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Enhancing Patient Care Through Innovation: Exploring the Latest Features in the My Starkey App

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Hello and thank you all for attending today. My name is Dr. Amanda Wolf, an audiologist on the education and training team at Starkey and today I'm excited to walk you through some of the recent innovative updates to our My Starkey mobile app. But first, a few housekeeping items to take care of. If you would like to ask a question, please do so by using the Q and A feature and I will do my best to answer it at the end of today's presentation. Handouts will be available under your pending courses on Audiology Online or by clicking on the link in the chat within the classroom.

CEUs are available with a paid Audiology Online unlimited CEU Access membership. After completing the course, you can go to your pending courses and take the multiple choice exam and claim that ceu. And lastly, if you need any technical support, you have the option to call or email using the information you see on the slide.

These are the risks and benefits that may be associated with this course.

We have three learner outcomes for today's session. At the end of today's session, you will be able to list two new features available in My Starkey, identify where to find the new healthable features in My Starkey and describe one benefit of TeleHere AI.

All right, when it comes to product development, forward is the only direction Starkey knows and excellence is the only quality we'll accept on behalf of patients and our professionals. So rather than remain content with staying ahead of the curve, we are creating new paths and innovating at the warp speed Starkey is known for. We introduced Omega AI in October earlier earlier in October. Starkey's most advanced hearing technology yet with the G3 Neural Processor. It is designed to make it easier than ever for patients to connect and forget about their hearing loss, whether they're at home watching tv, out with their friends at a crowded restaurant and every other situation and setting in between.

The starlink Edge accessories were originally introduced with our prior product family Edge AI. They utilize the latest 2.4 GHz wireless LE audio protocol and are compatible with Edge AI devices and beyond, including the new Omega AI products we just released. We continue to offer the Starlink Edge Table microphone, remote microphone, TV streamer and remote control 2.0 to ensure professionals have an entire portfolio of accessories to meet their patients needs. The starlink Edge TV streamer introduces new functionality exclusive to Omega AI devices which is Auto Stream Start. This is a feature many of you have actually been asking for and means that when a patient walks into range of an active stream of that TV streamer, their streaming will begin automatically.

There is no need for manual activation.

Our motto here at Starkey is Hear better, live better. As evidenced by our launch of the Omega AI product line. We are constantly looking for ways to improve the patient's overall experience with our devices in order to help them lead a better life. We all know how personal someone's hearing journey can be, and we want to make sure that they have all the tools they need at their disposal for both you and your patients. We've made it simple to check device compatibility by scanning this QR code, you'll be directed to a quick tool that confirms whether a patient's phone will work with our app.

It's fast, easy and helps take the guesswork out of setup so you can focus on care instead of googling phone models. My Starkey is available in the Apple App store and requires iOS 16 or higher. It is also available in the Google Play Store for Android devices running operating system 8.0 or higher. Keep in mind that operating system 10.0 or higher is required for audio streaming with those Android devices. To continue streamlining the app setup process, three separate consent screens including hearing aid data, activity tracking and analytics have been unified into one screen with simple toggle switches for better efficiency and an improved user experience in all versions of the app.

Now this is not a new feature, but I do like to remind people of it anyway as it clears up what was once thought of as a roadblock when setting up the app. Upon opening the My Starkey app and beginning that setup process, we historically have asked patients to create a cloud account. This was for security purposes and allowed access to cloud based features within the app, but we did hear from a lot of patients and professionals that some patients just simply didn't have an email account. They didn't want to create one, or they couldn't remember their password. We then implemented Account Deferral, which allows the patient to skip creating an account.

This shortens up the setup process by several screens and allows the install and setup of the app to be done prior to the hearing hearing aid fitting. However, if the user does attempt to use a feature that requires them to use an account or a cloud account that will include telehere, Fall Alert and Hear Share. They then will be prompted to create an account. And to make it even easier, Apple users have the option to sign in using their Apple id. If they choose not to use their Apple id, they then can create an account with an email address.

So before we get into the updates in the app, let's quickly review the landscape. For those of you who may be unfamiliar or need a refresher on the My Starkey layout so here is My Starkey's home screen battery status can always be viewed for connected devices in the top left of the screen. We do have an update to this section that I will get to shortly. If your patient has multiple programs in their devices, the program they are currently in will be displayed here. To change programs, they simply need to swipe the screen left or right, or tap the left and right arrows.

Each program will display a different color screen, which makes it easy for those with vision impairment to see the change as well as still hear the indicator. As we move further down the screen, Edge Mode plus will be visible for compatible devices One of our most popular features ever Edge Mode plus user uses AI to take a snapshot of the environment the patient is in, then instantly optimizes sound quality to

that place and time for either clearer speech or improved listening comfort and noise. And with patient driven controls in the mobile app, we put the power in the patient's hands by allowing them to change edgemode settings to either further enhance speech or reduce noise. For the top two technology tiers, tapping on programs is another way a user can change their programs and also access or add their custom programs. On the bottom left under the volume slider, the icon for access to accessories and streaming devices can be found.

When the Accessories icon is tapped, the Streaming Options page appears. This screen is where you can start and stop the Starlink Edge TV streamer audio as well as adjust the volume of both streaming devices and hearing aids. This white navigation bar is always visible at the bottom of any screen. Simply tapping the home icon returns the user to the main page that we see here. Tapping the health icon will navigate the user to the multitude of healthable features we have available for use.

We have two great additions to this space with the launch of Omega AI, so more to come on that I will be talking more about an update to Smart Assistant here in a moment, but this feature can either be accessed by tapping the microphone and speaking a question, or by using the Double Tap user control if the hearing aids are programmed accordingly.

Program options can be found under these ellipses and allow the user to add a location or geotag a program, manually adjust the sound of a program using an equalizer type interface, or adjust their noise or wind reduction algorithms. They could also create a new custom program or if They've used TeleHere AI again, a new feature with Omega AI they're able to revert back to their provider settings and if they've used telehear AI and then end up changing their mind about those settings. My Hearing allows for selection of the tinnitus controls. If that is a programmed feature, you can or the patient can also open our hearing aid diagnostic tool Self Check, initiate our Find My Hearing Aids feature and lastly navigate to my settings where they can tap into more detailed controls for audio streaming, Tap

Control and the Smart Assistant mic. The binaural volume control is located here.

If your patient wants to change the volume of the of each hearing aid independently, the monaural volume icon is located on the bottom right of the screen. Once you tap on the monaural volume icon, the volume slider will be split into right and left volume sliders and each hearing aid can be adjusted individually. To go back to that binaural volume control, your patient would simply tap on the volume control icon. Again, just a note here. If the monoral volume control is open when your patient leaves My Starkey, it will remain open when they return to the app, but if they force close the app for any reason, it will return to those default settings of that binaural volume control.

The More icon brings the user to telehear reminders, translate and transcribe and lastly, Learn has been one of the most exciting aspects of My Starkey for patients. They really enjoy the interactive elements that help them use and adjust the hearing aids. The first time they navigate to that Learn section, they will have the opportunity to personalize that Learn content to their hearing aid experience level. Whether they're a new user and need to start with the basics, or maybe they've worn hearing aids for a while and they're ready for more advanced content. Learn content is available in a number of forms.

There are how to lessons, videos and articles that really allow the user to access content in a meaningful way for them. And that content is refreshed about every Sunday so they're always going to see new items available to them. We are always trying to find new ways to enhance that user experience and one of those ways was to create a more intuitive message and when the hearing aids are disconnected, the home screen has been updated to provide messaging when the devices are disconnected from the app and provides a Learn More tool to help work through those connectivity tips that are specific to either Apple or Android, depending on which phone they're using. This feature is available for all products supported in My Starkey. Along with the updates to the health screen, we also

enhanced the audio streaming screen in late July of this year.

This enhancement now includes a streaming volume control on the streaming audio screens. This is shown for both the audio streaming screen for phone calls and music, as well as the accessory streaming screens. This update is included in all styles and technology tiers of both Omega AI and Edge AI. And with the launch of Omega AI, we introduced our first hearing aid with LED lights on the Ric RT and the Microric Rechargeable device. The LED lights serve as a visual indicator to patients on when their hearing aids are powered on, powered off when there's a successful pairing to a Bluetooth device, and when a firmware update is successfully completed.

We have also incorporated the LED Light functionality to complement our existing Find My Hearing Aid feature. When the patient is on the Find My Hearing Aids screen, the LED lights will begin to flash to help them visually locate the devices. The right and left icons on the app screen will also flash for these two LED products. And what's really nice about this feature is that even if you turn off the LED functionality within the indicator screen within Profit, the lights will continue to work if your patient decides or needs to use the Find My Hearing Aid feature.

So now that we review the landscape of the MyCirci home screen and some of the essential components of the app, there are three key areas including hearing health and intelligent features within the MyCircuit app and many additional features for each of these that we don't have time to cover today, but we have information available and of course have other courses and materials that go into more depth on these features. I will highlight a few patient and clinician favorites today, starting with Edge Mode plus, which is our industry unique feature that provides on demand sound quality improvements for comfort and clarity. This really is a patient favorite among many because in any difficult environments patients simply activate the feature via their User Control button or my Starkey app and instantly the hearing aid uses artificial intelligence to analyze the environment and make

changes to gain directionality and noise reduction specifically to meet the demands of that specific acoustic environment. Now what sets this apart is that Edge Mode plus is capable of making even more aggressive changes to the hearing aid than what you can do in the fitting software, what the patient can do in the mobile app, and really even goes beyond what the hearing aid would do in normal operation. We also provide listening intent modes for the top two technology tiers where patients can have Edge Mode plus apply even more aggressive settings towards the goal of enhancing speech or reducing noise, all with just a tap in the mobile app.

Another feature I'd like to touch on falls within the health section at Starkey we are building on our ability to utilize the motion sensors in our hearing aids. One of the first uses was for our industry first and only Fall Alert feature. Recently we released Balance Assessment and now we are proud to say we have a third balance related feature with Balance Builder. I'll go into those details later today. The last feature I'd like to highlight as a favorite is in our Intelligent category.

We have a suite of intelligent features that are focused on making both professional and patient lives easier. Self Check is a longtime favorite and provides a hearing aid diagnostic on the hearing aid microphone, receiver and circuit. Professionals can use this feature to support their listening checks in the clinic from within profit and patients may also use this from the comfort of their own home via the My Starkey app. So this is a great tool to get patients to be more independent with their hearing aids and may save you time in the long run as well. Just to keep in mind, we also do ask patients to perform a self check prior to any telehear session, which also has some exciting updates.

I'll share with you today.

And speaking of our intelligent features, for years we've harnessed the power of artificial intelligence, machine learning and deep learning to push our industry forward. These technologies have helped us analyze data, recognize patterns and make smarter decisions for better hearing. But now we're taking a

bold step forward. With Generative AI, we can generate new solutions and more personalized care in real time, resulting in better outcomes for every patient. Generative AI is a subset of deep learning that doesn't just analyze existing information, it actually creates new content and solutions based on what it has learned.

As always, we are taking technology further, reshaping it to define what's possible. One of our first intelligent features was the Smart assistant. With this feature, patients could simply double tap their hearing aids and ask a voice command such as Increase my hearing aid volume and the hearing aids would increase in volume. They could also ask to change hearing aid programs or even how to change a wax guard and the app would open help files that would guide them through that process. Later on, we expanded the feature so patients could even ask more open ended questions like what is the weather in Manhattan, Kansas today?

For example? And a weather report would stream to the hearing aids. Last fall we improved this feature even more to include a more conversational response interaction between the patient and the smart assistant using Genai or Generative AI. With this enhancement, patients can ask tell me the best places to go to in Rome for example and the answer would be both streamed and typed out for the user to read with the latest mobile app update to improve usability and accessibility. Our Gen Smart Assistant has now been enhanced even further to support hearing aid mic pickup for Omega AI devices as well as Edge AI devices with a firmware update.

Another feature that is powered by advanced Gen technology is Turkey's industry first TeleHere AI. TeleHear AI offers patients 24. 7 support and empowers them to address their hearing issues independently. Exclusive to the 24 technology level of Omega AI, this intelligent assistant accurately diagnoses hearing related concerns and delivers personalized hearing aid adjustments tailored to their needs. By empowering patients to personalize their hearing aids through our AI technology, we can

highlight available features, offer guidance on their usage and allow automatic safety simple adjustments to address common issues that may not necessitate clinical intervention.

This feature not only aims to improve patient satisfaction, but also to streamline the process and save you time rather than replacing the role of you the Hearing Care professional. Historically, our telecare options have been instrumental in helping hearing care professionals to provide services to their patients from anywhere. So synchronous programming is a live virtual session between the patient and you, the professional that allows you to make live changes in the software and get immediate feedback from your patients. With asynchronous programming, your patient would actually send a help request through My Starkey and within this request the patient has the ability to describe the challenges they're facing in a particular environment so that the professional has that appropriate information. Then the professional will send a patient a new adjustment to try out in their hearing aids and they can accept these adjustments or send further feedback to the professional for you to take care of in your own time. With the launch of Omega AI and the introduction of TeleHear AI, we are introducing personalized real time customization using AI technology all from within the MyStarkey app.

This is an incredibly unique and helpful tool for both the patient and professional for ease. Regardless of the telehear option that the patient would like to do, the setup process is the same. So let's take a closer look. Telehear Eye again is exclusive to Omega AI24. Using this feature, patients are able to type or speak their sound concern to a chat like interface within the MyCircuit app which has been trained to identify common sound concerns and after doing that, artificial intelligence will interpret that reported issue and may ask follow up questions to get further clarification on the sound concern in question.

The patient will then be offered a new sound adjustment to be trialed and compared to their original settings. Then the adjustments that are proposed by TeleHear AI. They're actually based on expert

assistant or troubleshooting research from profit adjustments. They're based on input from our clinical research team as well as our audiology science support calls database on common complaints and actions taken to resolve those issues. So they are clinically relevant solutions.

If the new adjustment resolves the issue, the patient can choose that selection and that will actually become their new default program. If not, the patient has the ability to go through a total of three adjustments to try out. And if that issue is just not resolved with any of our proposed adjustments, we will advise your patient to submit an asynchronous help request directly to the provider for further assistance. So to get started with Telehear AI, the patient will navigate to the More tab, they will select TeleHere and then they will select TeleHere AI. Now the first time they use the feature they will go through a one time onboarding screen that really sets the stage for them to use TeleHere AI.

Once they click Continue they will be brought to the opening screen of TeleHear AI. From here we will watch a quick video to show the process. So your patient will type in their concerns so things are not clear. We're going to think about it for a few seconds. Could you describe what specific sounds or situations are not clear?

Are you having trouble understanding speech or other sounds? And we answered mostly female voices. Thanks. My understanding is your issue is female or children's voices are hard to understand and we're working to create an adjustment. So from here your patient can try that new sound setting.

They will toggle back and forth to hear the new sound setting and original sound setting. Say they like that setting. They'll follow those prompts and then you'll see here on the home screen that star icon will actually indicate that a change has been made by TeleHere AI. And then the next time you open Profit and connect those hearing aids to Profit, you will see a pop up message on the screen just letting you know that the settings and the hearing aids are newer than when they were last read in due to that Telehear AI change. So really, best practices, we strongly encourage you to click yes when we ask you

if you want to save your settings to the Office system before proceeding with programming just so you have that.

Then when connecting to Profit, the software will read the settings in the hearing aids, meaning that if They've used TeleHear AI and selected a setting change, those settings will then be applied in the software. This will then create a new default in programming. So when the patient goes back into their My Starkey app, the star icon will no longer appear next to their personal program. If the provider or you choose to load a previous session in those hearing aids, that of course will override the telehear settings as well. And then within the portal under help requests, you will be able to see a record of the adjustments.

So if the patient utilizes TeleHear AI and accepts an adjustment, you will be able to view exactly what changes were made from this screen. If they go through the whole process and selects the third adjustment that is offered, the adjustment that resolved the issue will be the only one shown in the portal.

So a couple of important things to note here. Again, you must set up Telehir globally for your patient to use Telehear AI adjustments are only made to that personal program. They may save those settings as a custom program if they like that. If they want to save it as a restaurant setting for example. And then they always have that option to revert back to a provider settings.

Maybe they try it out for a couple days, they change their mind, they can just go back to that program options, those ellipses on the home home screen and there's an option to revert the hearing aid settings back to providers. They would select that and that would bring them back to the last settings that you had them programmed at so they're never stuck in that telehear AI setting. All right, now switching gears a little bit. Starkey has been on the forefront of integrating healthable features into our hearing aids, essentially making the ear the new wrist. So as we continue to build on our suite of

healthable features, we aim to make access to those features easier and more intuitive.

Balance Builder is an all new feature that helps patients proactively prevent falls through physical awareness exercises that are designed to bolster balance and stability. Respiratory Rate is an all new industry first feature that allows patients to monitor their own respiratory rate, which of course is one of the four vital signs that help measure the body's most basic functions. To provide easier access to some of our healthable features, the health screen now features an updated view with a new card carousel design. As mentioned, Starkey has inertial sensors within our hearing aids that we've had for a while since 2018. These detect rotation and velocity changes and they've really been instrumental in helping us build up our suite of healthable features.

Expanding on this impressive technology, we are introducing the ability to measure respiratory rate. This feature will be available on all styles and technology tiers of Omega AI. This feature is always on. You cannot disable it, but to access the respiratory rate the patient will navigate to the Health tab within the My Starkey app, select Wellness and Respiratory Rate. From here they will see this screen where they can view and toggle between timeframe options the range for the selected timeframe of their breaths per minute.

They can view it in like a graph like view and also see their average for selected timeframe. Now I do want to make you aware that we are measuring respiratory rate when your patient is at rest every three minutes. So while they're in motion we are not measuring respiratory rate. We also provide some information within the end user license agreement saying that we are not this feature is not intended to diagnose a breathing problem. Patients should always consult with their primary medical provider with any concerns that they may have the last thing I want to talk about was our Balance Builder feature.

We released Balance assessments of pretty recently actually. Balance Assessment was is an exercise program based on the CDC's study program that is really meant to quickly assess elements of balance.

Balance Builder is exclusive to Omega AI all tiers and that is based off of the Otago Physical Therapy program that is based out of New Zealand. This is really meant to perform more regularly as a effort in an effort to really strengthen elements of balance that they again can do in the comfort of their own home. So again access under Health and Wellness they would select Balance Builder.

The starting page of the Balance Builder really showcases the exercises that they can perform. So they can select view all and they can select from a slew of different exercises that range in difficulty. So there's different variations eyes open, eyes closed, the variations you can see here. So static balance, weight shifts, knee bends, sit to stands. Before they do any of these exercises they must perform a calibration for those sensors.

That's pretty easy. And they just stand still for under a minute. And then really the process to complete the Balance Builder is pretty simple. So they can repeat an exercise at any time, they can try again later if they want to come back to it. And then they have nice visual representations of a green check mark saying they completed a rep, a yellow check mark saying they haven't yet completed a rep and they can again try that again.

We don't have a history of data for their Balance Builder exercises, but they can see their streaks so their current streak and their longest streak just to kind of keep them motivated. And then last thing here is really a couple things to be aware of. We do recommend that Fall Alert is enabled just in case they do fall during one of these exercises, a fall alert will be sent. Again, progress is not visible until your patient does that calibration and progress shown is from the previous session and builds on as they do additional exercises now to keep up to date with Omega AI features. Moving Forward As a reminder, patients can update their firmware from within the mobile app.

They don't need to come into the office. They will see a red dot on the My Starkey icon on their phone. When a firmware update is available, they simply follow the breadcrumbs to update their firmware in

under three minutes. All right, I know that was short and sweet and really fast, but I would like to thank everybody for their time. I do not see any questions.

So again, thank you for your time today and have a great rest of your day.