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Grand Rounds by ReSound: A Guide to Successful Hearing Aid and Accessory Demonstrations

Presenter: Michael Johnson

Good morning and or good afternoon. Thank you Audiology Online and to those in the audiology and hearing community that are watching, I appreciate you joining and I'm glad you're here. We're going to go over a couple of learning outcomes that I've got for our time together today. So let me click on that. During our time together today, I hope that you leave, you know, being able to describe, you know, the hearing aid demonstration process or maybe even find tips and tricks to incorporate into your own demonstration process to make that even a smoother process for you.

I also hope that you'll be able to point out appropriate Resound Smart Fit software, advanced features and how to use those features. And lastly, my hope is that you'll be able to discuss and also demonstrate best practices around the use of our Multimic Plus. My hope also as part of this time together is that you maybe reconsider using that companion microphone because the Multimic plus is absolutely incredible for providing a 16dB up to 16dB signal to noise improvement for those patients. We've got a couple of disclosures around risk and benefits that I have to show you. And then lastly, during our time together, write down questions you may have.

We'd love to hear from you. So after our time together I please encourage you to reach out to your local Resound team, our awesome territory Sales managers would love to hear from you. Our incredible Insight Sales team would also love to hear from you. But if we can also provide training there in your clinic on some of the things we talk about today during our time together, our field training audiologist and even our remote training audiologist online online. We'd be more than more than happy to help you and we'd love to hear from you.

So please reach out to us as part of our time together if we can help you with some of this material. We're going to spend a good portion of our time together here in just a minute or two in the Resound Smart Fit software. We're going to be featuring Smart Fit 2.1 in our resound, our latest Resound fitting software. And towards the end we're also going to talk about our incredible Multi Mic Plus. We're going

to talk about demos today of course, and the Multi Mic plus is one of my favorite things to incorporate into a demo process because you get that wow that the patients are looking for and it makes it just for an awesome day.

We will have some time towards the end for some Q and A, but let's talk about some of the demo stuff so I'VE spent many, many years in the industry, really at this point, decades, even before digital hearing aids was even a thing. Meeting and counseling with patients and really helping to connect them with loved ones again over a lot of different technology options and really working towards moving the patient towards good technology and hopes to empower them to make good decisions about how and even with who they move forward with for help in their hearing journey. One thing I've really found to be successful and also empowering is to keep the patient at the center of it during the whole sort of hearing aid process and to let them hear it and also experience it for themselves instead of just telling them it'll be great or telling them it'll help even better. I always wanted to show the patient. So my demo experiences here at Resound have been incredible.

When you can demo the experience that the patient's going to get with their Resound device and see the patient react in such a positive way and even at times, certainly I'm sure you've seen it in your clinic. It's never a bad day to even see little tears of joy. It's just really, really rewarding. So after a gosh, time flies when you're having fun, but after a decade plus here at Resound, I've had the pleasure of working with hundreds and hundreds hearing care professionals. Perhaps one of you is on the call and I've been in your clinic.

I've also worked with, you know, dozens and dozens of clinicians in their clinic, doing a demo day, working with certainly hearing aid specialists and audiologists alike to help in those demo days and personally fit Resound technology on your real patients in clinic. And those events and those fits by, by and large have gone phenomenal, especially with what we've brought to the table with our latest Vivia

technology, which now features AI processing for when you want to deliver an exceptional hearing and noise experience. So enough about me, let's get in the demo, let's talk about demo. So anytime you have a patient in front of you, it's just a really, really good day. You know, the patient's in front of you, they're hoping you can help them and you know that you've got the tools to deliver what they're looking for.

And for me, you know, whatever I'm about to go into a demo day, it really starts. Nothing new here, but it really starts for me with just counseling. They're going to hear what the devices are doing, but I also want to guide some of what they should clearly expect in what is normal versus what is not normal. So often these patients already have devices, they're coming in with devices that they want to replace. And in many cases, certainly you see it, patients are coming in where they're getting devices for the first time.

For me, kind of really either way, the counseling story, for me, the counseling is really a very similar story. And for me that's one of the, a sort of excitement, but that we're also going to be provide sound that they likely haven't had before, or maybe they just haven't had in the, in the way that we're going to deliver before. And they may not be used to it. So setting the expectations with good, clear counseling that things may be a little crispy at first, things may sound different, very rare, but maybe they'll hear their voice a little bit, you know, initially. So counseling certainly really helps to set, you know, set those expectations for what is normal and we can guide those patients professionally as hearing care professionals.

Now we're going to get into the demo, so it's time for me to grab my Vivia devices. So I'm going to actually jump off camera for just a second. Give me a moment, I'll be right back. And we're going to pull in the software for the, for the next portion of our time together. So hold on one second.

All right, so when I am in clinic and sitting with a patient, I do tend to like to ask a lot of questions. I want to ask about their lifestyle. I want to certainly better understand what does a typical week look like for a patient? What environments are they in? Thinking about things that are noisy like breakfast and restaurants, breakfast, lunch and especially dinner.

How much noise are they going to be in and what is their general activity? For today, let's assume that we have a patient that's very, very active. So naturally I'm going to grab for my Vivian 9 devices. And for a Viv. Sorry, for an active patient, I want to use Vivian 9 devices so that I can take advantage of the incredible advanced features that are packed into this product.

And certainly I want to take advantage of my AI functions that are in the Vivian 9 to ensure that the patient has a phenomenal experience as part of this demo process. Now, the demo process, not anything new. The demo process can work for your classic sort of one week demo where they get paired up with demos, they take them home in their own environment. That's a very, very good thing. But also this demo process works really, really well.

Even in Chairside, you know, when I'm sitting knee to knee with a patient and get to even walk them around the office and have them hear noises and demonstrate the devices there in clinic. So for the hearing loss, we're going to use today, I'm going to use a tulip dome. So let me pull over one more thing here in the software. So I'm going to use the tulip dome. I do like the tulip dome.

And in our software, one of the things in terms of flexibility, the software certainly does. If you have a different opinion about a different dome or have different goals, maybe you have a goal more towards, you know, a custom air mold. That's obviously phenomenal. Our software certainly gives you tons of options. But our software also, once you load in the audiogram, will give you a ribbon recommendation for the appropriate dome that is appropriate for that.

So I see the ribbon there next to tulip, and I also happen to like the tulip. So for today, tulip it is. And when I hit continue after I've selected the dome, I want to calibrate. Now, calibration is easy. You're going to.

The patient's going to hear a quick buzz on the right ear and then the left. The quieter the room, the faster. That calibration process is one thing that's kind of cool. Inevitably, as soon as you hit calibrate, what happens? The patient will cough or even though you've mentioned to the pat, I'll need you to stay quiet.

Certainly. What does the patient do? They tell you that they hear the buzz. No problem. When you calibrate, the calibration will actually kick back for a second and rerun that portion where there was noise.

But let's go ahead and calibrate.

Okay, calibration is done and I'm going to continue. Now, if you needed to update or change your domes based on acoustics or the feedback outcome that you see here on the screen, you certainly can do that here in the update demo or, excuse me, update domes today, we don't need to. So I'm going to hit continue now as this software opens up to sort of my main fitting screen, there's lots you can do in the software. The good news about our software is it's both easy, but also if you like being able to click around and have functionality to change certain parameters, you've got a lot of functionality and a lot of flexibility to make those changes if you like to click around. So for today's time, I'm going to spend most of our time up here in the top left under the patient tab.

A couple things I want to point out in the software before we dive in, I like this little information ribbon here off to the left, certainly have patient name. Today our patient's name is Aodemo. I can see, you know, hey, am I live and connected? Are my devices actually connected? And you know, talking to my

Noah Link programmer, I can see there that green logo and also the word connected there tells me that I am in fact live and connected.

So we're burning with oil. I also can tell real time how much battery charge is in my device. At Resound we use five green dots and this is real time. So I can tell that my demos or your stock devices that you're fitting a patient, you can tell how much charge they have. Five green lights means you're somewhere between 80 and 100%, so in effect fully charged.

I also like that if I need to, based on what I'm doing with my patient or with my demos, I can mute and unmute. And then lastly here, this little information ribbon, if I wanted to maybe on a follow up, you know, demonstrate the sound of a restaurant and simulate that, or demonstrate a dog barking, even a cuckoo clock, if you needed a cuckoo clock, it's in there. I checked the other day. You can demonstrate that here under the media player and play those sounds as part of maybe your follow up. Once you're done with this information ribbon, I like to collapse sidebar.

You get a little bit of an animation there and that is now out of the way. So it depends on the type of provider that you are. There are providers that like to start maybe in a lower amplification sort of thought process with maybe more of a first time user. And then there are fitters that like to start maybe more full bore, you know, those that maybe are looking more towards real. Neither are right.

Both are correct. Neither. I'm sorry, neither are wrong. Both are correct. My personal preference and kind of my personal experience even back when I used to dispense was to always get them hearing what they've been missing without going overboard, of course.

But I almost always like to start my patients even in a demo day, previous user or even new user, if I'm being totally honest. I like to start them off at experienced non linear. I really want that patient to be able to hear and identify what they've been missing and also know what they've got to look forward to. I

know I can always come down if I need to, but I personally want my patient to hear what they've been missing, at least to start. So above the experience level, I want to just mention the target rule?

We've got our proprietary Audiogram Plus. I've done hundreds and hundreds of fittings in the field. I've never really had a need to change it out of Audiogram Plus. This is Resound's proprietary fitting algorithm. But if you want to go back to the old classics, you certainly have access to your classic NL1, NL2, etc and you certainly can go in and change that functionality if you need be.

But for today I'm going to stick to Audiogram Plus. It's been good to me. So Audiogram plus it is. Now I mentioned earlier that I like to start my patient out more on that experience Nonlinear. Things that are changing in the background as you're adjusting from first time user onboarding, moving up to first time user, moving up to experience nonlinear.

As you go up or as you raise the dimmer switch on your gain and output, a few things are happening in the background. You're starting to add more gain. As you lean towards experience, you're adding more gain. You're going to start to have lower or less compression. You're also going to in the background you're going to also raise your threshold knee points so your knee points will be a little bit higher as you go towards experience.

And then you're also going to have more noise reduction as you're identifying first time user rationales and as you go towards experience nonlinear, you're going to actually have start to have a little bit less noise reduction for those more experienced users. And so couple things that are happening there. I like to coach my clinics and I also personally like to spend my time here in really this experience level because for me it's kind of a quick button. I like the easy button and this for me is the easy button because in one click of the mouse I can make those three or four parameter adjustments and it just really, really serves me well. Whether it's a demo or in many cases even if it's just a first time fit in.

The patient purchased the devices, now we're fitting those devices and it's that first time fitting. Really I can use that function really for the same. Now I mentioned a couple times now I like to start experience Nonlinear. So what do we do if they tell me that it's too loud? I've got kind of a officially an unofficial test.

If I've done a demo day in your clinic, I've probably asked you if I could have a blank piece of paper. Again, it's a totally unofficial official test for me. But I like to rattle a piece of paper. I want to know, is it crispy and annoying, or is it explosive and maybe just too much? I can deal with crispy and annoying.

And if it's crispy, I tell them, hey, it's crispy for me too. My brain's just used to it. Your brain will get used to it as well. So if they tell me, hey, it's a little crispy, I simply tell them, welcome back. That's a good news.

That's a good thing. That's great news. You're hearing that all over again for the first time. As we talked about as part of our counseling before we even got started. This is a good thing.

So this validates that these are all good things. Now, if they're a user that, you know, it's been some time, they've needed amplification for a long time, and maybe their brain's not quite ready, or maybe they're, you know, cognitively not ready and they tell me it's just too much or it's explosive. No problem at all. I can always back that down, down. But by and large, I want them to hear it.

It's not uncommon for me to even say, you know, as part of my demo, hey, follow me. It's not uncommon. I will take a patient outside to hear the traffic, Take a patient down the hallway and let them rattle some doorknobs. You know, take a patient over to a sink and let them run a faucet. I want them to be able to hear even their footsteps, as I maybe I've mentioned already, to validate that them hearing these things is certainly new, but it's all normal.

I hear it as well. Now, let's say that I start off on experience, nonlinear. And the patient says, gosh, this is just too much. You know, maybe I'm hearing more than I want to. Maybe, you know, me rattling my car keys or you rattling your paper.

It's just too much. No problem at all. All I'm going to do is I'm going to go down to first time user. Once I click on first time user, I'm going to, to. I'm going to have less gain.

I'm going to have more compression to make it a little more comfortable. I'm going to increase the noise reduction. And then again in the background, my knee points will go down a little bit, so it will start to compress sooner in the background there. That usually takes care of it. Certainly we could hit save and send the patient off for the week.

But let's say that they've come back after the one week follow up and they've been on first time user. Certainly I'm going to ask them, you know, how's it been? You know, it's been great, Mike, like we talked about as part of my fitting appointment, you had mentioned as part of that counseling that I probably will get used to this. Well, I think that my brain has started to acclimate. I think I'm ready for more.

No problem at all. Let me go back to my experience level, sort of my easy button. And all I'm going to do is simply do what I'm going to go up correct. I'm going to go up back to experience nonlinear. I'm going to going to provide more gain, a little bit less noise reduction for that more experienced profile.

My knee points are going to go up a little bit and then I'm going to have a little bit less compression. The patient usually will identify that they notice the difference and often they'll tell me, you know, hey, I like this. I definitely notice a difference. It might take me a little bit of getting used to this again, but no problem. I think I want to keep it here and if they ever tell me, I think I want to keep it here, but I'm wondering if you could take just a little bit off, maybe take just a little bit off the edge.

Anytime I hear that, that's where I'm going to incorporate this next thing I want to show you called the gain percentage level. Right now it's a hundred percent of the experience Nonlinear profile. Or if I were on first time user, it would be a hundred percent of that user profile. But, but in this scenario, if the patient says, I like experience nonlinear, let's leave it there, I want to bring it down just a teeny bit. All I need to do is come down from 100 and come down to 90%.

That's going to bring my overall gain down by as you guessed, over by 10%. That usually takes care of it. We hit save and then we send the patient on or at that point we're writing up perhaps the purchase agreement. So I would consider that a good day at the office. But let's say that a patient says, you know, hey, I know you've gone down a little bit in the game, but I'm hearing my voice just a little bit.

There's a couple of things I want to show you. If the patient is telling you, Nate, I still hear my voice a little bit. It's more uncommon than common. But let me Move this cursor here. But if they're saying I hear my voice, I'm going to instruct you or coach you on going to gain adjustments.

When you go to gain adjustments right below it, I want you to go to Environmental Optimize. This is a really cool. I could spend two hours on this, just this alone. I don't have the time today. But under Environmental optimizer, if the patient says, hey, I hear my voice a little bit, I like to go to speech loud.

This is going to pick up a speech loud input. Anything that is more of a speech input that's 60dB and louder, which can sometimes be my own voice. My own voice, you know, obviously is close to my ear and maybe the hearing aid is picking up my own voice. Right now the default is a, what I call like +2DB. And if I want to calm down my own voice, if needed, all I have to do is go down to a zero.

I'm neither adding nor taken away from my own voice. And this really, really does help quite a bit. The other thing I wanted to mention, if the patient says, you know, hey, things are a little, a little too crispy,

maybe, maybe almost explosive again, we want to look at a couple of options here. We've mentioned the first option. All I'm going to do is go down to first time user and reduce the gain, increase the compression and also adjust the noise reduction.

A second function that I want to show you is. Oh my changes. Second function that I want to show you is under advanced features. And then I'm going to have you go into the speech tab and if they tell you things are a little bit shrill, this maybe works for a patient that maybe has been in previous devices before where maybe that particular device has a slower attack and release time, we default to syllabic. You can slow that down.

Syllabic is a faster attack and release time and you can slow that down by simply jumping over to maybe a fast or even a moderate attack and release time here in your time constants. Generally, if I'm going to make this adjustment, I'm going to go from syllabic, I'm going to actually just go skip on the fast. I'm going to go straight to moderate. That will slow down or kind of round out that sound profile because it will round out your attack and release time. So think of it this way.

When I was a field rep, had a lot of time in the car and I would think of strange analogies or interesting stories to kind of talk about how the technology works. So syllabic versus moderate or slow. Think about it. Two cars. You've got a Corvette and a Cadillac, and both are going down the highway.

Let's say they're both going to 70 miles an hour. The Corvette is going to be a little bit sportier. You're going to. The ride's going to be a little bit stiffer because it can be sportier. That's our syllabic, and we default to syllabic because syllabic, the research tells us that syllabic is going to focus on audibility.

And that's generally where I'm going to stay and I'm going to leave it. But if I've got a patient, maybe in a previous device with a different type of attack and release time, or I've got maybe an older patient or a patient with a little bit, you know, slower cognition, they may not respond. They may want to try a

different profile. So then I'm going to go to moderate. Moderate is going to be a Cadillac.

So two cars, a Corvette and a Cadillac, they're both going down the highway and they're both even doing 70 miles an hour. The Cadillacs can be that cushier ride and going to be more your time constant here with, you know, using moderate or even slow. So changing that time constant can calm down some of that, you know, like if things are crispy or if, you know, things are just sounding a little too intense, that can calm some of that down. And it really, really works really phenomenally well. I think this is a testament to some of the functions that you have in our software that can help you have successful fittings.

And again, we'd be more than happy to get you some more product training so that, you know and have confidence in. When a patient says this, all I have to do this. And I think you'll have success if we can get you fully trained. So where do we go from here? The last thing I want to mention too, as part of my sort of demo experience is here in device controls.

I certainly like to, you know, showcase the memory button on the back of the device can give me functionality for, you know, short press gives me functionality for even a long press. Now, I mentioned that the Vivian 9 technology features AI, so there's no doubt that I want my patient to experience that AI technology for themselves. So I'm going to always provide some way for the patient to get into that second hearing and noise or hear a noise program so that patient can experience AI. And I can tell you what, if you haven't experienced it in the Vivian 9. It's incredible.

The feedback's been really the best I've ever seen, so I encourage you to try it. But I want to make sure that the patient has access to that second program. So I can detail that out either as a short press or long or certainly if the patient's using a remote control or the patient's using certainly a smartphone, you know, Apple or Android, they'll have functionality there as long as you've got that second program set up for them in their hearing aid and also in the software. So hopefully this has been good so far. The

other thing I want to mention is as part of sort of my demo, I like to go in here under standard beeps and just play the low battery tone.

Our rechargeables really feature all day wear and most patients are wearing their devices, what, 1612 hours, 8 hours, so they maybe will never hear the low battery tone. But it's kind of fun. The patients kind of enjoy it because when you hit play, it presents a little bit of Beethoven, believe it or not. The other thing I like to point out, and I've even done this with my own father, is there's a 10 second delay, which also means, you know, there's a 10 sort of 10 ding delay. Some patients like the 10 dings.

As soon as you take the devices out, the hearing aids will ding. Some patients like the ding, the audible feedback, that stuff's working, you can reduce that to a 5 second delay or 5 dings. I've in my own demos, I generally would even uncheck that and then turn those dings off. So as soon as you pull the devices out, the hearing aids are up and running and there's no delay. So just a couple functional things.

I want to also mention the multi mic. Now, the multi mic is one of my all time favorite things when I'm in a demo day. This applies whether you've got a patient with, you know, low 80s in their discrim, even low 90s. But I definitely am thinking about this when I've got discrim scores that are a little bit compromised. You definitely, definitely want to consider adding the multi mic.

We've made it even easier than our past multi mic. This is the new multi mic plus. One thing that I like about it is we've added something called auto stream. So as soon as the spouse or companion turns it on, that multi mic is automatically streaming. The patient that's wearing the hearing aids doesn't have to pull their phone out anymore or do anything.

So if You've got a, maybe an elderly couple where the hearing aid user is a little bit older, maybe a phone is a little daunting. The spouse or the companion simply needs to turn on the power on the Multi

Mic and the Multi Mic, I'm sorry, the Multi Mic plus. And that device will start streaming now as terms of a demo. All you have to do is on the belly of the Multi Mic there's a little white button that is a pair button that puts the Multi Mic in pair mode. And I'm going to then left click on this pair button.

You can see here live that it's actually looking for the accessory and in just a second it will find the accessory. And that's what pairs the Multi Mic plus into that hearing aid feature. Fitting. Of course, when you're staring at it, it takes twice as long, but it probably doesn't. But hopefully it'll pair up here in just a second.

Apparently when you're staring at it it takes three times as long. But I'll move on from there just for the sake of time. The Multimic plus, when you incorporate this into your demo, is a really, really phenomenal day at the clinic. What I would suggest, and what's really helped me in clinic is when you're working with a patient that has, has low DSCRIM or discrim scores that are compromised or not as good as you'd like, the Multimic plus on a Vivian nine will impact that patient's ability to hear a noise up to 16 decibels. SNR improvement.

That is absolutely phenomenal. I don't know that there's anything better, maybe not on the planet, but it's absolutely phenomenal. I like to have the hearing aid patient stay seated in the clinic and I like to ask for the companion or the spouse if they, if they would please stand up and come with me. By this point, he or she, they're wondering what in the world are we doing? But I want to show them how the Multi Mic works.

So I'll take them generally down the hallway and I want the patient to be able to see their spouse or their companion because I want them to see how far away we are. You know, often I'll go 10, 20ft, depends on the office. But if I've got a long hallway, I'm thinking of a couple clinics I've been in. If I've got a long hallway, I'm generally going to go 10, 20ft so that we, we are quite a bit of a distance away. The Multi Mic will stream up to 80ft plus.

So I don't think you're going to run out of. You're probably going to run out of clinic before you run out, of, you know, range. But when I hand the Multi Mic to the spouse and instruct the companion or the spouse to simply turn the Multi Mic on, it's the quick press of a button the Multi mic turns on. And because of auto stream, that Multi mic is ready to go and it's already streaming. And then I simply instruct or ask the spouse or companion to clip that onto their shirt and simply talk to the patient.

I like to tell them, I like to coach them, say, hey, ask your husband or ask your spouse questions that they would have to have heard you and understood you in order to form a response. What size shoe do you wear? Where are we eating after this appointment? How many children do we have? It is the coolest day in the office when you see that patient respond and they respond quickly, they respond with confidence.

And in that moment, moment, the spouse or the companion is completely realizing how well and how easy that experience was compared to probably what they were going through quite literally just that morning or compared to what they were going through quite literally waiting in the lobby trying to communicate. The Multi Mic plus is absolutely phenomenal and it's even easier now. And they're very, very inexpensive. I highly encourage you to incorporate the Multi Mic plus into your demos. Even without the Multi Mic Plus.

I hope I've given you a couple different functions and features that help improve or help contribute to your demonstration process. So with that, I believe we're at time. I definitely want to thank you guys for having me. You know, my hope is that you've learned something new in terms of incorporating something into your demo process. I hope I've motivated you to maybe reconsider the Multi Mic plus that we have here at Resound.

And I also want to again encourage you and we'll close out with this. Please reach out to your sales team. We can't wait to hear from you, your local sales, inside sales and your local field training audiologist. We'd be happy to help you. Thanks for joining.

I'll talk to you soon.