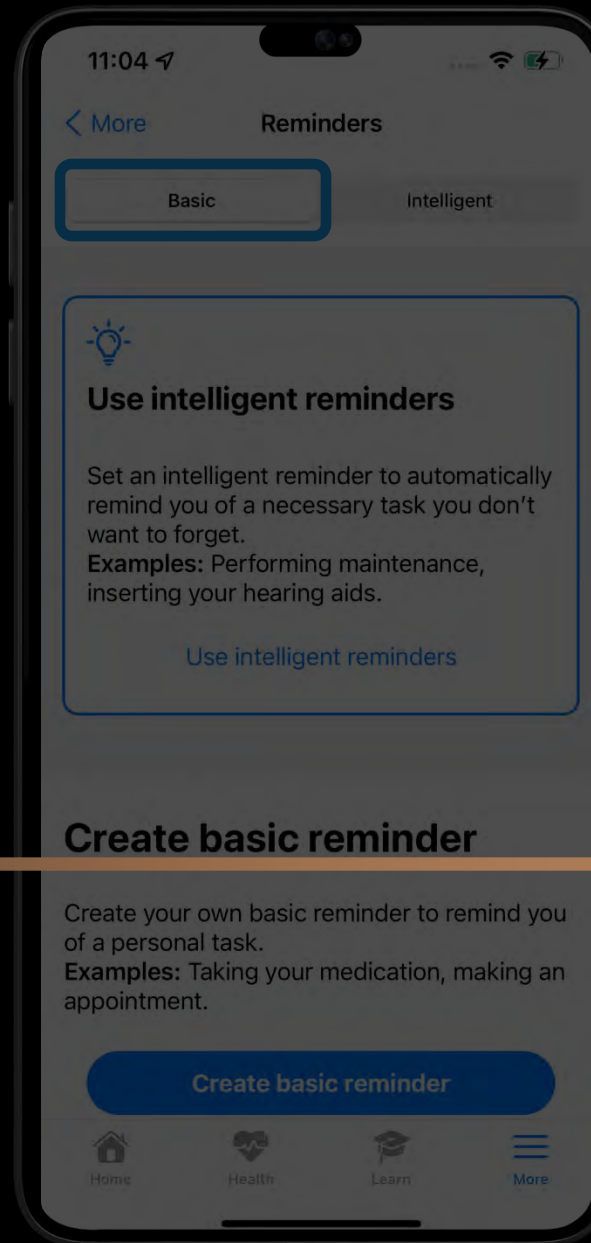
Basic

Create reminders

Intelligent

Hearing aid related reminders

EXCLUSIVE
24 & 20
TECHNOLOGY



*Basic Reminders will remain for the 16 & 12 technology tiers



Intelligent Reminders

Hearing Aid Maintenance

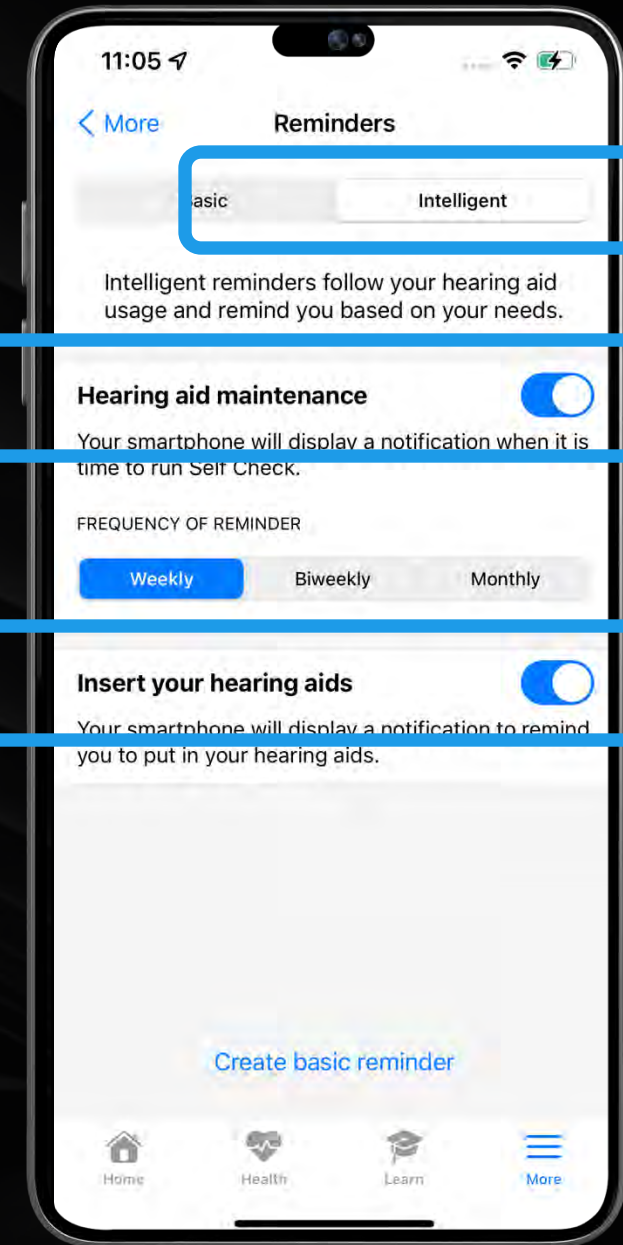
Reminds patients to perform Self Check

Frequency of Reminder can be set to:

Weekly, Biweekly, or Monthly

Insert Your Hearing Aids

Reminds the user to put on their hearing aids if they have not been turned on yet that day



Intelligent Reminders Notifications

Notifications can be seen and managed from the phone's lock screen



9:41

Signal strength, Wi-Fi, and 100% battery icons

L R



Personal



Your everyday hearing setting



Edge Mode⁺

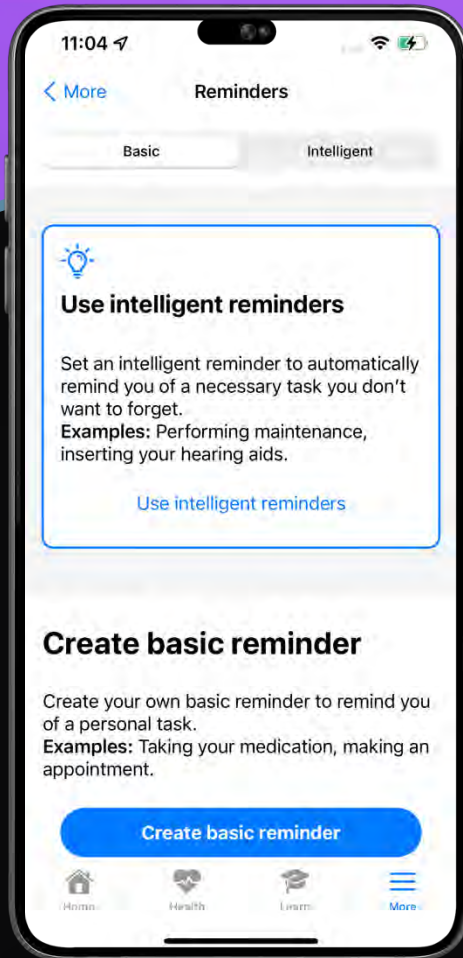


Programs



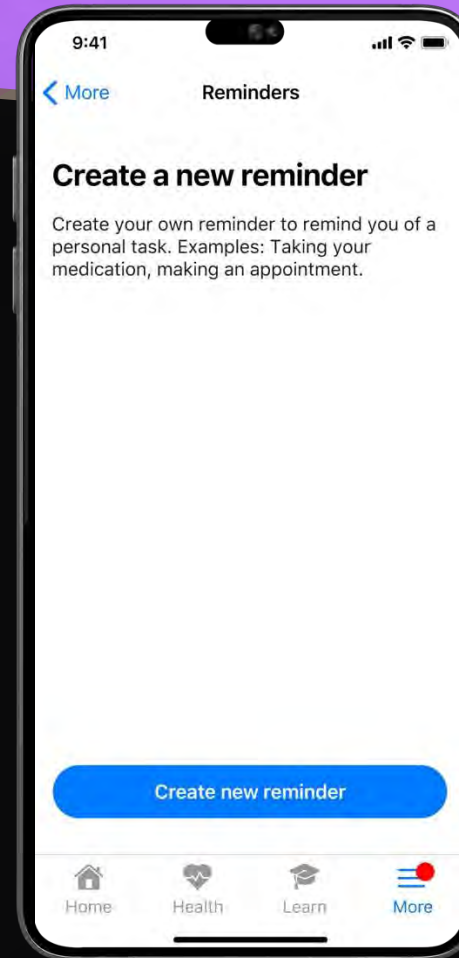
My Hearing

Reminders by Tech Tier



Genesis AI 24 and 20

Intelligent and Basic
Reminder Options



Genesis AI 16 and 12

Basic Reminder
Option only

2023

U.S. News & World Report

“Using assistive or health-related technologies from home not only makes life for older Americans easier, but - for more than half of survey respondents (55%) – it also provided a sense of independence.

They also felt notably safer (44%) and healthier (33%) when using these technologies.”

When using assistive or health-related technologies from their homes, respondents feel:





Personal Health & Well-Being

Taking advantage of all the
ear has to offer

First & Only Fall
Detection system

9:41



:45

Fall detected

It looks like you fell. Your Fall Alert contacts will be alerted at the end of this countdown. Press Send Fall Alert to send immediately.



Personal Health & Well-Being

Taking advantage of all the
ear has to offer

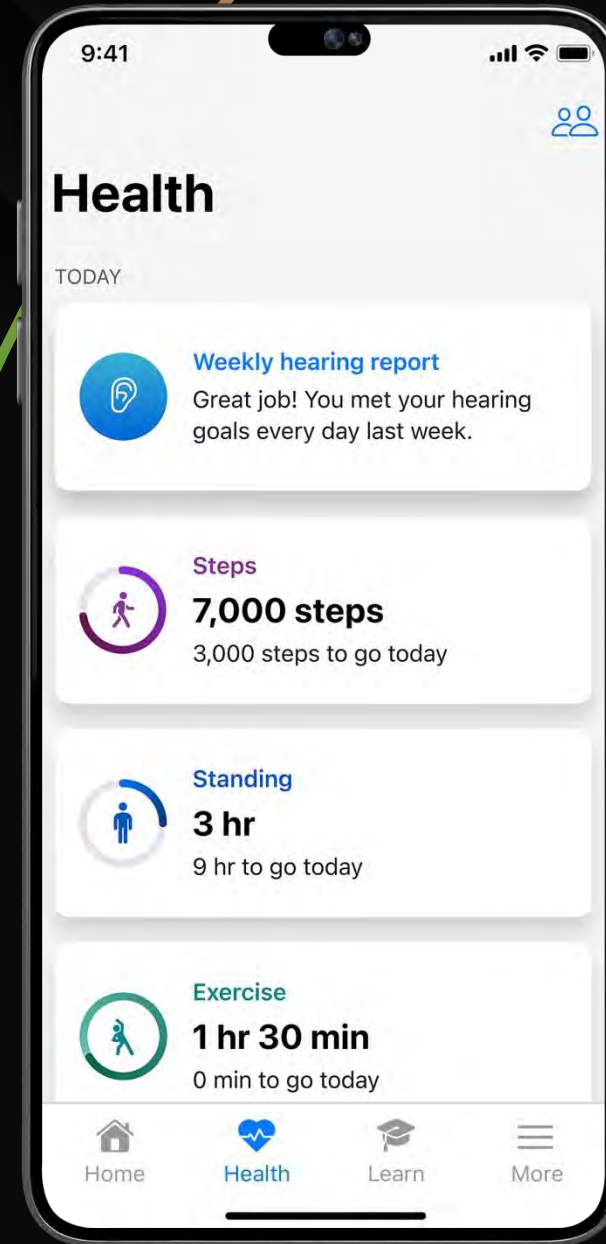
First & Only Fall
Detection system

Health

Monitor health, set hearing and fitness goals from the Health tab

Daily Updates

View for at-a-glance updates on physical activity





Personal Health and Well-Being

Helps patients accurately count steps, track engagement, and achieve well-being goals

Most activity tracking classifications in the industry



Walking



Aerobics



Running



Biking



9:41

100%



Health

TODAY



Weekly hearing report

Great job! You met your hearing goals every day last week.



Steps

7,000 steps

3,000 steps to go today



Standing

3 hr

9 hr to go today

Connectivity just became
more personal



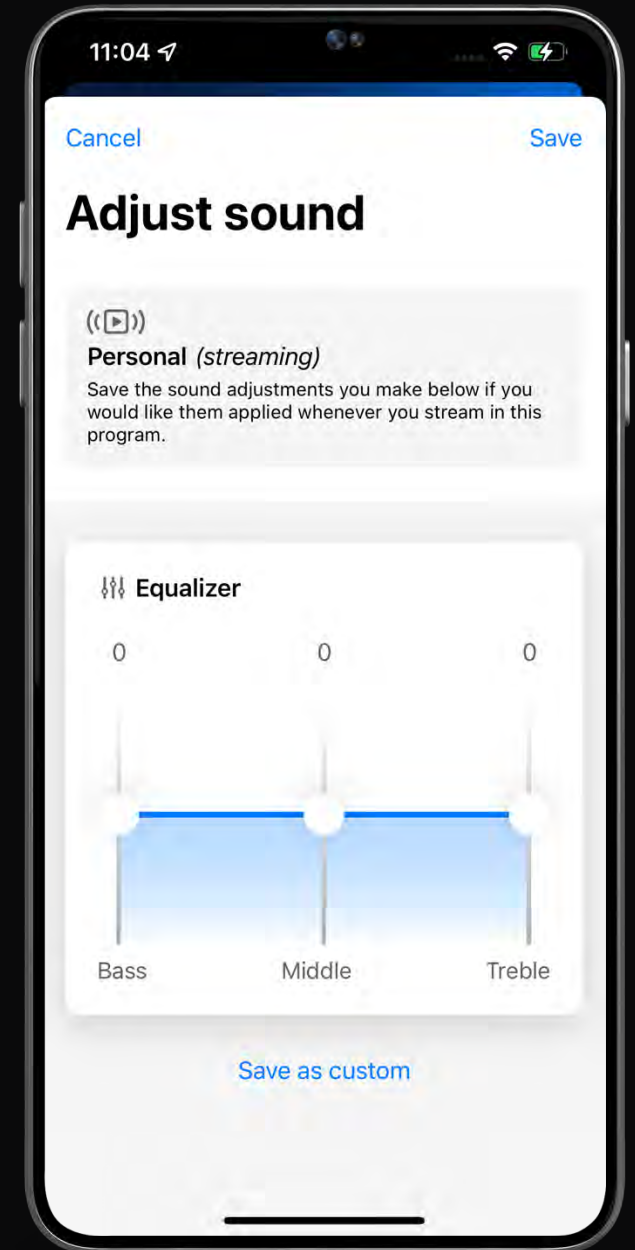
Streaming Sound Quality



ENHANCED

Improved streaming sound quality

Equalizer to adjust streaming sound quality in the My Starkey app



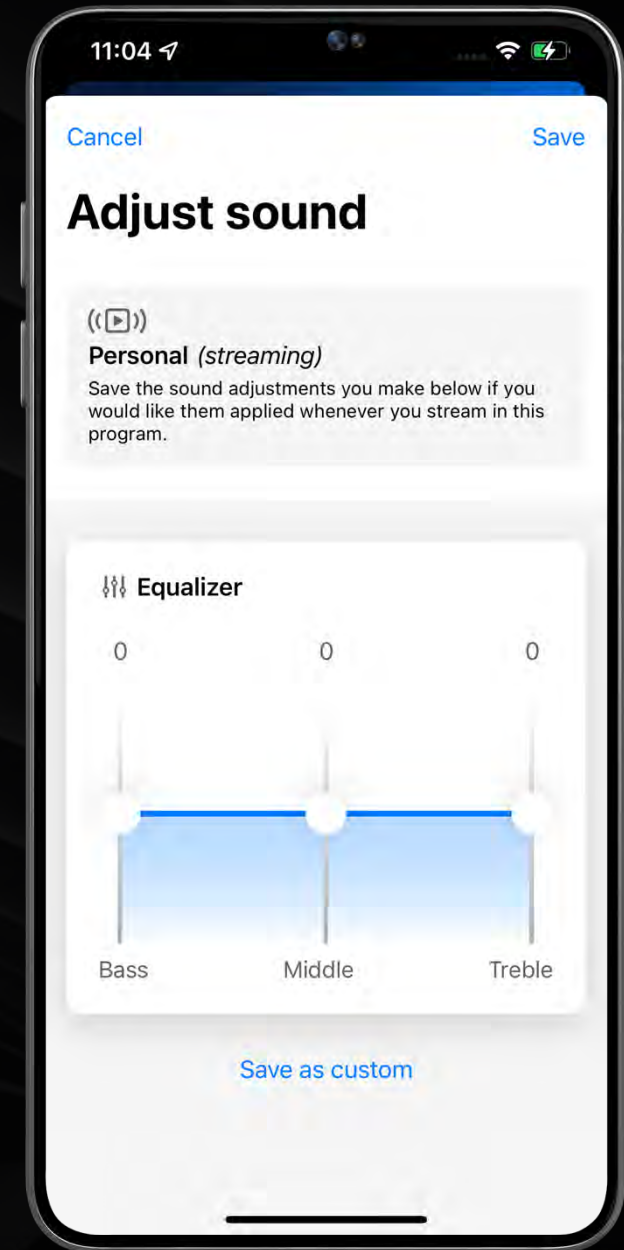
Streaming

Equalizer (EQ) controls for each program when streaming:

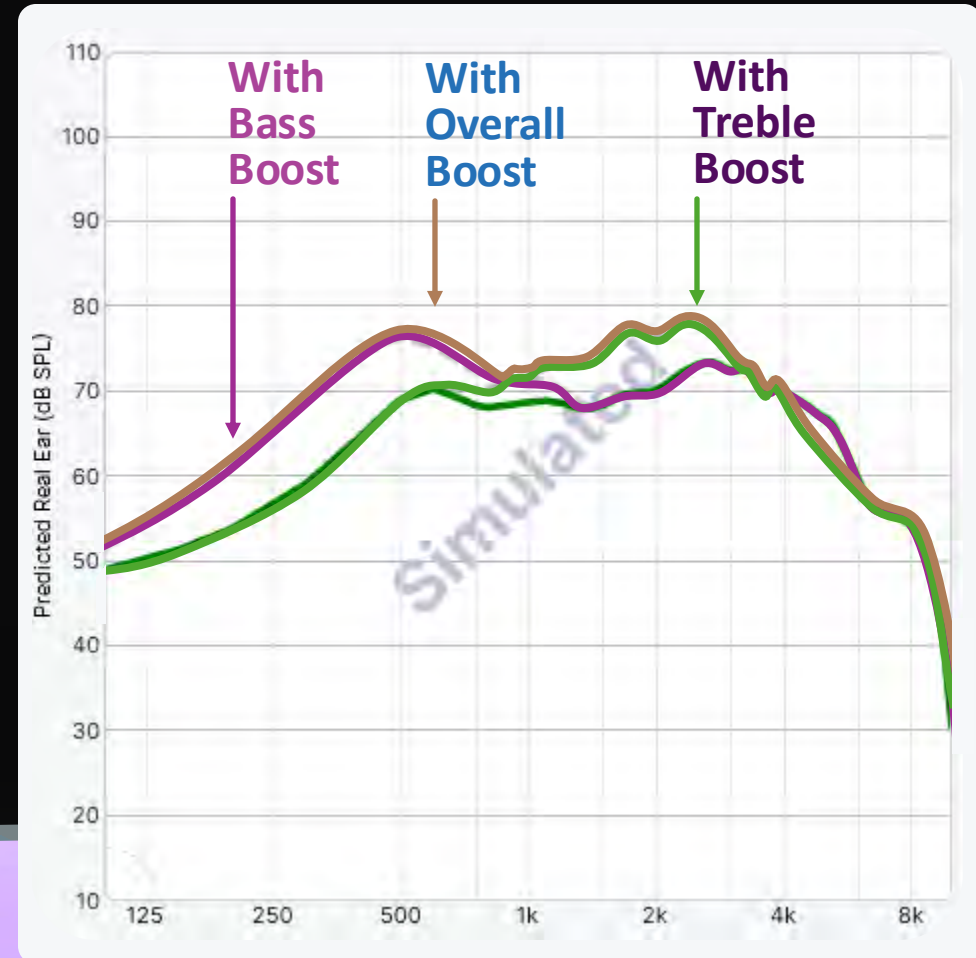
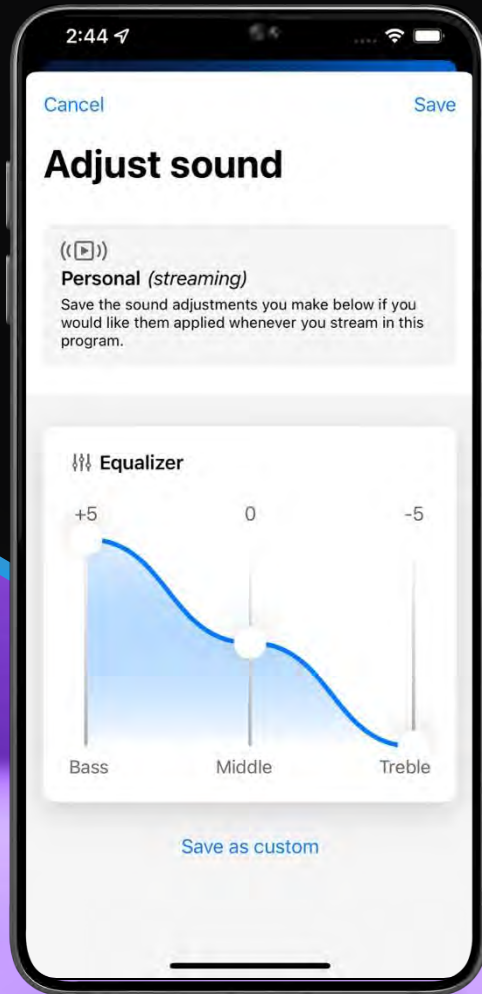
- Wearers can adjust Bass, Middle, and Treble

EQ settings are saved from one streaming session in that program to another:

- Wearers can save as a custom program if they desire



Streaming



Additional Features

Learn

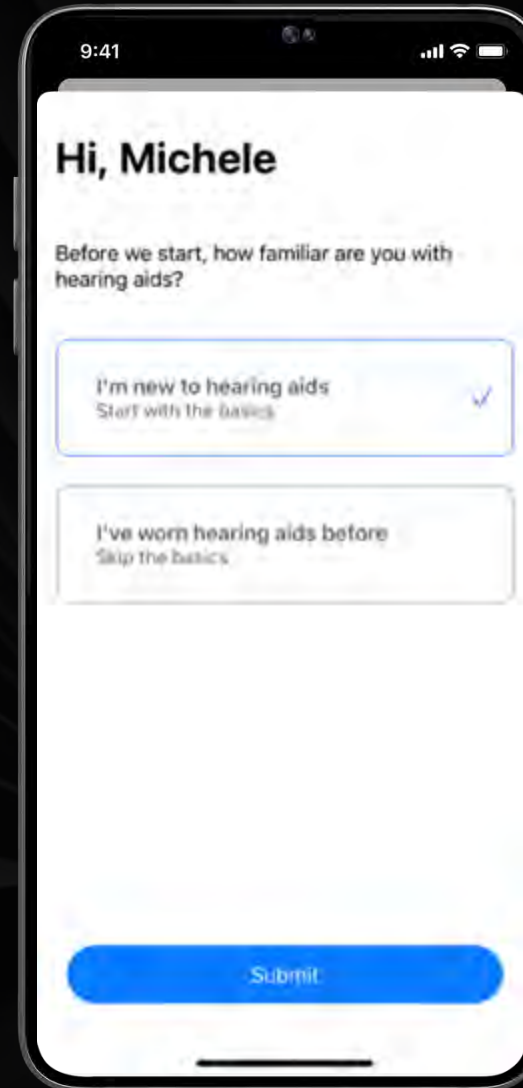
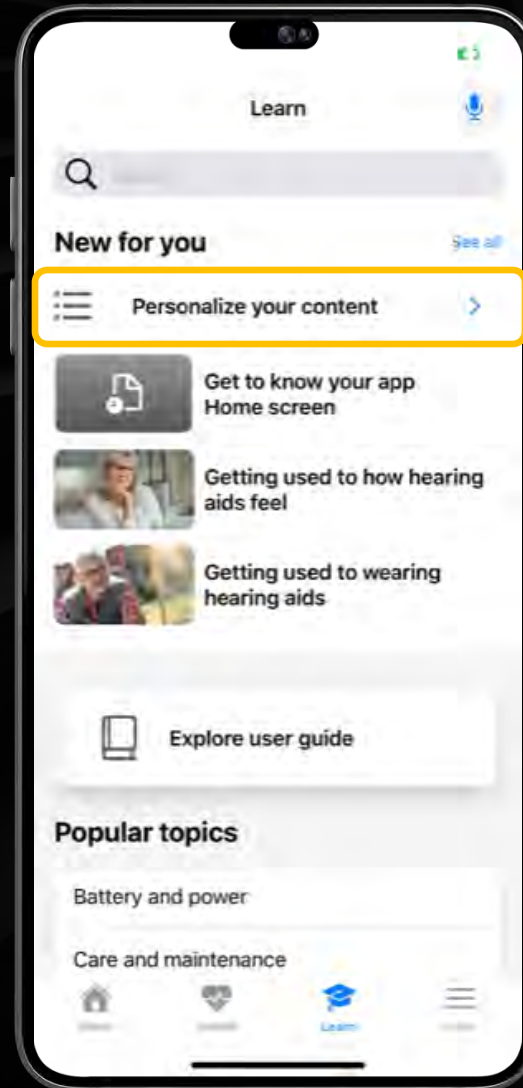
An interactive section designed to help the Genesis AI wearer adjust to their aids and explore new features.

Content is available in the form of “how to” lessons, videos, and articles

First time using Learn

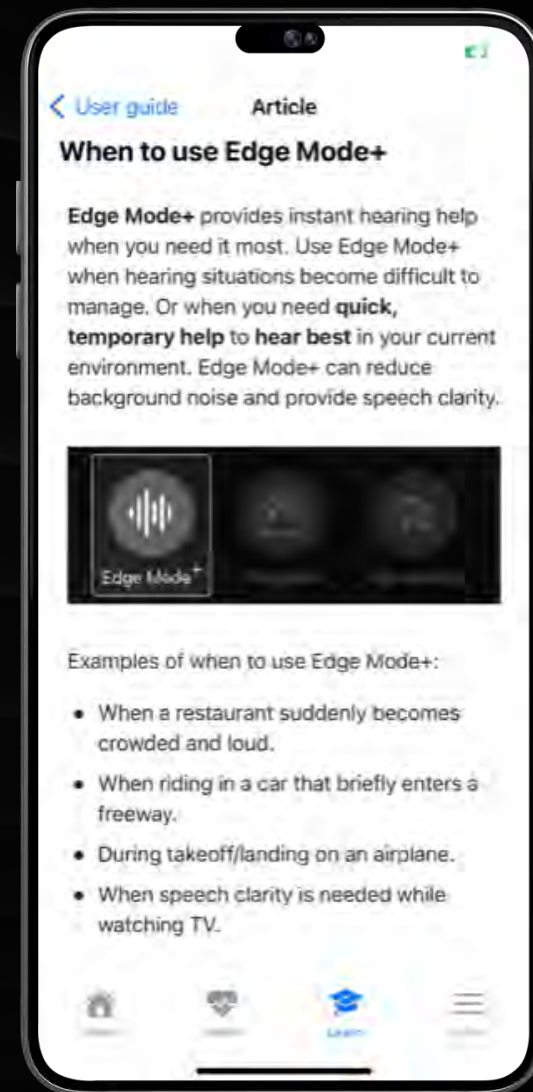
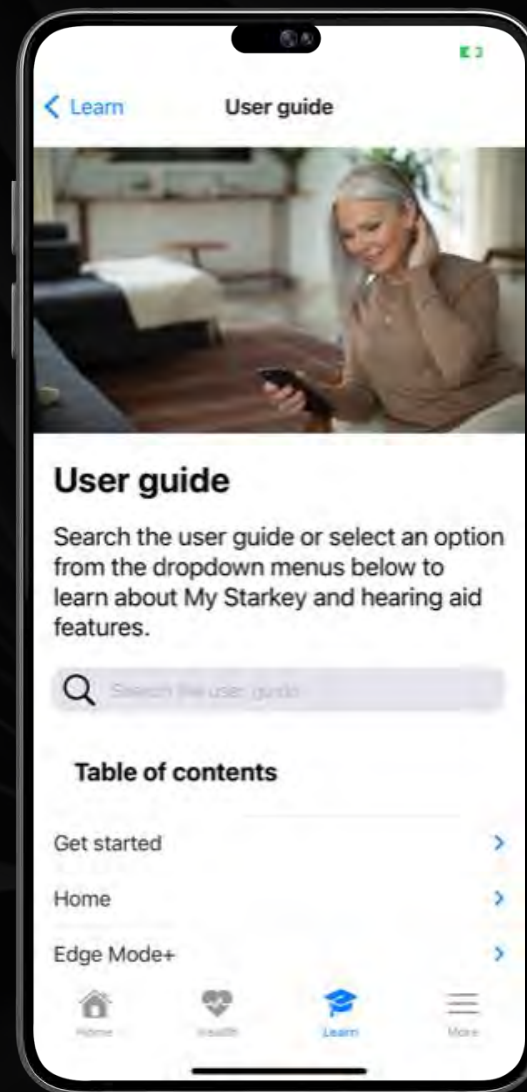
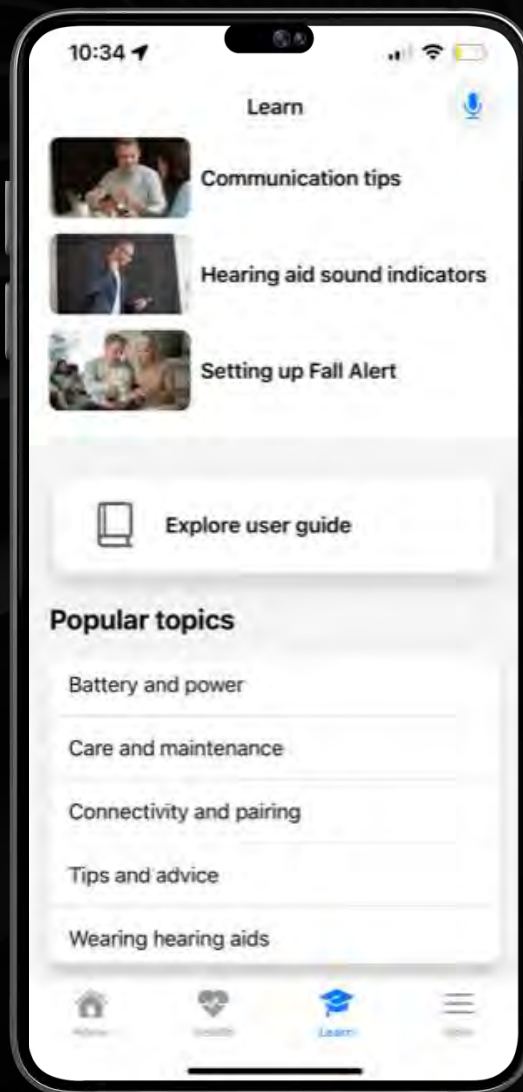
Tap **Personalize your content** under the “**New for you**” header

Tap the button that best describes the wearer’s familiarity with hearing aids and Submit



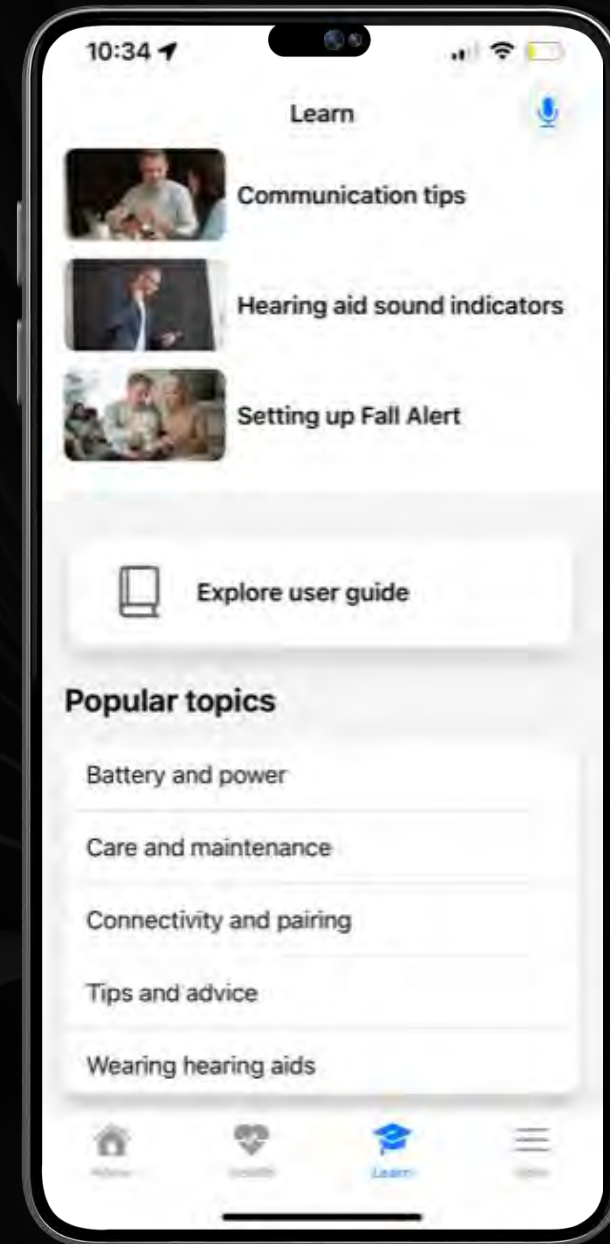


User Guide provides instructions for all the features in the My Starkey app





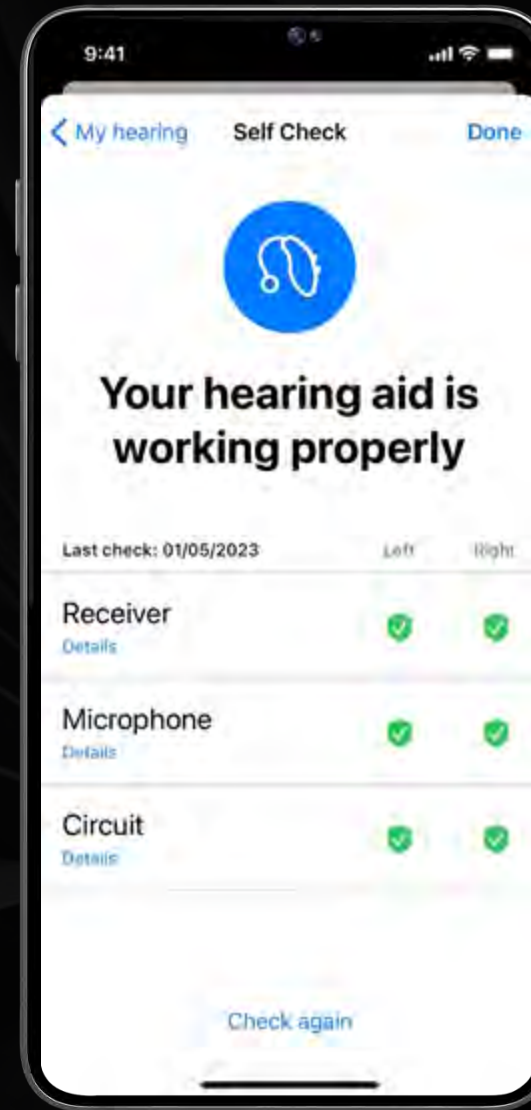
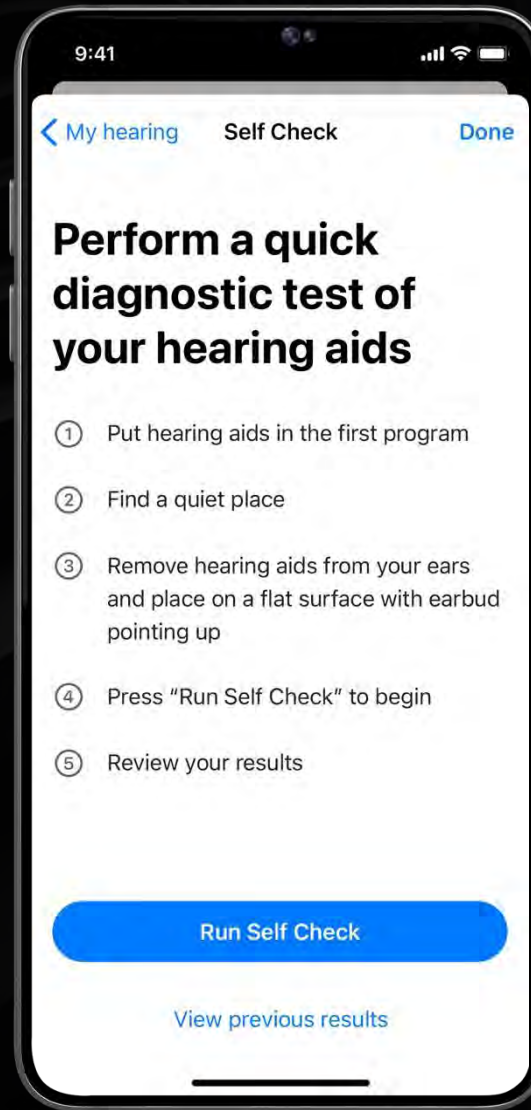
The **Popular topics** section focuses on content common to all users.



Self Check

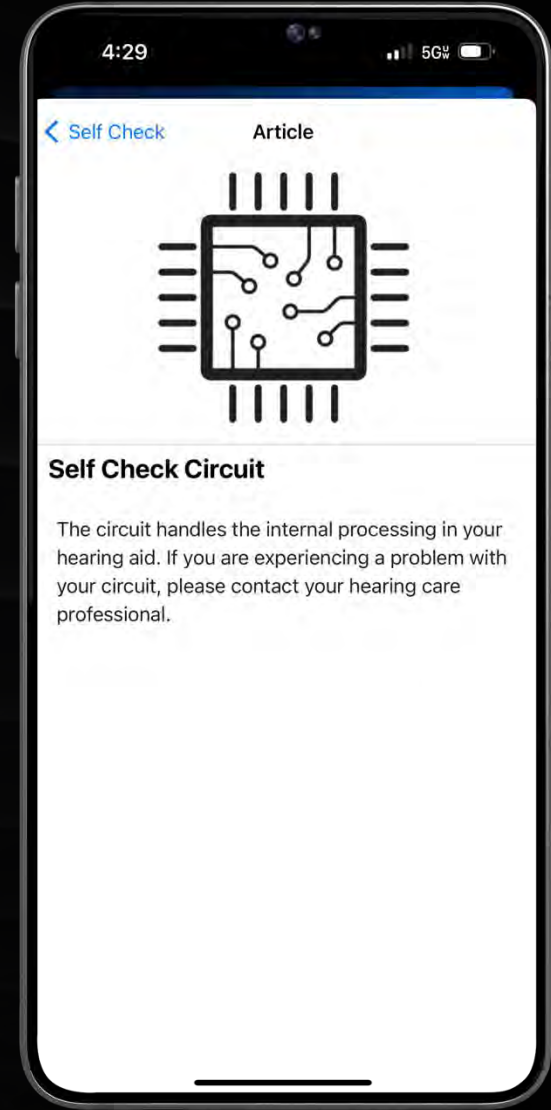
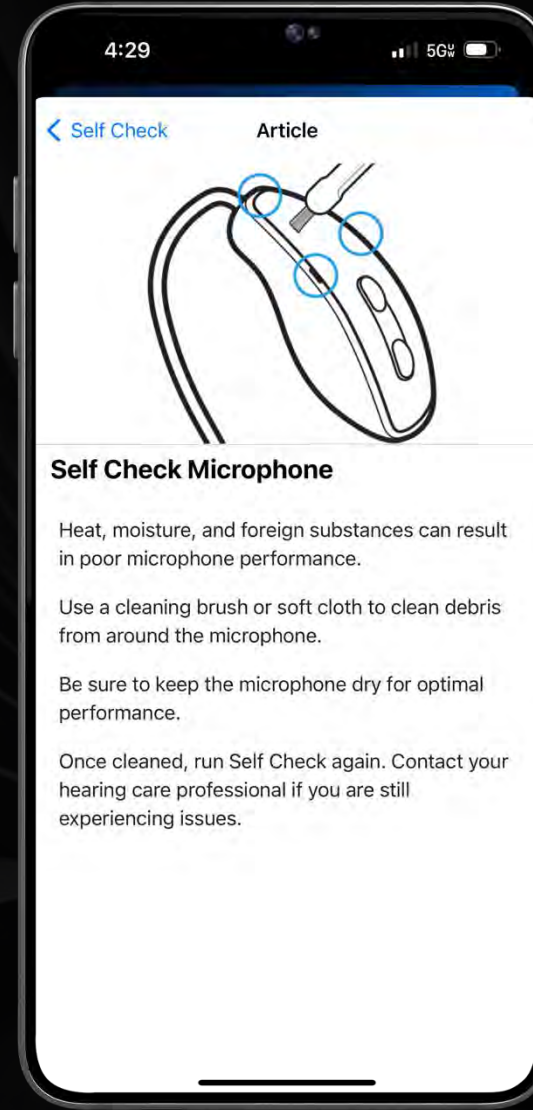
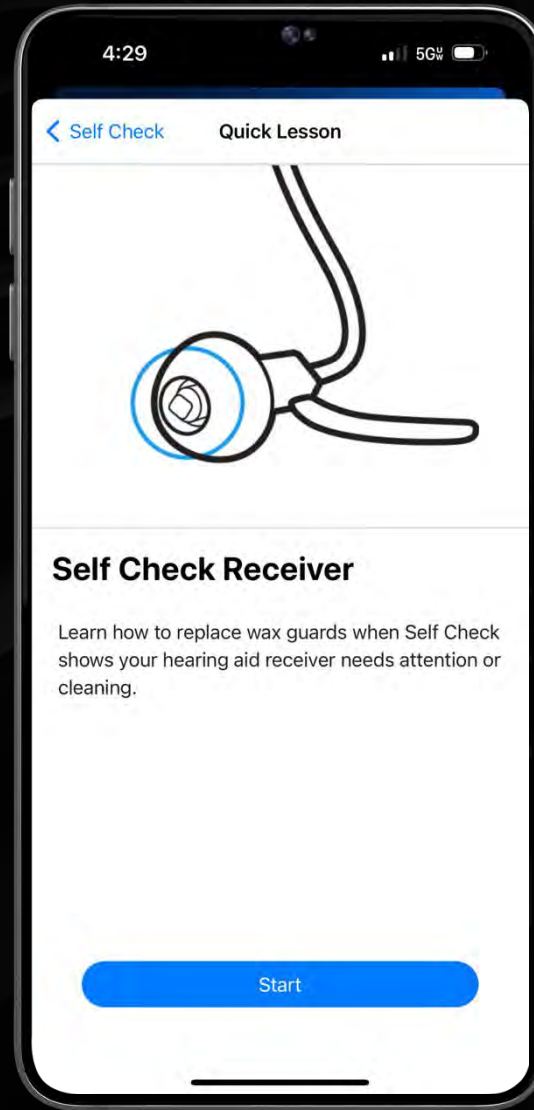
Tap **Run Self Check** to perform an integrity check.

Tap **Details** to view further instructions on cleaning and maintenance



Self Check

Details



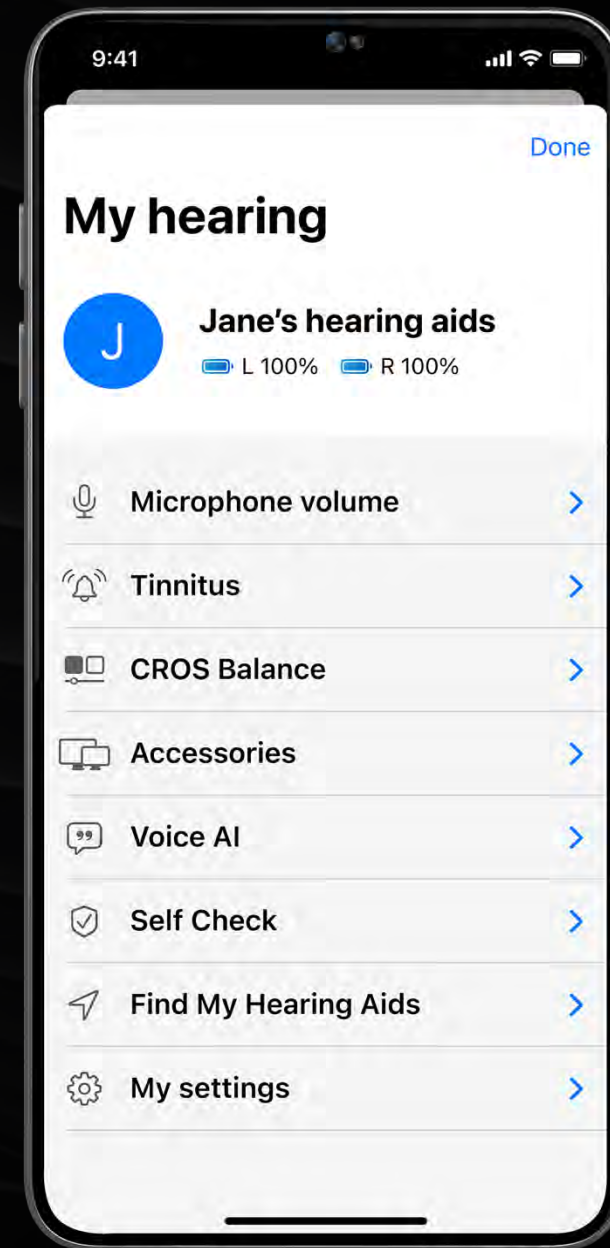
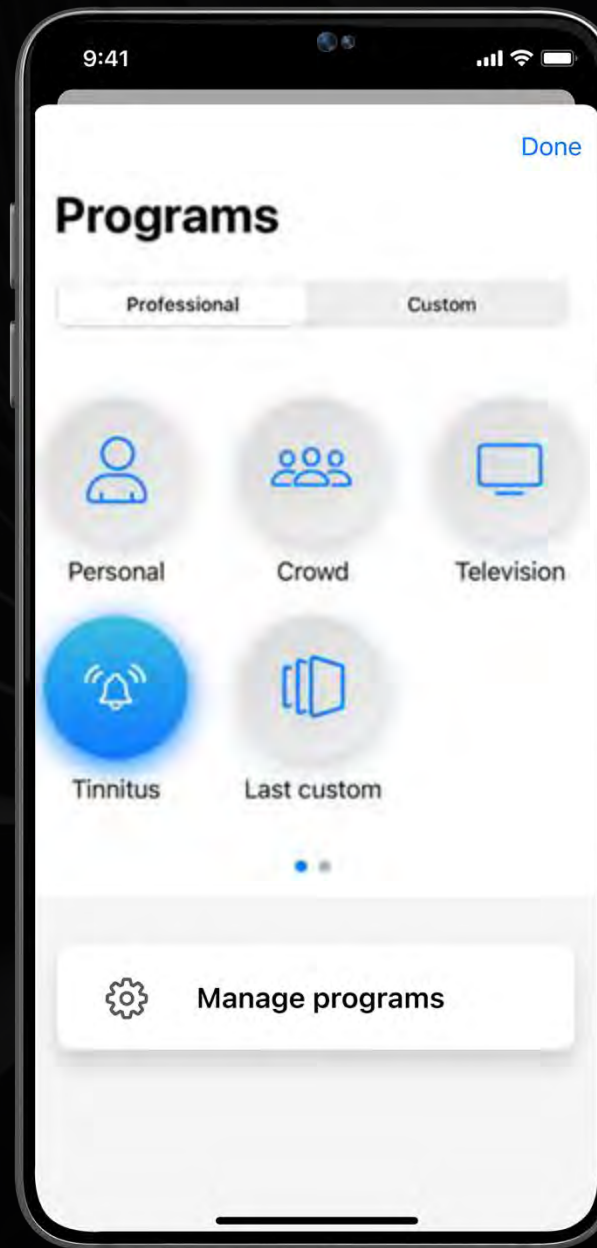
Tinnitus Enabled Program

Tinnitus adjustments are available via My Starkey when a tinnitus enabled program has been created in Pro Fit

Tap the **Programs** button

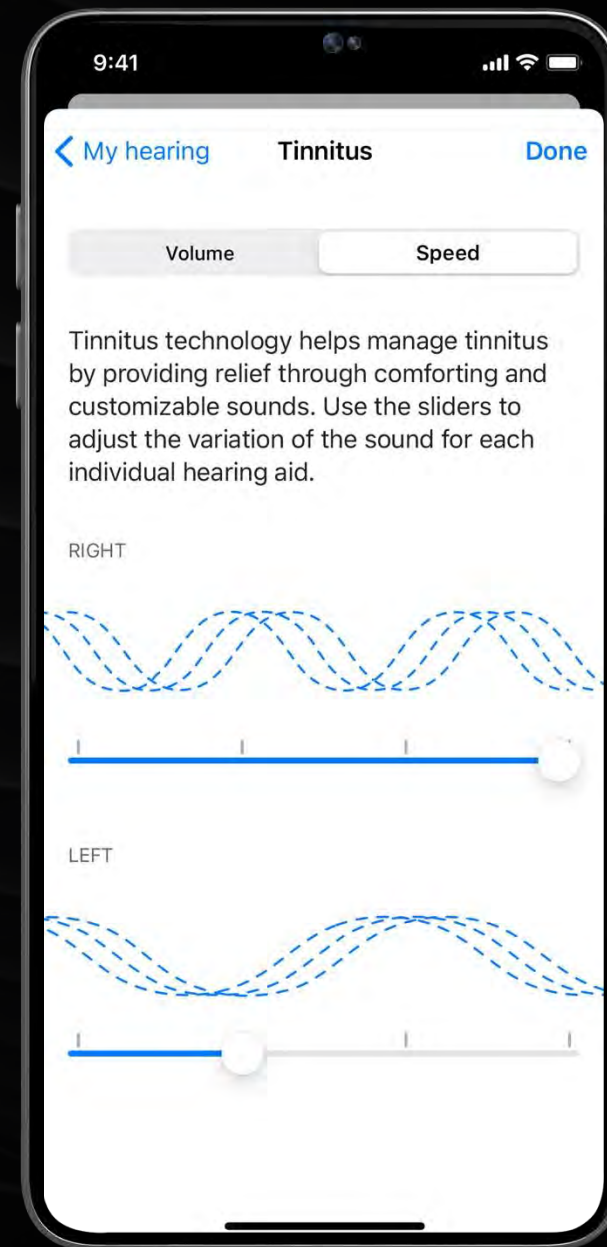
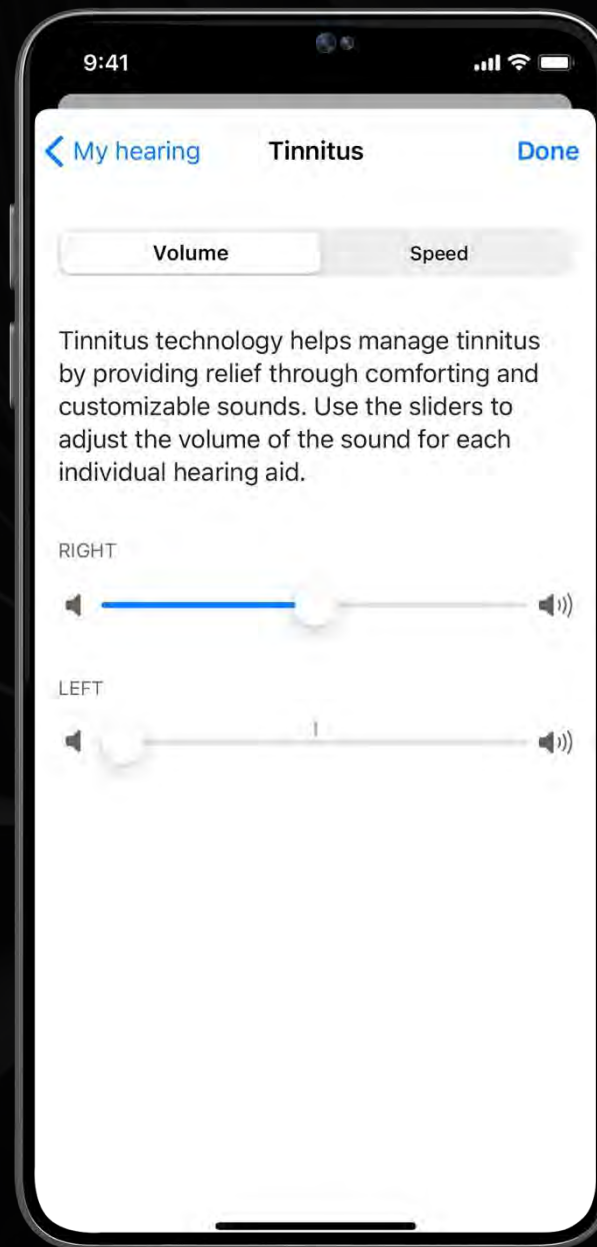
Select the **Tinnitus** enabled program from the Professional tab

Tap **My hearing > Tinnitus**



Tinnitus

Adjustments to manage tinnitus stimulus volume and speed (modulation) for each hearing aid can be made from the Tinnitus screen



Find My Hearing Aids

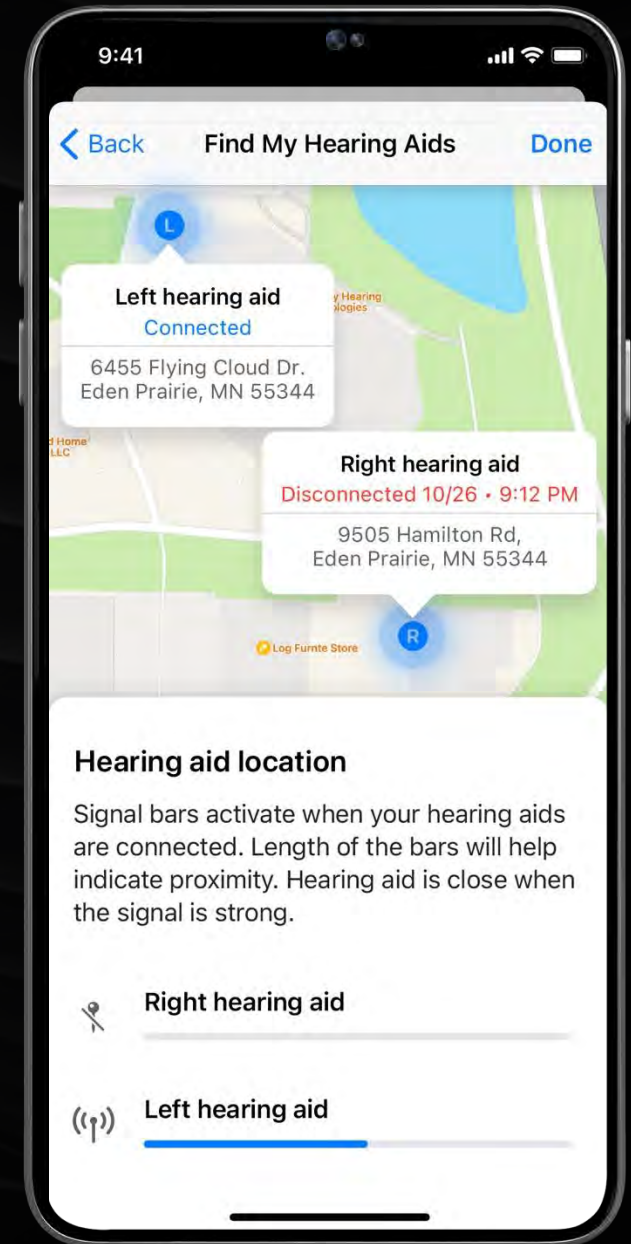
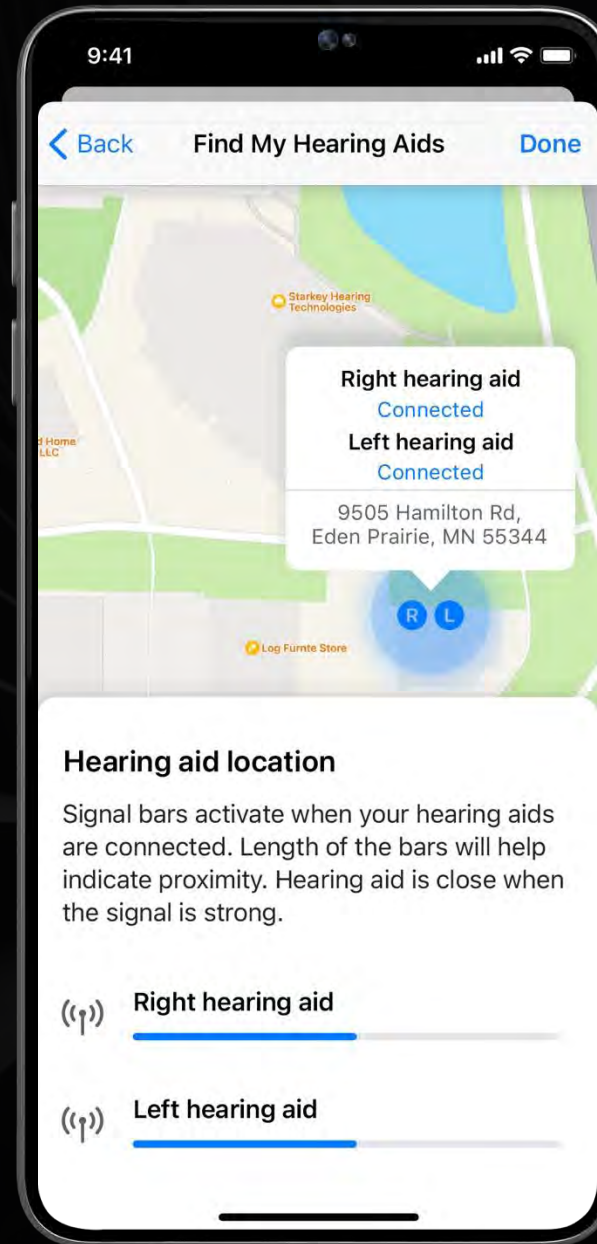
Track the last known general location of the hearing aids.

The map shows an indicator of the general location of either:

Where hearing aid(s) were last connected to the smart device

OR

Where the hearing aid(s) is currently connected to the smart device



**Requires Location Services enabled in Smart Device settings*

9:41

Signal strength icon, Wi-Fi icon, 100

L R



Personal



Your everyday hearing setting



Edge Mode*



Programs



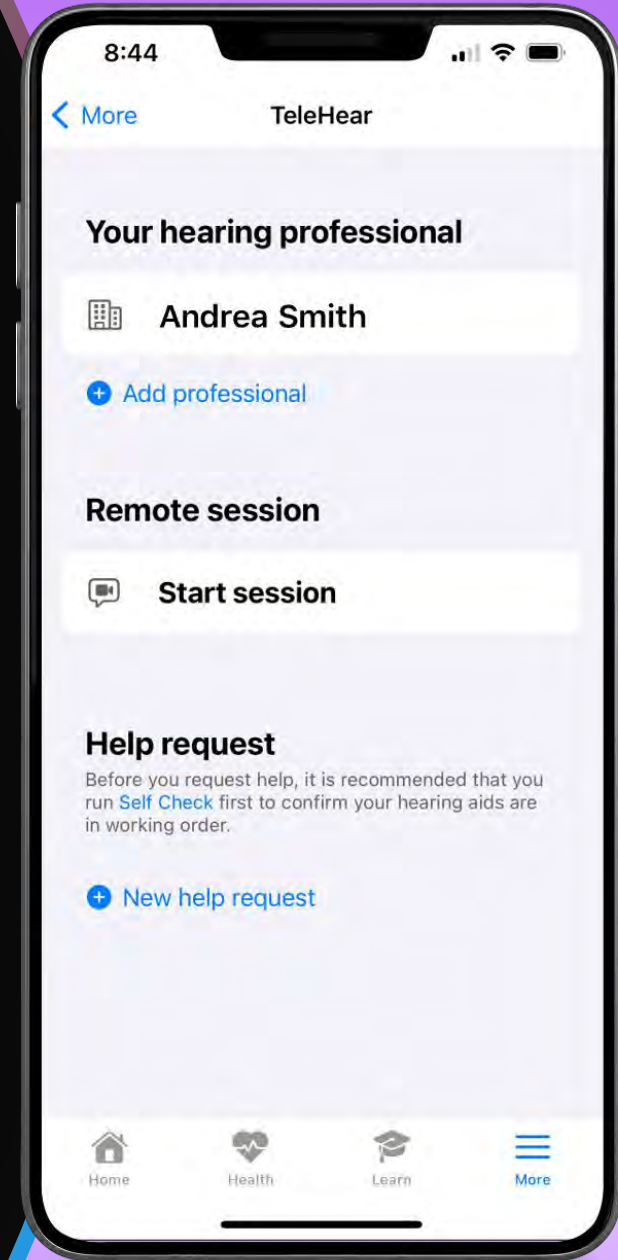
My Hearing

ENHANCED

TeleHear

Offering both Synchronous and
Asynchronous Remote Programming

Making remote care even more
convenient for you and your patients



TeleHealth Statistics

Used by 13% to 17% of American patients in 2021

Use of virtual care is 38 times higher than before the COVID-19 pandemic

Use of telemedicine increases with age
29.4% between 18 and 29 years of age
43.3% those 65 and above

91% of people claim telemedicine can help them keep up with their health care

24% said they would do specialist visits over telehealth applications

<https://www.crossrivertherapy.com/research/telehealth-statistics#:~:text=Top%2010%20Telehealth%20Statistics%2037%25%20of%20people%20over,38%20times%20higher%20than%20before%20the%20COVID-19%20pandemic.>



TELEHEAR GOAL

Improve patient outcomes
by providing a higher level of care

Value of TeleHear for Patients



**Increase
access to care**



**Improve
continuity of care**



**Reduce
health risks**



Patient System Requirements

2.4 GHz Edge AI or Genesis AI hearing aids

My Starkey App on a supported smart device iOS and Android compatible

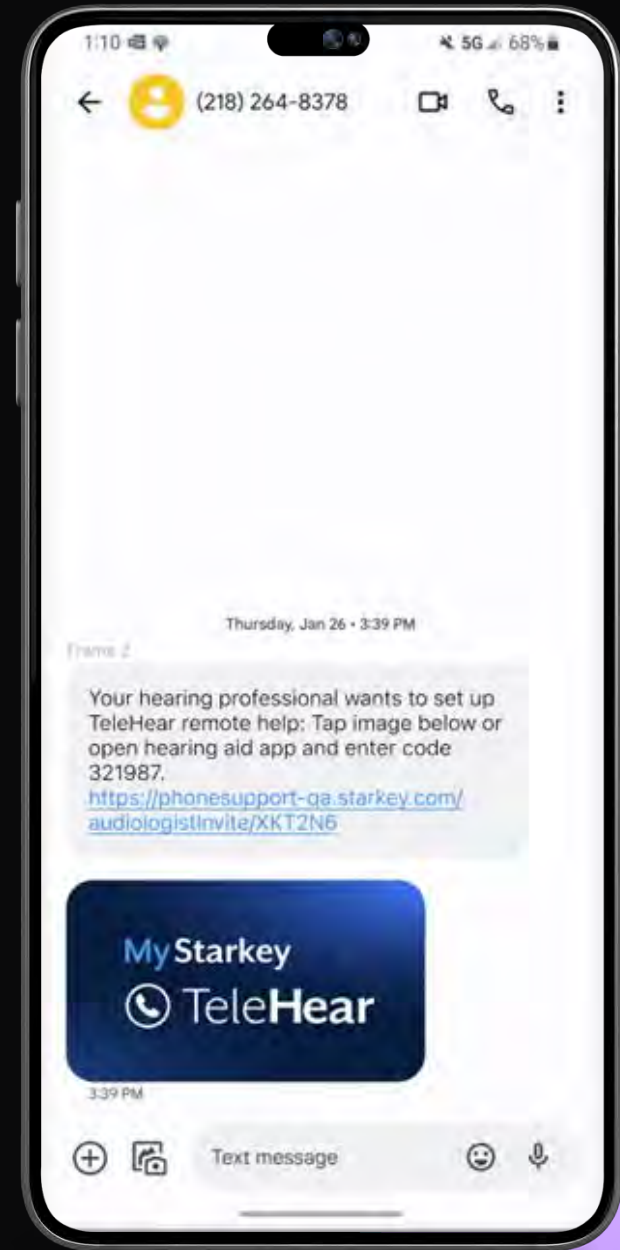
Internet connection - wifi or cellular

ENHANCED

TeleHear

Direct Linking

TeleHear SMS/text invitation includes direct linking for optimal ease-of-use, eliminating the need for manual code entry



MyStarkey

Hearing

Hear better with less effort
in any situation

- Support for Genesis AI devices
- Edge Mode+
- Manual adjustments
- Enhanced customization
- Find My Hearing Aid
- Voice AI
- Tinnitus
- CROS Support
- Self Check
- Accessories Support

Health

Live healthier, track activity,
and detect falls

- Activity Monitoring with double the classifications
 - Walking
 - Running
 - Indoor biking
 - Aerobics
- Hearing data
- Activity and Hearing Insights
- Fall Alert
- Caregiver data sharing

Intelligent

Simplify daily life with
assistive features

- Onboarding intros for features
- Learn
- Robust and personalized user guide
- Voice Assistant
- TeleHear
- Field firmware updates
- Reminders
- Translate
- Transcribe
- Find My Phone



App Best Practices

Force closing My Starkey limits app and feature effectiveness and will slow down or hinder phone and app performance

Apps “running” in the background are in a suspended state and will not affect phone battery life





Phone Best Practices

Avoid extreme temperatures

Delete unused apps

Keep software and applications up to date





Senior-Friendly Tips

iPhone

Enable Assistive Access

Optimize the display for visual acuity issues

Keep the Home screen simple





Senior-Friendly Tips

Android

Add senior-friendly Android launchers

Increase keyboard key size and increase text size

Disable Gesture Navigation

Enable Easy Mode



MyStarkey

Easy. Fast. Rewarding to use.



**Designed by patients
for patients** through
extensive research,
testing, and evaluation

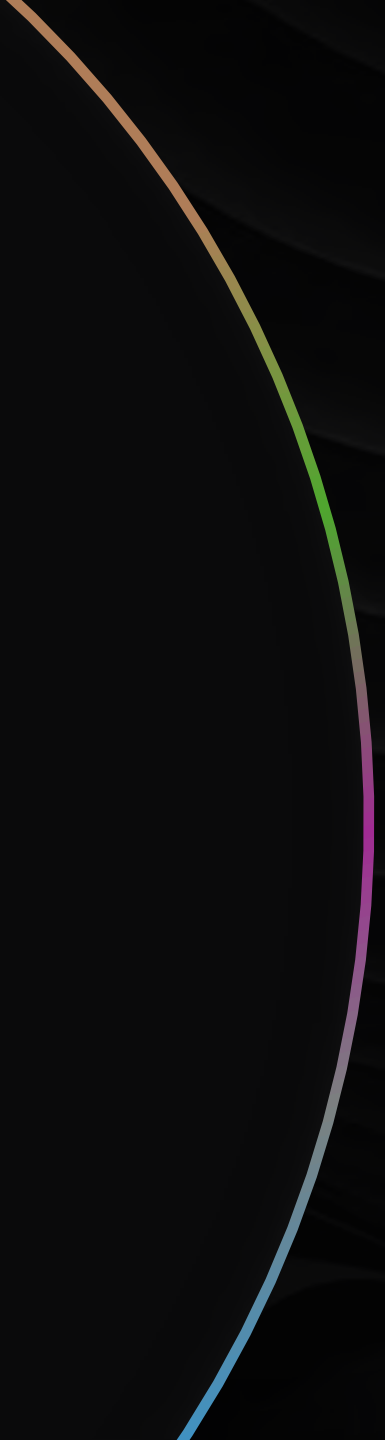


Convenient access
for frequently
used adjustments



**Interactive educational
resources** in a variety of
formats delivering
personalized content

Resources



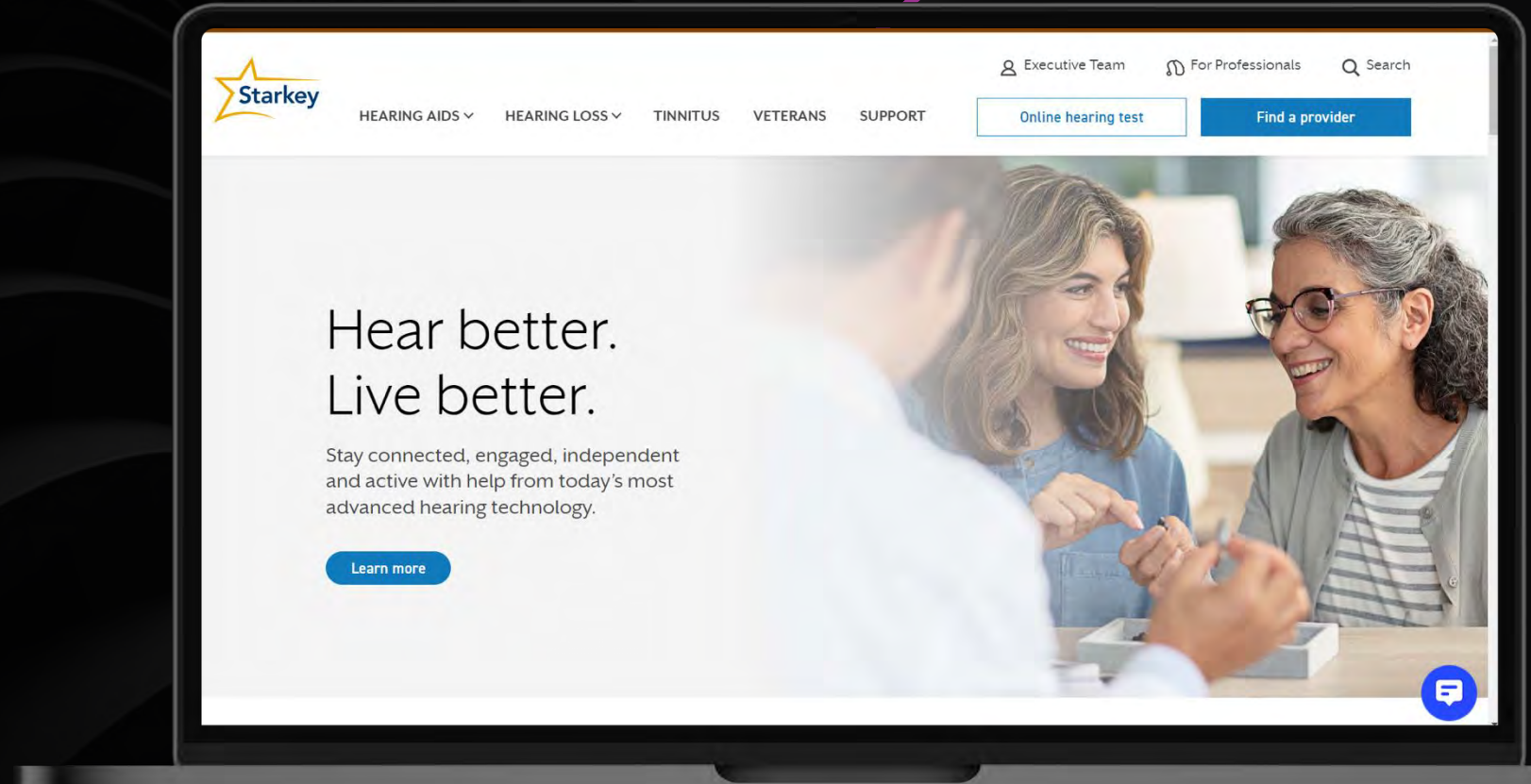
Starkey.com

Troubleshooting

Video Tutorials

User Manuals

Product Support



Thank you!



