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Meet the Team! Reach Your Patients' Goals With Phonak Solutions

Presenter: Katherine Cardona, AuD

All right. Hi everybody. Hopefully you can hear me. Okay, let's go ahead and get started. So today we're going to be talking about the Phonak portfolio which we call Meet the Team.

So the ability for you to reach your patients goals with any of Phonak's solutions. My name is Katie Cardona and I'm a clinical trainer employed by Phonak, based out of Georgia. I have no other financial or non financial disclosure.

By the end of this course today, you all should be able to name the different models of hearing aids, list the different resolution options for hearing aid and roger users and discuss how to match each solution with the patient's needs.

So I know we're talking about hearing aids, but you see a few pictures on the screen. If I were to ask you who was the greatest team of all time, who comes to mind? Even though we may think of different teams, they all have a few things in common. So pictured here we have the 1980 U.S. olympic hockey team that triumphed over Russia. We've got the 2024 WNBA champions, the New York Liberty, and the US Women's Olympic Gymnastics team.

Now myself, being an Eagles fan, I would say last year's NFL super bowl champions, Philadelphia Eagles. But like I said, these all have a few things in common. So what makes a great team? Great teams are united in purpose. They are dedicated to their values and they are reliable.

When Phonak partners with you, it truly makes a great team.

Phonak supports hearing care professionals from all over the world with innovative hearing solutions for all levels of hearing loss, high quality research and best practice clinical resources to deliver exceptional patient care. Our mission life is on which you've seen probably everywhere reflects our dedication to empowering individuals with hearing loss to live active and fulfilling lives. With a focus on

continuous innovation and quality. Phonak remains at the forefront of the hearing care industry.

So one of the things that we mentioned at the beginning is this reliability. So what makes Phonak so reliable? And we take this reliability very, very seriously. We make sure that we are putting our devices through the ringer to make sure they can endure a life well lived. So Phonak and Finio, our most recent plastic platform, is our most tested hearing aid.

They've undergone over one or 10,000. I'm sorry, 10,000 hours of rigorous testing to really ensure that when you get a Phonak device in your clinic, its longevity is proven. These hearing aids are tested beyond the IP68 standard, meaning they're tested with more than fresh water. Some of the Things that we've done, we've done testing with salt water, chlorinated water. Synthetic sweat.

Yes, this was someone's job to create synthetic sweat. And, you know, just with different chemicals to make sure that these devices can withstand our everyday lives. So think about what 10,000 hours actually means. So if a patient wears the hearing aid for 16 hours per day, which is generally more than what most patients are wearing, we've tested it for an equivalent of around two years of constant use, and that's if someone's wearing it 16 hours a day. At Phonak, all of our BTES and RIC products have at least an IP68 rating, and so does our Virto Titanium.

So with an ecosystem built for reliability and stringent testing, you can be sure that your recommendation of a Phonak hearing aid will give your patients the peace of mind to live their life without being limited by their hearing aids.

Phonak provides winning solutions so you can assemble your dream team. And that includes people and products that position you for success. So today we're going to look at a few different things. A broad portfolio of solutions that you can pull from the core fundamentals common to that Entire team. The MVPs that answer very specific needs.

And then we'll talk through some game plans for specific patients, and we'll wrap up with a reminder of the team in your corner. So let's start by meeting the players on this team. Phonak has one of the broadest portfolios to address every aspect of hearing care, from prevention all the way through treatment.

So all of our products are grouped in families. And starting with our most common is going to be the Audeo family. When you hear Audeo, you know it's a RIC device. We're going to talk a little bit more about certain hearing aids later on, but you'll see the few of our newest ones. The Infineo Ultra Sphere, the Infineo Ultra Rechargeable, and the Infineo Ultra Cross.

Next, we have our Naida family. Naida indicates that it is a BTE. So we have our Naida Lumity up with a 675 battery, our Naida Lumi Lumity SP with a 13 battery, and our Lumity PR, which is our power rechargeable.

And of course, Phonak is also known for pediatrics, and our pediatric line is considered the sky family. So very similar to the Naida family, we have the UP with the 675, the SP with the size 13 battery, the PR are power rechargeable and then we also have a BTE, the M BTE with a size 312 battery.

Virto refers to our custom in the ear models. Our newest Virto is our Infineo rechargeable device. Very excited that that just came out. That provides all of the connectivity of our RIC devices, but in a custom shell. For some smaller options, we have the Infineo 10 non wireless omnidirectional and the Virto Titanium.

The unique titanium shell is 15 times stronger than traditional acrylic, so it can be made thinner, which then can be made smaller. But it's also nice for those patients who tend to drop their devices. So if it gets stuck on, chances are it's probably not breaking.

And then Phonak also has a team for very specific needs. And we'll go more into details later. We have our Lyric device, our two link devices, the Naida and the Skylink, and then our hearing protection line called Serenity Choice.

Now, if we're looking at this like a team, any coach, whether it's sports, business, personal life, will tell you that you have to really master the fundamentals to really succeed. So I love this quote. It's the little details that are vital. Little things make big things happen. So coach John Wooden is considered the greatest NCAA basketball coach of all time.

He led the UCLA Bruins men's basketball team to an impressive number of wins with a 664, 162 record. So 664 wins, 162 losses, and was named the NCAA College Basketball Coach of the Year six times. That's pretty much unheard of nowadays in college sports. Coach Wooden was renowned for placing a strong emphasis on mastering fundamental skills, believing that a solid foundation in the basics was really essential for success in basketball and that focusing on developing these skills consistently would lead to a better overall performance rather than relying on complex strategies. At Phonak, we deliver on the promise by constantly mastering the fundamentals of exceptional sound quality and connectivity you can count on.

Think about that. Patients are coming into your office because they're having trouble hearing. So the main focus should be that exceptional sound quality. Our exceptional sound quality comes from smart speech technology, AutoSense OS and our proprietary fitting formula, Adaptive Phonak Digital.

We recognize that patients need to hear in a variety of situations, so we have quiet in noise on the go. Maybe they're streaming, maybe they're a kid in a classroom. We need to make sure that our hearing aids are able to adapt for any of these environments. And we want it to be a seamless transition so patients aren't fooling around with what they need to do. And it's important to remember no two patients

are the same.

They may say they have similar lifestyles, but when you come down to the nitty gritty, it's not. Days are different. Some days you're sitting at home when it's quiet, Some days you're out and it's really busy. The hearing aids need to be able to adapt for all of that.

Fortunately, you have some powerful tools in your arsenal to help patients. Smart speech technology is a cluster of features and they are there to provide exceptional sound quality for your patients. So you can see a bunch of these on the screen. I want to highlight just a few of them, a couple of my favorites. So, number one being speech enhancer.

As an audiologist myself, I know when I was in clinic, I had patients always coming in and talking about, you know, I'm having trouble in background noise, I'm having trouble in noise. But then we look at their data logging and they're spending 80, 90% of their time in quiet. Well, we need the hearing aids to work, yes, in that 10 to 20% in noise. But we also want it to be really effective in their majority situation. So that's quiet.

Speech enhancer is in our 90 level hearing aids, and it is giving an extra boost for soft speech in quiet. I know everyone can think of that patient and it's usually a husband, wife duo. The husband has hearing loss, the wife has an itty bitty tiny voice. And even with hearing aids, they are still struggling to hear their wife with a very tiny, tiny voice. They can hear us fine because we're all loud mouths.

But their primary communication partner needs that extra little boost. That's where speech enhancer comes in. Another one of my favorites is motion sensor hearing. So this sounds silly, but when I really think about it and think about how it works in my life, it's really, really important. Our motion sensor is on our rechargeable devices.

What happens is, as the hearing aid realizes, you are taking six steps. And this is done by an accelerometer on the hearing aid chip with the rechargeable battery. The hearing aid realizes you're taking six steps. You and the hearing aid is then going to activate motion sensor hearing. If you are walking in noise, think about how your microphones are going to act in noise.

You're in a directional microphone setting most of the time. Well, if you're in a directional microphone setting, you're really only Hearing what's in front of you. But what happens if you're walking with someone and you're in that directional microphone mode? We know people are going to understand the best when they're in that beam and when there are some facial cues. So as that patient is walking, the person next to them is talking.

They might have to turn their head and then look at the person that they're trying to listen to. If you think about our typical hearing aid population, there's a chance they might trip and fall, they might stumble. Myself, I'm young, I'm in my 30s, I can generally catch myself if I stub my toe. For most of our patients, they, they can't. And this is why motion sensor hearing is so important and why it's one of my favorite features.

So as that patient is walking, the hearing aid knows you're walking and it knows you're in noise. Instead of staying in that directional microphone mode, that beamformer is going to open up and therefore allow that speech to come in from that communication partner. That eliminates the need for the patient to turn their head, which is then is going to be safer for them walking. And of course, I'm not going to talk about this too much because I could talk about it for an hour. One of our newest features, Spheric speech clarity on our Infineo Sphere Ultra device.

This is a large scale DNN on a second chip in a hearing aid. And what it's doing is it is separating speech from noise. So not using a directional microphone, really, truly separating speech from noise in any direction. If you haven't had a chance to listen to it, I highly encourage you to reach out to your

Phonak team because it is absolutely amazing.

Now behind all of this is our automatic scene classifier called autosense os. This is what we use to determine what type of environment the hearing aid is in. This really contributes to a patient's real world benefit because we know over time those automatic scene classifiers have gotten better and better. So with our legacy of 24 years of experience with artificial intelligence, that means we have programmed the chip and trained the system to be really, really good at analyzing the signal coming in and deciding what type of listening environment it corresponds to. Autosense then orchestrates the programs and the settings and the features for that situation.

The system is scanning the environment 700 times per second. So that's a lot and very, very fast. And it's analyzing and adapting in real time with these unique combinations for that specific moment in time. The goal with that is, it's giving your patient that customized sound quality for their listening needs at every single moment. Underlying these different programs is the foundational fitting formula and of course, Phonak.

We have our own proprietary one. Adaptive Phonak Digital is what it's called. And there's been several improvements over the years. The latest version is Adaptive Phonak Digital 3.0, which we launched with our Infineo launch in fall of 2024. In our quest to continually improve sound quality, we looked at what developers of high quality headphone manufacturers do to maximize the sound quality and we tried to see if we could apply those learnings to our hearing aids.

So what do the headphone manufacturers use? They use this theoretical target sound signature, said to produce the best sound quality that most listeners would prefer. Through these investigations, our research and development experts uncovered information that could really benefit our hearing aid wearers.

This resulted in a recommendation of some offsets from our previous Adaptive Phonak Digital targets. This graph here shows how the targets for APD 3.0 differ from 2.0 for the acoustic signal. In black, we can see that we didn't need to adjust Adaptive Phonak Digital 2.0 dramatically. It's only a couple of DB, but the changes had a really big impact on our patients. And then the green line on that graph is going to be our streamed signal offsets.

So very similarly minimal adjustments, but make a big impact. Now of course at Phonak we are very interested in research and making sure that we are doing everything that is research based. So we did build, build a prototype and test it and the results were very positive. Comparing AdaptaPhonnect Digital 2.0 to 3.0 APD 3.0 provided exceptional sound quality from the first moment shown in this graph. Adaptive Phonak Digital 2.0 is in the blue, adaptive Phonak Digital 3.0 is in the green.

And if the patients decided that they were equal, that is notated in the gray. So these studies focused on comfort, how intrusive the background noise was, and just overall performance. The results from the study showed that with the first fit of Adaptive Phonak Digital 3.0, those settings are generally preferred over Adaptive Phonak Digital 2.0. And of course, we not only tested against ourselves, we also benchmarked against a leading manufacturer who is perceived as having a great first fit. The outcome was that 93% of the study participants preferred the first fit with adaptive Phonak Digital 3.0 compared to the first fit from that of that other leading competitor.

So those small offsets that we made make a very big impact.

Now, exceptional sound quality is something you can count on with Phonak products. But if sound quality is the most critical component, connectivity can be considered icing on the cake. Wireless abilities are growing in importance for patients. And with Phonak you get connectivity you can count on. And I'm sure if you think about your patients and your day to day, you probably spend a lot of time talking about Bluetooth.

Phonak revolutionized the hearing aid industry by designing the first device to offer universal connectivity. And we continue to build on that with our era chip back from 2024 in the fall. But we know that not all connectivity is created equal, so it's very important to look at the differences. So Phonak uses universal connectivity in the form of Bluetooth Classic that can be paired to over 6,800 smartphones, any Bluetooth enable devices, tablets, smart TVs, laptops, anything like that. There are, there is the ability to have eight pairings with two active connections.

So what that means is if I'm wearing a set of hearing aids, I can be connected to my cell phone and my tablet at the same time, but it can also hold the memory that it's paired to my laptop. So then when I try to connect to my laptop, I don't have to go through the pairing process all over again. It remembers that it's there. There are other types of Bluetooth on the market. There's limited Bluetooth connections where we're still using Bluetooth Classic, but you only have one connection at a time.

I can tell you myself, I have two cell phones, a tablet, a laptop, so many different devices that are Bluetooth compatible and only having one connection would really limit me. Then you have what we consider complicated connectivity. So these connections are only possible with a streamer. So if you think back Phonak wise, we used to have the Compilot many, many generations ago. That is an example of complex connectivity.

That's not something we want to have now because now we have direct connectivity. Then we have two limited protocols based off of the type of cell phone. So we have the limited Asha protocol which connects to about 130 about Android phones, and the limited MFI which connects to about 38 models of iPhones. And I'm sure you know, phones are changing all of the time, so these numbers are approximate.

One of the nice things about being made for all is that pairing Phonak aids in the phone is the same, it's got the same menu and the same process, no matter what the Bluetooth device is. We do have this clear pairing guide brochure and it's really, really handy to give out to patients that walks through the steps for pairing phone calls and apps for both iPhone and Androids. Now, just a little tip. iPhone and Androids are exactly the same. You follow the exact same process.

You can also find helpful videos on PhD.com support. So that is one. One of the features on our website is we have a whole support page and we also have a YouTube channel that has very clear videos on how to pair devices. One of the things I love about this Bluetooth connectivity guide is it shows patients what sounds and haptics they need to turn off and where they find that, because those will make the device run the most efficient.

Once the hearing aids are paired for phone calls, patients have the option have different options for answering the phone. They can either press a button on the hearing aid, they can answer through the phone, or they can use Tap Control. Tap Control is powered by that same accelerometer that powers motion sensor hearing. So this is only in rechargeable devices.

So if your patient wants Tap Control under your Bluetooth and devices menu, you can set that up. I highly recommend if you're going to make sure the patient is doing that training and sensitivity because it's a little difficult to get the motion of the double tap. Once they get used to it, they can do it really easily. But I always recommend that training first with our new Virto ir. So those custom infinio rechargeable devices, Tap Control is now available.

So think about those patients who have dexterity issues. We have them in that customer chargeable so they don't have to worry about putting anything behind their ear and putting an earpiece in. Let's also make it easier by using Tap Control so they don't have to find the button on their hearing aid or answer on their phone. They can just double tap accessories and smartphone apps can provide additional

functionality and control. In addition to general Bluetooth streaming, there are also smartphone apps available.

So there's a few that we've got listed here. We've got the MyPhonak app. The MyPhonak app is going to be pretty much the patient's remote control on their phone. It gives them the ability to change programs. It gives them the ability to change the volume to mute the devices.

I recommend setting this up for your patients who are comfortable with their phones. I always like to recommend that this is something that requires a good amount of counseling, especially for our patients who are not as tech savvy and then of course we have some other things like a general remote control. So say someone doesn't want to use the buttons on their hearing aids and doesn't want to have the app or can't have the app. They can have a simple remote control. We also have a couple of streaming devices listed.

So the TV connector, this plugs directly into the TV and sends the signal from the TV to into the patient's hearing aids. This is really great for loved ones so they can set the volume where they want it and your patient can have the volume where they want it going into their hearing aids. We have our partner mic. Our partner mic is fabulous for one to one communication in low levels of noise. It has a really great transmission distance of about 82ft line of sight.

So it's really good for caregivers or if someone. I had some patients who drove a motorhome and and it was really useful in that big wide motorhome. And then of course we have our Roger. Now I can talk about Roger for hours and hours on end. Roger is our adaptive gain remote microphone technology.

So similar to the partner mic except it has the ability to increase the gain so it always maintains a positive signal to noise ratio. It has multiple microphone modes and there are ways that it can be plugged into a computer and act like this headset that I'm wearing here. That's just a small tidbit on

Roger and highlighting the other apps that we have. So we've got the MyPhonak app which I just mentioned, volume program change. You can set cleaning reminders for the patient.

For those people who maybe forget to wipe off their hearing aids, we have the MyPhonak Junior app which is our pediatric app. This can actually be used as a more simple app for our patients who really just need a volume control. So it is compatible with all of our adult devices. They can use it for volume and program change, but there's not as many fine tuning features as the myphone applied and then for use with our Roger on. So one of our Roger microphones there is the ability to change the microphone mode, force it into a very specific mode, set up specific programs focusing on one side.

This is versatile. Now I will say all of our devices work without an apple, but these are great options. The MyPhonak app is probably the one you're going to see the most with our adult patients. Patients, like I said, are able to change the volume change programs, create custom programs if they want. They can see Battery life and what makes life easier for you is they can do remote support.

They will access this through the app and you will access it on your end. If you have additional questions on remote support, make sure to reach out to your Phonak team because there are some things that we need to go through before you do it with your first patient, but it's very, very easy.

So while the core fundamentals really anchor a team together with consistent success and performance, we also want to leverage those unique strengths to propel the whole team. So our whole portfolio forward, I want to touch on a few of the very specific needs that we offer as well. So I mentioned that Phonak has been working with pediatrics for a very, very long time. So looking at our Sky Lumity line, remember sky refers to the fact that it's our pediatric line. It is a child specific design.

So there's tamper proof options. They have fun colors, we can customize the LED function and they are IP68 rated.

Additionally, when we're looking at that exceptional sound quality because that's the key with all hearing aids. We looked at very specific children's environments to develop AutoSense Sky OS. So AutoSense sky is that automatic scene classifier. But it's very specific for pediatrics and their environments. We know kids are not just small adults, so we have made sure that our research is completed with pediatric subjects to make sure we have the correct features and defaults set.

We work specifically with the Phonak Pediatric Advisory Board and the National Acoustics Laboratory to make sure that we are giving the best for our kiddos. In your Target software, there is also something called Junior Mode. So based on the age of the patient, we make it easy for you. When you put the birthday into Target, it's going to automatically set a set the features and the defaults for kids in that age range. And that is based off of the Pediatric Advisory Board and the National Acoustics Lab now highlighting that very difficult patient to fit the CROs patients.

So those with unilateral hearing loss, we use those smart speech technology features to support those challenging environments. The great thing with our Cross is that it's not just the transmitter. Those features are being activated on that cross side and getting sent over to the hearing aid side. So for instance stereozoom, which is our narrow beam former, we are using four microphones, so two on each side including that cross side to create a narrow beamformer. Both sides are active when you are programming this in Target, so you'll see at the top of your target screen, you have the ability to unmute the cross mic.

That way you can check out the balance and adjust it if you need to. Additionally, with more recent updates you have the ability or patients have the ability to adjust that cross balance in their Myphonak app. And additionally they can mute the cross in the Myphonak app. That's something that people have been asking for for a while and now it's available.

Now I mentioned this earlier our Infinio Sphere device. We recently just launched our performance upgrade so it is now the Infinio Ultra Sphere. The feature that really takes the cake on this is Spheric Speech Clarity. This is made possible by our Deep Sonic chip. That chip is a large scale deep neural network that is separating speech from noise from any direction.

Just looking at some of the highlights of research that has been done with Spheric speech clarity, patients are two to three times more likely to understand speech from any direction when compared to two leading competitors. And this was done in a lab situation. There's been some other recent research looking at reduction in listening effort and lowering cognitive load. Think about how much that would affect your patients. At the end of the day, when we think about cognitive load and listening effort, I know it's sometimes hard to really grasp, but think about your patients who are or just you.

If it is a rainstorm, if it is thunder, if it's a snowstorm, maybe you live in a city where the traffic's a little nuts. Think about those times that you are driving home. You've made that drive to and from your office so many times. But when you have a storm, wind, crazy traffic, you're really white knuckling that steering wheel. By the time you get home, you're just like and all you want to do is relax.

When you leave that situation, it's like a weight has been lifted off of your shoulders. But then think about your drive home on just a nice sunny day. You probably don't even think about the fact that you passed a grocery store. It just goes. So think about really struggling with listening effort when higher cognitive load as that white knuckle gripping the steering wheel.

Think about someone who has that type of intensity and that type of strain when listening. This feature, Spheric Speech Clarity, takes that away for patients so they're not feeling like they are struggling to hear in those noisy environments. It gives an unprecedented 10db snr improvement and that's the maximum. That's amazing. Infinio Sphere has been out for a full year at this point and I have heard absolutely amazing stories from patients.

They really warm my heart. This is why I got into this industry in the first place. And I know from one of my very good friends who is wearing these devices, her line was I never thought I could hear this well. And she's been wearing hearing aids for 30 plus years at this point. Infinio Sphere Ultra Spheric speech clarity really is a game changer for patients.

And as many of you know, Phonak is part of the Sonova umbrella. Also underneath that Sonova umbrella is Advanced Bionics, which is our sister company for cochlear implants. So the Naida and Skylink M are unique options for power users who are on the path to a cochlear implant or who already have a cochlear implant. This is the only true bimodal solution for cochlear implant users. So Advanced Bionics cochlear implant, they either have the night the Naida Marvel processor or the Sky Marvel processor.

Based on if it's an adult, it's the Naida Pediatric is Skye. When using the Link device on the opposite ear, it is like having two hearing aids sending signals back and forth or having two CIS send signals back and forth. They are sharing features, they are sharing programs, connectivity, directionality. Think about that for your patients. You wouldn't fit them with two different manufacturer hearing aids.

So why, why wouldn't we do the same with our implants? They do get the benefit of that made for all connectivity. So bilateral streaming of bluetooth signals from a phone, from a tablet, from a computer. But then also Roger, Roger's getting streamed to both ears. This is something that you can fit binaurally for those patients.

So if they're on the path to a cochlear implant, maybe haven't gotten it yet. You can put two Marvel links on the ears and then when they get the implant, it's just going to connect with the implant. If you look at some statistics, 80% of current adult CI users are using bimodal configuration. Think about the benefits. Two ears are better than one.

You get improved speech understanding in quiet and in noise. And their brain is able to process from both sides. So you get that improved quality of music.

Of note, the combination of the Skylink M and the Sky CI M is the world's first truly pediatric dedicated bimodal solution. Pretty big stuff, right?

Looking at another very unique offering that we have is Lyric. Lyric is the world's first 100% invisible hearing aid. This is something that is placed by a Lyric certified provider. It is worn 24/7 so it stays in for exercising, for sleeping, for showering. This is placed about 4 millimeters from the eardrum, leading to a clear natural sound.

And the great thing is this stays in ears for eight to 12 weeks at a time. That means patients are not regularly coming into the office. They are able just to wear the device and it sits there. There is no maintenance except for when the device is about to die, come in and have it replaced by that certified Lyric provider. There's no batteries to change, there's no wax guards to change.

This is an awesome option for so many people.

And we talk all about hearing aids and how we can fix hearing loss and treat hearing loss. But as hearing care providers, we have the imperative task of not only treating hearing loss, but also preventing it when we can.

So usually by the time they get to our offices, there's already some version of hearing loss, some form of hearing loss. But what if it's just very mild? Let's start talking to our patients about hearing protection as well. Phonak's hearing protection devices are called Serenity Choice. They are comfortable and they are effective.

I have sets myself. We have universal ones that look very similar to these plugs. If I can get my laser pointer out. So these are non custom devices or we have our custom devices made with an ear mold impression called Serenity Choice Plus. They are best in class for noise attenuation and sound quality.

For the universal devices they come in small, medium and large. And there are different filters for every occasion with different nrr. So noise reduction ratings for Serenity Choice Plus. Like I said, these are custom made for patients ears. They can be acrylic or silicone and the filters can be swapped in and out.

Great option for our patients. Like I said, let's not start at treating hearing loss. Let's try to prevent it what we can now that we know who's on the amazing team. So our portfolio, let's kind of go through the game plan. So when you're building a solution for your patients, it's critical that it's personalized to their needs.

One of the tools that Phonak has created is what we call our counseling guide. And it really helps lay out what patients needs and priorities are. This helps increase rapport and trust and makes patients feel involved in that conversation. If you need any of these, please reach out to your Phonak team. So imagine that you have these six patients on your schedule.

So you're pretty busy, but they're all a little different. So starting with Kaden, who's five years old, he's an active little kid. So we need to make sure that it is durable. There's home support and there's clinic support. So some of the hearing aid options, we could do the Sky LM with a 312 battery, the Sky LPR but making sure that we have that tamper proofing battery door on that 312 battery option, tamper proof ear hook as well.

And then also pediatric care kit so pay so they can take care of it at home. For home support they have access to the MyPhonak Junior app which can be used for remote support.

And then in clinic you have access to junior mode and phonak.com all of the tools that we have on there, including our audiology hub of pediatric tools.

Now you have Sophie. She's a teenager. She's very active at school. And for sports we need something that's flexible. We need something that leads to empowerment.

And we know that she is in the generation that loves to be on technology. So we've got a couple of options. Do we do a BTE or is she going into a ric? With the Infinio ir, we have the Roger portfolio for help at school or in sports, we've got that made for all connectivity and for self empowerment. She's 16.

Let's give her access to the app, let's give her access to the website that helps her talk about her hearing loss in a positive way.

Moving on to Jet favorite patient. He's an engineer, so he knows a lot about a lot of things. His priorities are hearing in noise. So he goes to board meetings, he likes to go out to restaurants. He likes to have some control.

Not a surprise. He's an engineer, but he also likes to have those online resources. So he wants to hear a noise. So let's look at that Audeo Infinio sphere. Take a look at a Roger.

He can use the Myphonak app or the MyRogerMike app for his personalized control. And of course you can always direct him to our online resources so phonak.com or our YouTube channel so he can read about everything.

Julie and Jeff are another company couple that may be familiar to you. So think about how they might be different or how they might be the same. Julie really wants something that is very discreet.

But think about Jeff. Jeff is a little different. He's starting to know there's a change. He doesn't think it's atable, but that doesn't mean we can't Help him. His priorities are trouble hearing the tv and especially when Julie has her hearing aids in.

He definitely struggles because she's turning the TV way down. But he also wants to protect his hearing. So for Julie, we've got a couple of options. She can do the Virto Eye Titanium, which is a daily wear device that is very small, size 10 battery. Remember that titanium is 15 times stronger than acrylic, so it can be made much thinner.

Or maybe she wants something that's no hassle and she wants a Lyric device that's going to sit into her ear for eight to 12 weeks at a time.

Looking at Jeff, maybe we get him a Sennheiser TV ear set and let's talk to him about serenity choice. So getting those custom earplugs or maybe the universal ones that he can use if he's using lawn tools or they're going out dancing.

Now, this is something that didn't get mentioned earlier. So part of the Sonova family is a Sennheiser line. So this set called the 880, this is like your typical TV ears. There is a base and a charger base and a transmitter pretty much. So you can pair up to four receivers with one base.

It is simple, it is easy to use. So this is good for those patients who maybe just need help with the tv but not ready for hearing aids yet.

What they're going to do is they are going to hook this up to the TV and then when they are wearing, have the transmitter on and have the base on, it is going to then send the signals to that earphone. It is powerful. So it's a maximum of 125db max SPL. There are five preset clarity programs, so they can kind of toggle between.

The cool thing is this is very similar. And use this the same type of transmitting as a cordless phone. So when you explain it to patients like, oh, it uses the same type of signal as a cordless phone, they don't get freaked out nearly as much about having more wireless technology. This is ideal for someone who wants a TV solution. Maybe if that's all they have issues with, maybe it's for when they're not wearing their hearing aids, like late at night.

Maybe it's for someone who can't physically or cognitively handle hearing aids or some of those older TVs that can't plug in a TV connector. We know some of those still exist.

Don't forget about those patients that are not actually your patients yet. Maybe their family or loved Ones of your patient or they're the tested not treated that really could just use help with the tv. This is an easy way to support those hearing needs and increase office revenue by offering that high quality product. Now if you have any more questions about the Sennheiser line, please reach out to your Phonak team. Now moving on to another case study we have Tracent.

She has been wearing hearing aids for a long time. She's a power user, she's working and she is in meetings and conferences and pre presentations all the time. We know that our patients who have severe to proud hearing losses have very special needs when it comes to the devices that they want and specific programming.

So we have our Naida lup, that's that 675 ultra power BTE. Or maybe she's on the path to a cochlear implant and we're looking at the advanced Bionics Marvel CI with the Naida Link M hearing aid. For that

bimodal solution she needs flexibility at work. So let's talk about Roger. Roger can be used in a multitude of ways and can be set up as a multi talker network with multiple Rogers connected.

And when it comes to programming in the office we have a lot of features in Target. So we have Speech Enhancer. Remember speech Enhancer is going to boost soft speech and quiet. We have a version of our proprietary fitting formula called Adaptive Phonak Digital contrast. So we talked about Adaptive Phonak digital.

Adaptive Phonak digital contrast is going to have the same gain structure but it is going to slow down the processing speed. This is going to change the attack and release times and it is going to make it better and easier for your patients with severe to profound hearing loss. As a side note, other patients that might benefit from this maybe have some cognitive decline or poor word understanding and then also looking at sound recover. So we know that there are limits to what hearing aids can do. Maybe there is a region that has no measurable hearing.

Sound recover is our non linear frequency compression feature. And that is what allows patients with a severe to profound loss cochlear dead regions to have access to those sounds.

Now here's Joyce. This is probably someone you've seen in your clinic for many many years. She's been retired so she doesn't think she needs too much. She needs easy. She doesn't want to be fooling around with buttons and a lot of different things.

Watching TV is important, but her most important area to hear better is her monthly family dinners. She's also concerned about maintaining her cognitive function because she's read about this on the Internet.

So let's talk about the Audeo Infinio Sphere that is going to give instant separation of speech and noise in that loud environment like her monthly family dinners where people are talking from all different directions. Maybe she doesn't want a Rick, maybe she wants something custom. We have that Virto IR device. So our new custom rechargeable. When we look at her other big need, watching tv, we can add a TV connector.

This is going to send the signal directly from the TV into her hearing aids. And the TV connector is going to work with any of our wireless devices. So whether she goes with the Infinio Sphere or the Virto ir, she can use the TV connector. This is really good for those people who are living maybe in their in assisted living, maybe they're living with family, maybe there's a caretaker around or even a spouse so no one else is disturbed by the TV and then supporting cognitive well being. We love that Joyce is taking this initiative in her overall life.

So couple of things that we already talked about. Speech enhancer boosting, soft speech and quiet. We've got Adaptaphonak Digital Contrast, that proprietary slower processing fitting formula, Spheric speech clarity, the instant separation of speech and noise. And then something that's often forgot about the client report. This is going to show her exactly what her hearing aids have.

When you go to the report section in Target, you can print this out. You can show the patient what their buttons do if they have double tap, if they've got tap control enabled, it's going to show them the light cadence for charging the devices, especially with those RIC devices where it's going to go red and then orange and then green.

This is something that is very easy. It's a couple of pages. I also love that you're able to raise the visual contrast so you can make that large, that font larger. And you can also change languages for patients who may not be native English speakers. So as you can see for all of our patients that we've seen today, when you have the right team of solutions, you can develop a game winning plan for any of

them.

Now, to further contribute to your success, remember that you have your whole team from Phonak in your corner. So you've got your outside and your inside team. So your account manager, your clinical trainer, your account specialist or your insider rep. Key account managers, we've got inside account managers, we've got marketing specialists and then of course we've got the People who maybe you just call when you can't get a hold of one of us. Customer service Order entry, Lyric Customer support, Audiology, Tech support, Software support, Production, Customer response. You have a huge team here at Phonak to really help you succeed.

So today we've introduced to you a team here at Phonak that is here to really aid you towards success with any of your patients. We've talked about a portfolio that delivers. We're looking at that exceptional sound quality. We're looking at connectivity. We're making sure that at the heart of everything we do is exceptional sound quality for your patients.

We are leveraging the strengths of our devices for those unique situations, whether it's anything from pediatrics severe to profound unilateral hearing loss. And then of course, our specialist devices, Lyric, the link devices. And don't forget Serenity Choice. You have a team in your corner.

If you have any questions, please reach out to your local clinical trainer. If you do not know who those those your team members are, please reach out to Phonak Customer Service and we will definitely get you in contact with your local team. Also available on Audiology Online are some of our other courses that we have run. So Phonak Target Software Flexibility Meets Expertise. This is a basic overview of our target software as well as advanced Target programming.

So maybe you've mastered the beginnings of Target and we want to look into some more complex situations. These are both available on Audiology Online. And please let us know if there's any way that

we can help, because together we change lives. I will hang out for a few minutes if anybody has any questions, but if not, please enjoy the rest of your day.