

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

## **Phonak Connectivity Essentials**

**Presenter: Aly Hoffman, ScD**

Okay. Hello everybody and thank you for joining. I think for a lot of us we're probably having a little bit of a chilly Monday today. We are going to talk all about connectivity. Some of this is kind of generally applicable to the majority of our hearing aids and some of it is new, some updates that have been introduced within the last couple of weeks.

So buckle up. We're going to go through a lot today and if you have any questions, again, don't hesitate to reach out in the Q and A box.

My name is Aly Hoffman. I am a clinical trainer with Phonak and again, I'm excited to be here with you. On this Monday. We are going to dive into the Bluetooth pairing process, some of the phone settings that we want to look at for optimization, some of the features that are available in the MyPhonak app, and some really helpful connectivity troubleshooting steps. So lots to get into.

And I think that you are all probably well aware of why connectivity is so important. The majority of patients are aware of what Bluetooth is and that they can benefit from it by connecting to the devices that they already have. So I think honestly, longer the days where you'd have a patient who didn't really know what it was, didn't really want to use it, we're not going to find many of those patients anymore because even some of our least tech savvy patients have smartphones and they're using them. So people are saying that Bluetooth is a must when it comes to their hearing solution. And the good news is that the vast majority of devices on the market do have Bluetooth.

Now there are some differences for the different types of Bluetooth and we can get there. But I think that our job as providers has changed in the last, I mean, couple of years at this point because it may feel like your job has become taking care of their phones. Right? I always say we're in audiology, we're not the geek squad. But by mastering some of the basics of Bluetooth and connectivity, you are going to make your life easier, your patient's life easier, you're going to increase their trust in you, to help support them in all aspect aspects of this journey and hopefully to make your life a little bit easier,

you're going to be more efficient in some of these sessions with your patients and cut down on some of the unnecessary clinic visits where they say something's wrong with my hearing aids, but it's really something on their phone.

So by really setting them up for success from that first appointment, it will make Our lives a lot easier in terms of kind of not coming back for even more. So let's go to kind of the history and understanding Bluetooth technology and how we use it. So what is Bluetooth? I think at this point we've all come across it at one point or another in our lives. As I said, most of our patients know what this means.

I remember many years ago a patient coming into the office that I was working in and this patient saw a sign that said Bluetooth and she got so excited because she goes, oh, I didn't know you did dental that. I still have not forgotten that, that little lady. But I don't think we're going to see that anymore. Patients know that you can stream things like music and phone calls and it's a technology that they're likely interacting daily. So what is Bluetooth?

It is an open, standardized transmission of a signal. It is standardized to ensure that the devices that implement Bluetooth are doing it correctly and leading to a reliable performance. It's going to allow for wireless communication between devices. So we're replacing the need for things like cables and connectors. When we think about that wireless communication, we can think about that as the language.

So while more than one device can have Bluetooth, we need to make sure that they are speaking the same language. Now, there's many different types of Bluetooth. Some are standardized, some are proprietary, and we use a combination of both within our devices. But Bluetooth as a name actually originates from a Danish king around 970 AD and he was known for uniting the tribes of Denmark into a single kingdom and for having a dark blue tooth. Probably today we know that by uniting devices and allowing them to collect, to connect.

Excuse me. We are able to really make life a lot easier and seamless for patients as they're utilizing technology. So this is a little walk down maybe Bluetooth memory lane. We think back to the mid 2000s where there were body worn accessories, these were intermediaries that spoke to the hearing aids and to external devices. We started to see the introduction of direct Bluetooth connectivity back in 2014.

It was the first made for iPhone or MiFi device. 2017 we had the first Bluetooth classic audio hearing aids. That was Phonak. And as we continue down the line, we see that there are more and more languages that are being introduced into hearing aids. But something that stands out with the Phonak devices is that they're the standardized classic version.

And we incorporate the ability to have two simultaneous connections, meaning that patients don't have to Toggle on and off between different devices, making their life a bit easier as they go between the different products.

Now, as I said, there are a lot of different types of Bluetooth, different Bluetooth languages, and as you can see here, there's just a lot of ways that we can describe it. So of course today we're going to focus on the ways that Phonak describes Bluetooth and we're going to start with Bluetooth Classic Audio. So Bluetooth Classic Audio refers to how Bluetooth was originally available when it came onto the scene in the early 2000s. We call it that because, you know, then it was just Bluetooth, but now we need to identify it a little bit better. While it may be called by some an older Bluetooth specification, it's classic for a reason.

And that's because it is standardized and present in the majority of consumer electronics. So headsets, car Systems, computers, tablets, TVs, Pelotons, whatever you think of, they use Bluetooth Classic. So that allows us to speak their language, which means that we can connect to them.

Now, within Bluetooth Classic Audio, there are different profiles. Again, we can think of this as dialects within the language, right? So we have Hands Free profile, which is what we use for phone calls. And then there's also a 2DP, which is a one way media streaming. So this is how people can listen to things like podcasts, music, movies and things like that.

Now Bluetooth Low Energy is another but different classic profile. And this allows for smaller pieces of information to be shared. So this is how someone's smartwatch would connect to their phone. It's how apps connect to the hearing aids. It's also how Noah Link Wireless connects to the, the app and target and hearing aids and all that good stuff.

So again, another classic Bluetooth version that we are using within our products.

So with Bluetooth Low Energy, we're also going to see an updated new version called Bluetooth Low Energy Audio, or LE Audio for short. And this is a leap forward in Bluetooth audio technology. And it was introduced with the Bluetooth core specification of version 5.2. So built on top of Bluetooth Low Energy, Low Energy Audio is designed to deliver high audio quality at low power, making it more efficient than Bluetooth Classic Audio under similar streaming parameters. So this is something that has been kind of on, on the verge of, of technology and slowly being rolled out as time goes on.

Currently it has a very low market penetration and that's because it's in its infancy. And as you may know if you follow Phonak for the years now, we tend to wait to make sure that something new is standardized, something is regulated to ensure that we are providing connectivity with a version that's worthwhile. So one thing to note is that there is a version of LE Audio that was introduced called AuraCast, and it features the ability to broadcast audio to multiple listeners simultaneously. So imagine being at the airport or a concert venue or an educational setting where they can share the audio to enhance the experience for everyone, whether it be hearing aid users or those with a consumer electronic device. So this, I think is the future of some of the streaming that we're going to see.

But we do need to acknowledge that LE Audio as a whole currently faces a limitation, and that's its compatibility with devices is limited. So as this technology becomes more widely adopted and regulated, we're going to see more and more provide that connectivity to this Bluetooth protocol. But currently it's not the standard.

So ultimately, in terms of the standardized Bluetooth protocols, there are three main Bluetooth technology used in hearing aids today. We have Bluetooth Classic Audio, which is found in Phonak's hearing aids and most smart devices. And one of its biggest strengths is that it is widely compatible and supported by most Bluetooth enabled smart devices. There is Bluetooth Low Energy, which was actually originally developed for low power applications. And it's common used in sensors and fitness devices and remote controls.

Unlike Bluetooth Classic Audio, it supports independent ear pairing, it doesn't require continuous connection, but again, that original Bluetooth Low Energy specification doesn't support audio streaming. So the most recent technology of Bluetooth LE Audio, which is building upon the Bluetooth Low Energy, it adds that audio capability, it's going to enable the independent ear pairing for audio purposes. And again, the only drawback here is that it's in its early stages of adoption, it's not widely available or regulated. Now, in more recent months, I'd say we're starting to see some AuraCast streaming devices pop up on the market, but they are personal devices that have not been part of this regulation. So again, we are waiting until things are a little bit more, I think, stable and widely available in the market.

Before jumping on that bandwagon. Now, you've also maybe heard of things like made for iPhone and audio streaming for hearing aids, which is asha. And those are some of the additional protocols that other companies out there have been using. So let's talk a little bit about that before we dive into those protocols. Let's take a look at proprietary protocols.

So proprietary signals are custom designed by specific manufacturers and it creates a closed protocol that works exclusively within their own ecosystem. So unlike Bluetooth, which is an open and standardized protocol, if it's proprietary, there's limited compatibility and restricted devices. So typically we're looking at products that stick within the same brand. And this can create a challenge for users who want to connect their devices with a broader range of products. So while it might offer a seamless experience within a particular brand's ecosystem, it can be less flexible compared to the more widely adopted open standards like Bluetooth.

Now, proprietary may sound limiting, and in some cases it may be. In other cases it may be a good thing. Proprietary protocols are developed to bridge gaps in standardized protocols. So essentially they're filling in a missing piece. So for example, in audio streaming there are proprietary protocols which have been tailored to offer better power efficiency because they're optimized for very specific devices and use cases.

And I wonder if there's anyone in the, not the chat, the Q and A right now that can tell me what they think might be something that is a device that is part of a proprietary protocol that is going to meet some of these specifications. You may notice the shadow of some of these pictures looks a little bit familiar. And these types of devices are also going to introduce capabilities that aren't available in, in standardized solutions. Maybe something like advanced networking features or a more refined management method. And this can lead to a better overall user experience.

So I see one correct answer in the Q and A. Yes. An example of this is Roger. So at Phonak, we utilize a few proprietary signals. Specifically we have Roger and Airstream.

So these are two of Phonak's own proprietary 2.4 GHz protocols. So two Bluetooth signals. Airstream is optimized for that very easy data exchange at a low energy draw. It works with our TV connector and

our partner Micro. And Roger is a digital wireless standard that's built for challenging listening environments.

So the very long distance listening, so maybe at a school or in a meeting or at very challenging loud environments. So both of these protocols have provided benefit that Bluetooth Classic Audio does not. So there's a time and a place for proprietary protocols. But as you can see here, we don't believe that that time or place is related to cell phones. But it's important to recognize what these different protocols do.

So MiFi or made for iPhone is one of the proprietary Bluetooth low energy based protocols that's used in hearing. And it is a direct audio stream for iPhones, iPads and certain Mac computers. So great communication between those hearing aids and those devices. But that's a limitation because it's just for Apple products.

Now, the alternative is the Asha protocol, which is Google's proprietary Bluetooth low energy protocol. And it's designed to allow direct audio streaming from Android devices to compatible hearing aids. Now, the one thing to think about with Asha is that there are a lot of Android devices. So the rollout of this protocol has taken time. It requires specific support from both the hearing aid manufacturer and that Android device maker.

So again, we've got limitations. Now, we believe that not all connectivity is created equal because by using Bluetooth Classic Audio, Bluetooth LE and proprietary protocols, Phonak is positioning you and your patients for success. You have the ability to connect to the broadest portfolio of devices out there. You've got the ability to not only connect with more, but also connect seamlessly between more than one device at the same time. So now let's talk a little bit about Bluetooth pairing and connections.

We know that not all Bluetooth connections work the same way and different hearing aids have different protocols. So we want to look at the practical side, how to prepare and pair devices so that you've got a smooth connection for hearing aid users. And more recently, we've made this even easier. So Bluetooth pairing is a secure connection between two devices. I think a lot of times we use the words paired and connected to different ways, like they mean something different.

But oftentimes we use the words interchangeably. So pairing does not mean that the device is actively connected all the time. It simply means that they've been introduced, they've. They shake hands, they recognize each other and say, yes, you know, we've got this relationship, but it's not active all the time. When in range, you can establish that connection, but the pairing is just that first introduction.

So again, another kind of unique to Phonak process is the fact that you can pair up to eight devices to a single set of hearing aids. So those hearing aids are going to remember up to eight devices, but two can be actively connected at the same time.

Now, because we've got different types of Bluetooth, users will have the ability to pair for just app control, for just calls and streaming, or both at the same time. Now, with our most recent update with Infinio Ultra, we now have one step pairing from for these newest devices. So we'll take a look at what that process entails. But just know that if you've got Infinio Ultra or Virto IR devices, we have this new streamlined pairing process as long as they also have access to the MyPhonak 7.2 app.

So we see that the patient is going to go to the app, they're going to pair their hearing aids. We do give very specific instructions. So if your patient is doing this without you, it's very easy. But once they start that pairing process, turn the hearing aids on and off, or we put them in and out of the charger and at that time it is going to show them as paired.

Goes a little faster than this, I feel in real life.

So once we see that we have a successful pairing, you are then done no more steps. So not only are we paired to the app, but we're also paired for Bluetooth streaming. So if you're fitting a lumity an older device, you would still at that point have to go to the Bluetooth settings menu to connect for the Bluetooth classic connection. But at this point they no longer have to do that for Infinio devices. So making life easier for you and your patients.

If you don't want to use the app, you can just pair to the standard Bluetooth menu. Not going to make you watch the video of that happening. We know what that looks like. But if they have a device that they don't want to use the app, or maybe they have a flip phone, they can't use an app, you can still utilize the Bluetooth settings menu for pairing.

Now another thing that we've updated is the visibility in the Bluetooth menu. So previously we had a little bit of confusion. I think that we at Phonak you as providers, you know that there were supposed to be three pairings, but patience not so much. So we wanted to simplify this so that they didn't go in and say oh no, there's three and delete one because then they cause problems. So sorry, not sure why that's not getting any darker, but if you can see there on the right hand side, we now have two visible pairings on the app.

To simplify things, depending upon which phone they're paired to, the the icon may look a little bit different. I know for iPhones there is no icon, it just says the right and the left. But either way you've got two. Now I see one question. So if only using the Bluetooth menu versus the app, that would be for streaming only, correct?

Absolutely. Now if they only want to use the app, you would pair in the app and then you would go into the devices section of the app and turn off the streaming part. So you can still do both. As I said before, you still have the ability to simultaneously connect to two Bluetooth classic audio devices. So I can be

watching something or listening to something on my tablet, and if the phone rings, I just answer the phone.

I don't need to toggle Bluetooth on and off.

Now, reconnection is pretty straightforward. These devices are going to intuitively determine what they're connecting to. So if, you know, you go to sleep at night, you wake up in the morning and put your hearing aids in, whatever device you used most recently is what's going to actively connect to the hearing aids. Then it's going to look for the second most recently used device. If that device is off or out of range, it'll look for the third.

Now, when the hearing aids are in that searching mode, it's going to look, you know, about every five minutes or so. If you press the multifunction button on the hearing aid, it initiates a reconnection search. So let's talk through the patient being out of range. So maybe they take the garbage out while they go outside. They're talk to the neighbor for a half hour.

At some point we're going to stop looking for the phone because we don't want to drain the hearing aid battery.

So if we have a device that's out of range, it's going to look for about 30 seconds and then if it's not in range, it's going to give up. It's going to do that every five minutes. All right? So this is going to ensure that a temporary disconnection is quickly addressed without draining that battery.

Now, when it comes to connecting with Bluetooth and honestly all, all the phone stuff, there are ways that you can set your patient up for success, and that's by checking some of these notifications and system sounds. So we want to really think about what is needed for the patient within the phone and what is really unnecessary and can be turned off. So for example, if they get a text message or they get

a phone call, we want them to get that notification, great. But if someone likes their, their picture on, on Facebook or, you know, they're playing a game and they're getting every single little boop and bop, you know, within the game, that could be obnoxious because they're all streamed using that, a 2DP profile. So when they get that notification, they're going to hear it.

It's going to cause the hearing aids to go from autosense to the Bluetooth program and then back. Sometimes the patient becomes aware of this. It kind of, they hear some, some Weird stuff in the background. So ultimately, I recommend going to the different settings within the phone and turning some of these off.

So, for example, in an iPhone, things we want to turn off are raised to wake system haptics. The lock sounds, the keyboard sounds. There are a ton of resources available with screenshots to show you exactly what these options are. If your patient has an Android, sometimes it can be a little bit more difficult because there's a lot of Androids. If they have, you know, a Samsung, we typically have the different screenshots to show you where to find these features.

But ultimately you can either search within the phone, put in the feature, what you think it's called and it usually pops up, or Google it. I mean, we're not the Geek Squad. We don't have to pretend to know how every phone, tablet and laptop works. So figure out which Android they have and see what they call it. For example, I know one of the features, not a notification, but one feature in Androids that differs a bit.

We've got some that have something called clear calling. Another is, what is it? Something voice focus. It really just depends on the phone and what they call it. So that can make things a little bit more difficult.

But again, we've got a lot of resources for you with that. As you can see here. Again, just some more examples of different notifications to check for on an Android device. So on a lot of them, we're going to look for a menu called Sound and Vibration or Connections to turn off some of these sounds.

Now, if the user prefers to really be specific over what notification they're getting, you can go into the app by app settings. You can do this for both Android and iPhone so that you can go in and say, okay, I want notifications from this particular app, but not sound, and that's okay. If we turn off that sound notification, it's going to make things easier for them.

Another thing to note, and this I gave as an example, that's the clear calling on iPhone. It's called voice isolation. If you've ever, ever had a patient tell you that, you know, I can hear the person on the phone perfectly fine, but they tell me that it's really loud. This is a feature that is introduced by the phones and by turning it on, it helps to make for a quieter signal of the wearer's voice as it gets picked up by the hearing aid. So again, there are instructions as to how to turn this on.

And it does differ a little bit for Androids and iPhones. But whether we're Looking for voice isolation, clear calling, voice focus. That's the way to do it. It's also important to recognize that not all Androids have this feature, so you do have to search for that.

As you can see here in the iPhone example, while you're on that phone call, you're going to do that little swipe down from the top right corner, go to the microphone section and make sure that voice isolation is selected. Once you hang up, it's always on. You don't need to do this for each phone call. For the Android we are going to the sound and vibration and for some phones you can turn on clear calling there. For other phones again you do need to be on a phone call and looking for a microphone icon towards the top of the screen.

So we need to remember that using Bluetooth to stream phone calls is going to offer significant clinical benefits to your patients. Providing that direct streaming is going to improve the speech audibility, it's going to improve their understanding that clarity, it's going to enhance communication in their day to day life. And even for those patients that maybe aren't the most tech savvy, you can connect this for them. So I'm thinking of again a specific patient that I helped with in the last month or so. She had the most basic, still a smartphone, but the most basic phone you can imagine.

Literally when she tapped on the name in the contacts list, a buttons popped up and said, I want to call this person, I want to text this person. It was basic, but she had Bluetooth. She didn't need to learn how to use her phone any differently than she already knew. Even as she picks up the phone and holds it to her ear, she gets the benefit of hearing the speech in both ears, which is going to make it easier for her to have a phone conversation. So I encourage you to do this for your patients even if they don't seem like the most tech savvy because they will benefit from it.

Now to dive into our app, which has been updated in the last couple of weeks to the 7.2 version, but ultimately the functionAlyty has not changed. So on our basic functions or our home screen, you're going to see first your battery levels. So that home screen display is going to show the battery status of the rechargeable hearing aids and the user is going to receive notifications when battery life drops below an hour.

They will also have the ability to adjust volume. Whether they want to do that for both ears together or if they want to separate and do it independently, there is that mute button which allows them to quickly mute their hearing aids by tapping on that button. When they click on the hearing aid program up at the top, it's going to show that dropdown menu so that they can click on the desired program to switch modes if needed. And then there's also the ability to go to the advanced remote control. And by tapping on that adjust program button, it brings them to that advanced screen, which is going to bring up

additional sound modifier sliders for more detailed adjustments.

They also have. Oh, I was going to show you one more thing. Okay. On that screen, we doesn't point it out, but we number four there, the side independent volume so it splits the ears. And then at that very bottom of the phone screen, we have our menu bar.

So this is how they can access other sections within the app. Now, to look at the advanced remote control, what you see is first, all of the options for the programs. When they hit adjust, it's going to pull up even more. So first you've got that volume slider.

Speech focus allows the patient to narrow the microphone directionAlyty to improve speech clarity. Now, one thing that I will point out is that if your patient is using the sphere hearing aids, I would advise them to not mess with this slider because we actually don't want to narrow the directionAlyty in the sphere program. We want it to stay where it defaults.

The equAlyzer presets provide quick pre adjusted sound settings and they can always tap on the equAlyzer button to actually view what the preset is doing or make some adjustments on the equAlyzer. The noise reduction setting is going to strengthen the noise feature. So whether that be noise block or dynamic noise cancellation or even spheric speech clarity, depending upon the product that they're using, it's going to strengthen that feature. At the bottom there's that dynamic slider and it allows them to either make loud sounds softer or soft sounds loud.

If they click to save their new preset, it is going to show up in their program list. There are limitations as to how many programs they can save. And trust me, that's a good thing. When we didn't limit it, I remember seeing patients coming in with like 25 programs. Next up, I'm going to show you where you can delete programs.

So in the devices section of the app, this is where you can do a lot of things for the hearing aid programs. This is where you can either rename a program, you can delete a program. Lots of great information there. You can look at the product information. So what hearing aid they're wearing and what firmware version they have, then this is the next place is where you can either activate or look at your find my hearing aids or location section of the app.

This section is newer, so with Bluetooth call settings.

Oh, just kidding. No, this is the one where they can go to either the basic or more advanced. ReAlystically, at this point, we do want them to stay in that advanced option, the next one, which is new. So for those patients who are using devices with the one stop pairing if they don't want to pair, this is where you can turn off that connectivity.

Connection management is where you can set for the hearing aids to stay connected to the app so that if they close out, they don't have to reconnect and get the little spinning wheel each time. Tap control. You guessed it gives them the ability to configure. Turn off, turn on, tap control, auto on. Again, I would convince your patients to not touch this.

It just means that when they take their hearing aids out of the charger, they immediately turn on without you having to do anything to the button.

Cleaning reminders. This would allow you or your patient to set up cleaning reminders for proactive maintenance of their hearing aids to protect against wax.

So these customization options are going to give patients a greater level of control over their hearing aids, whether they are enhancing the convenience or the usability. And I bring all of this up because some of it can be done both in Target and in the app. If they make a change to one of these features,

you will get a notification in Target software to let you know that they've made this change.

Now to mention find my hearing aids. This is available on all Android and iPhone devices. And it is, you know, you have to give the always allow permission within the phone. But once you've done that, it is going to show the last known location of the hearing aid. So if it's currently on, it will pop up exactly where it is and you see on the bottom there, you'll have kind of that getting hotter or colder for how close you are.

If the hearing aid has died, it will show you the last known place that it was recognized.

Troubleshooting. So now we know how to do the things, but what do we need to do if there's an issue? So just like hearing aids have certain limitations, Bluetooth as a wireless technology in small devices also has its challenges, as I'm sure you have experienced. Right. We are hearing technology experts.

So understanding Bluetooth's limitations can allow you to either troubleshoot issues effectively or set realistic expectations for users. There have definitely been times where people have said, well, why can't it do this? Why can't it do that? And because that doesn't exist in our technology at this point. There are limitations as to how smart these devices are.

And they can't read your mind, can't read our minds either. So knowing the limitations can help you to set those clear expectations early on to, again, kind of reduce some of that frustration.

So first things first. If your patient is having trouble, you have to ask the important questions.

They're going to call your office and say, my hearing aids don't work. That's not enough. We need to know, when did it start? What happened when it started? Did you look at your phone and see that something occurred?

Was it a certain noise? Did it happen? Does it happen in all of the environments? There is so much that you can kind of tease out by figuring out a lot of this information.

Now, this is, you know, the typical IT question. Did you turn it off and turn it on again? It. It's going to go a little bit beyond that. So it's not quite that.

That straightforward. But when there's an issue, typically the first step is to forget all of the pairings and repair everything. So let's take a look at that walkthrough. So first we're going to go into the app, forget the hearing aids. We're going to go into the Bluetooth menu, delete the pairings.

You may or may not have to uninstall, reinstall the app. Then kind of adding in here, you may want to, if they're in your office, have them. Can you connect them to Target? In the Bluetooth tab, you can check to delete pairings. And this allows for you to completely start from scratch.

So at that point, you then do your pairing process. Obviously, if they're not in your office, they have to skip that part. But going through this full deletion and repairing is a lot of times the fix. Now, we need to also be mindful of where they're keeping their phone. Is it in a pocket?

Is it in their, you know, the bottom of their very large bag? Is it across the house and too far out of range? You know, finding out that information can be very important.

We also need to think about, again, being reAlystic. If they're having issues with the phone, is something wrong with their phone? Which phone they have will determine where their wireless antenna is seated within the phone. So that's important. If they have a crack or they've dropped their phone, it could be the phone.

So a lot of times, again, we have to kind of tease out, is the phone, is the difficulty coming from that phone or is it coming from the hearing aids?

When it comes to doing, having adjustments for stream quality, if you're not familiar, again, with how Phonak does this, we give you the ability to tune different programs for different types of streaming. And this is, again, something that's unique. So if they're having difficulty with listening to a podcast or watching the news, you'd go into that media speech program and adjust it there. If it's listening to music while streaming, you'd go into media music. And then if it's on a phone call, it's in your phone call plus mic program.

So we give you the ability to upload, optimize the different types of streaming without sacrificing the quality of something else.

Now, phone calls and video calls, it kind of depends where they're routed, and that often is determined by the phone. So with iOS or Apple devices, it will default to automatic routing. That means that when you answer the phone on the phone, the call goes there. If you answer the phone on the hearing aids, the call goes there. Now, to throw another wrench into the mix here.

When we are trying to do this in the car, the car often tries to fight for the signal. So a tip that I can give you for that is, when they get their hearing aids, I would have them forget the car pairing from their phone and then repair it so that the car is the most recent pairing, so that it's not trying to fight for that connectivity. You can see here the steps for changing the routing. If you want the device to always pick up the phone calls directly in the hearing aids.

Again, going through the different troubleshooting steps, we need to be realistic with our patients. We need to proactively set expectations because some things are not possible. You know, if you've left your phone at home and you went out for a long walk, when you come back, you may have to either

press the button on the hearing aid or go into the phone to repair because you've been away from it for a while.

I think that whether it's you doing the troubleshooting or support staff making sure that there are resources to kind of go through those steps with patients, we provide many of them in our support section of the website. Or of course, you can reach out to your clinical trainer or your account manager to help with that as well. But oftentimes it's not the hearing aids. Right? So they may be saying, my hearing aid is making a weird noise.

Have them turn off Bluetooth for a day, for two days. If the problem goes away. It wasn't the hearing aids, it was the phone. And I think that kind of getting the patient to see that, that it wasn't the phone causing that issue really helps them to recognize that some of what they're experiencing could be phone related.

Now with the introduction of Bluetooth, I think that we've really gone past the idea of convenience. This is a tool that is empowering your patients to expect and, you know, to be able to use the devices that they expect to use. And that honestly, at this point, I feel like we depend on every day. As we've explored today, we know that Bluetooth connectivity is going to enhance their hearing ability. It's going to provide exceptional sound quality and gives patients greater control over their listening experience.

If you haven't utilized the universal connectivity of Bluetooth solutions, it really is so simple and allows your patients to use all of the devices they want to use without having to relearn how to interact with their technology. And I think that it really is. The sky's the limit. We don't have a limited ecosystem of devices that are compatible. Of course we do have some proprietary connections, but those are accessories.

They're not required for the traditional Bluetooth streaming.

Now, when we think about products like Roger, like Airstream, it makes sure that no patient is left unsupported because even if your patient is not super active, maybe they mess around on their tablet all day, they watch TV for hours at the time. Either way, we have solutions that are going to allow them to do those activities with ease. So our goal is to empower your patients and to elevate your professional capabilities because you can provide a product that really is pretty much limitless. It's going to position you as a trusted leader in hearing technology because we're not just connecting devices, we're connecting people to the sounds and the moments that matter to them most. So with that, I do thank you all for joining me today.

I'm going to pop up my reference list here, but we're go into the question list here and answer a couple of the questions. So I do see here that there's a question about AuraCast and Phonak compatibility. As I said earlier, we are monitoring this space. Phonak is on the board that is kind of helping to lead this initiative to ensure that the solution is what is needed. What is that unmet need?

How can we help to meet it? But once it becomes that regulated, more standardized option. That's when you're going to see that compatibility. The Infinio chip itself, the ERA chip, is built for compatibility, but that's going to require whether it be a firmware update or some sort of update. And we want to make sure that until this becomes more of a widespread protocol, we're not jumping the gun.

The other thing to note is that when new protocols are introduced, the original ones don't go away right away. It's going to take quite some time for that transition period. So as it starts to roll out, devices will likely have the ability to connect using both the AuraCast and Bluetooth Classic. So our goal is to make sure that as time goes on, patients have the ability to connect to all of these. Now I see another connect or another question about troubleshooting, so let me pull up this screen again.

Okay, so with the routing we, we have these screenshots for Apple, but we don't see screenshots for Android. Android typically is a bit more intuitive when it comes to routing, so they typically don't give that option to change it. But again, all phones work differently. So if you're not sure, you can always search for call routing in the search bar in the phone. But for iPhones it is kind of a slog to get through this menu section.

And do note that sometimes with iOS updates this can change. But the current step by step is going into settings, going to Accessibility, then touch and call audio routing.

This is also the place where you can turn off your raise to wake. I would highly encourage you to do this for your patients because it helps with the switching back and forth between AutoSense and your Bluetooth. So yeah, all of these slides are in the handouts which are available to you on Audiology online. If there are any other questions, please pop them in the Q and A. But otherwise, have a wonderful day, a great week and thank you again for joining.