



Crafting a Personalized Hearing Solution





Webinar FAQs

Crafting a Personalized Hearing Solution

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.

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- Call Audiology Online at 800-753-2160
- customerexperience@continued.com
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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 proper protocols to safely make quality impressions

2

Identify ancillary custom products to offer for patients

3

Identify the advances in custom hearing aid technology



The Challenge



Patients
have a
choice



Hearing Aid or OTC?



How's the consumer to know?



Hearing Aids for Seniors Rechargeable with Noise Cancelling, Hearing Amplifier with 5 Levels of Volume Adjustmen, Simple to Operate and Hear Clear Sound

Visit the NVBOTY Store
4.3 ★★★★★ (1,717)
500+ bought in past month

-30% \$259⁹⁹
List Price: \$899⁹⁹



CIC Hearing aids for Seniors, Near-Invisible Hearing Amplifiers Pair, ITC Hearing Aid Nano Technology for Adults Mild Moderate Hearing Loss, Small Tiny (Pair Red Blue) ZHONGDE (ZDC-901A)

Visit the ZHONGDE Store
3.7 ★★★★★ (24)

\$72⁹⁹

Receiver-In-Canal (RIC)

Small, discreet and quick to fit.



Completely-In-The-Canal (CIC)

Only the tiny removal handle of the hearing aid shows outside of the ear canal



Top 10 Reasons *For Hearing Aid Delight*

1. *You, the hearing care professional*
2. Continued connection
3. Verification and Validation
4. Experimentation
5. Strong recommendation
6. Counseling
7. Evaluation
8. Professionalism
9. Motivation
10. Hearing aids actually work

*Hearing Industries Association



The evolution of hearing technology



The evolution of hearing technology

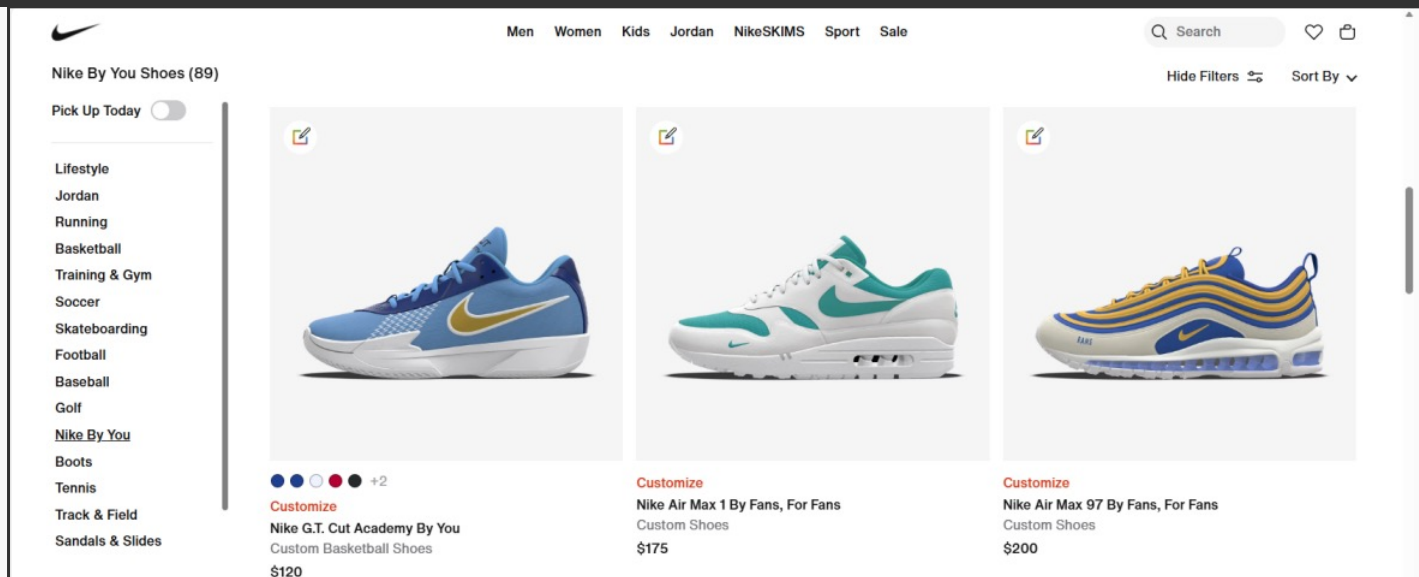




Approximately 80% of patients want custom products, yet only 10-20% end up purchasing them

Wichard: 3D Ear Scanning Has Arrived

In the digital era, consumer expectations are higher and they want interactions and products to be personalized

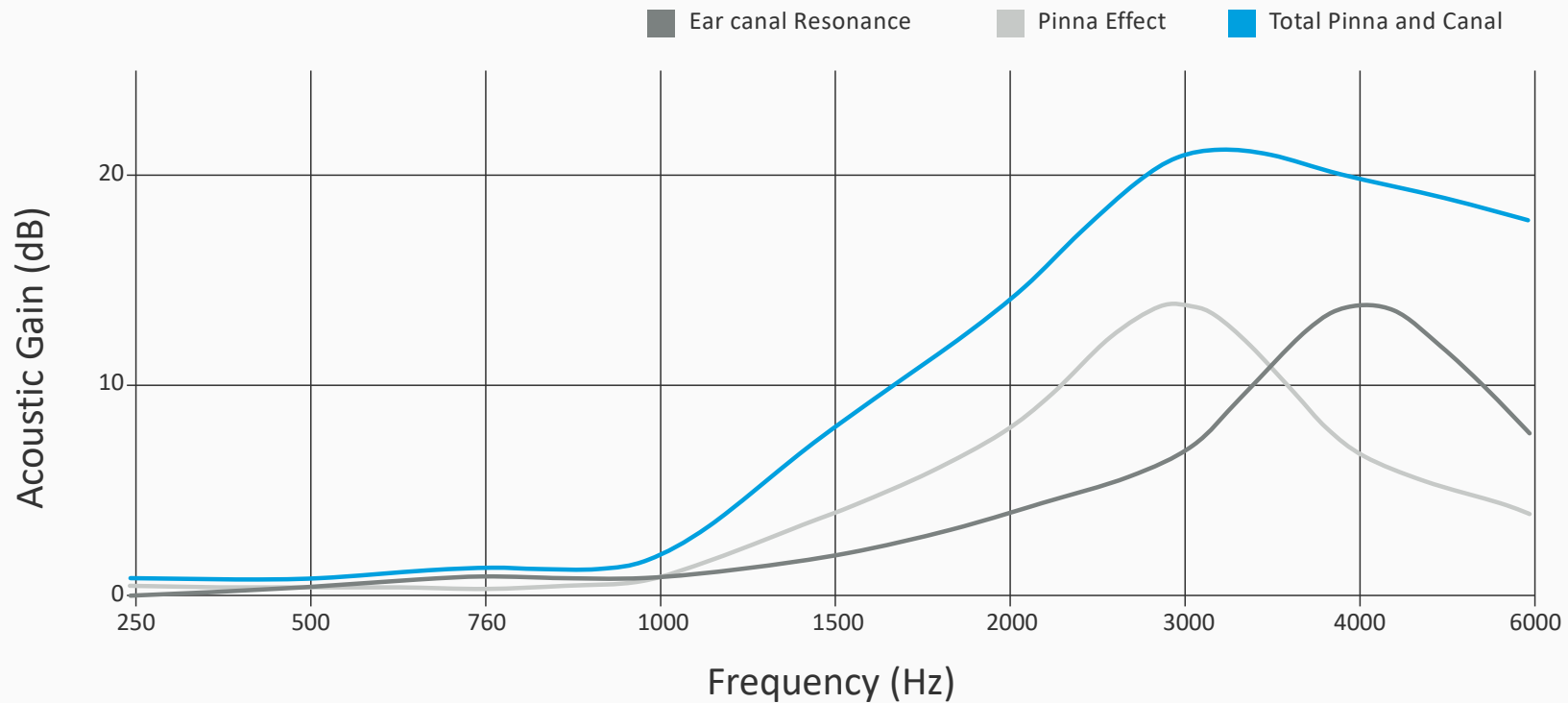


The nature of personalization implies custom solutions will be better

Reasons to recommend custom hearing technology



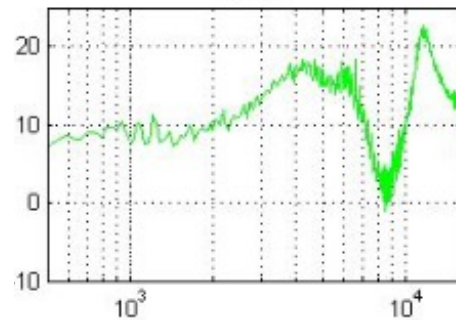
Natural resonance of the ear



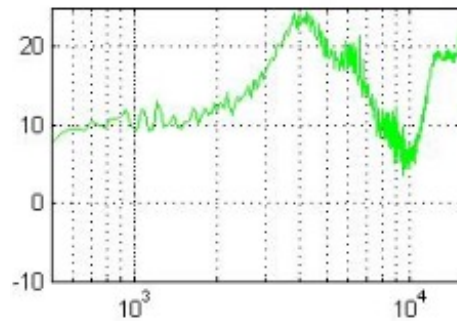
Natural Resonance vs Style

Unaided Ear

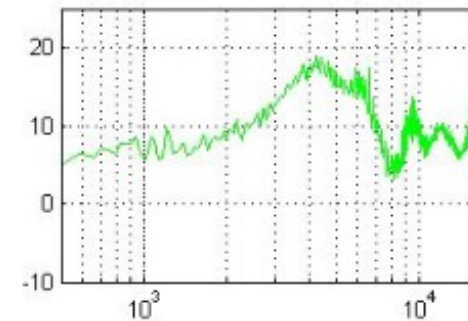
bare ear



IIC

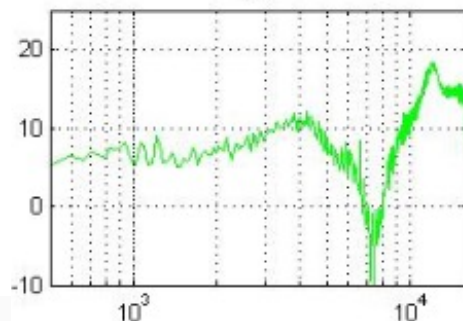


CIC



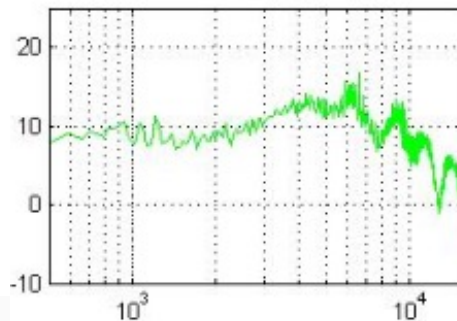
ITC

itc



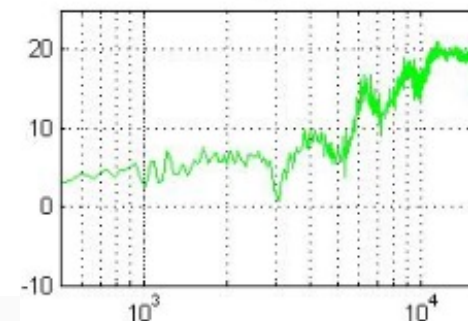
ITE

ite



BTE

bte



Instant Fit Ear Tips vs Custom RIC molds

Variability of fitting wide range of ears-

Do instant fit tips really fit most?

Underfitting important low and mid-frequency information

Creating a clear path for environmental noise



Benefits of Custom Products

Provide a secure fitting

Provide microphone positioning that takes advantage of natural pinna and ear canal resonances

Provide a personalized solution only the hearing care professional can deliver

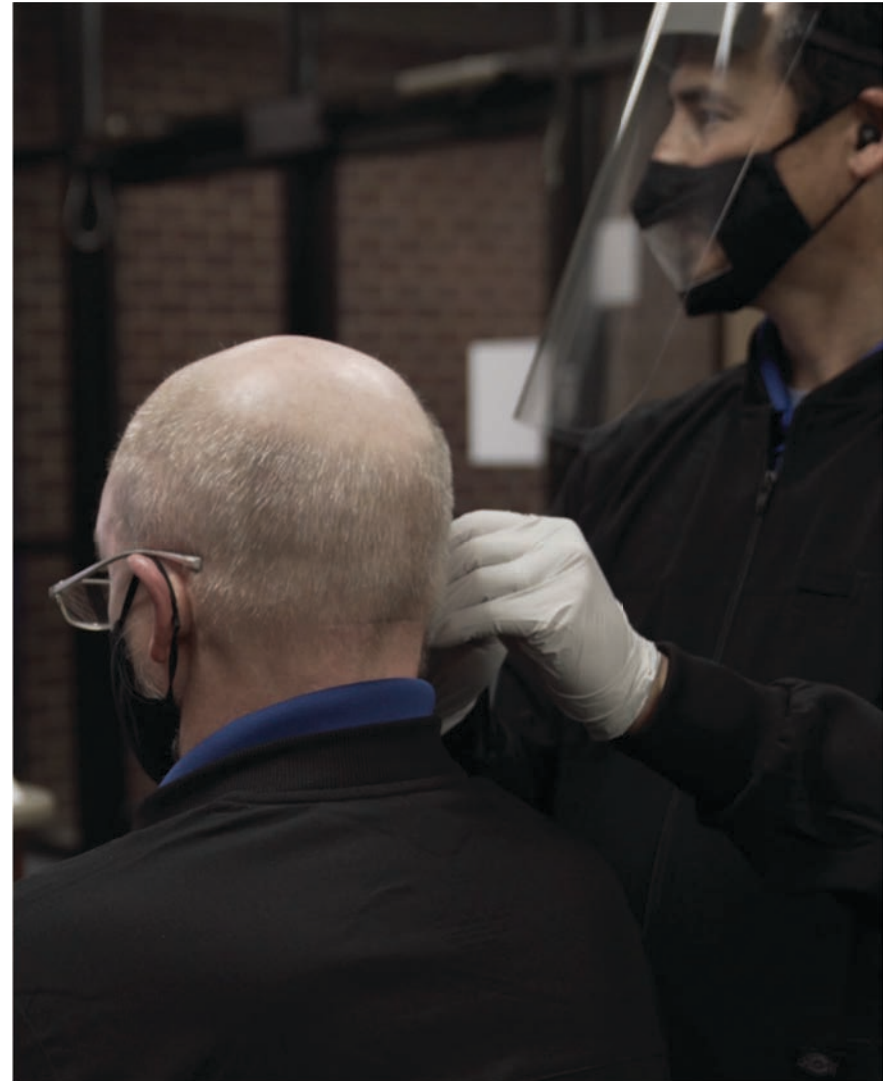




Crafting a Personal Hearing Experience

The **best physical fit** of an
 earmold starts with
 a **good ear impression**

The ear dictates
 what we can build



Crafting a successful impression protocol



Impression Specific History

Appropriate Tools/Materials

Patient Instruction

Otoscopic Examination

Impression Process

Post Impression Evaluation



Historical Accuracy

Infection risk: diabetes, immunocompromised

Bleeding risk: therapeutic blood thinning

Coughing reflex: vagus nerve stimulation

Surgery: mastoidectomy, fenestration, tubes

Active infection: bacterial or fungal

Congenital or other malformation

Previous Hearing Aid History

Is there build up?

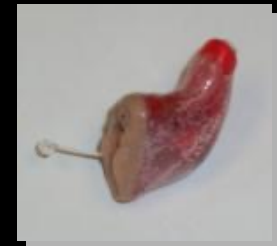
What size of venting?

Visible Modifications?

- Indicative of a Fit issue

What size of battery?

- Can affect acceptance



Supplies

Disinfecting wipes

Cotton (preferred) or foam otoblocks (dams)

Bright, narrow earlight

Quality handheld or video otoscope

Syringes or gun

Impression material

Well identified boxes



Impression Material

Material Choice

Silicone

Viscosity

Higher-firm as it flows

Lower-softer as it flows

Shore Value

Higher-more firm, finished impression

Lower-more soft, finished impression

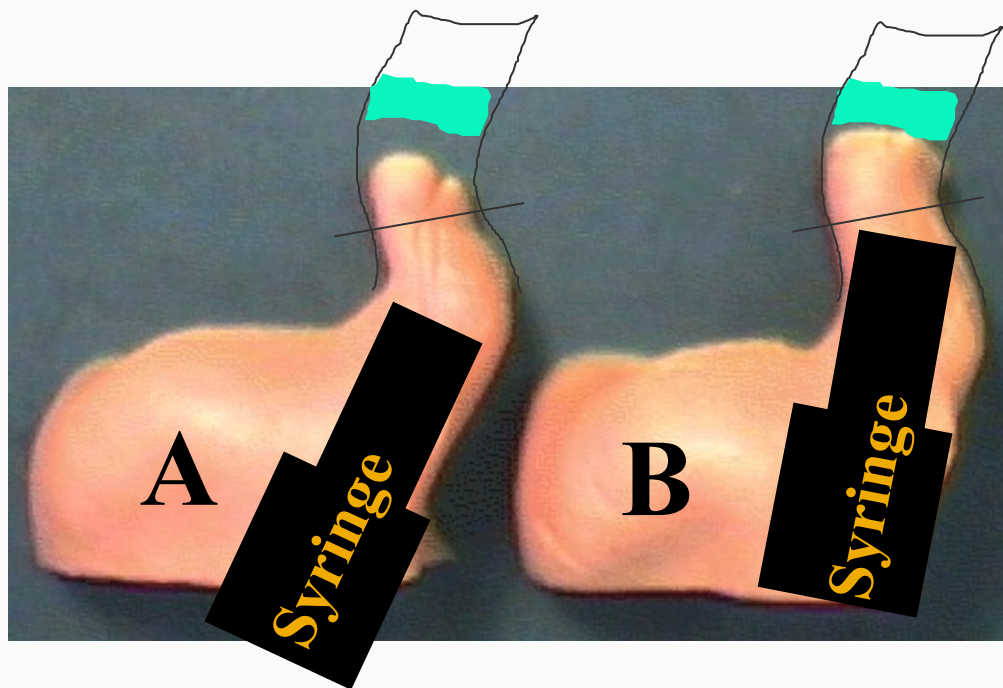


Syringe Placement & Angle



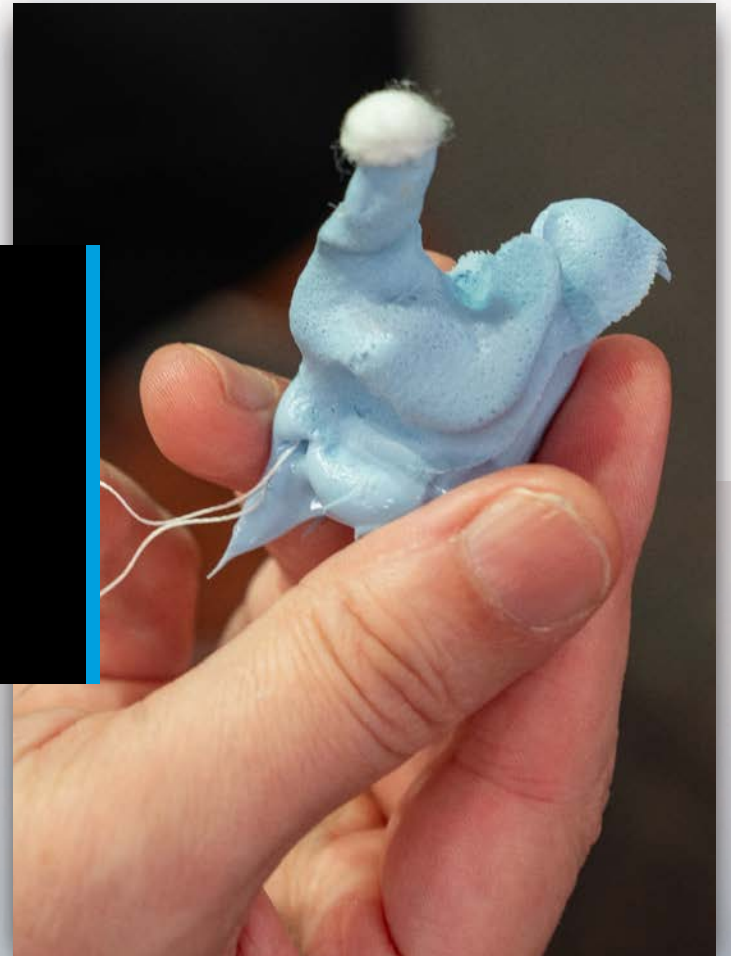
Syringe Placement & Angle

Considerations on Impressions



*“We are what we repeatedly do;
excellence, then is not an act
but a habit”*

Artistotle



5 Key Points

of shooting a successful ear impression

- ① **Size** of oto-block
- ② **Oto-block placement**
- ③ **Syringe tip** placement/angle
- ④ **Waiting time** to move syringe tip outward while shooting
- ⑤ **Breaking the seal**



Professional Stance





Most Common Technique Sitting with an Otolight

Video Otoscope Technique
Standing Handheld
Video Otoscope







Face Masks

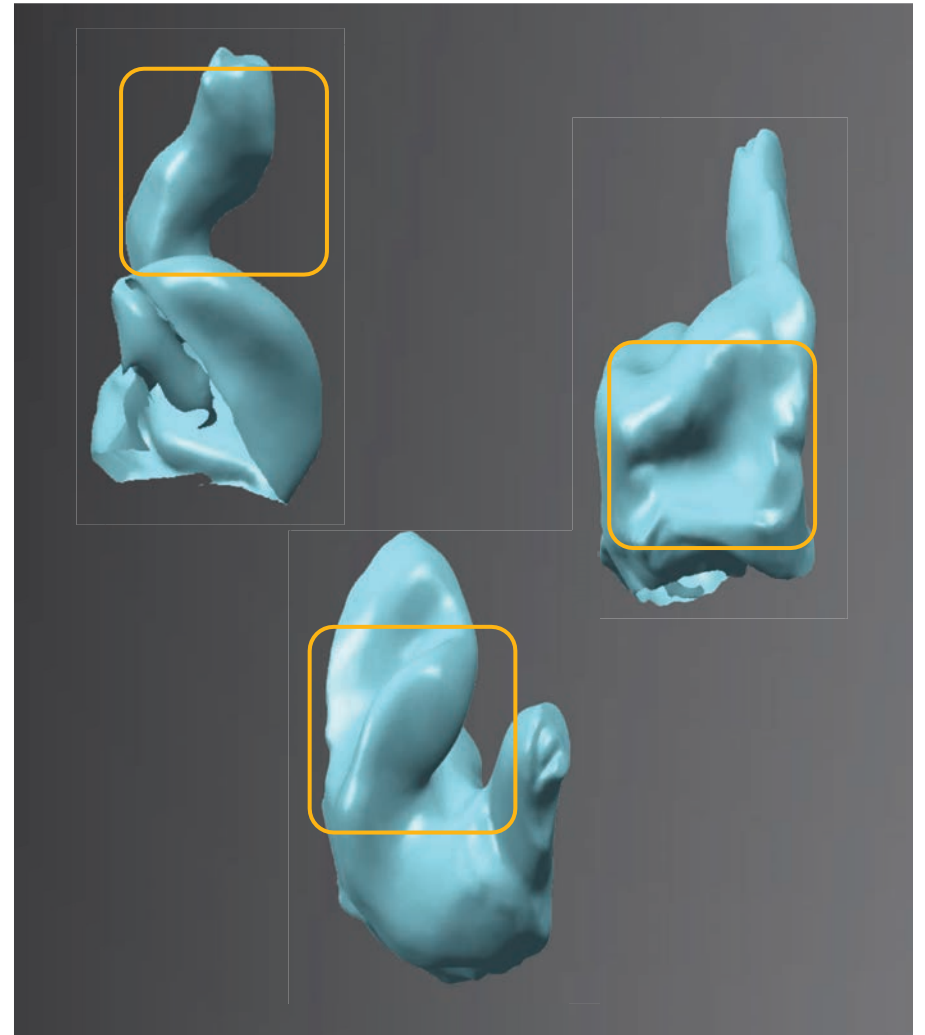
Potential distortion of concha bowl and helix for soft textured ears

Impression Inspection Checklist

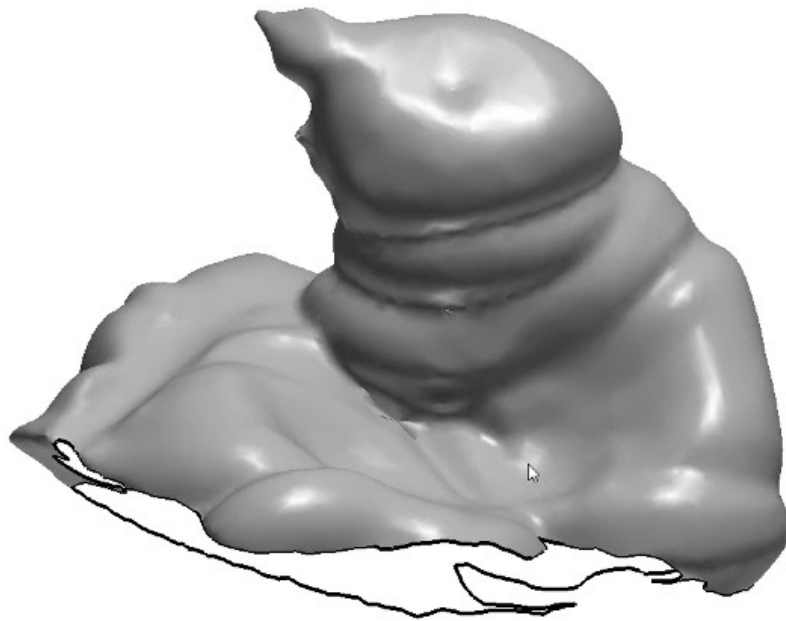
Does the impression capture the concha bowl, helix, and ear canal?

Is the impression past the 2nd bend?

Are there any natural voids or gaps I should note on the order?

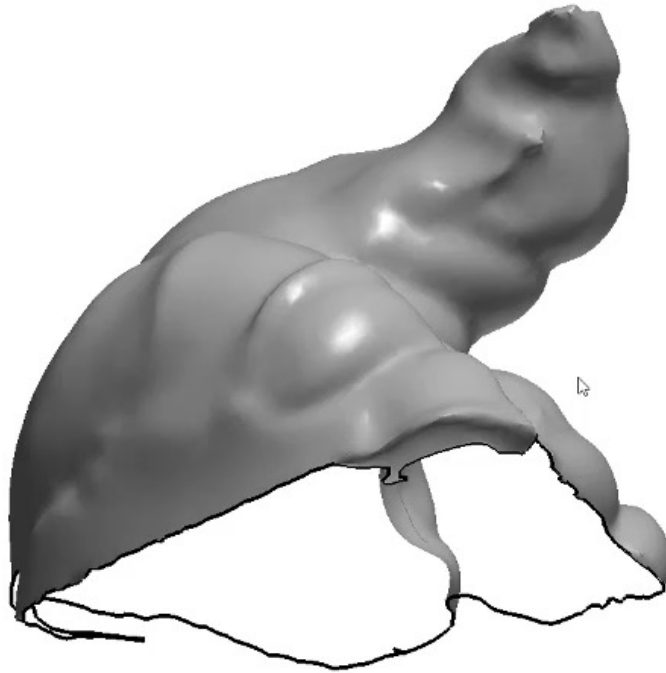


Incomplete Impression Voids



Incomplete Impression

Short Canal



Texture of the Ear



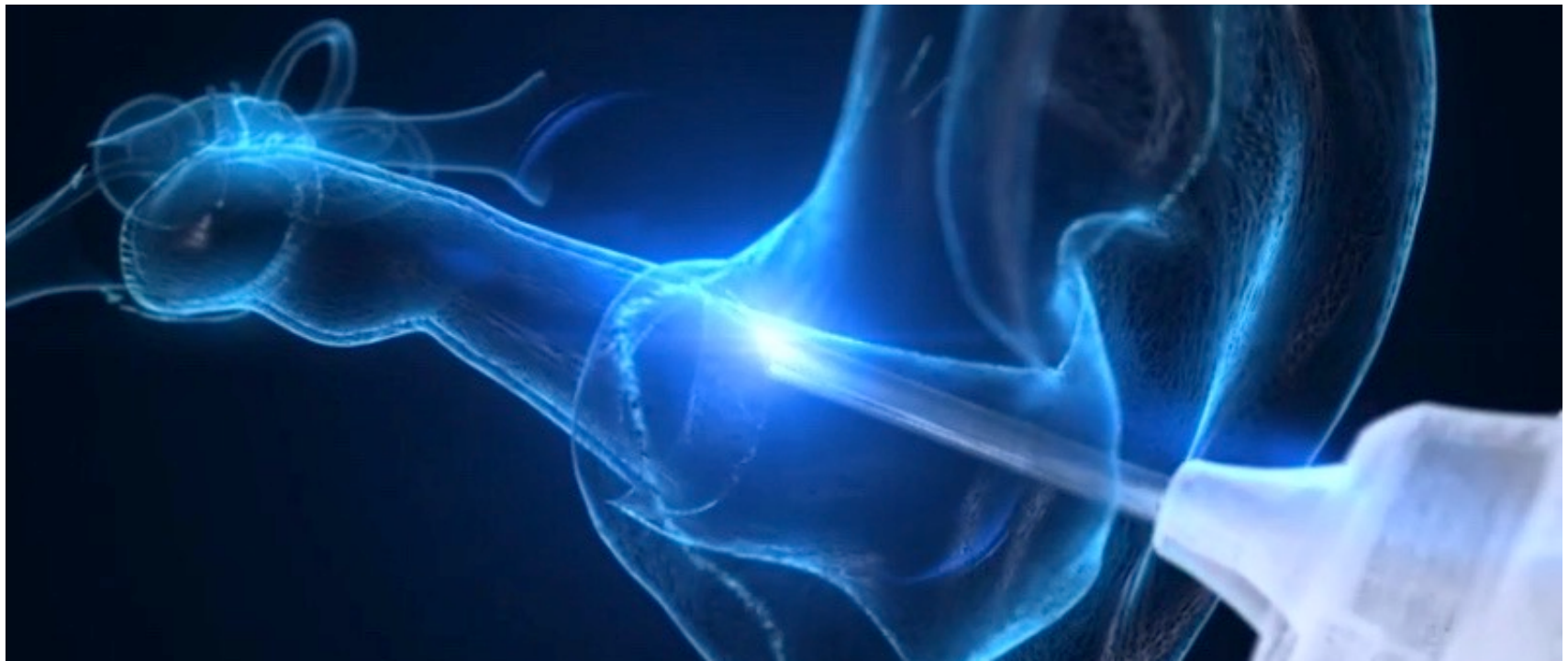
Ear Impressions: Risk Management

Diligence in practicing safe technique

Minimize risk by following a strict protocol; develop a plan in case of an issue

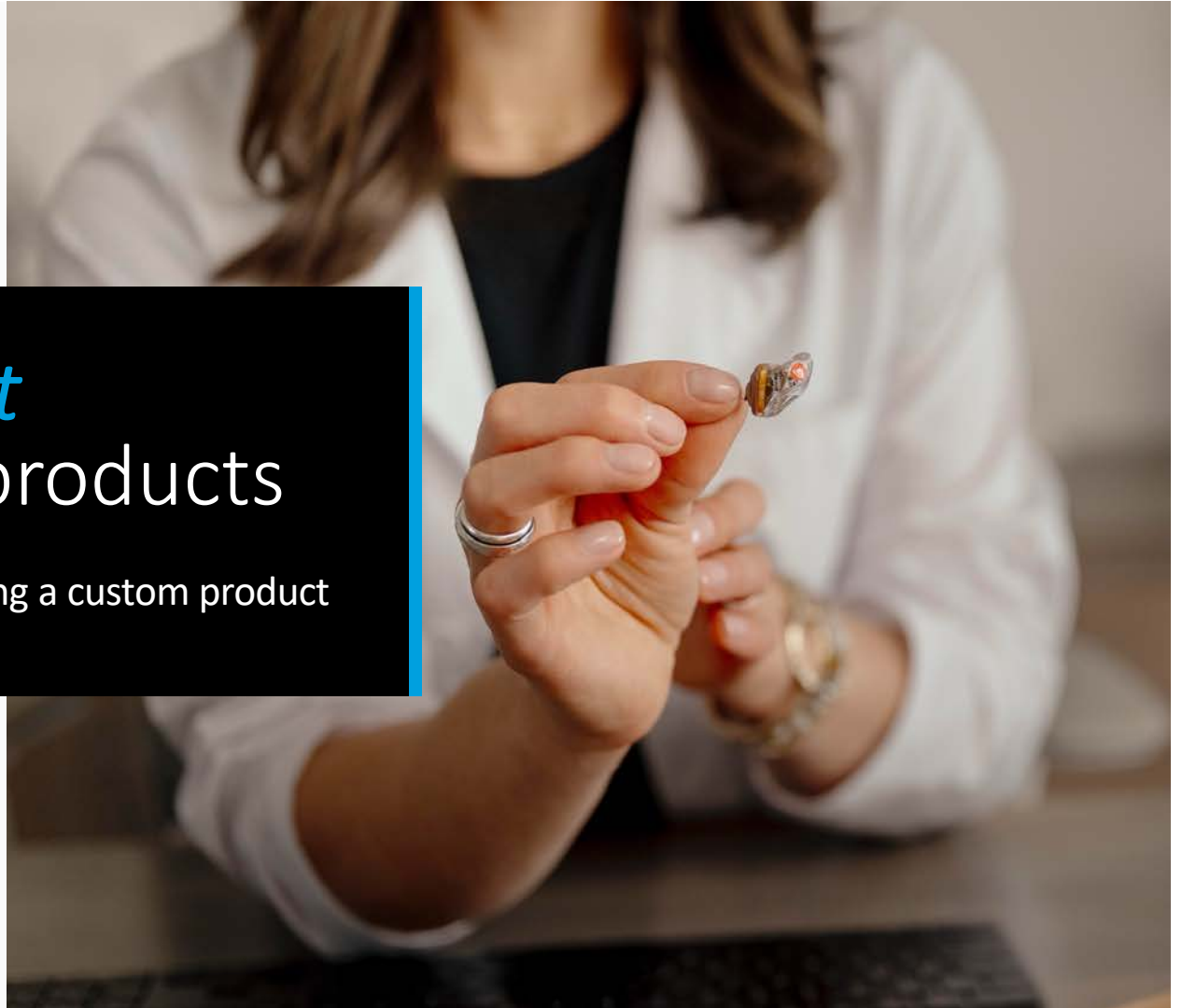


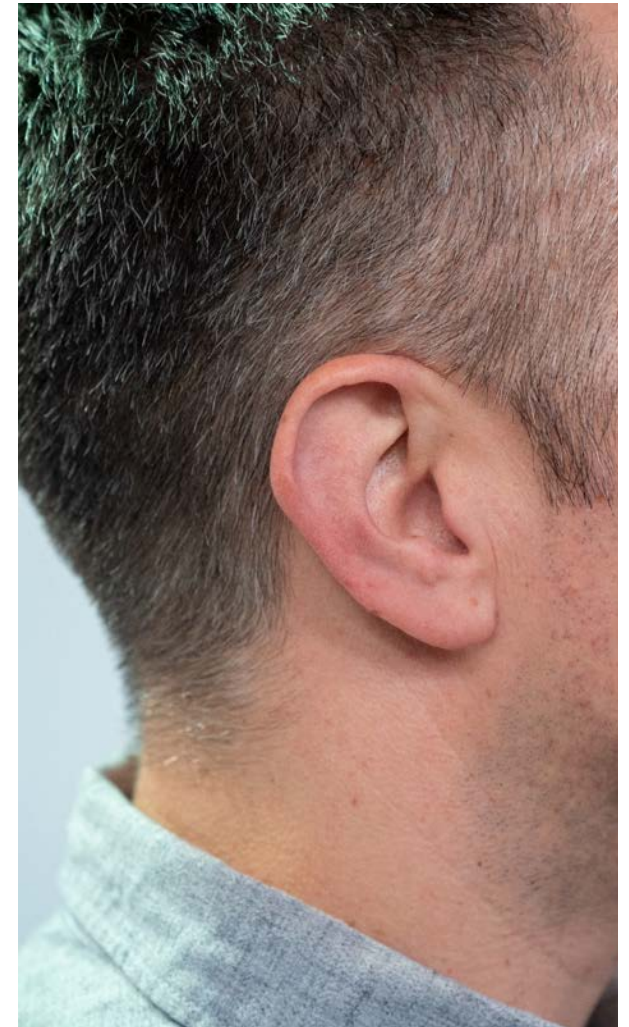
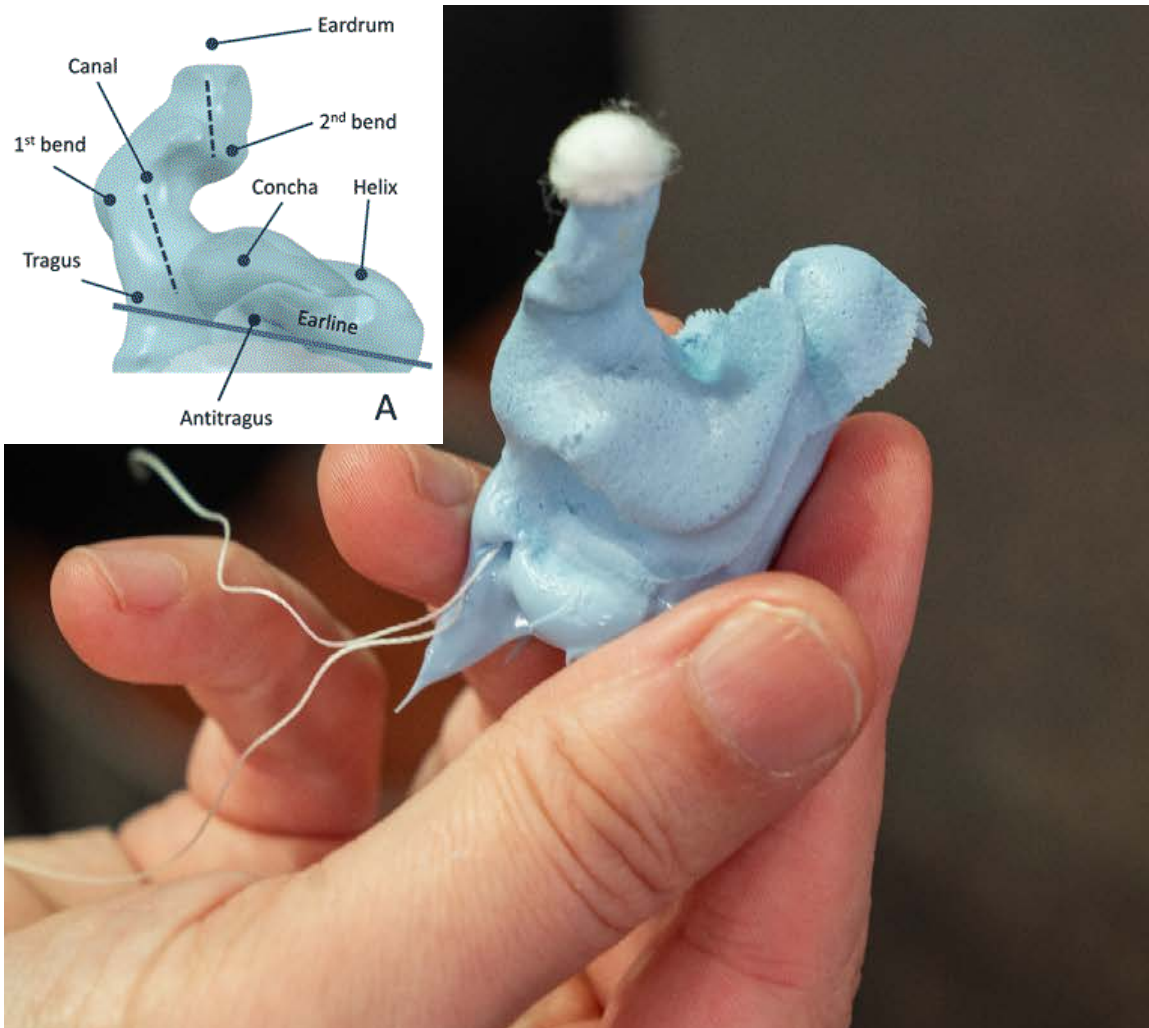
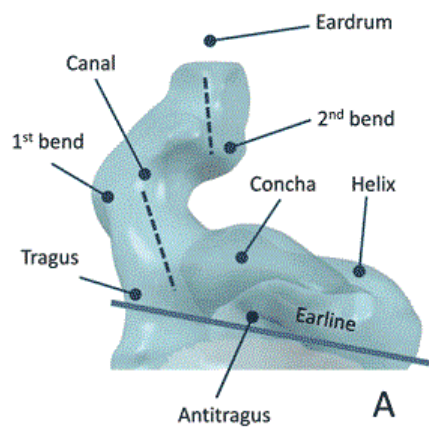
EAR SCANNING



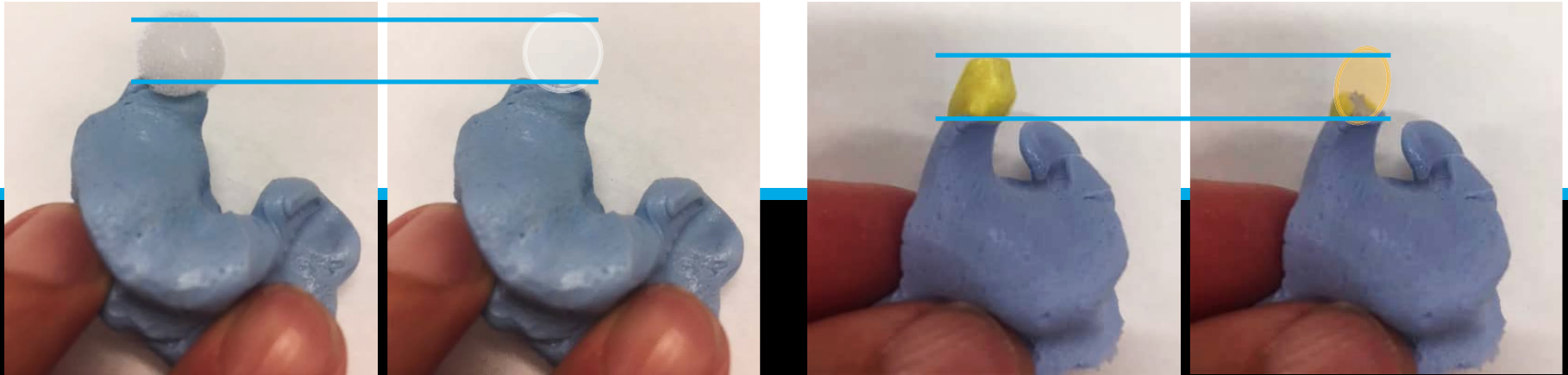
Getting *the best* out of custom products

Everything matters when ordering a custom product





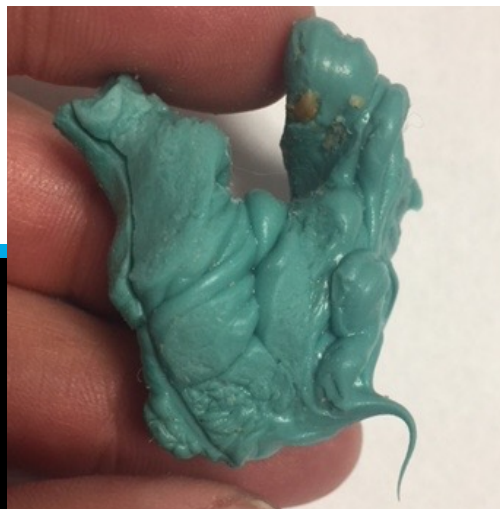
Oto-blocks can change the fit



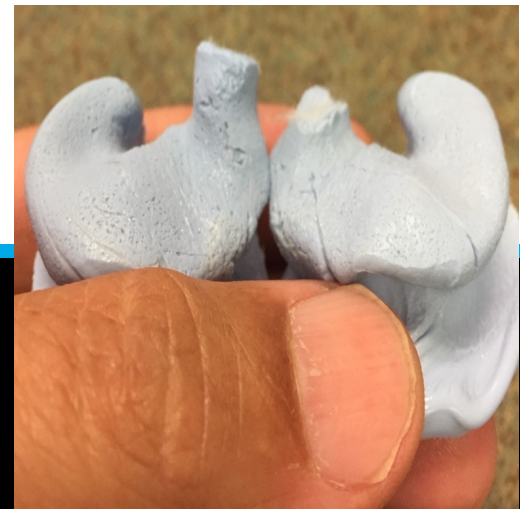
Full Shell



Custom Cased
Mold

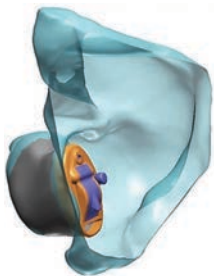


CIC

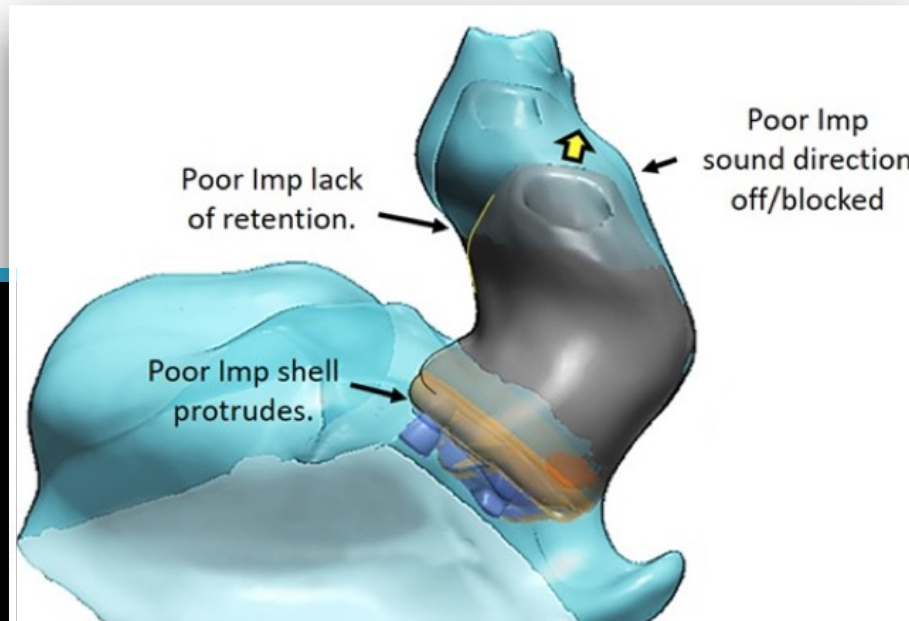


Complete vs. Incomplete Impressions for a CIC Order

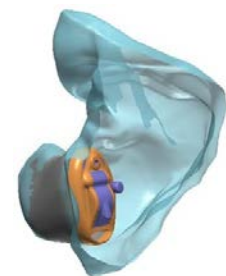
Complete Impression



Recessed
Good



Incomplete Impression



Recessed
Taller

The length of canal can tell us more



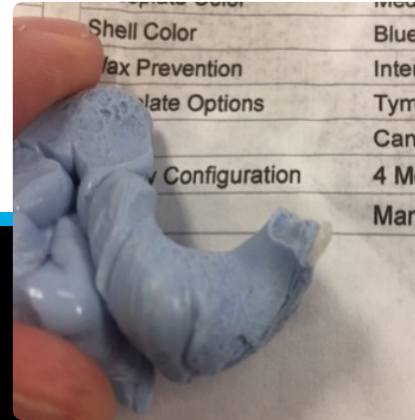
Looking at Concha Bowl for a Canal Lock?



Looking at Concha Bowl for a Canal Lock?



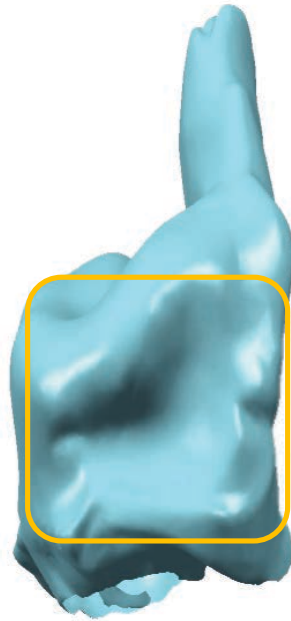
Provide the concha bowl
when asking for a canal lock



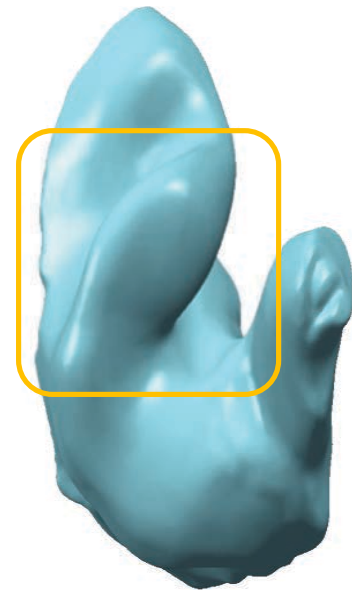
Three primary areas to look for retention



Canal



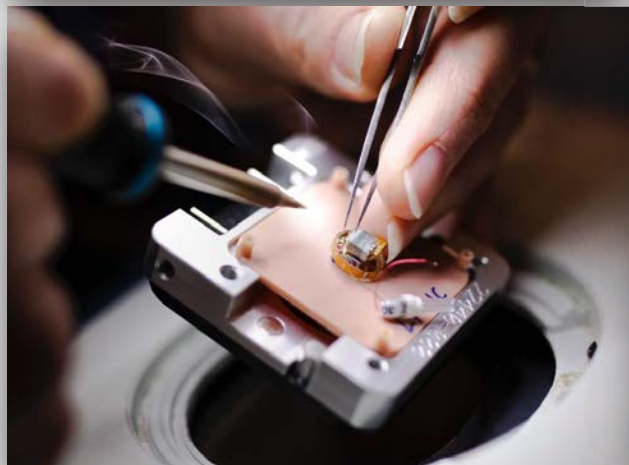
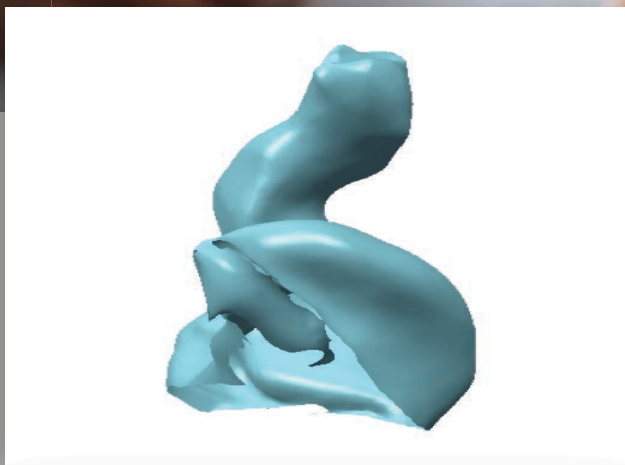
Concha Bowl



Helix

Knowing where to position the receiver





Different Types of Customs



IIC



CIC



ITC Rechargeable



Custom Cased
Snap-in Receiver Bud

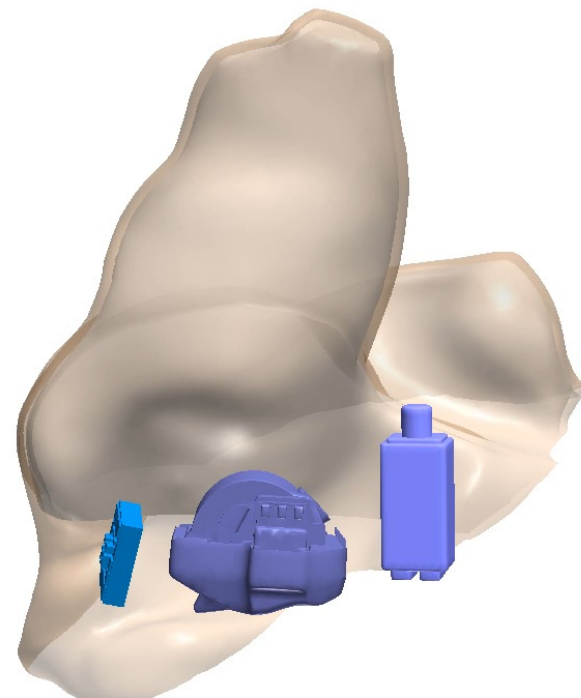
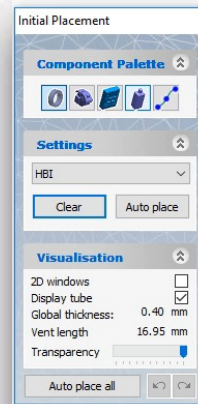
IIC

Invisible-in-Canal



IIC

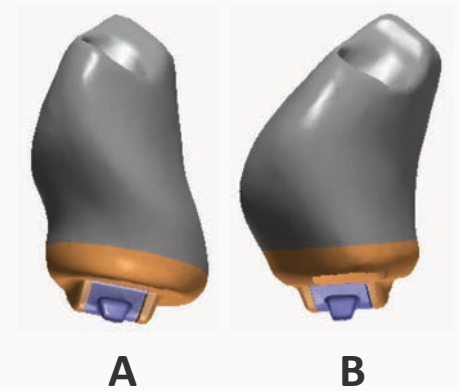
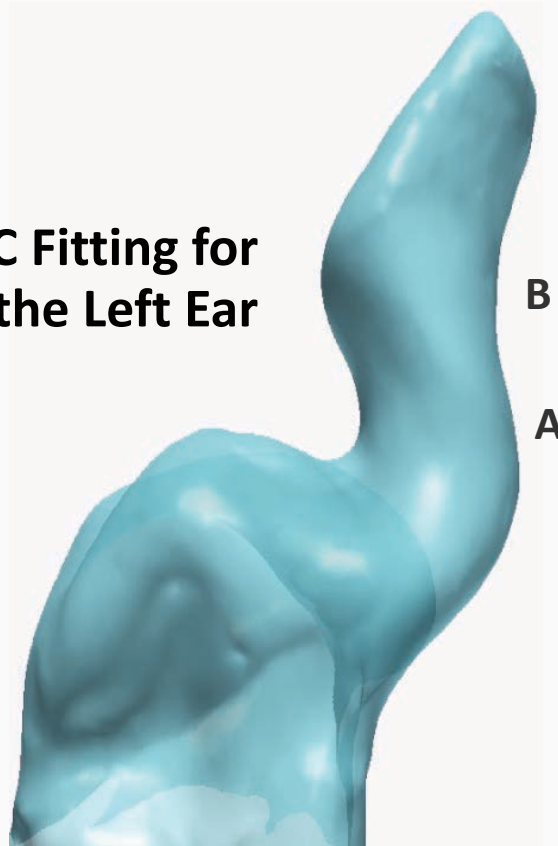
Invisible-in-Canal



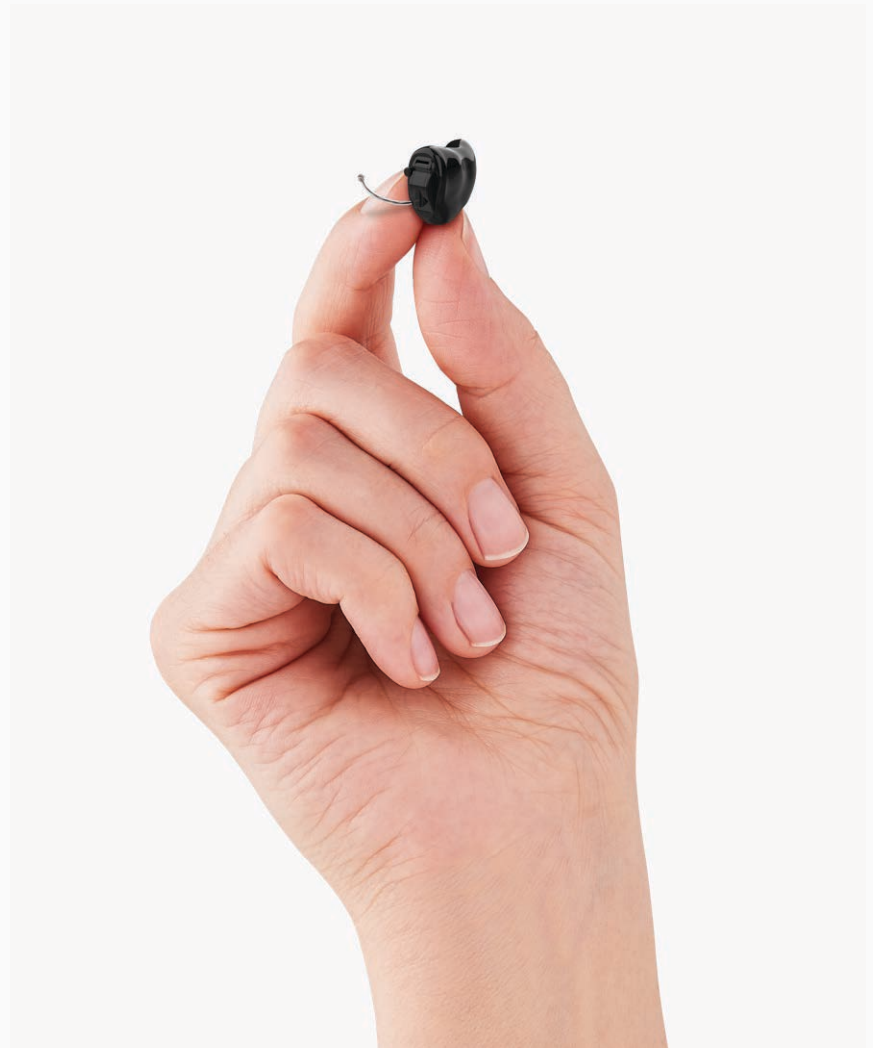
IIC

Invisible-in-Canal

IIC Fitting for
the Left Ear

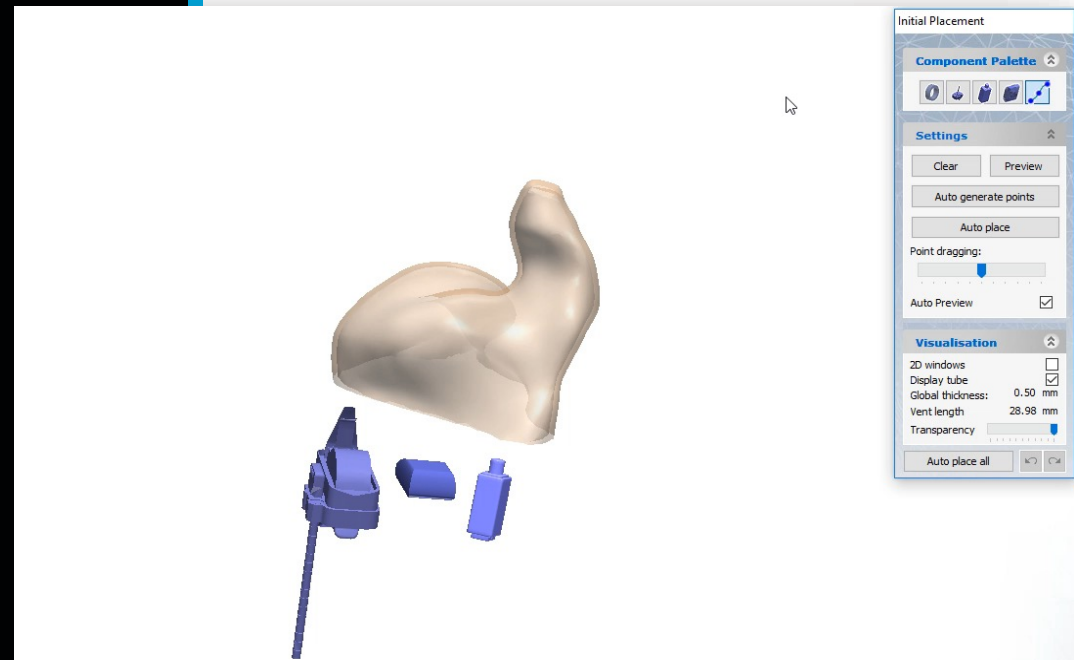


2.4 GHz CIC 312
Completely-in-Canal



2.4 GHz CIC 312

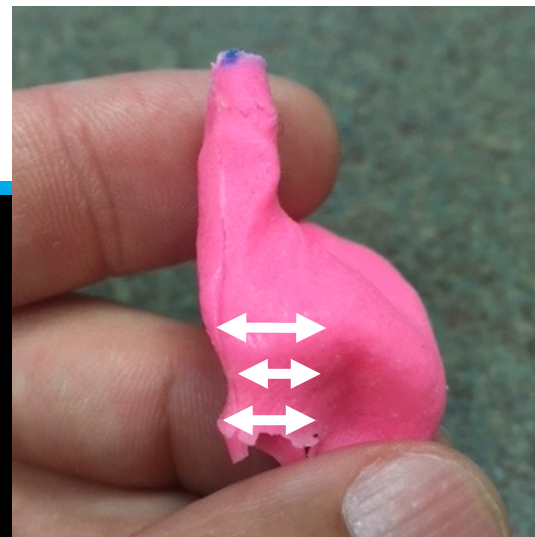
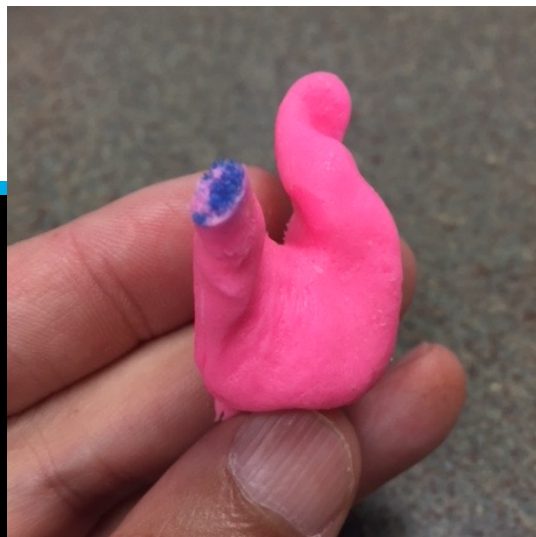
Completely-in-Canal



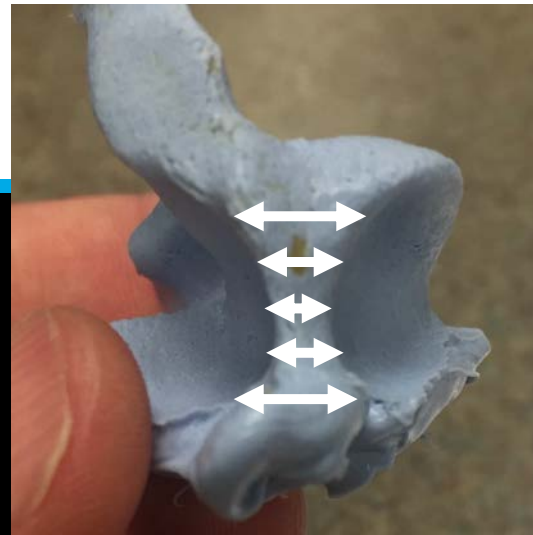
ITC In-the-Canal



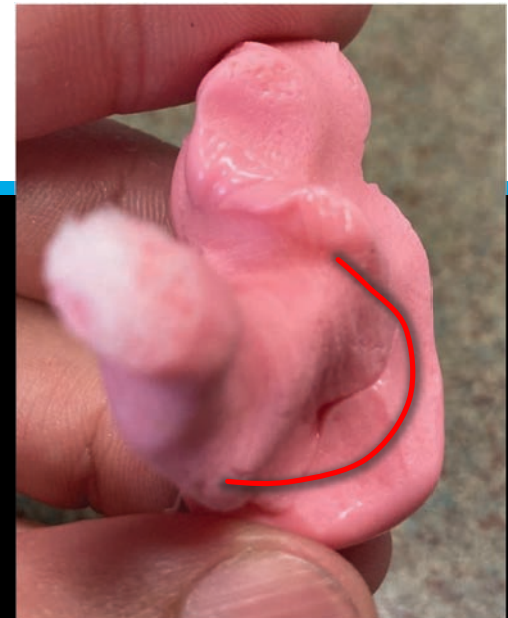
Tragus and Anti-tragus



Tragus and Anti-tragus



Concha Bowl for Custom Rechargeables



Custom *vs.* Bud



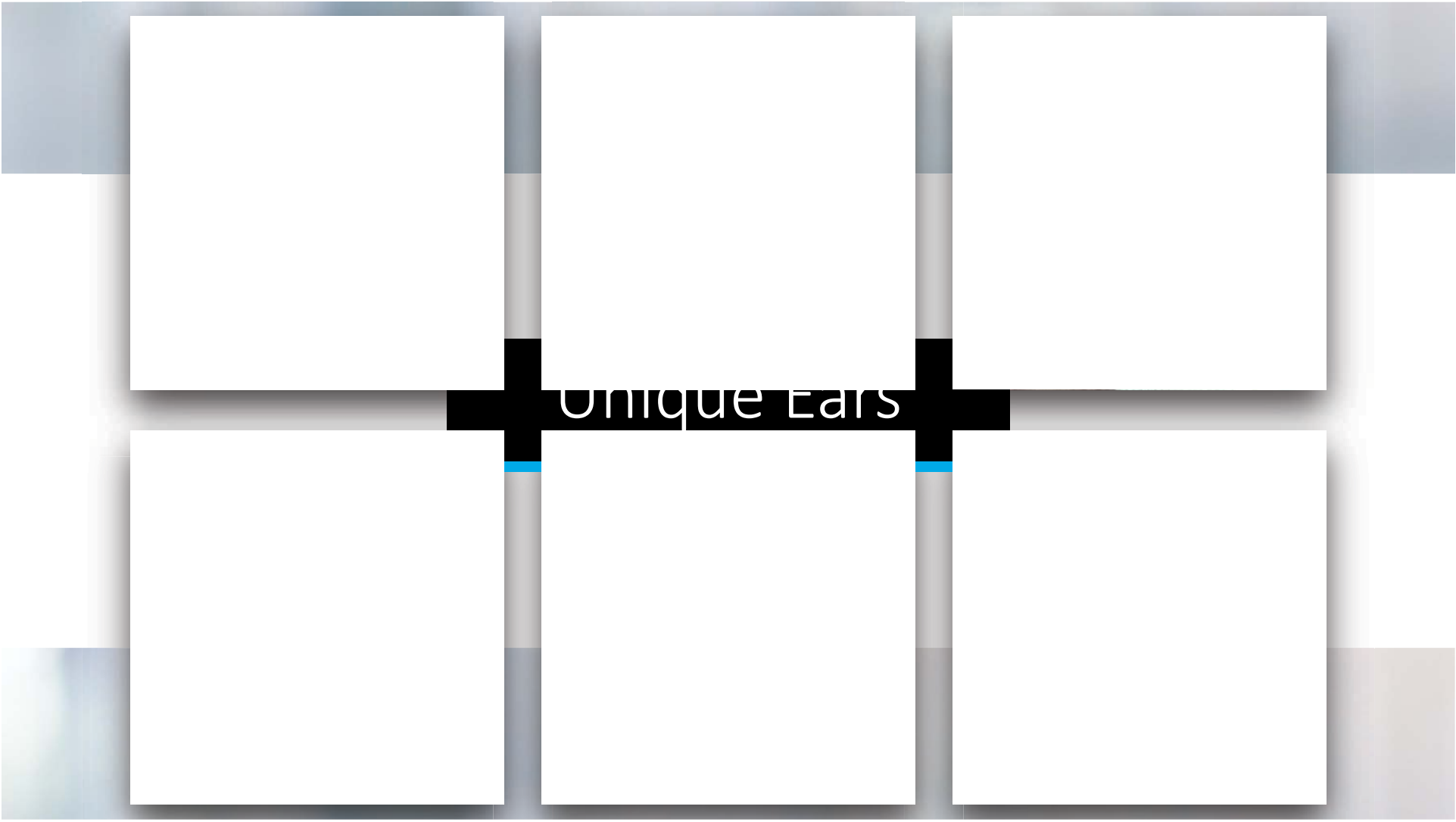
Receiver direction for surgical ears



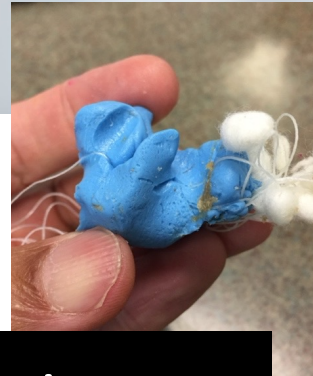
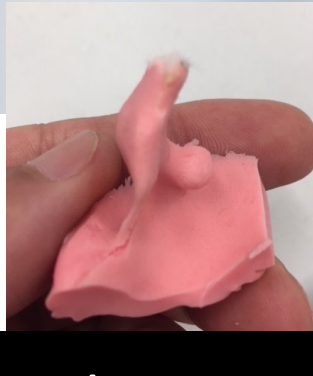




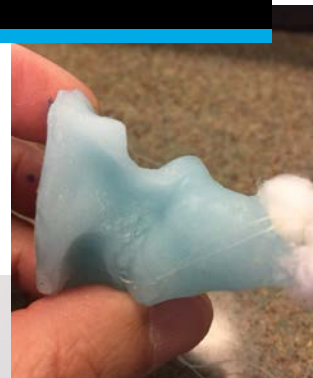
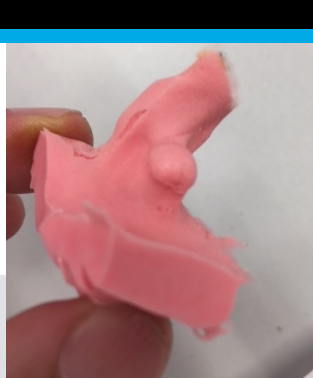
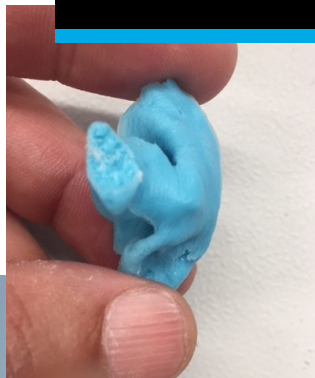
How *unique*
we can be...

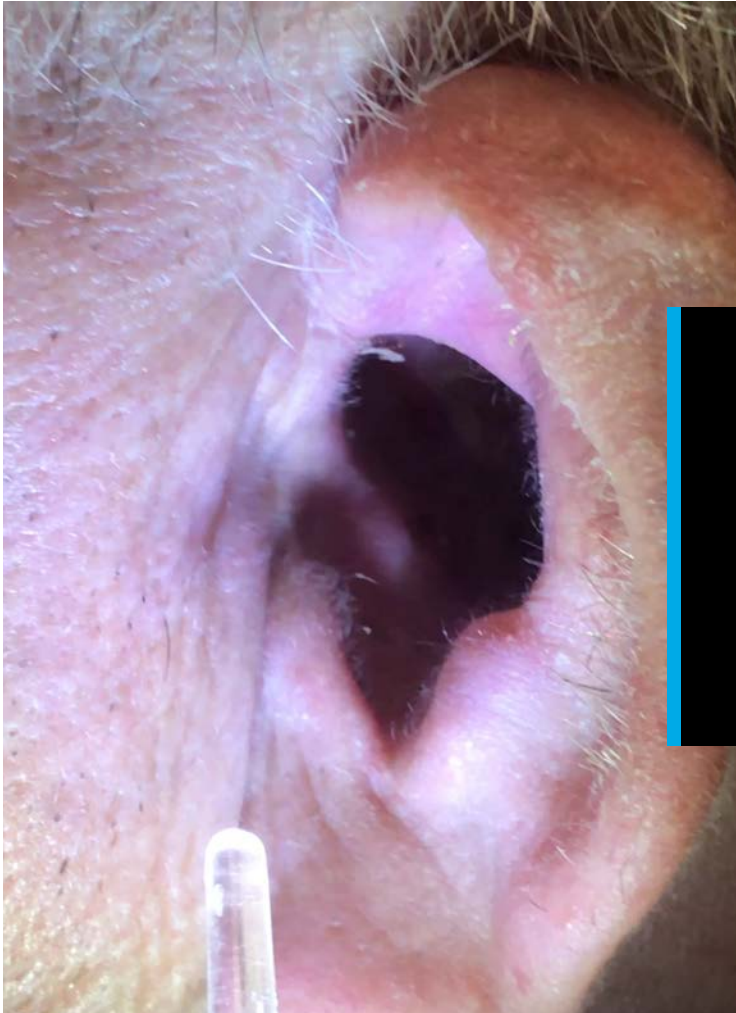


Unique Ears



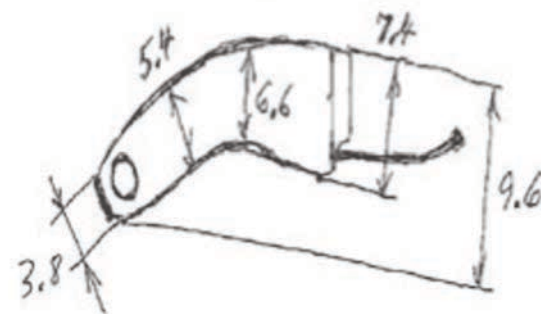
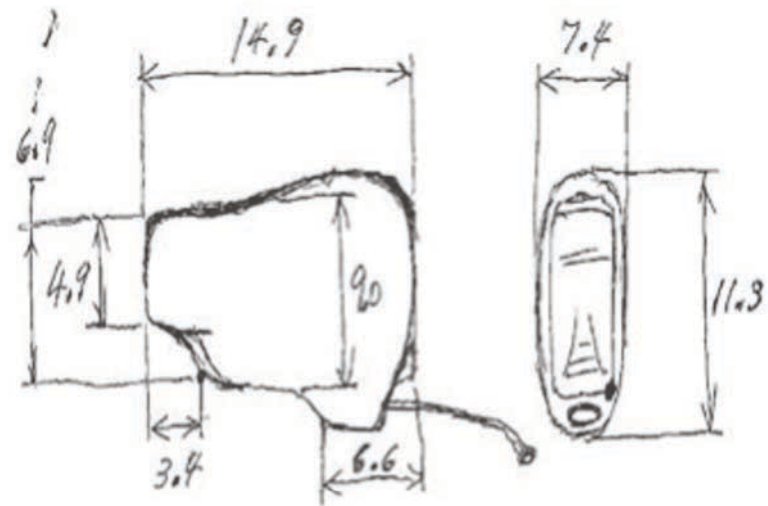
Unique Impressions





TMJ can vary from one ear to the next

We do our best
with requests...



removal line
9 mm including
ball









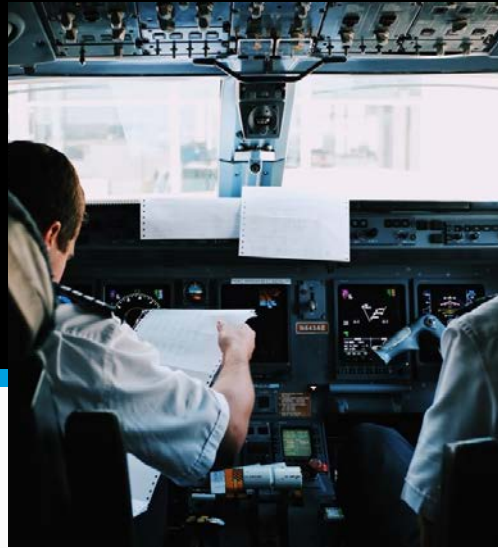
Specialty Products)





Solid Plugs:

Swim Plugs
Sound Plugs
Sleep Plugs



***Professional
Molds:***

Racing Receivers
Pilot Molds
Broadcaster
Earpieces
Music Monitors



***Hearing
Protection:***

Custom Solid Plugs
Custom
Rechargeable
Hearing Protection
Law Enforcement



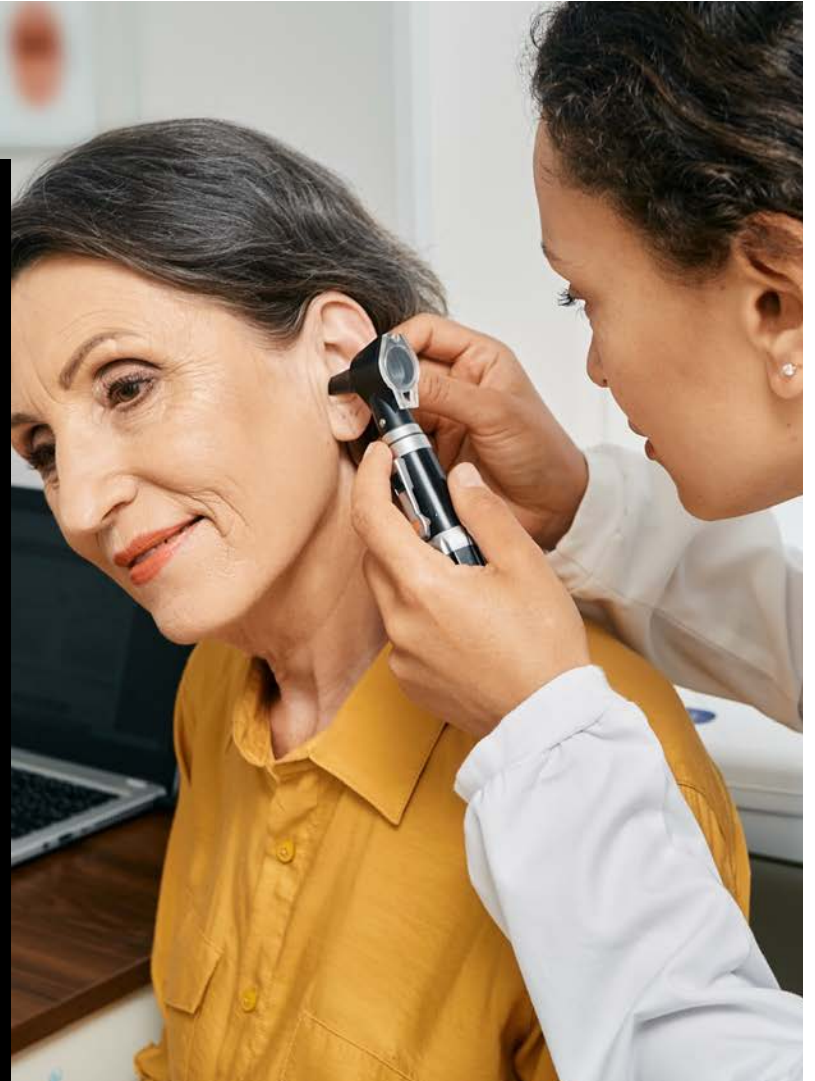
Custom Specialty Products

Become the Ear Expert in your Community

Expand Business

Grow Referrals

In Summary



Getting to know your patient



Previous experience/history

Canal size and shape of the
ear impression

Firm or loose ear texture

Audio

MCL

UCL

Ingredients for a Successful Outcome

- ✓ Partner with your manufacturer
- ✓ Provide a full ear impression without voids and note any abnormalities or concerns
- ✓ With customs, limit features if vanity is an issue
- ✓ Provide the history of your patient's previous experience

References

MarkeTrack X (2018) 20Q; Consumer Insights on Hearing Aids, PSAP's, OTC Devices, and More from MarkeTrack 10. Hearing Industries Association 8/12/2025

MarkeTrack 2025 Hearing Aids in the Age of OTC's and Wearables. Hearing Industries Association 5/16/2020

Wichard, S., 3-D Ear Scanning has arrived Tech Topic; Hearing Review September 2019

Harris Poll: Revisiting the Gaps in Customer Experience redpointglobal.com 2019

