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Optimizing Mobile App Use

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Foreign we will go ahead and get started.

Welcome everyone for joining me for today's course Optimizing Mobile App Use with my Starkey. Discussing my Starkey with older adults. I am Dr. Lawanda Chester, education and Training Audiologist here at Starkey and I will be your host for today. Today's Session before we get started we have a couple of items we need to review.

So first a couple of FAQs for you how you are able to ask a question. If you have any. We have a Q and A document open for you there where you can type in your questions. I will be taking a look at those questions towards the end of today's course, but feel free to type in any questions you have as we go along. I know I'm one where sometimes if I don't ask a question right away I will forget it.

So go ahead and type it in and I will address any questions at the end of our time together. We also have a handout available for you with the slides I'm going to be using for today's session. You can keep those for reference later on afterwards and then if you happen to have any difficulties viewing today's session, you can call the toll free number listed here or email Customer Support Audiology Online and they'll be more than happy to help you out and get you going again with the course. This course is available or eligible for CEUs, so if you are one of the Audiology Online members, you can then log back in to your profile after you've watched this course in its entirety and you have to pass a quiz and once you do then you can receive credit for today's course.

Here are a few other items that Audiology Online wants you to know about this course, your risks and benefits of taking this course, and the information that we are providing. Go ahead and take a look at that at your leisure. I won't walk through or read through everything there, but it's good for you to know as you are gathering knowledge and taking this course.

So we have three learning outcomes or learning objectives for today's course. The first one is that we are going to or you at the end of today's course going to learn to be able to describe how to personalize streaming sound quality via the mobile app. You also will be able to explain how to customize hearing aid usage goals in the mobile app and then also just be able to identify one key learning to implement directly in your clinic to improve your patient outcomes, especially when it's related to our mobile app. So let's Go ahead and get started.

Our focus in today's session is on the My Starkey app. It's the mobile app that is our most intuitive mobile app. Designed for Edge AI and Genesis AI hearing aid users, our mobile app really goes beyond a simple hearing aid adjustments and gives patients access to a wide array of advanced features to improve their access to the world around them and improve their quality of life. For our purposes today, we will focus on ways to discuss and optimize the app with senior citizens in mind, specifically because that is a large segment of the population of patients that we're seeing in a lot of audiology clinics. But also that's the population where we tend to think or sometimes we see that they may struggle with technology.

There may be hesitancy to discuss an app with them because we think it may be more than they're capable of or something that's beyond their abilities. So we want to really talk about today. You know, what are the ways that you can optimize this app or ways that you can discuss certain features so that it is something that your patients can more easily use because there are a lot of features available that will allow your patient to have a better life and a better quality of life as well as hear better. But we do need to make sure that they have access to these features and that you discuss it with them. So we're going to think of or discuss different ways in which to do that.

So why discuss My Starkey the App with Older Adults In April of 2024, U.S. news & World Report surveyed 1500 adults aged 55 and older to see how seniors attitudes about aging and preparedness

have changed over the past year. They found that more people say aging in place is an important goal for them now versus a year before that survey was conducted. So 95% of them in 2024 said it was important versus you know, 93% in 2023. So growing thought process there for patients or older adults.

Now what is aging in place? It's the ability to live in one's own home and community safely, independently and comfortably, regardless of age, income or ability level, according to the US Centers for Disease Control and Prevention. In addition, 53% of respondents to this survey reported using some type of assistance or health related technology. Now what are the top five reasons they started using assistive technologies? General aging, mobility impairment, hearing impairment, vision impairment and cognitive impairment.

So hearing impairment was one of the top five reasons that these individuals reported using some type of assistive and health related technology. So this is definitely something that our patients are interested in and could use more of. Some of them just need you to be the one to introduce them to the technology.

Finally, here are the devices which survey respondents said made it easiest for them to age in place. I want to highlight three of them Medical or health related mobile apps, Wearable medical or health related trackers and hearing assistance related devices Edge AI hearing aids plus the My Starkey app easily fits into those categories of devices Individuals have said make it easy to age in place. As their hearing healthcare provider, you have the unique opportunity to provide technology that not only helps them hear better, but helps them meet the goal of living independently.

The My Starkey app can be found in the App Store for Apple smart devices running iOS 15 or higher. The Android version may be found in the Google Play Store for devices running operating system 8.0 or higher. A couple of caveats or things to know there is that for those using Apple devices, they do need an Apple ID to download the My Starkey app. And then for those using Android devices, if they'd

like direct streaming, please keep in mind that Google only made direct streaming from Android devices to various hearing aids available in the operating system number 10 or higher. So on occasion I have encountered a patient with a brand new Android phone that maybe they got from a low cost provider like Cricket or Straight Talk or Trap Phone, something of that nature.

And often in order to keep prices low, those carriers will include a sort of older or lower number operating system on those brand new phones. And so sometimes you'll have the latest and greatest smartphone. The patient's super excited. It's brand spanking new, but it may have say, Android operating system 8.0 for instance, or 9.0, which would be a operating system that is too early or too old I guess, to have that direct streaming. So keep that in mind as you're working with patients and their various smartphone and smartphone devices.

Now, if there is uncertainty regarding if a patient's particular phone is compatible, we do have a handy QR code to help. We've all had those patients who weren't sure what model of phone they have or even what operating system it uses. I couldn't even tell you what operating system my phone has right now. So this compatibility code that we have created is your perfect solution. And this is available to you as a little business card that you can give to patients, a counter card that you can have on your desk or even a magnet.

And all would need to be done is your patient would utilize their phone and scan the QR code using the camera on their particular phone. And then once they answer the questions, it'll ask them which technology they're working with, as far as the different Starkey hearing aids go. Or it may also ask them if they are in fact a caregiver and not a hearing aid user. But depending on the answer to that question, it will tell them the specific compatibility for their phone and their operating system and then give them the opportunity right then and there to download the app. So it does make your life significantly easier.

You don't necessarily have to spend time reading through the list of compatible devices on our website that's still there and available for you, but I find this QR code to be much easier.

Now, as we were developing My Starkey, we spent numerous hours doing a lot of research, talking to professionals like yourselves, talking to patients, whether they are, you know, we're current Starkey patients or not Starkey patients, to find out all that we can to make sure that My Starkey is the most intuitive and easy to use app for the end user. It started with us doing hearing aid and app landscape research. So we looked at, okay, what apps are out there right now in general, what hearing aid related apps are out there, how are they used, how are they not being used, you know, what is the onboarding processes, what do patients think of these? The next step is we looked at our previous app, Thrive, and we did research on that. Okay, how was that used, how was that not used?

What were the likes and dislikes by both the professionals and the end users? And we really did put a lot of focus on the end users. From there, we used this information to develop My Starkey and then we did usability research where we had it being used in the real world in the field by patients. And we took a lot of feedback from them on what their preferences were, how were they using it, how did they find it to be as far as ease of use goes, et cetera. And then from there we, you know, came up with the final version at the time of My Starkey and then continue to do research.

We are still doing research on it. So we're getting information from focus groups. We are taking in feedback through the help menu of the My Starkey app. Currently. Basically what we learned is that, you know, for the end user, for the patient, they want easy onboarding.

They want step by step setup that is really intuitive for them where all they have to do is click or tap on the screen just once or twice and the app does the rest of the work for for them. They also told us things that they really liked, health features and things that are geared towards their overall health and well being and not just using the app as a simple remote control. So we've been very, very happy with

some of the feedback that we've been getting from my Starkey or regarding my Starkey from your patients.

Now that does take us to the home screen. So we have just recently updated our home screen once again and so this isn't what it looks like right now. We've got one or two little icons on the bottom there that are available now. But what I wanted to let you know though is based on that feedback we received from the end users, we wanted to make sure that the home page of the app was as clean as possible, easy to use and simple. And if you have a patient who doesn't feel very very comfortable with technology, we wanted it to be very, very easy for them to get to the most often used features and functions of the app right there from the home screen so that if they so they don't have to navigate away from this if they don't like so they can easily see their battery status right here on the screen, they can easily change their programs.

For your more tech savvy patients or your patients who are interested in more of the features of the app, they absolutely can dive in a little bit deeper, go to those additional menus if they need to, but but it's not required to get the basic functionality of the app and do what needs to be done on a day to day basis. Let's watch a quick video describing the home screen to you in more detail.

Welcome to your hearing aid app Home Screen, home of intelligent features and hearing settings that give you full control of your hearing aids.

Let's start with the battery indicators. These show the battery usage levels of your right and left hearing aids. They turn red when your battery needs charging and show an exclamation point if your hearing aids aren't connected to your phone. If this happens, simply try turning the hearing aid off then back on again. Smart Assistant lets you make commands or ask questions by speaking into it.

In the center of your screen you'll see the name of the program you're currently using plus a short description. This changes when you switch programs. To switch programs, swipe in the open space above the program name.

This icon represents your program options. Tap it for quick details on the program you're using, make sound adjustments and more. This is Edge mode plus tap to immediately apply the best hearing settings for your current environment programs. Is the place to find, use and edit your programs or create a new one. My Hearing is where you can access and adjust even more hearing aid settings.

These include microphone, volume, tinnitus, self check, Find My Hearing Aids, and more. At the bottom of the home screen, you'll find the volume slider. Move the slider to adjust the volume of your hearing aids or to mute your hearing aids, just tap the icon on the far left on the app navigation bar, you'll find the home icon. Tap this to return to the home screen anytime. Tap Health to view your hearing and activity data.

Learn is your resource for helpful personalized tips and how to videos on hearing aid topics and app features. Finally, to view any details on your account or access extra apps features like reminders and translate, tap more okay, all right, so now let's talk about Edge Mode plus, which is one of the favorite features of a lot of patients. And I feel like it's very, very helpful, especially for those patients where they may not really be interested in or capable of, you know, making a lot of program changes and things of that nature. So ESVO plus is one of our patient controls that allows the patient to ask for a little extra help in challenging environments, but it also eliminates the need for multiple patients hearing aid programs in a lot of instances. And so when they engage Edge Mode plus, they turn it on when they are having difficulty.

And when most people think of challenging environments, they think background noise, which of course is the most challenging environment for a lot of individuals with hearing loss. But a patient may

also be having difficulty hearing in a quiet environment as well. Maybe they're speaking with someone who is particularly soft spoken. A good example of that might be I'm having conversation with someone who is getting over bronchitis or they have a chronically soft voice due to a stroke or something of that nature. So if I am having difficulty in whatever the environment happens to be, I can engage Edge Mode Plus.

And what it will do is take essentially an acoustic snapshot is how we always phrase it, of what's going on right then in that moment. And then it uses AI to determine what adaptations it needs to make to ensure the most comfort and clarity for the patient in that moment. It will make changes that are more aggressive than the program settings of the hearing aid. So it may decide in this case instance, talking with this person that I'm having trouble with, that it needs to provide a little more gain right then than the program settings. If I'm in a particularly loud restaurant, even though my provider has programmed the hearing Aids to have up to 12 decibels of noise management.

Edge Mode plus may decide right now it needs 16 decibels of noise management. So it can be more aggressive to really help in that particularly challenging environment. Once it makes those settings changes, then it's fixed, and then it stays with those settings until I disengage Edge Mode plus. When I want it to recalculate, I would just engage it again. And it makes an entirely unique setting.

Setting changes again. So it's never the same every time I turn on Edge Mode plus, which is good because environments are constantly changing, right? So an example again of how this would be utilized. Patient finds themselves in the situation that they're having difficulty, they go ahead and they activate Edge Mode Plus. If they have one of our top two tiers, they have a couple more options.

And I'll describe that in just a moment here. And then it makes its changes instantaneously. I'm hearing better. And then I leave it there until the situation changes. Now, this is fixed, like I said, unless your patient has what we call Automatic Edge Mode Plus.

Automatic Edge Mode plus is available for our premium technology, so our 24 level of Edge AI and Genesis AI. And with Automatic Edge Mode Plus, I still need to engage it because I'm asking for extra help in an extra challenging environment for me. But then once I've engaged it, it'll make its changes, but then continue to periodically scan the environment and adapt as my environment changes so I don't have to engage it and re engage it again as my environment changes, it will continue to do its work. So I'm in a challenging environment, having difficulty. I engage, does its thing, whether that's increasing gain or changing noise management or whatever parameters it sees fit to help me in that situation.

But then if I change environments or even if I'm sitting in a restaurant, I'm having trouble. I've turned Automatic Edge Mode plus on. There's a loud party at the table next to me. If they get up and leave, then that environment hasn't really changed. I'm still in the same spot, but the acoustic environment has.

The acoustic topology has changed. Automatic Edge Mode plus will make those changes for me. Now, one of the questions that we often get with edgemode pluses, ooh, that can be a little bit complicated to discuss with patients. How do I explain that to patients? Really?

This is one of those things where it is going to serve you well and serve your patient best if you just keep it simple. I often tell patients, you know what this is Your SOS mode. This is your, you know, mode. The hearing aids do well for the patient 95% of the time, let's say, because you've programmed them well as their audiologist. Right.

But in those instances where they need a little extra help, you just say, okay, you know what? You need a little help. Push this button, Engage Edge Mode Plus. Engage this mode. Listen.

If it's better, great. If it's not better, you can turn it off, have it recalculated again so you don't have to tell the patient all the things that are going on in the background. You don't have to say, spend a lot of time, you know, explaining it to them to say, hey, you know what? You turn this on when you want to hear even better and then turn it off when you don't, when you don't need it anymore, when you change environments. Another question we get often is with this automatic Edge Mode plus, can the patient just leave it on?

Yes, they can. It's not going to necessarily run down their battery life or anything like that, but we don't recommend they leave it on all the time because it is for those special challenging situations where the typical programming of the hearing aids that you've done very well, you know, are serving them well is for that 5% of the time when they need a little bit of extra help. And then because Edge Mode plus is more aggressive, they may not need such aggressive changes all of the time. We don't want to take away the opportunity for their auditory system to do its work. So, you know, Edge Mode plus is going to be one of those again, that SOS for those really challenging times when they leave the environment or they go back to their normal settings, they can go ahead and turn it off and let the hearing aids function as they normally do.

Now, for your patients who are wearing the 24 level, like I said, they have that automatic edge mode plus. But for the 24 level and the 20 level, if they are engaging EdgeMode plus in their my Starkey app, they do have patient driven controls where they have a little bit more say as to, you know, how Edge Mode plus is going to work. So we call these patient driven controls where they can express their listening intent and help Edge Mode plus help them where when they engage it, it's going to give them an option of just using whatever the best sound calculation is that Edge Mode plus has come up with, or they can tell Edge Mode plus, you know what, my goal right now is for you to enhance speech and edgemote plus will then take that and make sure that speech is what's emphasized. Or I can say, you know what, my goal right now is for you to reduce noise. So just gives patients a little more control over

what Edge Mode plus is doing.

This is something that we implemented a couple years ago in response to patients request. So we did that so that they can have a little bit more control there. Now, just as a quick reminder for Edge Mode plus, there are three ways that you can give your patients access to it, going from right to left. Of course, when they're on the home screen of the My Starkey app, they can tap on that Edge Mode plus button to engage it. If you give them a remote control, you can program the favorite key so that it engages edge mode plus.

And then also for the 24 level devices, it's available for you to set up as a user control so they can engage it utilizing the short press or even the Double Tap user app, Double Tap function. So a couple of ways to give your patients access, depending on their preference and their lifestyle.

So let's switch topics, switch gears a little bit. We know that from the research that hearing care is brain care. Starkey has known this for years, which is why we were the first manufacturer to integrate sensors into hearing aids. So users and their loved ones, you know, could measure their activity, track social engagement, and be encouraged to stay physically and mentally active. Now, more research has shown that social isolation is closely tied to cognitive and physical decline.

I think by now most of us are aware of the Achieve study, and this came out the summer of Leaf 2023, and it was the first of its kind in respect to it being a longitudinal study that examined the use of hearing aids to slow cognitive decline. And it looked at or examined almost 900, almost 1,000 adults aged 70 to 84 with untreated hearing loss. And ultimately, what it found is that an individual is at higher risk of dementia if they are at high risk of dementia, excuse me, hearing aids may reduce the progression of that cognitive decline. And this really adds to the growing library of data that points to hearing or points to treating hearing loss as a modifiable risk factor to prevent and slow cognitive decline. Now, when we're thinking about our aging population, cognitive decline is at the forefront.

I think of a lot of concerns when it comes to baby boomers who are really interested in aging in place and healthy aging. And with My Starkey, you're able to help them keep track of that, help them meet those goals. And so in My Starkey, we have the interaction goal and it quantifies daily social engagement, conversation and time streaming to highlight the importance of cognitive stimulation. The social interaction tracker is even more intelligent now and precise than ever. It's always quantified that social engagement based on detecting voices in conversations.

But as of the latest updates last year, it can now distinguish a wearer's own voice versus others to more specifically measure the time spent in conversation. So it allows the My Starkey app to more accurately let wearers know if they're meeting their social interaction goals to help minimize loneliness and social isolation.

Now, the best hearing aids are the ones that are worn and working and My Starkey has two intelligent reminders to keep hearing aids on their patients ears and in good operating condition. So we have these intelligent reminders that are available for the 24 and 20 technology tiers. Now when the wearer navigates to reminders they'll see two tabs. The basic tab introduces the wearer to intelligent reminders and gives them the opportunity to create a basic reminder. The intelligent tab provides access to our newer intelligent reminders which are hearing aid related.

Let's take a closer look at these Now. Hearing aid maintenance reminds patients to run self check regularly. That's a feature that will verify if all key components are performing as they should. We'll talk about self check in more detail a little bit later, but this reminder can be set when weekly, biweekly or monthly and will provide an audible reminder in the hearing aids.

Insert your hearing aids is a visual reminder on the phone that can be set to prompt the patient to put their hearing aids in if they've not already been turned on during their usual wearing time. Timing is

learned based on how the hearing aids have been used. So for instance, if your patient typically inserts their hearing aids at 7am the reminder notification would occur around 7:15 on the next morning where it realizes oh yeah, you know what, those hearing aids have not been turned on yet. So these are both very handy reminders for those patients who are newer to hearing aids, but also for our seniors who may need little nudges as they're getting acclimated to hearing aids or if they are having, you know, some memory issues.

Here are the visuals of what these new intelligent reminders look like from the lock screen of the wearer's phone. The reminders feature can be used for non hearing aid related tasks. So let's take a look at the basic reminders which is what they would utilize if they'd like to do that.

Sam SA okay, so the basic reminders have been around for a couple of years, but I think some people forget they exist super, super handy for things like prescription medications. Now remember, the available reminders vary based on technology tier. So your top two tiers are going to have those intelligent reminders available. The 16 level of Edge AI and Genesis AI will have the basic reminders available and the Genesis AI 12 will have the basic reminders available. So one other note is that intelligent reminders are disabled by default.

So it would be helpful for your senior patients if you include a moment in your counseling to not only discuss general reminders but also enable the intelligent reminders that can be so helpful for that maintenance reminders, et cetera. So this brings us Back to the U.S. news & World Report survey. When using assistive or health related technologies from their homes, respondents felt more independent, safer, healthier and that they have greater mobility. So it's something that using assistive or health related technologies from their homes are providing these feelings of independence, these feelings of being healthier and like I mentioned earlier, using hearing aid technology in conjunction with my Starkey for Starkey specifically can really help with these feelings of safety for our patients.

Again, you have the unique opportunity to really provide health related technology that promotes patients feelings of independence and safety as we saw in the last slide here. So Starkey has led the industry in integrating health and wellness features into our hearing aids. As mentioned before, we have those sensors that are available for step tracking to encourage social engagement. And though you know we really though others promote sensor integration, we remain the first and only to offer patient safety features like fall detection so you can offer your patients and their loved ones the peace of mind provided by our Fall Alert system that's integrated directly into the hearing aids. We're going to take a moment to learn how that works with this video.

Your hearing health is important and so is maintaining your safety and well being. That's where Fall Alert comes in. The app feature that enables your hearing aids to detect when you fall. Then send a text message with your location to the people you choose so they can get you help if you need it. False alarm.

No problem. You have time to cancel an alert before the text message sends. To set up Fall Alert and invite a contact, just follow four simple steps from your app. Home screen, tap the health icon. Next, scroll to additional setup and tap Set up Fall Alerts.

Learn about Fall Alert on the two welcome screens. You can sample the sound indicators you'll hear through your hearing aids if you fall to familiarize yourself. When ready, tap. Next, a permission box may appear asking a Fall Alert can access your contacts. This would allow the app to enter your contact's details using your phone's contact list.

If you choose not to allow this, simply complete the fields yourself. Now send your Fall Alert Invite. Your app will then confirm the invite has been texted to your contact. You can also invite another contact. If you'd like to find out if your contact has accepted your Fall Alert invite, tap more.

Next, tap App Settings and then Fall Alert settings. If your contact is listed as pending, they haven't accepted your invite yet. Here. You can resend the invite if you'd like. If your contact is listed as active, they've accepted your invite and will be notified if you fall now as you can see from the video, Fall Alert is very easy to set up.

You might consider discussing this feature with all of your senior patients. Then implement it set up as part of your follow up protocol. All they need to do is input in those contacts, so have someone, a family member, a loved one who is interested in being the recipient of one of those text messages should a fall occur.

Now My Starkey coupled with Edge AI and Genesis AI hearing aids provides the user, you know really easy yet powerful way to monitor and support support a variety of health metrics. Taking advantage of those integrated sensors and artificial intelligence, My Starkey compiles and presents health data in an easy to view fashion. The Health section in the app allows the wearer to set hearing aid fitness goals and to get insights on how they're doing related to their hearing aid usage, physical activity and social interaction. They will receive daily updates as well as a weekly hearing report that summarizes all of their activity.

Now with the recent introduction of Genesis AI and Edge AI, we've doubled the number of classifications within our personal activity tracking, making health monitoring more intuitive, easy and rewarding to do. The hearing aids can track walking, running, aerobics and biking especially. As like I said earlier, a lot of our patients are very much interested in healthy aging and staying active. Let's learn a little bit more about that Health tab. Did you know your hearing aids can monitor your hearing and physical activities?

It all begins in your hearing aid app's Health section. Use the Health section to monitor your health with hearing reports and activity results. Set goals and stay motivated with helpful insights. To get to the

Health section, tap the Health icon on your app home screen first. You'll see a daily snapshot of your hearing and physical activity progress.

Dive deeper into your hearing by viewing your weekly hearing report at a glance. You can see your hearing activity and how you're progressing by day or week get insights how much time you spend wearing hearing aids, how often you're interacting through conversations or audio streaming, and what types of environments and noise levels you may be experiencing. These insights may change throughout the day depending on your progression and when it comes to your physical activities. You can also see your goal progress at a glance, or you can tap the card to go more in depth. Choose your time frame, see how you're tracking, read an insight on your goal progress and further information about your activity.

And depending on the hearing aids you have, your hearing aids may further categorize the type of exercise you do, including running, indoor biking, and aerobics. Whichever activity you're viewing, physical or hearing, you can change your goal anytime by tapping Change Goal. The location of this will vary by phone Next, let's discuss some connectivity highlights.

So first let's talk about streaming sound quality. So whether that's taking phone calls directly into the hearing aids or even listening to music Music Last year we added an equalizer for easy adjustment to streaming sound quality for user.

Just as taste in music podcasts videos vary with each individual, what sounds good to every patient varies too. So clicking on Adjust Sound on the Home screen will give patients access to this equalizer and allows them the ability to adjust bass, middle and treble. It really lets them dial in the sound that they like best, making it easier than ever to personalize their streaming and listening experience and increase satisfaction. These settings are remembered from one streaming session to the next, so they will not need to be resubmitted each time. And then savings could also be saved as a custom program

if the patient chooses, and they would just tap on the button that says Save as Custom on the bottom of the screen.

The gain from the equalizer controls is complementary to any enabled boost controls that you may have added via the Accessories screen in the Profit software. So on the right you can see the typical gain configuration for bass boost, treble boost, and overall boost. And then those equalizer controls can provide an additional plus or 5 minus decibels for a robust and strong streaming experience. If that's what your patient prefers, let's talk about a couple of additional features. First, we'll start with the Learn tab.

This has been one of the most exciting aspects of my Starkey. You know, our early study participants and early users really enjoy the interactive elements that help the hearing aid wearer adjust to their hearing aids. So the first time the wearer navigates to the Learn section of the app, they have the opportunity to personalize the content to their experience level, whether they're a brand new wearer to hearing aids and need to start with the basics, or they've worn hearing aids before and are ready for more advanced content.

The Learn tab the content under that tab is available in a number of forms, so how to lessons, videos, articles, really allowing the app user to access content in a meaningful way for them. It also includes our user guide, which offers instructions for each feature in the app.

Now the popular Topics area of the Learn tab focuses on content that should be pretty common to all wearers, and it may be helpful to remember that the Learn content is updated and refreshed periodically so it can be of benefit to remind even your experienced users about this area. In addition, users will receive a notification within the app when there is updated content available to them, so they can check at any time and see see new information.

Now, Self Check is a great feature for use at home. I mentioned Self Check when we were talking about intelligent reminders and that maintenance reminder. With Self Check it will verify if all key components are performing as they should or alert the user to issues that require troubleshooting. So we're looking at those first two screens. It explains Self Check to patient.

The next one is what it looks like if the receiver, microphone and circuit all check out okay. This third one here is some idea of what it would look like if something needs attention. So they may see a yellow exclamation point or a red X. If they click on details, that's what they'll do to really dive in to get more information about when a component is not up to specs, what they may do about it. For instance.

So if I click on details for any of the components, what it will do is give them an easy troubleshooting sort of lesson for that particular component to potentially resolve. Solve the problem at home if it's a circuit issue, we advise them to contact you, their hearing professional. Again, this is a great resource for use at home for patients and caregivers. If your patient has a family member or individual, another individual who helps them, they can make running Self Check part of their morning routine to verify everything is okay before putting on the hearing aids each day.

For your tinnitus patients with all Starkey hearing aids, you have the option to enable Tinnitus stimulus to provide relief. When a tinnitus program has been established in profit, the Tinnitus tab will appear in the app so Tinnitus can be enabled in any program. For this example, a program was enabled with tinnitus. The name was customized for tinnitus to aid the hearing aid user and easily identifying that program. And we were able to accomplish that by going to the indicators screen in profit.

And we changed the speech indicator for that program to Tinnitus. And as you can see when they open up My Starkey, they have that tinnitus menu visible on the right hand side and then on that left hand side you see under programs, whatever the speech indicator is for a particular program, that's what the patient sees in the mystarchy app again to help with, you know, alleviate any confusion and to easily

identify which program they have is for tinnitus. Once they tap on that tinnitus menu, they can then manage their tinnitus stimulus. Volume and speed both can be set for each hearing aid. And we've made the language on the screen very intuitive so that users can easily manage their tinnitus stimulus at home and they don't have to necessarily wait till they are their next appointment for you with you, excuse me.

If they want to make a change or have a change to their frequency modulation, for instance, they can do it right here on this screen.

The next feature that's really useful for your senior patients is find my hearing aids. I am not a senior citizen, but I misplaced things all the time. And so using location services of the phone, the My Starkey app will track the hearing aids and keep track of the last known location when it communicated with them. So let's watch a quick video on how that's utilized.

SA and finally, discussion about treating older adults would not be complete without thinking about telehealth. So Starkey's remote programming system, TeleHere is an option for all wireless, Edge AI and Genesis AI styles and technology tiers.

So telehealth is the use of radio, video or other electronic devices to provide healthcare services remotely. As you can see from the information here on the screen. And I'm not going to read all of the data to you here, but telehealth has been utilized more and more and more. And I think during the global pandemic, unsurprisingly, the youth use of telehealth services across all medical fields increased dramatically. And it really has become an expectation of patients and consumers that that is something that is available to them.

The overall goal of teleaudiology services and our specific tool tele here is to improve patient outcomes by providing a higher, more customized and efficient level of care, helping your patients have a good

positive experience with their hearing aids.

It can increase their access to care when your patients are Faced with inclement weather, there's transportation challenges, they have difficulty scheduling in person appointments, maybe they have to rely on an adult child to get them to appointments. It can also improve the continuity, continuity of care when someone has mobility challenges or multiple health issues to manage. So, you know, keep this as a tool in your back pocket, especially for those senior patients, because they often have circumstances where it's harder for them to get in to see you. And this is absolutely something that can be utilized on the patient end of things. All they need are your 2.4 GHz Edge AI or Genesis AI hearing aids, the My Starkey app on a supported smart device and an Internet connection.

So it's very simple for patients.

And then in the past we've needed to enter a code to establish the connection between the patient's My Starkey app and the professional intelli here. But now you can send your patient a direct link to connect. It makes it much easier and more intuitive for patients to join those remote appointments. So when a text invitation is sent, and you do that by entering their cell phone number into the profit software to send out that invitation, it includes a direct link that's visible here when the user clicks on it, the link navigates to the telehere screen in My Stark and the code entry is automated, which eliminates the need for manual entry of the code. And then from there you can, you know, start your remote programming session or just have that connection already ready for a future time when you may need it.

So of course, My Starkey offers much more than what we touched on today. You know, features for better hearing and healthier living and more intelligent assistant features even to simplify daily life. But like I said, I wanted to focus on features that are things that will optimize mobile app use for your senior patients. Now, before we wrap up the last few minutes here, I want to provide some general tips for

mobile devices just use in general for those senior patients. First and foremost, force closing apps historically was a known best practice to preserve battery life.

But as technology has improved, force closing apps can now hinder performance. So it's important for the functionality, especially of My Starkey and its connection to the hearing aids, to maintain a stable connection by leaving app open but suspended in the background so that things like Find My hearing aids can work, step tracking can work, and the fall alert system as well. If the app has been forced closed, then all those things cannot function properly. Apps running in the background, you know, are in a suspended state nowadays and they will not affect phone battery life. This is a newer behavior for end users that can be discussed with patients to optimize the app performance.

A couple other best practices for smartphones in general. Some of these you're aware of, but cell phones can be damaged by extreme temperatures. So you know, remind your patients to avoid leaving their phones in the car, setting them down on a hot surface, or leaving them outside in freezing weather. Encourage them to delete any unused apps. This can save storage space and help the phone perform better.

Keep apps updated. You know things especially like my Starkey, but any apps Regular app updates can really improve the device's performance, security and stability. And software updates often include bug fixes, security patches and performance enhancements. And I often encourage patients to have their updates run automatically so they never have to worry.

A few tips that are specific to ifaw phone or Apple devices is you can encourage your patients to enable Assistive access. It's a feature introduced in iOS 17 that greatly simplifies the iOS experience. So while originally designed for people with cognitive disabilities, it's a good choice for seniors who only need to use the essential functions of their devices. A trusted person can set up Assistive access to show only the apps that their loved one needs, which then run in a simplified format. So this might be too drastic a

step for tech savvy seniors, but it's worth a look if the user doesn't want to be overwhelmed with apps and menus that they won't use anyway.

But they need something like our SayFall alert. You also can do things like increasing text size and enabling display zoom for visual acuity issues. And then remember that keeping the home screen simple of their phone can really help. They can set up a wallpaper that makes icons and names easy to see. They can uninstall or hide apps that they really don't have a lot of use for.

Or consider creating or using a creative iPhone Home screen layout to keep the most important important apps front and center. And then for Android there are senior friendly Android launchers that are out there. We have one of my favorites is called Elder Launcher and basically how that works is it allows you to add certain apps to the home screen only Essential apps is what I recommend and it allocates a dedicated section on the home screen just for those apps and for the most important contact. So again, keeping things simple for your senior patients, again consider increasing your text size, et cetera. And one other thing that I have found that has been helpful for in the clinic but also my family members it's disabling gesture navigation that is navigating Android devices using swipes and other gestures that gesture navigation can be difficult for those who are not as tech savvy.

I include myself in that. So disabling that can make things a little bit more friendly. And then finally, if it's a Samsung phone, you can turn on easy mode to simplify the interface and just make it easier. Much, much easier for seniors.

So I know I'm over time by just a minute. I apologize for that. But again, we really, really wanted to make sure that my Starkey was as easy as possible for any patients to use, regardless of their savvy level, their age level, et cetera. And we also welcome feedback on the app. A couple of resources I want to point out to you.

We usually talk about starkeypro.com at this juncture, but I want to remind you of Starkey.com it is our consumer or our patient oriented site. It has troubleshooting there, video tutorials, user manuals and product support in layperson's terms. So it's not super techy. It is designed for your patients. It's absolutely a great resource that you can direct your patients to if they need help or they have questions.

So again, thank you for attending this session. I don't see any questions that came in. Again, I went over time a little bit but thankfully it's hopefully been all good useful information for you. I appreciate your participation and I wish you a walk a great day and I hope you all have a great rest of your week as well. Thank you.