

More Than an App Unlocking the Full Potential of Starkey's Digital Tools

Natalie Hein, Au.D. CCC-A
Education & Training Audiologist





Webinar FAQs

More than an App:
Unlocking the Full Potential of
Starkey's Digital Tools

How to Ask a Question

Click Q & A, type your question, click Send.

Where to get the Handout

A PDF handout for this presentation may be accessed through your Pending Courses on Audiology Online or by clicking on the link in Chat within the classroom.

How to Earn CEUs

CEUs are available with a paid Audiology Online Unlimited CEU Access membership. After completing the course, go to your Pending Courses on Audiology Online and pass the multiple-choice exam.

Assistance or Tech Support

- Call Audiology Online at 800-753-2160
- customerexperience@continued.com
- Use the Q & A window



Risks and Benefits

- The applicability and accuracy of the course content may vary by the clinical, geographical, and cultural context, you should evaluate the course accordingly.
- As healthcare is rapidly evolving, new findings may change the validity of the information presented in this course. Providers should always consult the latest research and guidelines from professional associations.
- The interventions discussed in this course may be limited in generalizability, requiring practitioners to consider specific, individual and population factors.
- The course may not cover all possible risk factors, diagnostic methods, or treatment options, and complex cases may require additional considerations.
- Healthcare providers should apply cultural competence and sensitivity to ensure effective and respectful care based on their patients' diverse needs.
- Providers should always evaluate the limitations of diagnostic and screen tools, considering their potential for false results as well as any ethical implications.
- It is the responsibility of course participants to critically evaluate the evidence from multiple sources to guide professional practice.

Learning Outcomes

1

Identify which Starkey mobile app works with your hearing aids and how to download and pair

2

Troubleshoot common app and Bluetooth connection issues with confidence

3

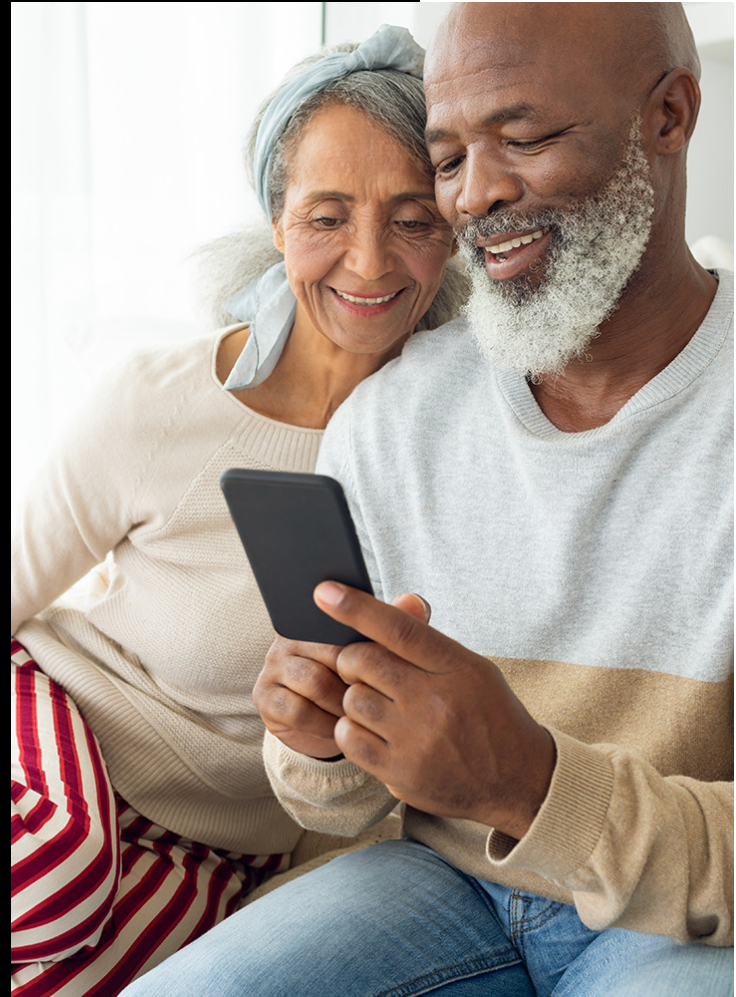
Use key features within the family of apps to personalize the patients hearing experience



Which smartphone operating system has the largest market share in the U.S.?

A Android

B Apple



Which smartphone operating system has the largest market share *worldwide*?

A Android

B Apple



Today, we spend what
percentage of mobile
time using apps?

A

35%

B

65%

B

48%

B

88%



Industry Leader in Mobile Apps



2009



2014



2014



2015



2018



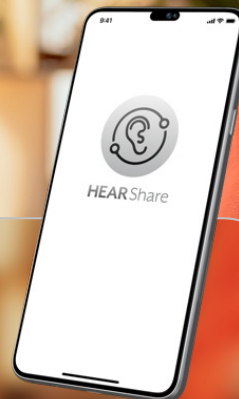
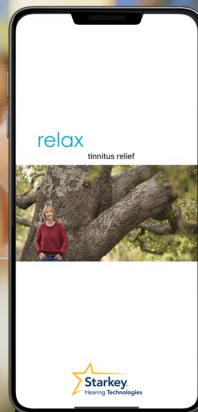
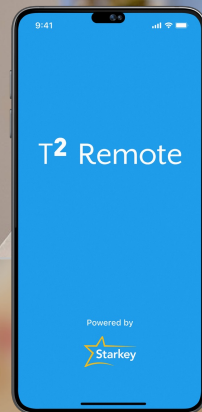
2020



2023



2023



There's an **App** for everyone

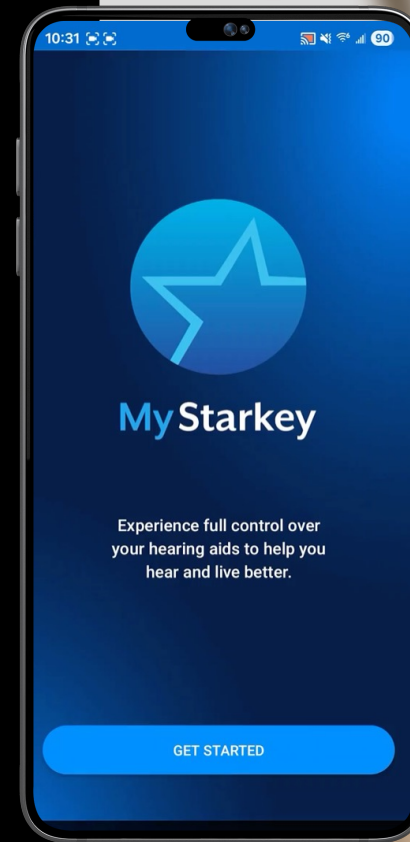
Apple Devices

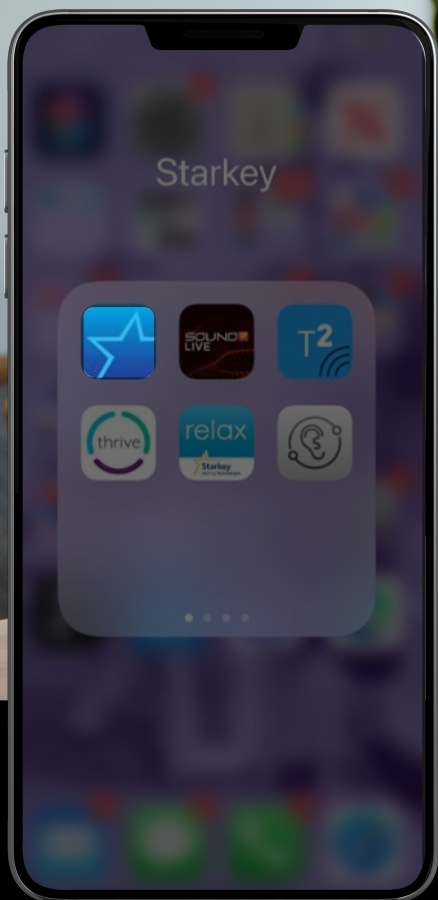
Pairing Hearing Aids



Android Devices

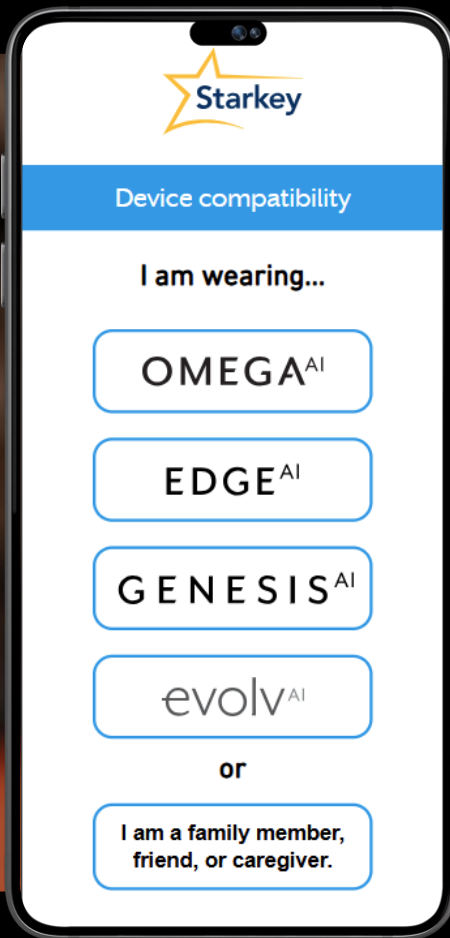
Pairing Hearing Aids





My Starkey





MyStarkey

Smartphone Compatibility



Requires iOS 16
or higher



Requires Android
OS 8.0 or higher

You must have an Apple ID to
download the My Starkey 3.0 app

MyStarkey + OMEGA^{AI}



**Bluetooth LE
Audio Streaming**

Available with all 2.4GHz styles and technology tiers
iOS and Android compatible



MyStarkey

Streamlined Consents

Account deferral

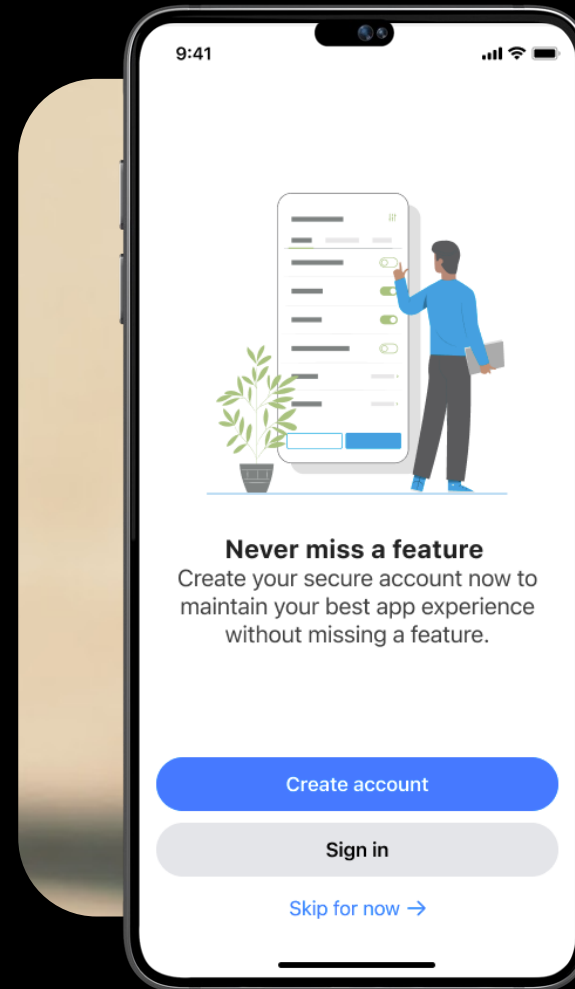
Account required for:

TeleHear

Fall Alert

HearShare App

Apple ID sign-in option



Battery Status

Current Program

Edge Mode+

Programs

Accessories/Streaming Options

Return to Home

Health

Smart Assistant

Program Options

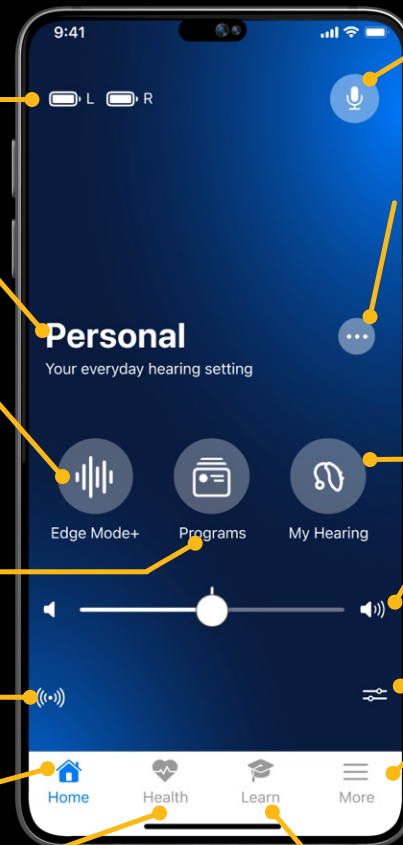
My Hearing

Binaural Volume Control

Monaural Volume Control

More

Learn



MyStarkey

Hearing

Hear better with less effort
in any situation

- Support for Omega AI devices
- Edge Mode+
- Manual adjustments
- Enhanced customization
- Find My Hearing Aid
- Voice AI
- Tinnitus
- CROS Support
- Demo Stream
- Accessories Support

Health

Live healthier, track activity,
and detect falls

- Activity Monitoring with double the classifications
 - Walking
 - Running
 - Indoor biking
 - Aerobics
- Hearing data
- Activity and Hearing Insights
- Fall Alert, Balance Assessment, and Balance Builder
- Caregiver data sharing
- Respiratory Rate

Intelligent

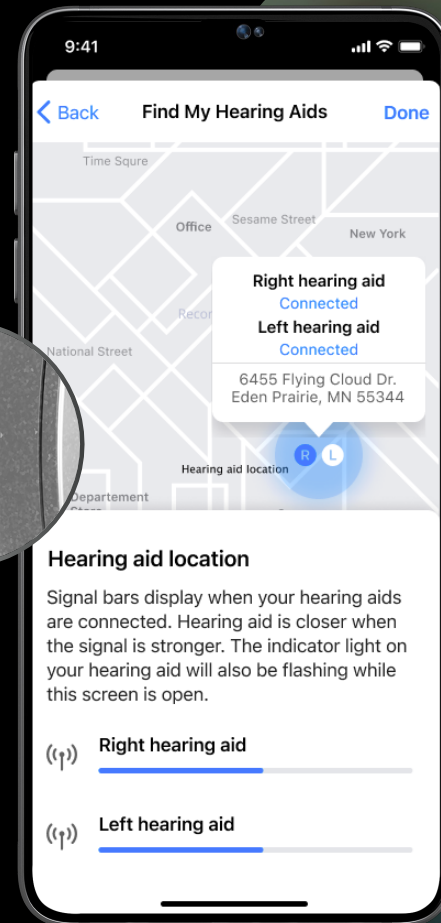
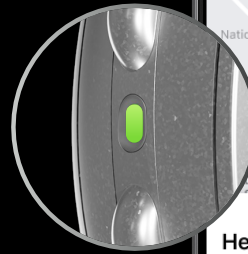
Simplify daily life with
assistive features

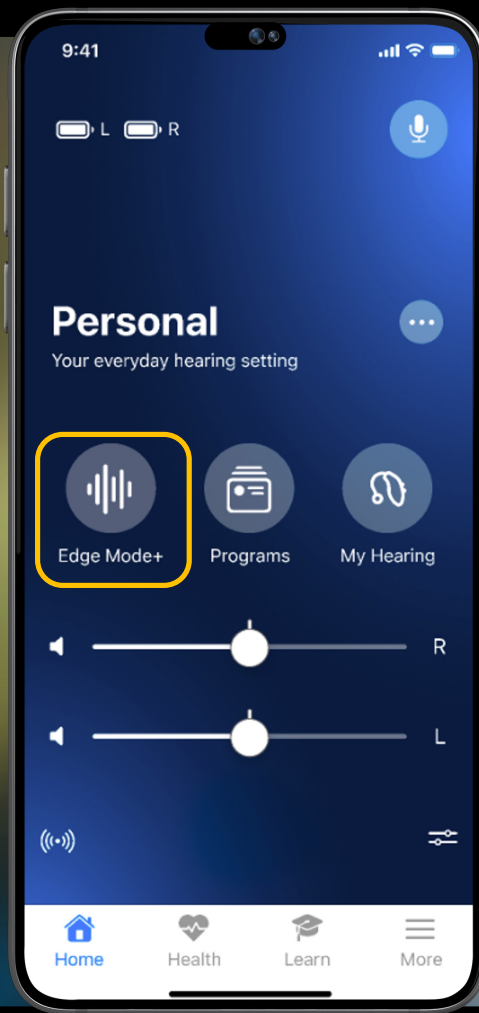
- Self Check
- Learn
- Robust and personalized user guide
- Smart Assistant
- TeleHear
- Firmware updates
- Reminders
- Translate
- Transcribe
- Find My Phone

Find My Hearing Aid Visual Indicator

Find My Hearing Aid will blink the LED when devices are connected

The R/L icons on the screens will also flash for LED products





On-demand real-time analysis of
environments for advanced level
of comfort and clarity

The best adaptation for any
environment when engaged

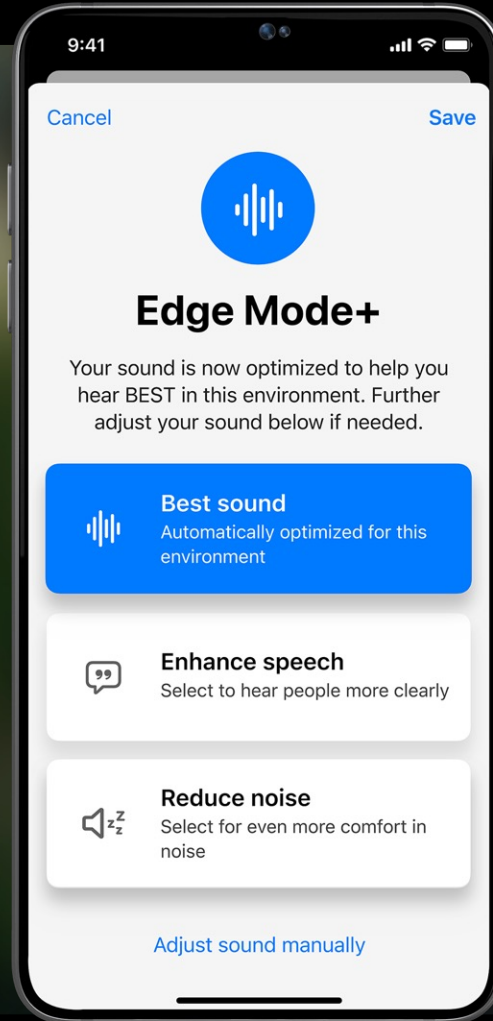
My Starkey patient-driven
controls for listening intent

Exclusive to 24 & 20 Tiers

Edge Mode+

Technology Tiers

24 | 20 | 16



Edge Mode+

Best sound

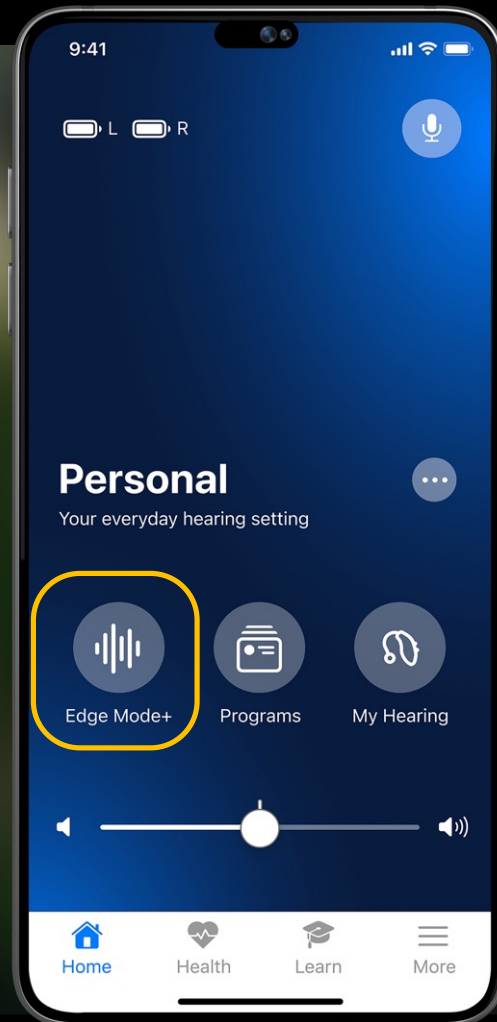
Automatically optimized settings for this environment

Enhance speech

Tap to gain more clarity and hear others more clearly

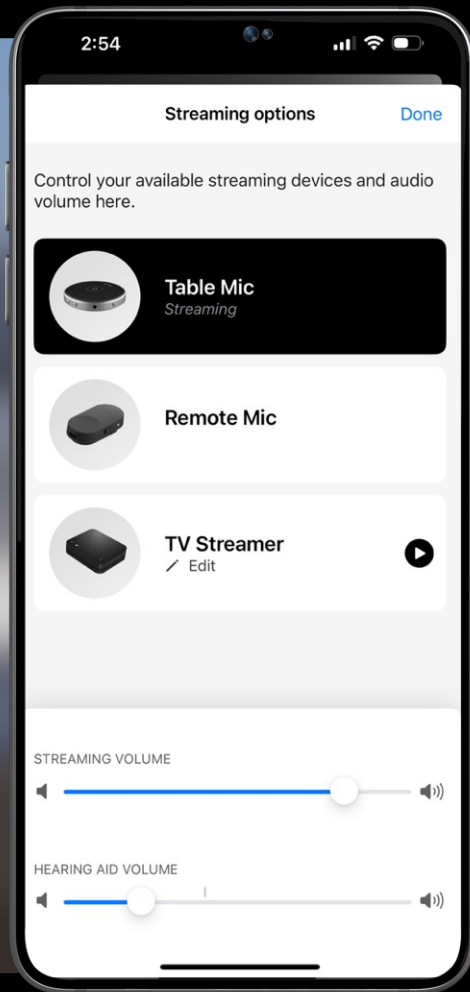
Reduce noise

Tap to get even more comfort by further reducing background noise



Automatic Edge Mode+

Continues to scan, adapt and optimize as the acoustic environment changes, ensuring the most appropriate settings are always applied in a dynamic world

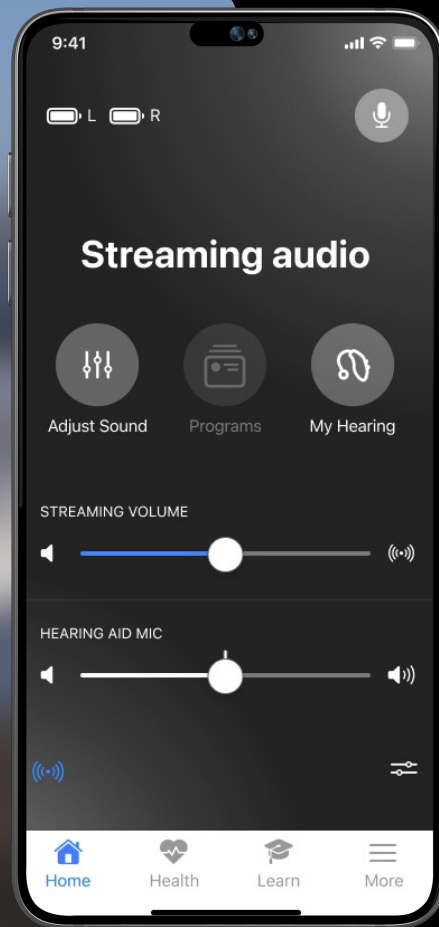


My Starkey Streaming Options

Accessories

Tap icon on bottom left to navigate to Accessories/Streaming Options screen

Manage streaming options for all paired accessories



ENHANCED

Audio Streaming Volume

Adjust streaming volume independently of the hearing aid volume via the streaming volume slider

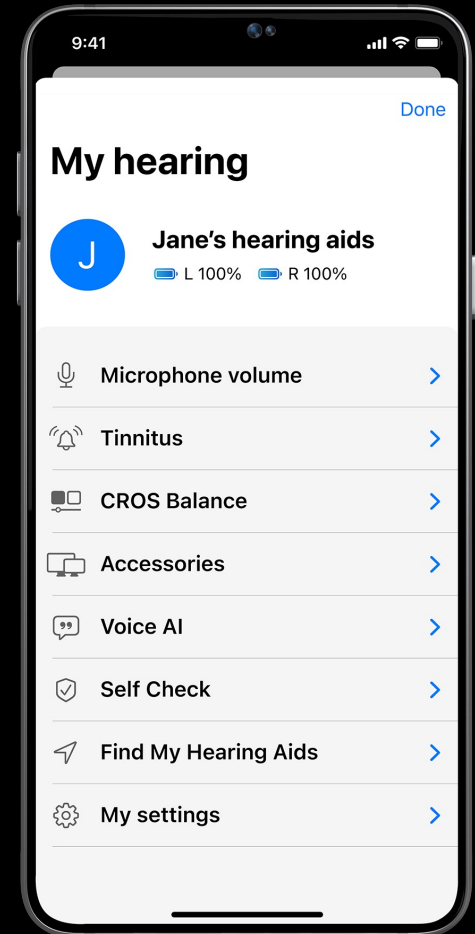
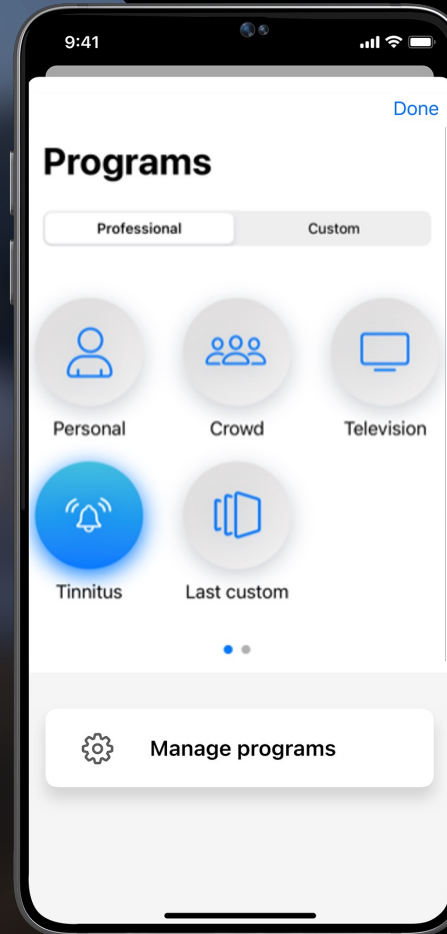
Tinnitus

Tinnitus Enabled Program

Tap the **Programs** button

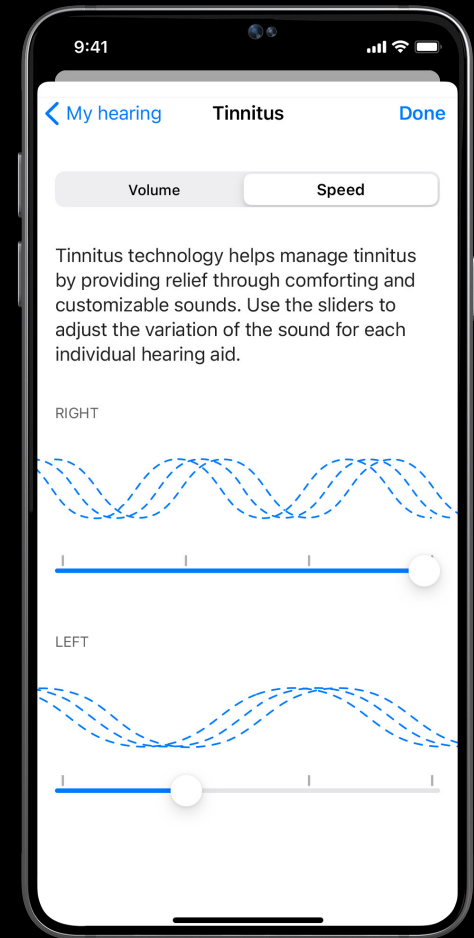
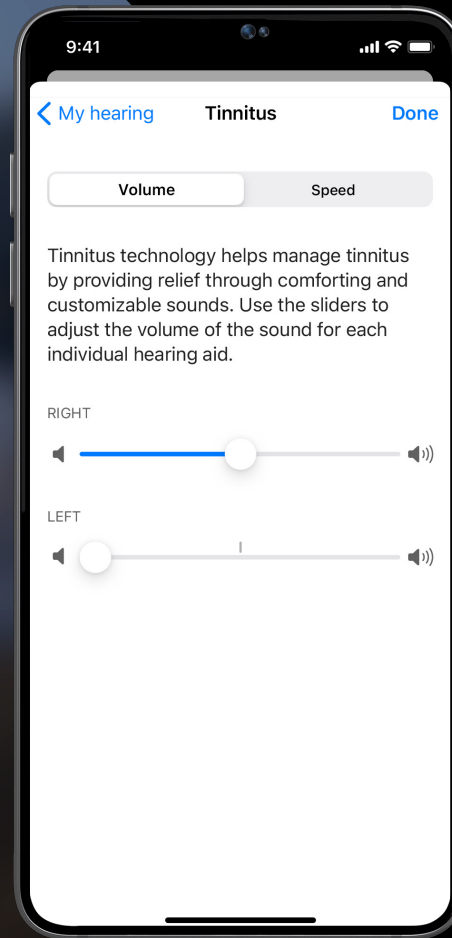
Select the **Tinnitus** enabled program

Tap **My hearing** > **Tinnitus**



Tinnitus

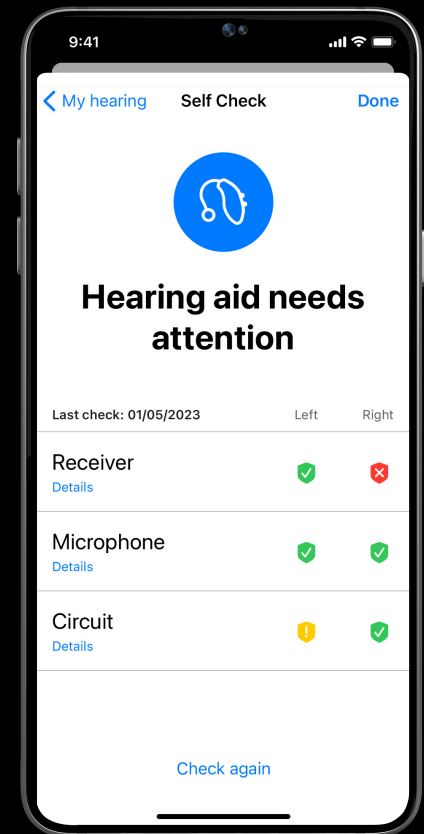
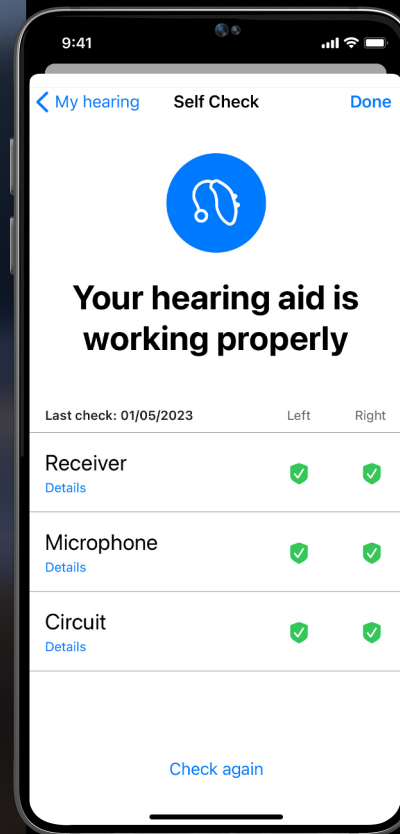
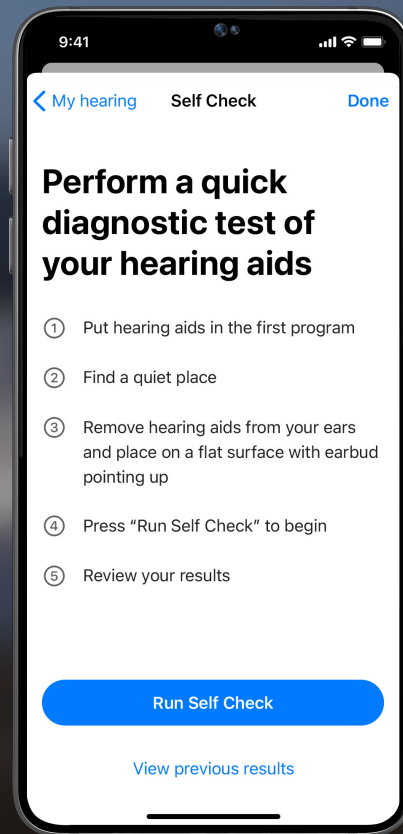
Adjustments to manage tinnitus stimulus volume and speed (modulation) for each hearing aid can be made from the Tinnitus screen



Self Check

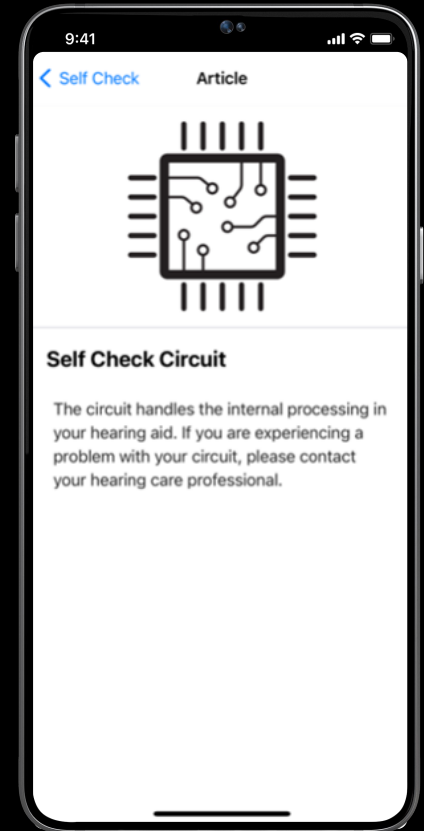
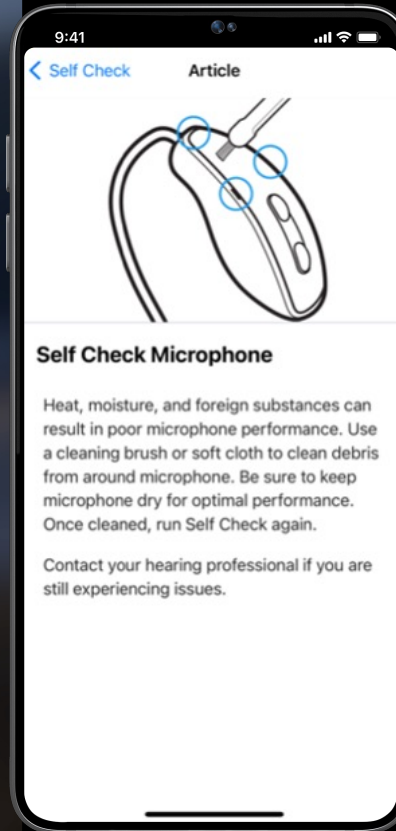
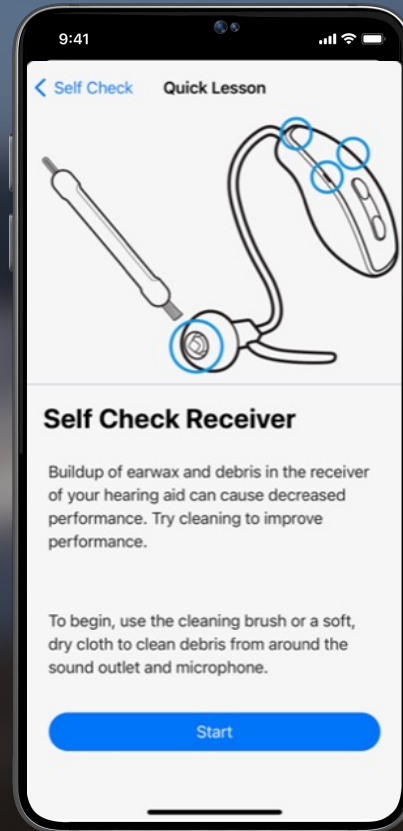
Tap **Run Self Check** to perform an integrity check

Tap **Details** to view further instructions on cleaning and maintenance

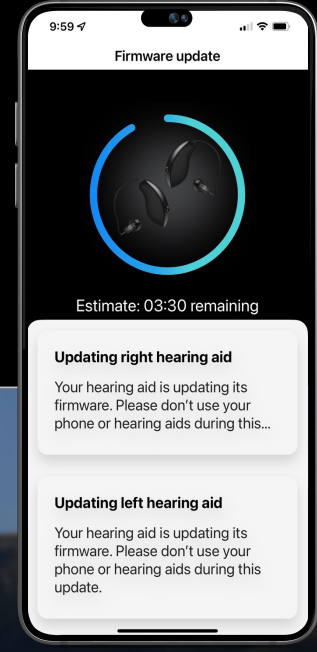
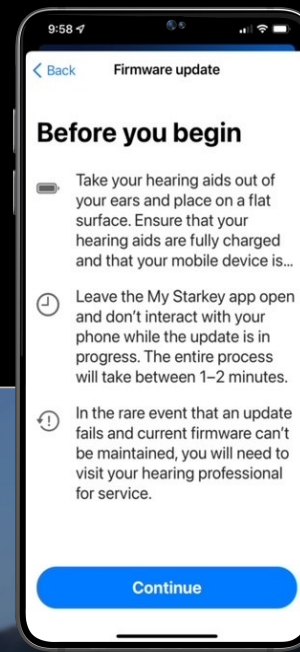
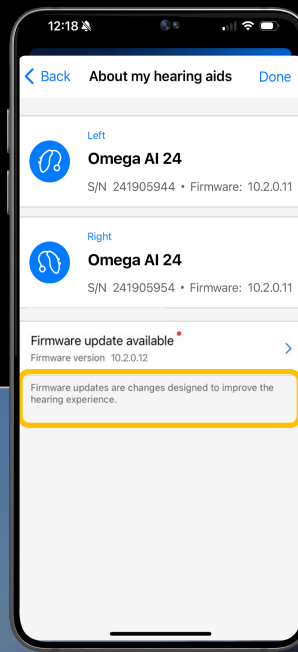
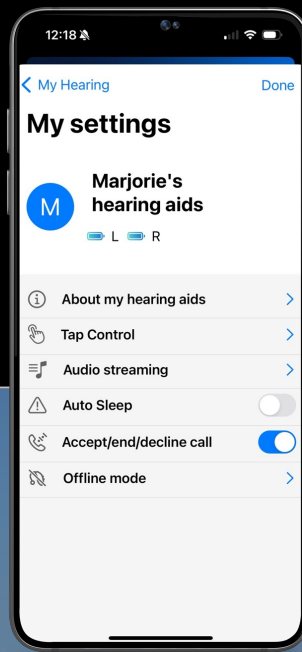
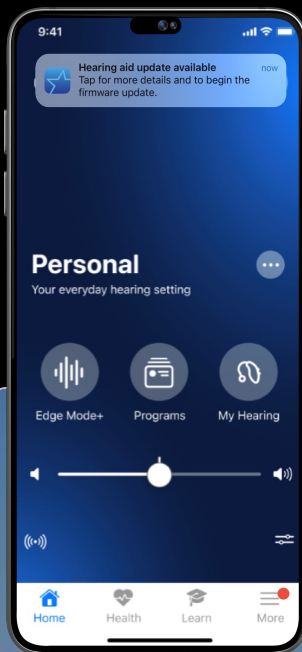


Details

Self Check



Firmware Update

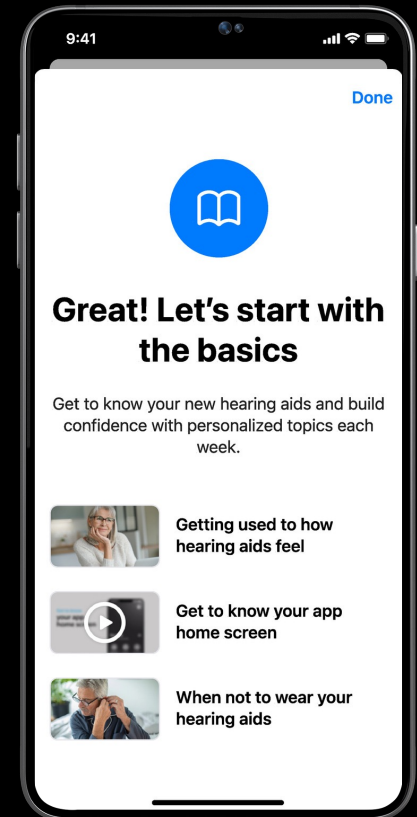
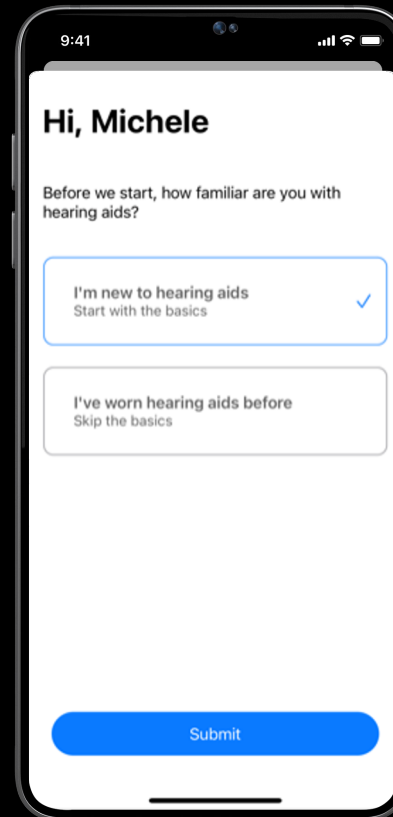
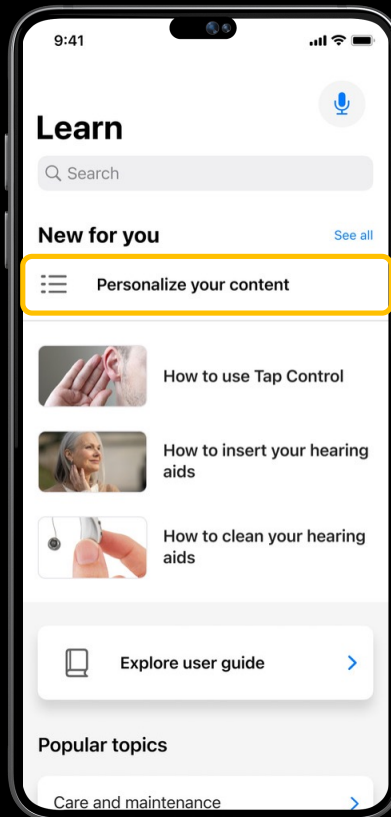


Learn

Personalized learning

Quick, simple tutorials

Searchable user guide





OMEGA^{AI}

Benefits **beyond** better hearing

INDUSTRY LEADING

Activity Tracking

Social Engagement

Balance Assessment
and Builder

Fall Alert

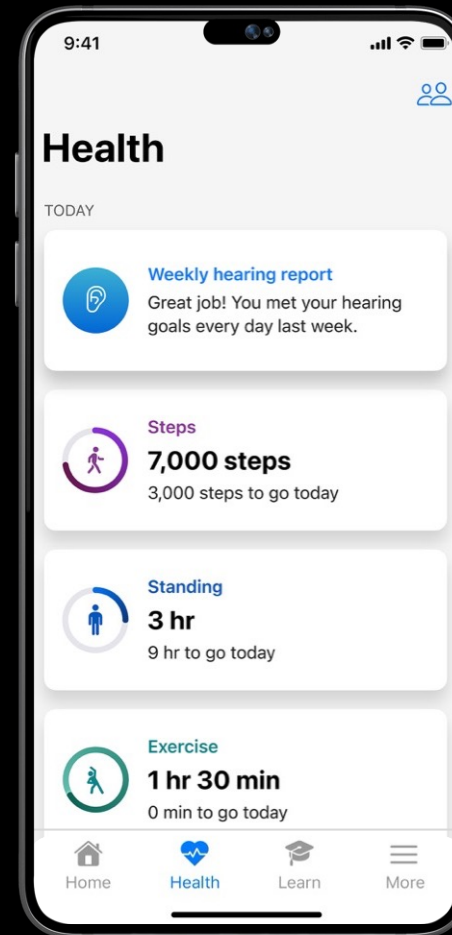
Respiratory Rate

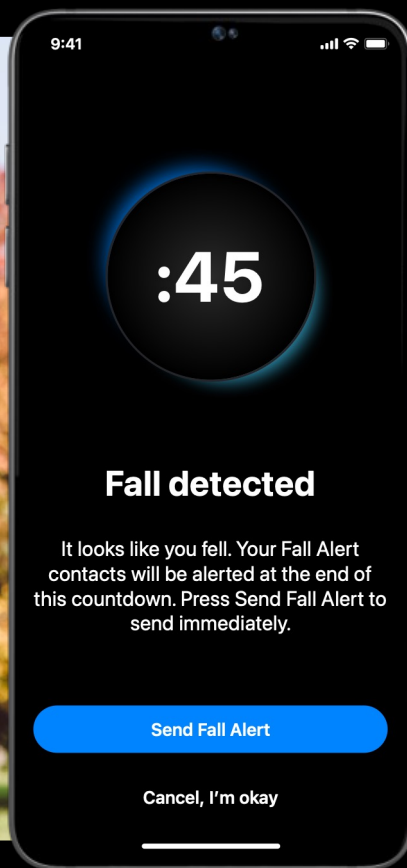
Health

Monitor health, set hearing and fitness goals from the Health tab

Daily Updates

View for at-a-glance updates on physical activity





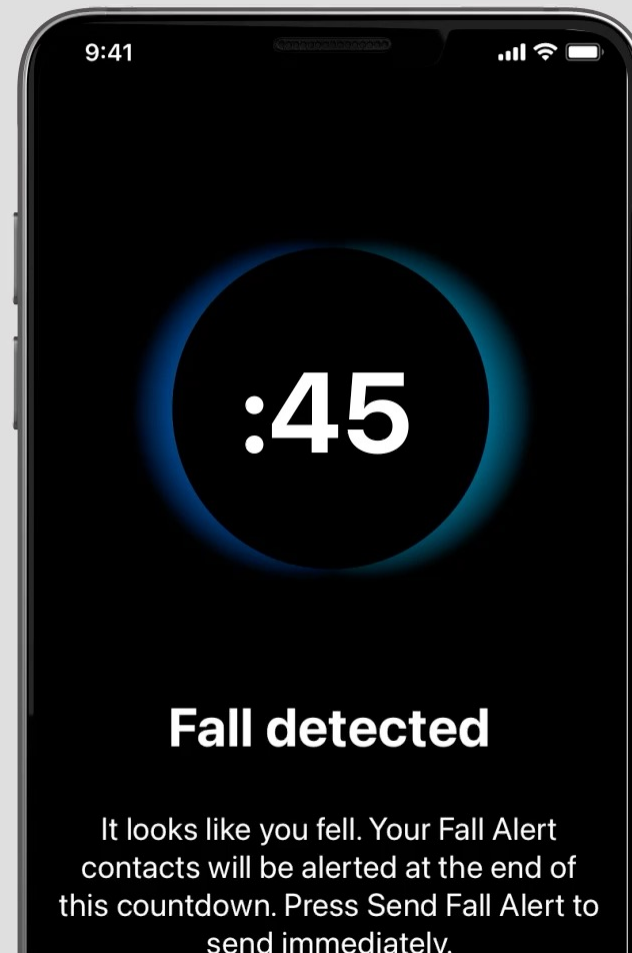
Fall Alert



Detect falls and automatically alert family and friends



World's first and only hearing aid with fall detection and alerts





Balance Assessment

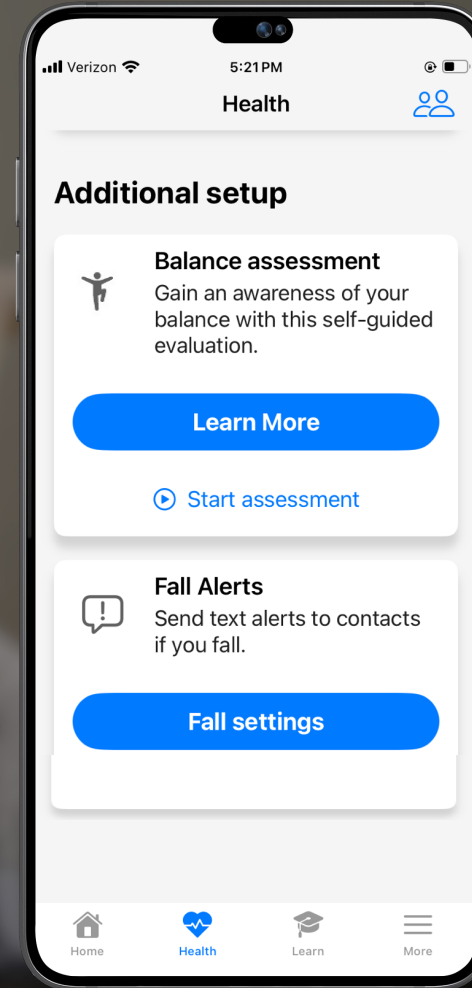


Gain an awareness of
your balance with this
self-guided evaluation

My Starkey Balance Assessment

Consists of:

- 1 Initial Screening**
Via a validated fall risk self-assessment tool
- 2 Self-Assessment**
Utilizing common measures for evaluating gait, strength, and balance that can be completed at home
 - 4 Standing Exercises**
 - 2 Chair Exercises**





Balance Builder

Helps patients proactively prevent falls through physical awareness exercises designed to bolster balance and stability

ALL NEW

Balance Builder

Several exercise variations available in each category

Exercises increase in difficulty as each variation is successfully completed

Option to skip variations



Static Balance

Neck Movements

Knee Bends

Heel Raises

Gaze

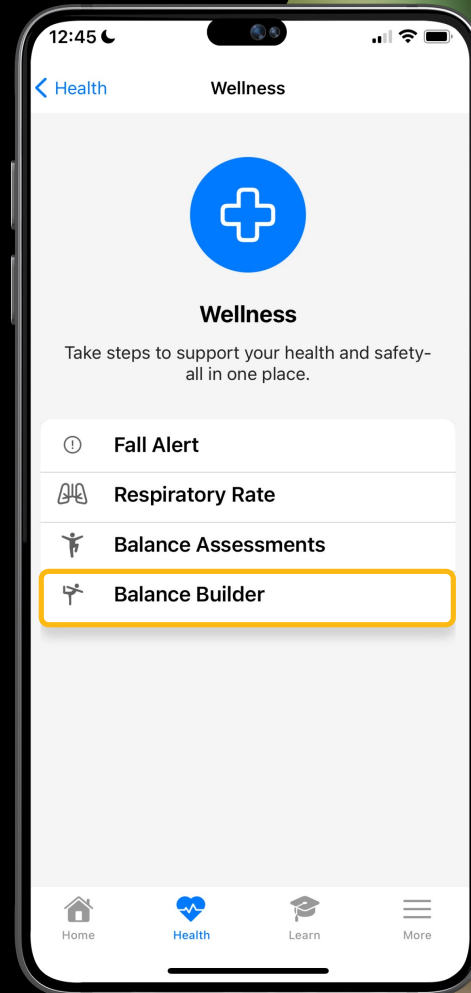
Sit-to-Stand

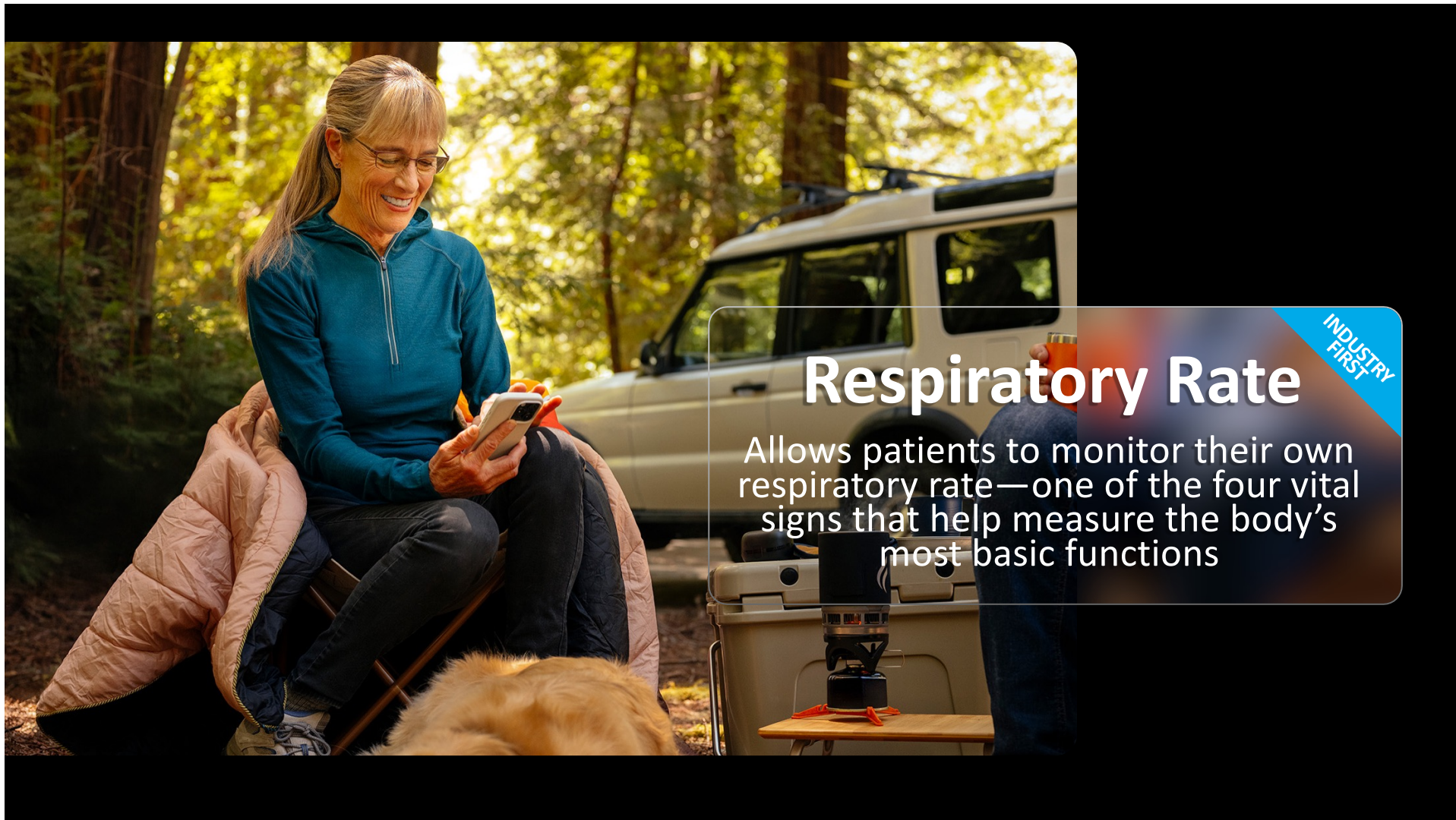
Weight Shifts

Gait U-turns

Balance Builder Access

Accessed under
Health > Wellness





Respiratory Rate

Allows patients to monitor their own respiratory rate—one of the four vital signs that help measure the body's most basic functions

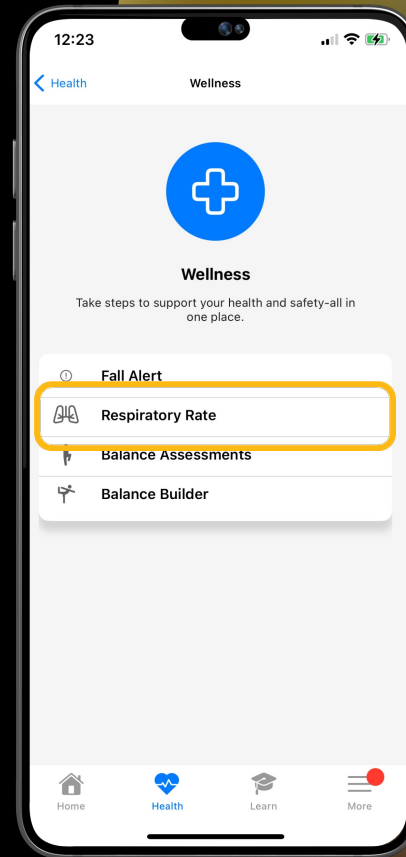
INDUSTRY
FIRST

INDUSTRY FIRST

Respiratory Rate

Accessed under
Health > Wellness

Feature is always on



INDUSTRY FIRST Respiratory Rate

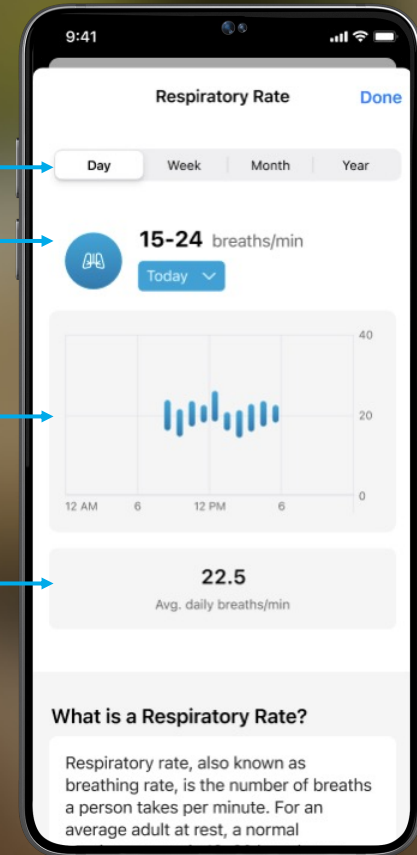
Using the IMU sensors on board the hearing aids, respiration rate is measured automatically **every three minutes** when at rest

View timeframe options

Range for selected timeframe

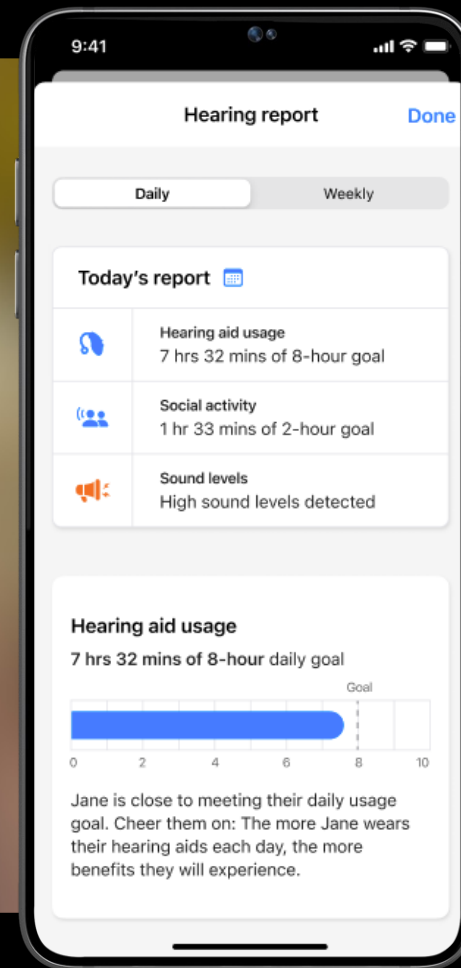
Graphed view of respirations

Average for selected timeframe



My Starkey Hearing Report

Provides a summary of daily
or weekly hearing activity



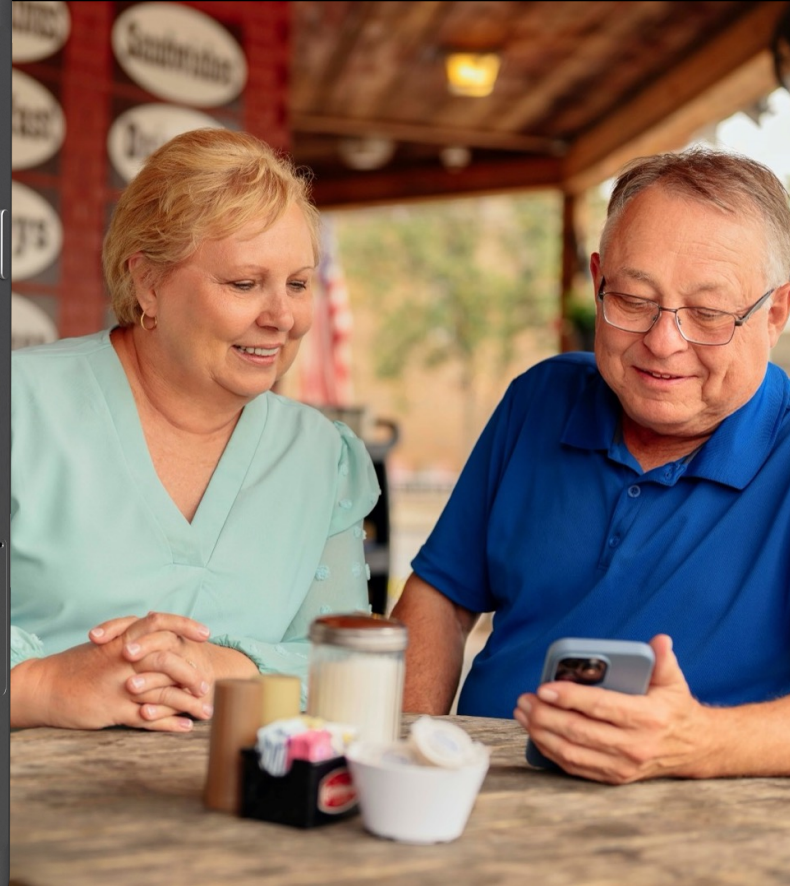
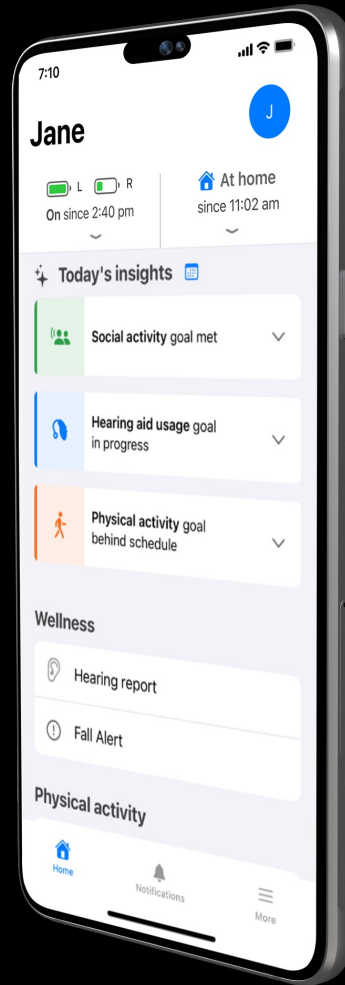


HEAR Share



HEAR Share

Provide peace of mind
for caregivers and more
independence for
hearing aid wearers





Weight of the Caregiver Role

Most caregivers are family

caring for a parent, spouse or partner

Most caregivers spend 24.4 hours/week

for an average of **4 years**, unpaid and without the assistance of paid help

Help with basic daily living

bathing, dressing, running errands and managing finances

Conduct medical or nursing tasks

wound care, giving injections, or managing medications

15% of caregivers are long-distance

With the highest annual expenses

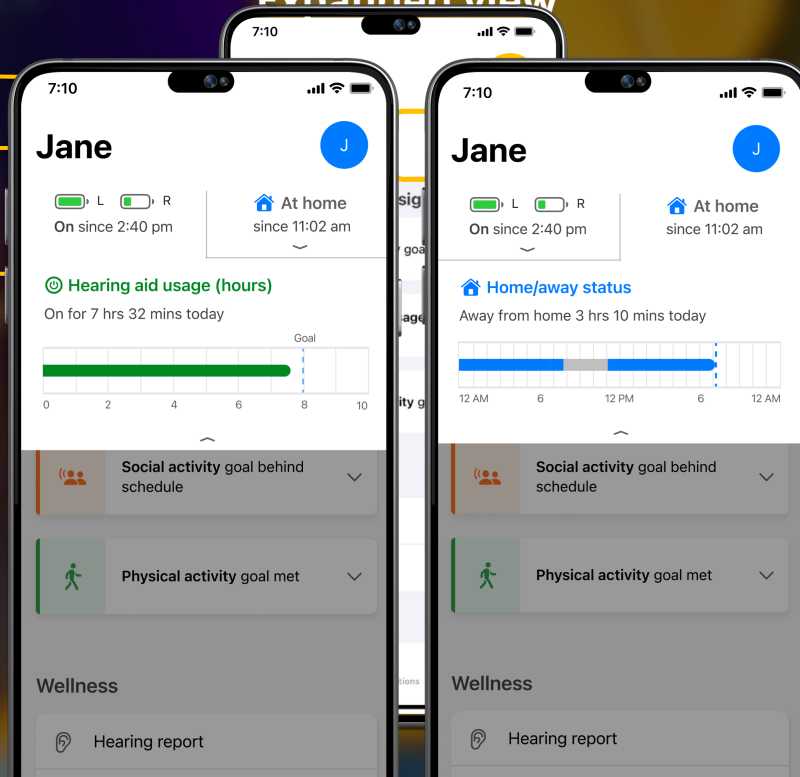
Hear Share Home Screen

Expanded view

Patient name
Battery status

Insights

Change user
Home/Away status



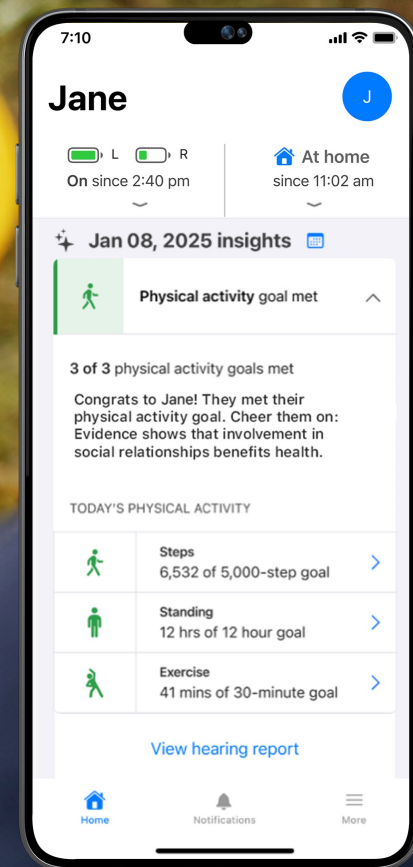
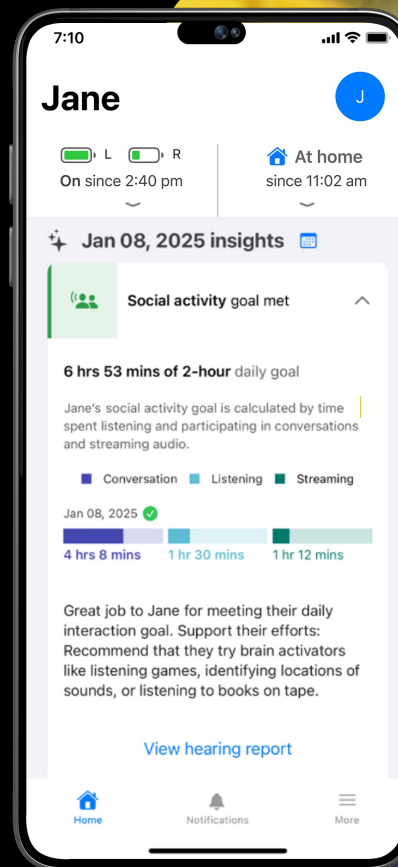
Hear Share Insights

Expanded View for Insights

Social

Physical

View the hearing report at
the bottom of each section



Hear Share Hearing Report

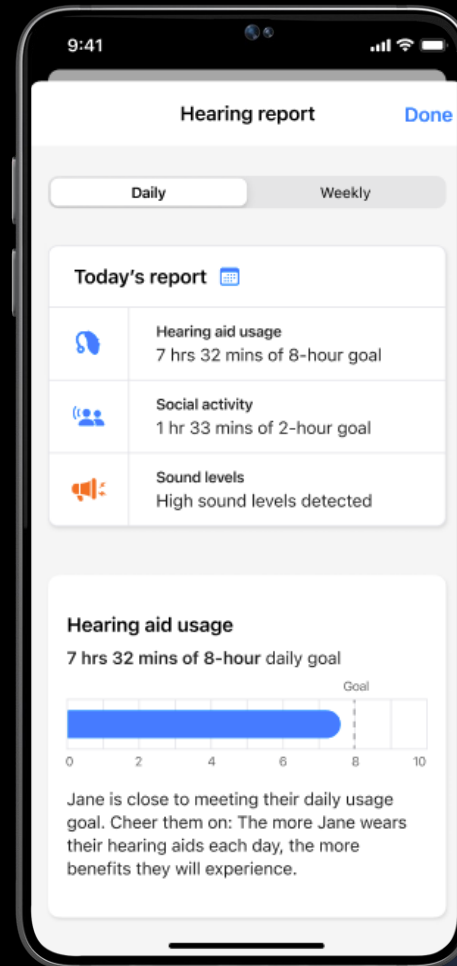
Today's report

Scroll to view detailed views for:

Hearing aid usage

Social activity

Sound levels



NEW

Helpful Clinic Resource

**Hear Share App**

This caregiver app allows you to share helpful information like physical activities, hearing aid usage, and social engagement with pre-selected individuals. You decide what to share from your hearing aid app.



For the hearing aid wearer:
How to send an invitation to a caregiver or a loved one.

1. In your hearing aid app, go to **More > App settings**.
2. Tap on **Hear Share Settings**.
3. Follow the **prompts** to send your invitation.
4. Before you send your invitation, you'll be able to select what information you share with that person.

Connecting and sharing information starts with an email invitation. The person you're sending an invitation to can get started by following the steps **For the caregiver** on the back of this card.

Helpful Tip:
You can set up multiple connections allowing you to connect with multiple caregivers. Each one will need a separate invitation.

For the caregiver:

DOWNLOAD THE HEAR SHARE APP

1. Open the **App Store** on Apple® devices, or **Google Play** on Android™ devices.
2. In the search box, type **Hear Share**.
3. Tap **Get** for Apple devices, or **Install** for Android devices. This will download the app to your compatible device.

Scan this **QR code** using your device camera and select **I am a family member, friend or caregiver** for easy app download.



YOU RECEIVED AN INVITATION

1. Open the **Hear Share app**.
2. Tap on **I have an invitation**.
3. Follow the prompts to accept your invitation.
4. You'll be asked to create an account and enter a code. Refer to the email invitation you received for the code.

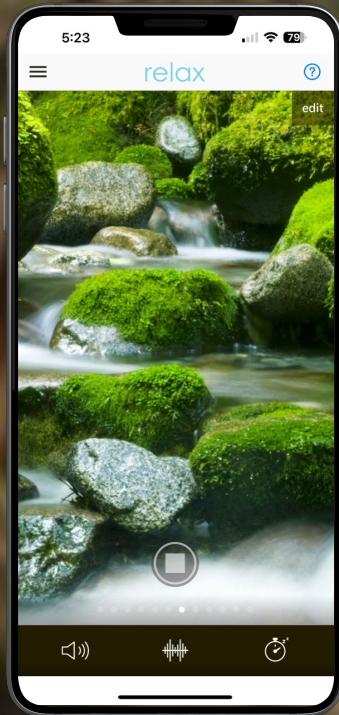
REQUEST AN INVITATION

1. Open the **Hear Share app**.
2. Tap on **Request an invitation**.
3. Enter the name and email address of the wearer.
4. Wait for your invitation to arrive via email.
5. Once your invitation arrives, follow the **You received an invitation** steps above.

Learn more about the Hear Share App
Visit Starkey.com/hear-share or go to the **Hear Share app** menu and select **Help Center**

Apple, the Apple logo, and App Store are trademarks of Apple Inc., registered in the U.S. and other countries. Android and Google Play are trademarks of Google, LLC. Starkey logo and Hear Share are registered trademarks of Starkey Laboratories, Inc. ©2020 Starkey Laboratories, Inc. All Rights Reserved. PDS14024 7/20 CARD4100-00-00-01

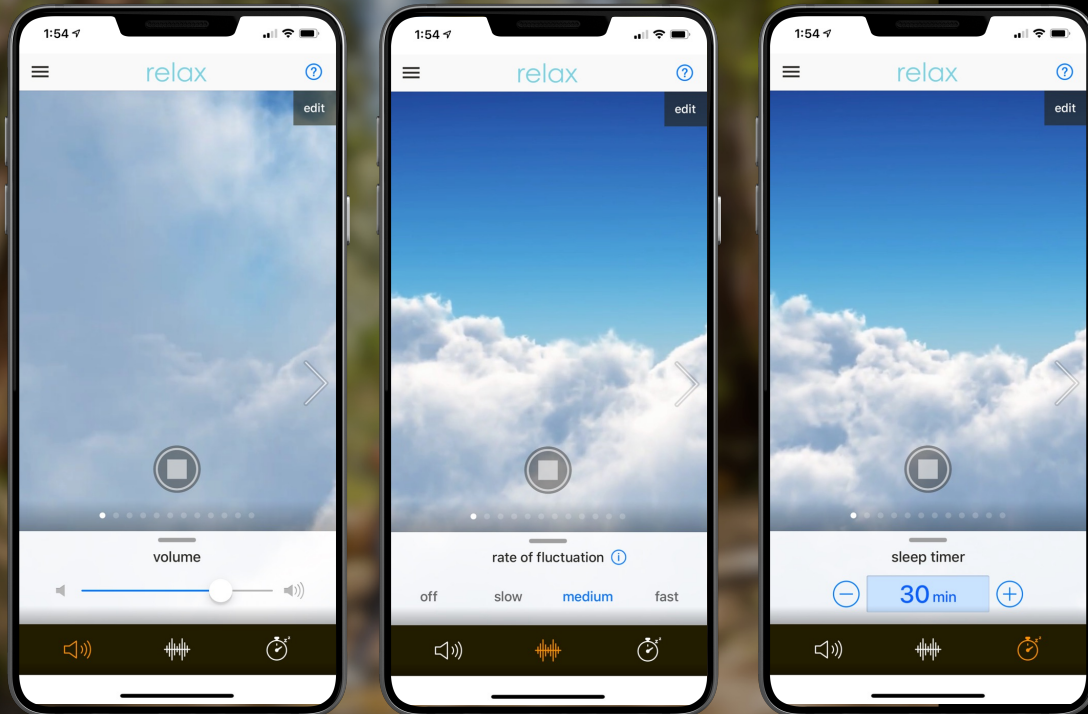




relax

12 soothing sounds

May be customized
and saved

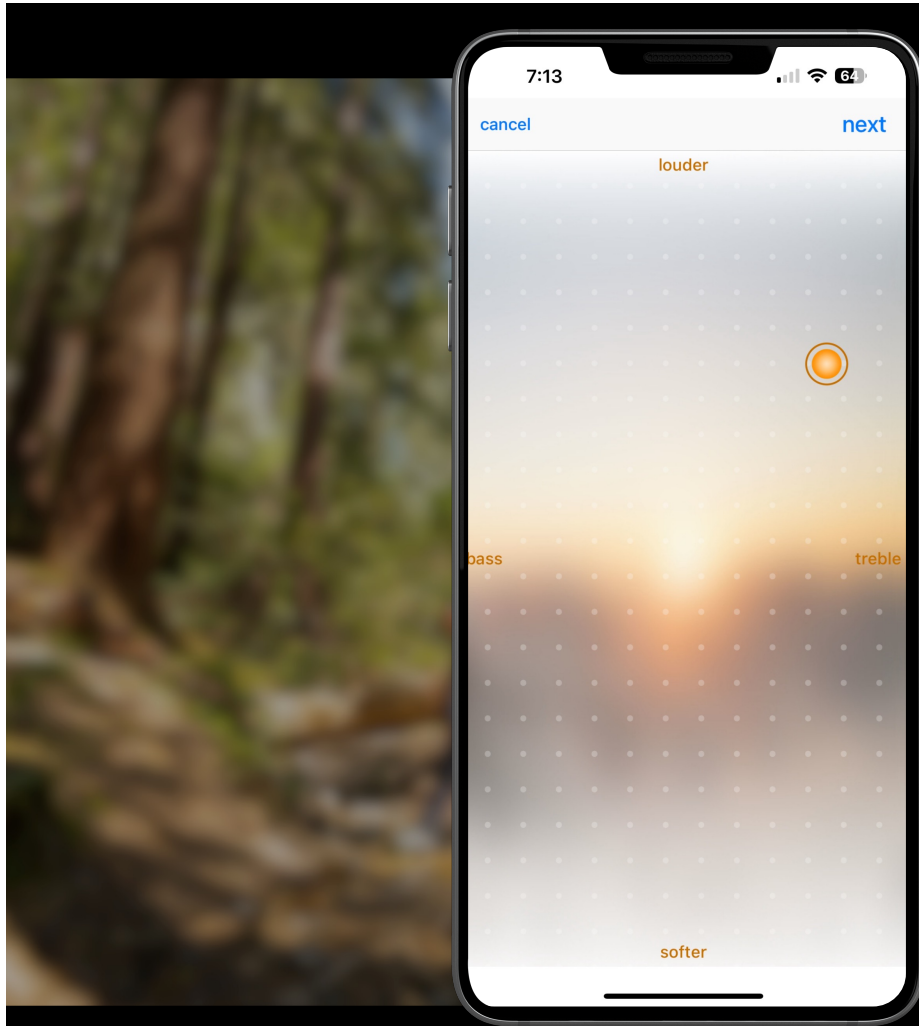


relax

Volume

Rate of fluctuation

Sleep timer



relax

Signal Customization

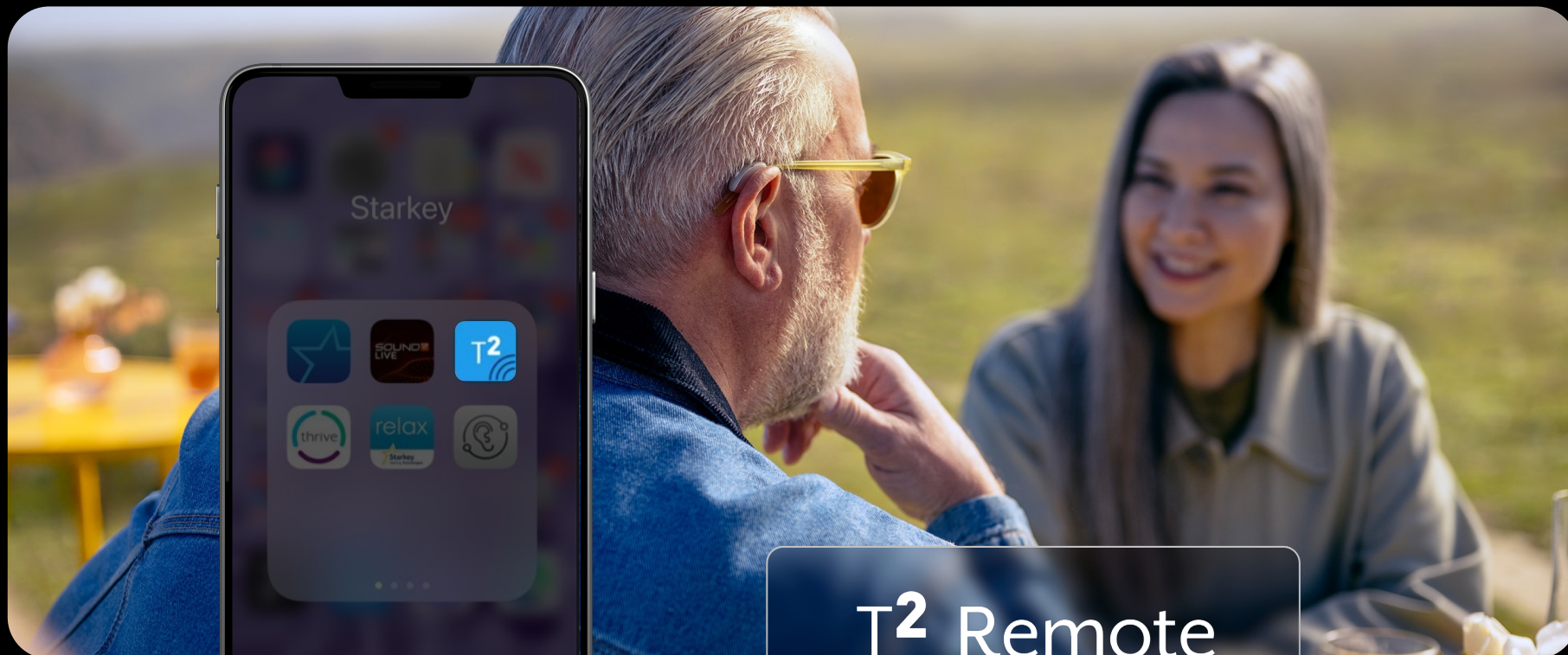
Create and Save:

Louder

Softer

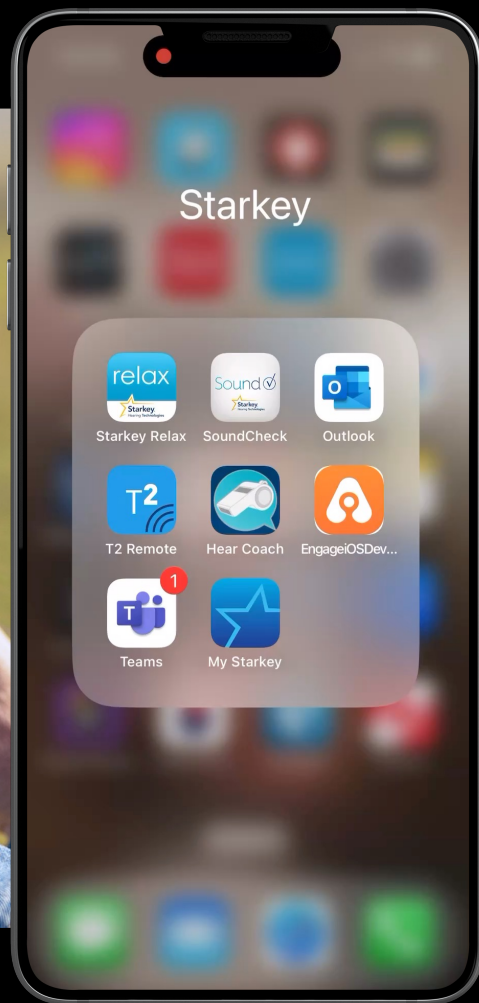
Bass

Treble



T2 Remote





T2

For patients seeking remote control functionality **without a wireless hearing aid**

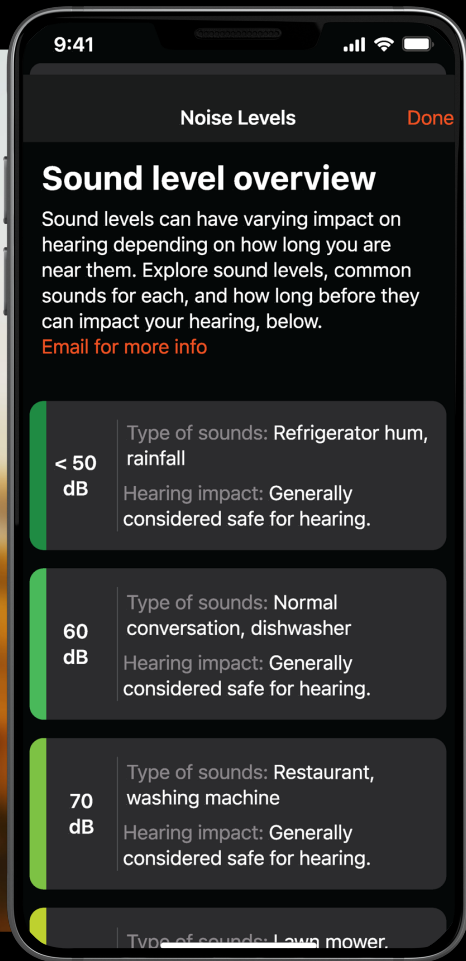
T2 features a refreshed home screen with familiar functionality and a Learn section



SOUND LIVE

Powered by **SoundGear**





SoundCheck Live

Raises awareness of everyday noise

Provides real-time sound level measurements

Shows all SoundGear hearing protection options



Case Studies



Scenario

Your patient lives independently but has a history of falls.

What Starkey features may be helpful to the patient and their family?

INCREASED INCIDENCE OF FALLS

for every 10 dB of
measured hearing loss

Lin, F. R., & Ferrucci, L. (2012). Hearing Loss and Falls Among Older Adults in the United States. *Archives of Internal Medicine*, 172(4), 369. <https://doi.org/10.1001/archinternmed.2011.728>

30+ MINUTES

of moderate intensity physical activity per
day at age 65 was associated with a **35-40%**
reduced occurrence of falls when older

Paganini Hill A, et al. Lower likelihood of falling at age 90+ is associated with daily exercise a quarter of a century earlier: The 90+ Study. *Age and Ageing*, 2017;46(6), 951-957. <https://doi.org/10.1093/ageing/afx039>

Recommendation

Fall Alert

Automatic and Manual



Peace of mind



Easy to use



Recommendation

Balance Assessment

Exercises based on the CDC's STEADI Program

Quickly assess elements of balance

Performed as needed

EXCLUSIVE TO OMEGA AI Balance Builder

Exercises similar to those from the Otago Exercise Program

Exercises help strengthen elements of balance

Perform exercises regularly

Scenario

Your patient lives independently and one daughter is local while the other is out of state.

The family is concerned the patient may not be wearing their hearing aids consistently.

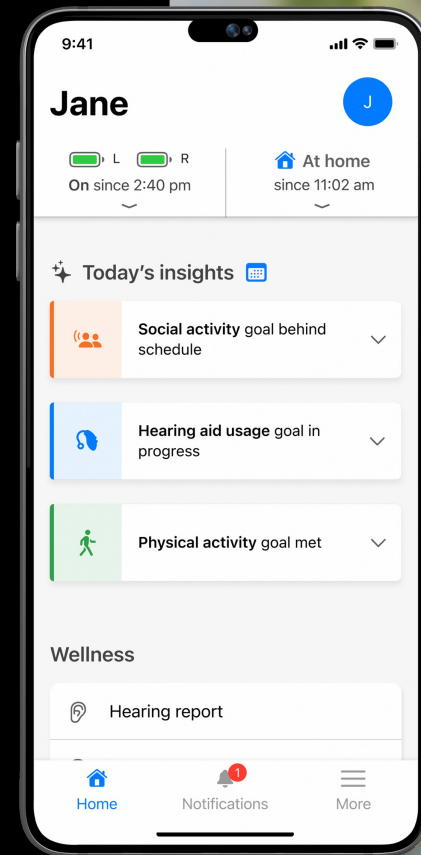
What tool can the family use to check hearing aid use and support the patient's use of amplification?



Recommendation

Hear Share is Starkey's industry first caregiver app which assists the hearing aid wearer in maintaining their independence by sharing hearing, activity and safety information with an unlimited number of chosen caregivers to provide peace of mind for all parties

Supports Omega AI, Edge AI, Genesis AI, Evolv AI, and Livio Edge AI technologies



Recommendation

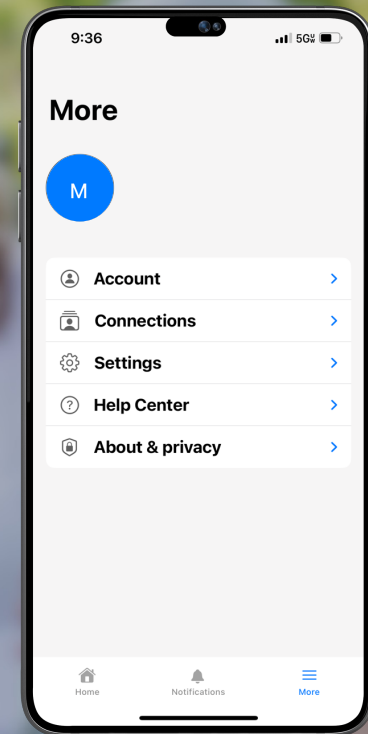
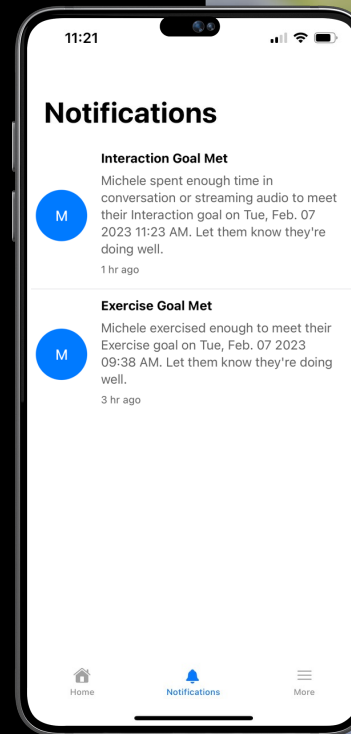
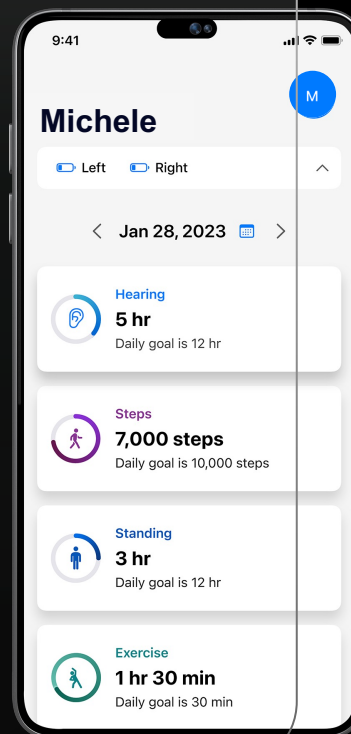
HEAR Share

Navigation bar

 Home

 Notifications

 More





Scenario

Your patient lives an active lifestyle and often finds themselves in a variety of dynamic listening environments.

The use of different hearing aid programs hasn't always addressed the specific listening needs that arise.

Is there another tool to help with comfort and clarity in challenging environments?



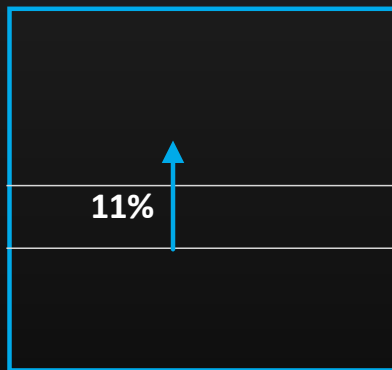
Recommendation

Automatic Edge Mode+

Continues to scan, adapt, and optimize hearing as the wearer changes environments or as the environment they are in changes

Edge Mode+ has been shown
to improve speech recognition
and decrease listening effort

Word Recognition Score



Default Settings Edge Mode+ Enhance Speech

Listening Effort SNR



Default Settings Edge Mode+ Enhance Speech

Recommendation

Edge Mode+

Uses the integrated NPU to process the environment and AI to select the best settings based on that sound scene

Patient can further select their listening priority to ***Enhance speech*** or ***Reduce noise*** via My Starkey

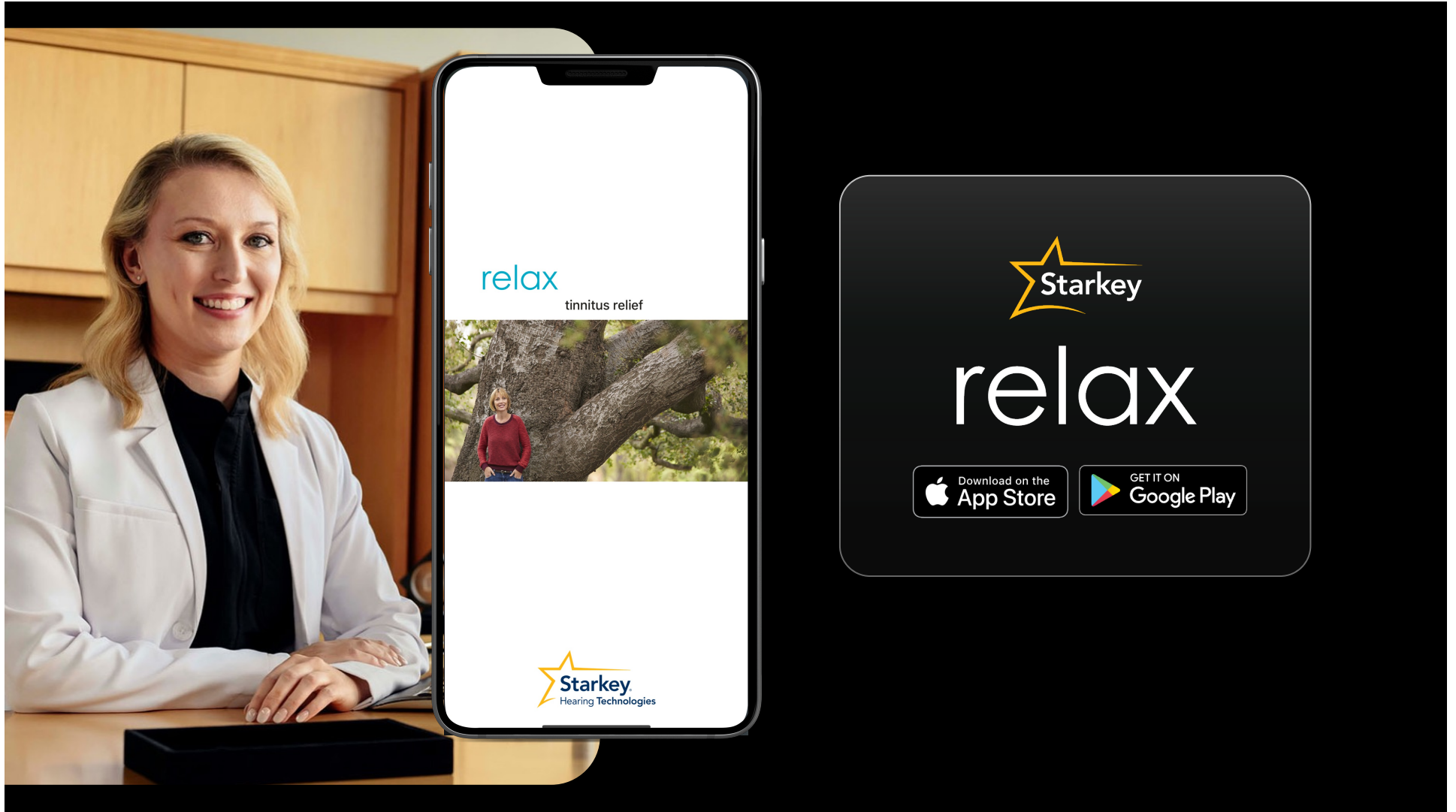


Scenario

I prefer not to add on-board maskers for my tinnitus patients.

I usually recommend apps for them to stream.

Are there any apps you recommend?



relax
tinnitus relief



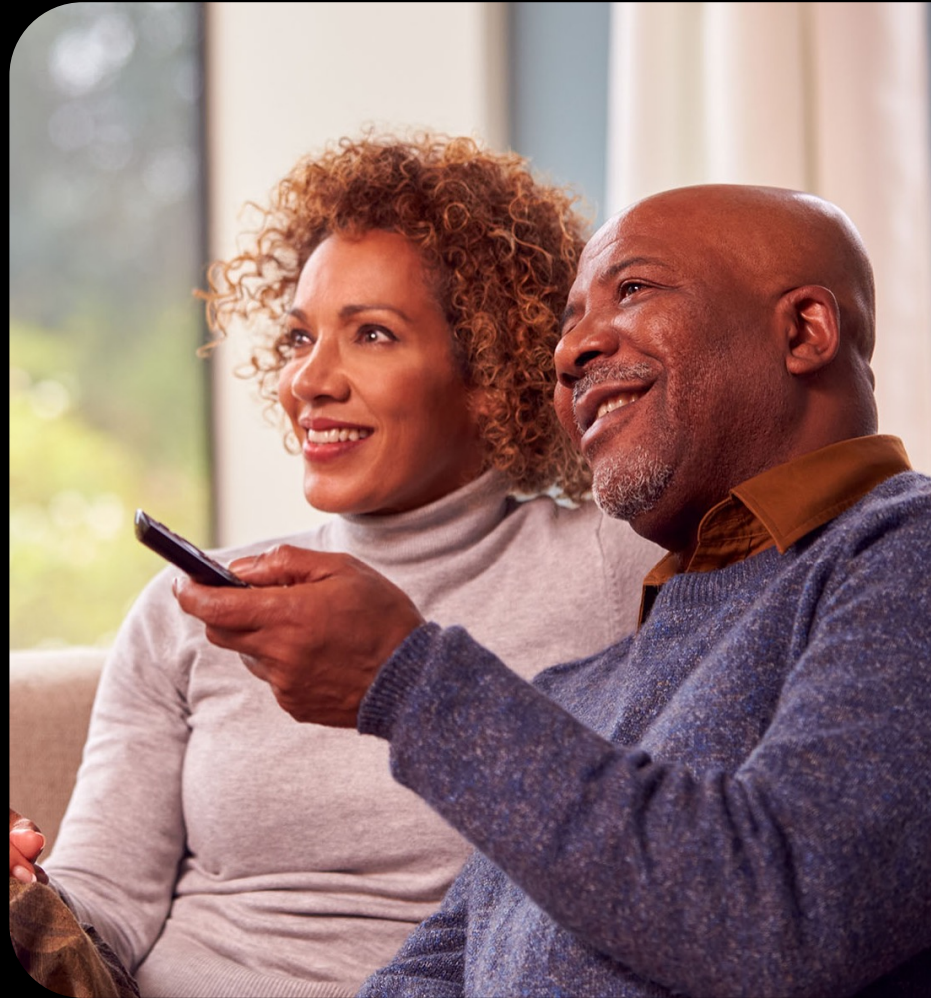
relax



Scenario

Your patient was recently fit with Omega AI hearing aids and a TV streamer.

What are the options for starting and stopping streaming?



StarLink Edge TV Streamer Initiate Streaming

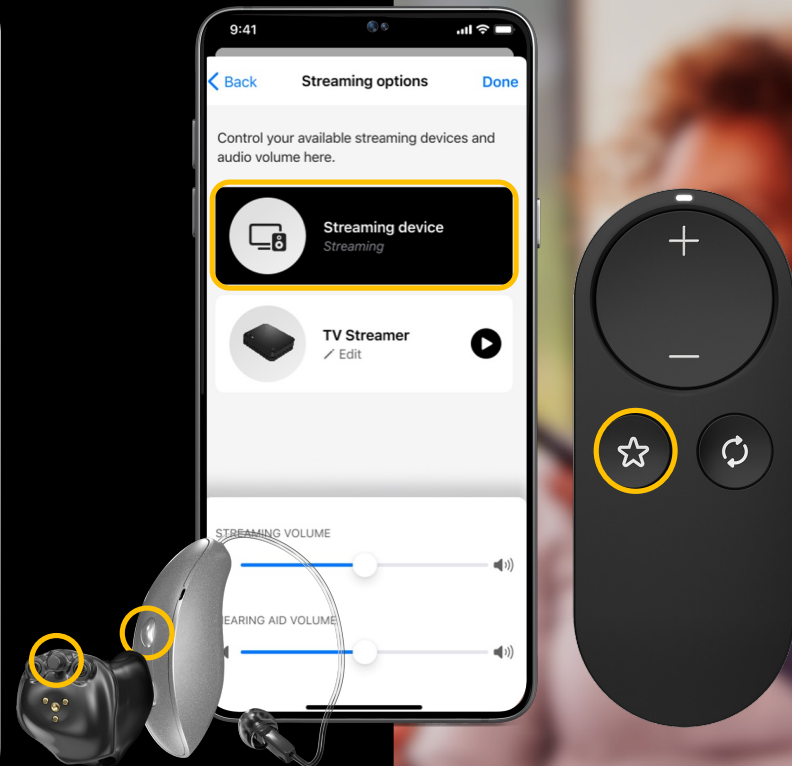
Automatic streaming

Manual start/stop options:

User Control

My Starkey

StarLink Remote Favorite Button



Scenario

Your patient was fit with Omega AI hearing aids and reports doing well with normal listening.

They are tech-savvy and utilize the My Starkey app on their iPhone, but they report that phone calls don't sound as good as they would like.

What tools are available to the patient to help with phone calls?



Recommendation

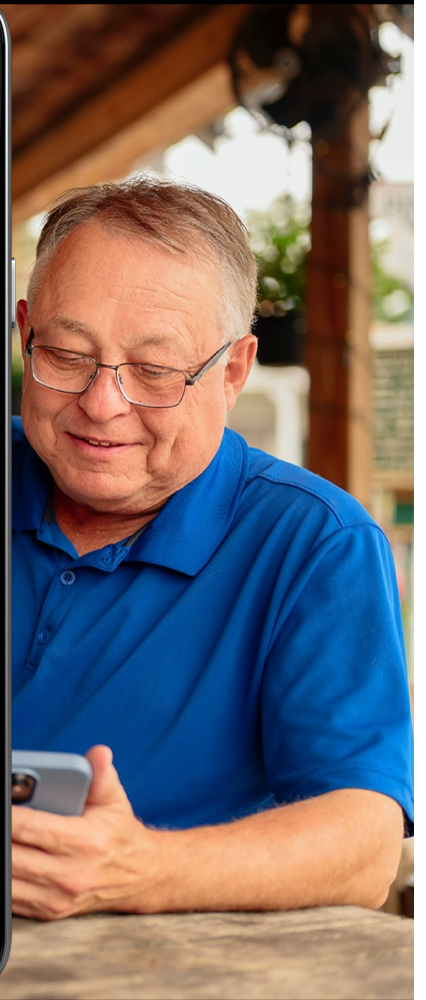
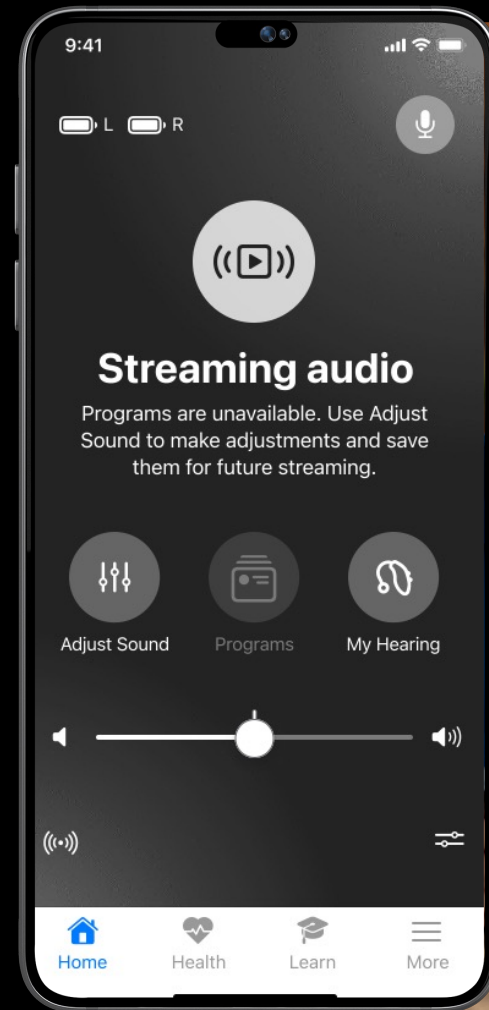
Omega AI Streaming Audio

When Streaming

Home Screen → Streaming Audio

Streaming Audio is a special configuration for optimizing streamed signals

Allows access to Adjust Sound, My Hearing, and hearing aid volume control



Recommendation

Omega AI Streaming Sound Quality

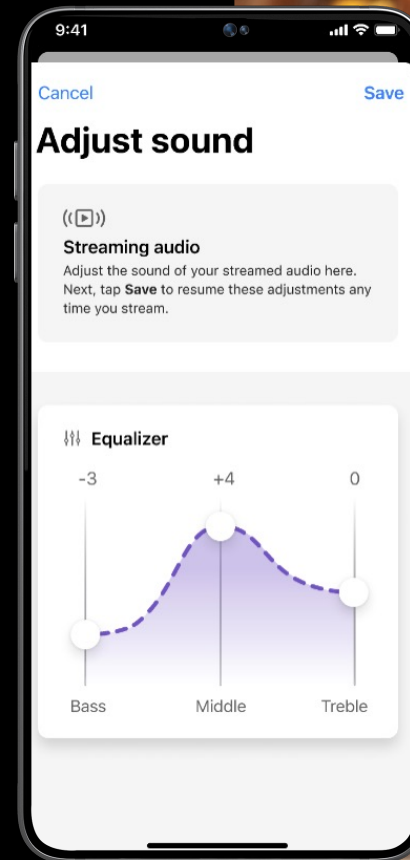
Adjust sound with the Equalizer control

Base

Middle

Treble

Changes are reflected in Pro Fit



Recommendation

Omega AI Streaming Sound Quality

My Hearing > My Settings > Audio Streaming

Mic volume during stream

Mute
Decrease
No change

Streaming sound and Phone call audio

Treble Boost
Bass Boost
Overall Boost

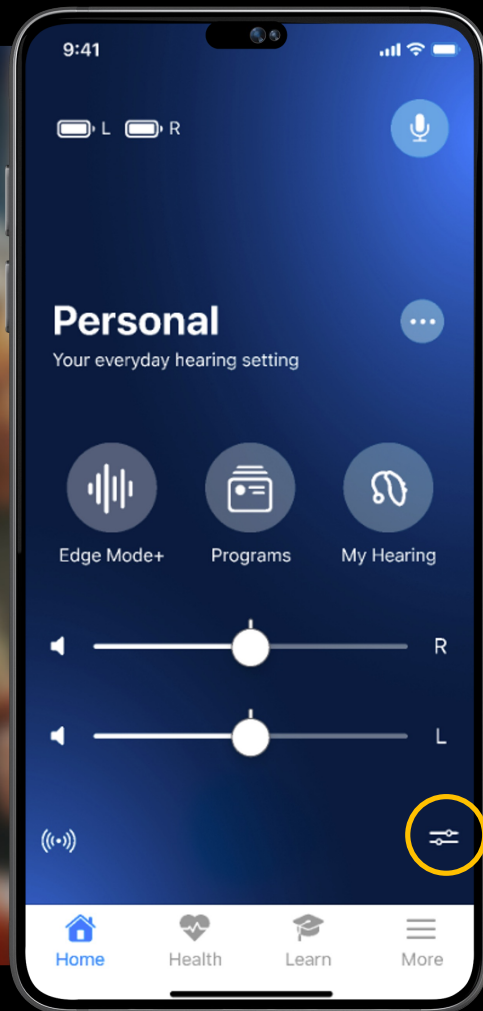




Scenario

Your patient wears binaural amplification but often wants to adjust the volume of their hearing aids independently.

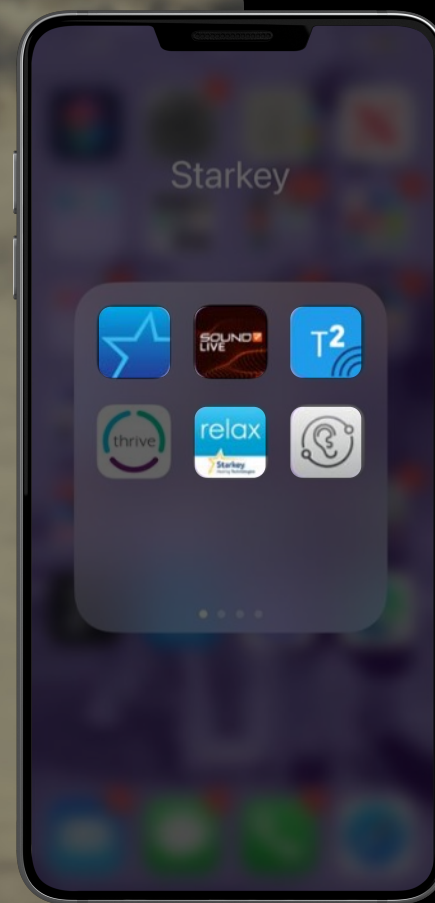
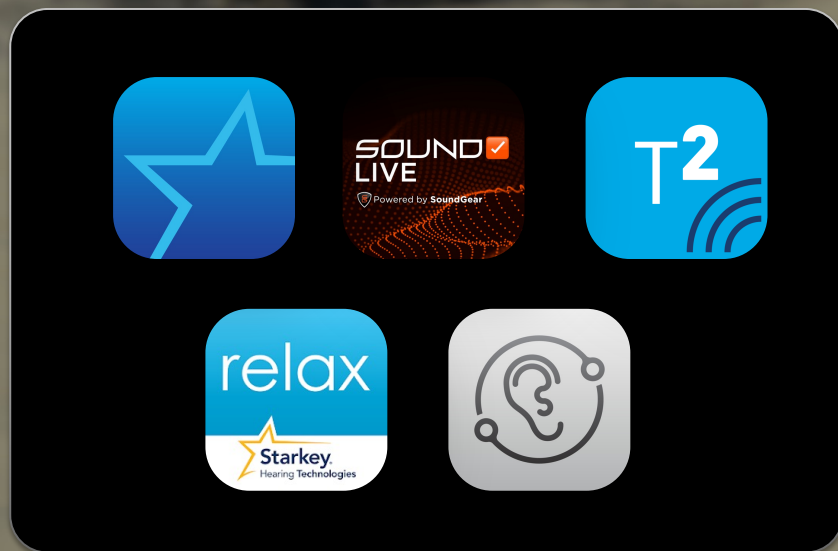
Is there a way to make individual volume adjustments in the My Starkey app?



Recommendation

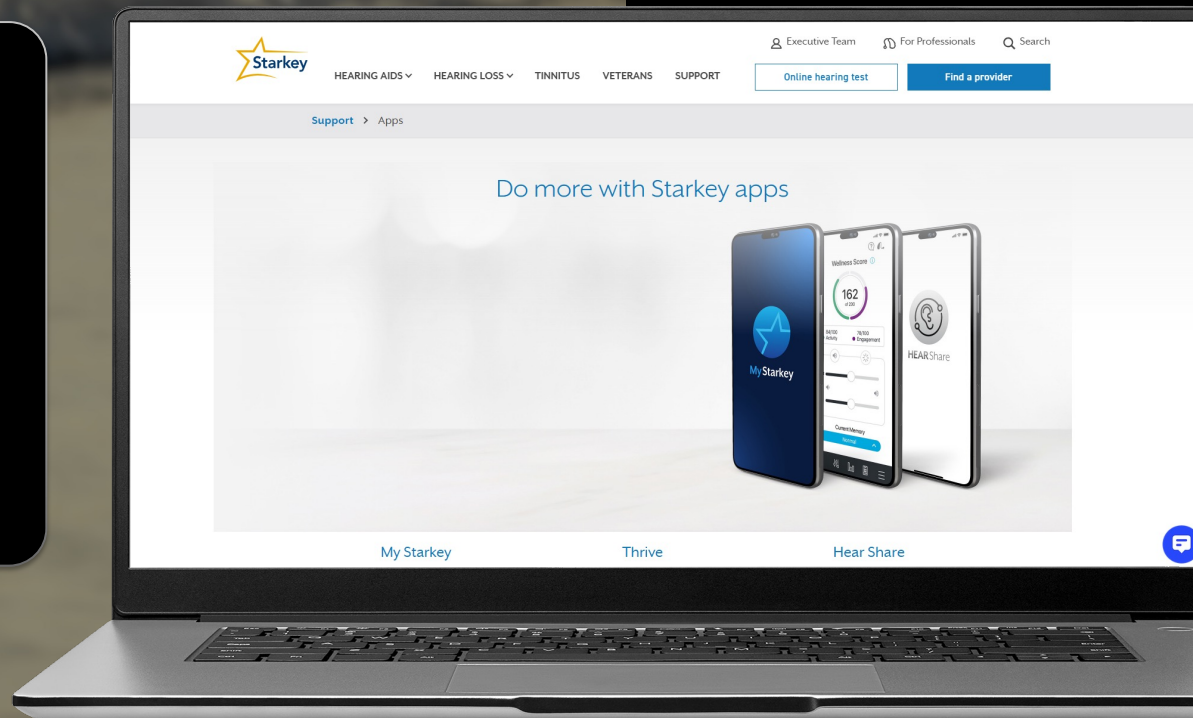
Monaural volume control

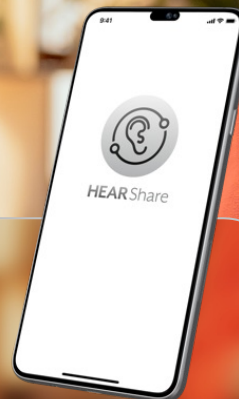
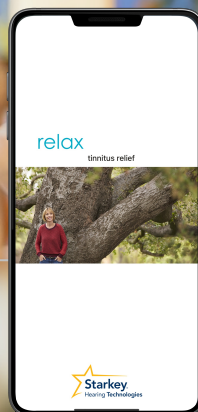
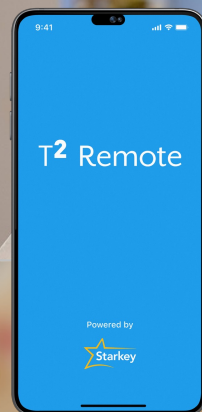
Tap the slider icon on the Home screen to access side-specific volume controls



Starkeypro.com & Starkey.com

Quick Tips Videos





There's an **App** for everyone

Thank you

