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Changing the Game with Oticon Zeal

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Hello and welcome. My name is Dr. Sarah Hunkele and I am the Senior Manager of Field Training with Oticon. I am very excited to talk with you today about our newest product release, Oticon Zeal.

Shown here are today's learner outcomes. Together we will go through a great deal of information regarding Oticon Zeal, its revolutionary design and sound processing technology, and the practical details on candidacy and fitting strategies.

Here are the risks and limitations inherent in today's course. This slide will be available in your course handout.

Finally, the wait is over. With Oticon Zeal, you can offer your patients a complete and flexible solution. It's designed to sit discreetly in the ear. It has exceptional sound quality from second generation AI driven technology, offers rechargeability, provides a seamless connectivity experience to help patients connect to their favorite devices, and offers you flexible fitting options to easily integrate into your existing clinical flow.

Oticon Zeal really is changing the game. So here is today's lineup for our topics. We will start by introducing you to the practical details that you will want to know. Then discuss incorporating Oticon Zeal into your current workflow and things to keep in mind when determining candidacy. Finally, we will spend a little time talking about effective strategies for balancing patient needs and expectations so that your patient has the best opportunity for success with amplification.

Now let's meet Oticon Zeal. Taking a closer look at everything that it has to offer.

Oticon Zeal changes the hearing aid offering and thereby the conversation that you have with your patient. With Oticon's deal, we're introducing a whole new category to the industry, NXT in the Ear. As a unique offering, NXT in the Ear delivers a previously unseen combination of discreet in the ear design

with a complete package of features and functionalities. It's set to redefine what an in the ear hearing aid can be for users and hearing care professionals. Together, let's watch a short video that touches on some of the details of Oticon Zeal.

Oticon has been pioneering hearing aid technology for over 120 years. Known for pushing boundaries in sound design and engineering, as a global leader, Oticon continues to drive innovation. That's why we're introducing the world's first hearing aid. Sealed through a complete microencapsulation, this is Oticon Zeal, a device that redefines industry expectations and sets a new benchmark for hearing aid and manufacturing innovation. Oticon Zeal proves that it is possible to integrate all the functionalities of a modern hearing aid into an ultra compact form factor one designed to sit discreetly in the ear.

The journey begins in our amplifier production, where the brain of Oticon Zeal is created. Unlike traditional rack based designs that leave unused space, Oticon Zeal folds the amplifier around the battery, effectively making it more discreet. Its unique curved shape is inspired by insights from millions of ear impressions in our database, ensuring both an optimal fit and superior acoustic performance. To achieve encapsulation at this microscopic scale, something never done before on a hearing aid body, we had to invent entirely new production methods. It wasn't just about redesigning the product.

It was about redefining how hearing aids can be manufactured. Our teams have pioneered advanced overmolding and encapsulation techniques, adapting processes once reserved for larger devices. With Oticon Zeal, we've pushed the limits of the encapsulation process, proving that Oticon can turn established technologies into groundbreaking innovation, effectively reducing the body size by half. Compared to a Minirite instrument, Oticon Zeal is a hearing aid with unmatched structural integrity and environmental sealing. It is the future of hearing technology, delivering life changing performance in the smallest possible form.

One of the most noteworthy things about the design is the innovative encapsulation technology that we saw in the video. This is done to enclose the complete hearing aid body, creating both the surface and main structure. Encapsulation is a breakthrough manufacturing method known from pacemakers, but also from outside the medical device realm in submarines, spacecraft and windmills. Using this method, Oticon Zeal can contain advanced hearing aid technology in one discrete in the ear device, making it compact, powerful and durable.

The encapsulation steals most of the hearing aid components into an extremely compact, durable space optimized housing. In Oticon Zeal, the technology is densely packed into one solid bulb and then infused with the encapsulation material. This process offers a durable space optimized package that protects the technology and offers the highest rating for water and dust resistance. There is no variance on the production of Oticon Zeal, meaning that we are in full control of the placement of the components and everything is placed in the most optimal way for the performance, both mechanically and audilogically. In traditional custom hearing aids, there is a big variance in the placement of components inside the hearing aid as the placement will depend on the shape of the ear canal.

This makes it impossible to always place the components in the most optimal way.

This new process also benefits users in three ways. First, we see performance consistency across hearing aids. This is due to the fixed component placement that optimizes and stabilizes audio, audiological and technical performance. The Fixed placement improves binaural communication between hearing aids, which preserves interaural cues and supports natural spatial awareness. Next we see size, we can make the hearing aid as small as possible and then we have effective feedback performance by being able to place the speaker and the microphone and as far away from each other as possible.

At Oticon, we think brain first. You hear with your brain, not with your ears. We design our products around this concept and we build an evidence base to understand what we should do, not just what we can do. Oticon Zeal was developed with this same strategy in mind. At its core, Oticon Zeal combines the advanced more sound technologies to deliver a clean, balanced soundscape in a discrete device with the features and functionalities that you need to meet you and your patients expectations.

Like Oticon, Intent, Zeal is built on our latest purpose built platform Sirius with onboard artificial intelligence. The Sirius platform enables our deep neural network 2.0 processing for advanced preservation of the original sound, better noise suppression and more clarity. It offers future proof blue2le audio supporting connectivity technology of the future for streaming data and sound to and from a variety of devices with greater power efficiency. It has an expanded frequency bandwidth from 80 Hz to 10,000 Hz which provides a fuller sound scene with a richer representation of the environment and a better experience when listening to music. And finally, with the power of the Sirius platform, we have the capacity to optimize features for in the ear audiology, ensuring users get the support that they need at all times.

Oticon Zeal will be available in a single performance level, offering a comprehensive package of features. Now, if you have experience fitting other premium Oticon devices, you will probably recognize some of these features listed here. Now your patients who prefer and can handle a more discreet device can have the benefits of these features in a compact device that they are confident using. We won't be covering all of these features today. However, I will discuss a few points related to Our More Sound Intelligence 3.3.0 Signal processing benefits and how it is implemented in single microphone devices.

Users will appreciate the benefits they get from a premium sound experience. Oticon Zeal utilizes our industry leading more sound technologies, providing a fuller, more precise sound experience. More

sound intelligence voice 3.0, including the Dieta 2.0 enables better and more accurate representation of sound in the brain and offers a unique ability to seamlessly adapt to the changing listening environments of everyday life. This makes it even better at supporting the brain's natural way of processing sound. Today, artificial intelligence technology in in the ear hearing aids is rare.

The next generation DNN and Oticon's deal is always on so users get the full benefits from noise attenuation to a more natural representation of all sounds in all the different sound environments they encounter throughout their day.

The Always on DNN is the ultimate enabler of better speech clarity and noise suppression. When the listening environment gets more challenging in Oticon Zeal, it is optimized for Single Microphone device. The advanced technology drives a hearing aid that works more like the brain because it has learned through experience. This enables better and more accurate representation of sound in the brain and better access to sounds all around the hearing aid user. The DNN 2.0 builds upon the knowledge and insights from our first generation DNN to once again push the boundaries of what is possible, providing even more benefits for hearing aid users such as finding and preserving even the softest speech components.

The Deep Neural Network 2.0 builds on the learning in the first generation DNN that was trained with 12 million sound scenes. For the second generation DNN, sound samples that were more diverse in their complexity were added to the training. Most are challenging and complex, so the DNN has learned even better strategies for real world complex environments.

This graph shows how more Sound Intelligence 3.0 is different for Single microphone instruments if you are familiar with more Sound Intelligence 3.0 for dual microphone hearing aids, you may notice that spatial clarity processing is absent. This is because it requires the input from the two microphones. Spatial clarity processing for dual microphone instruments consists of two different sub features. They

are the Virtual Outer Ear and Spatial Balancer which help recreate the spatial sensation in easy and difficult environments respectively. While this is absent in the processing scheme for single microphone instruments, the user can instead benefit from the pinna for spatial awareness in Oticon Zeal.

The four step process of More sound intelligence is as follows. First, we have Natural spatial awareness. Oticon Zeal hearing aids sit within the ear canal, taking advantage of the natural pinna effect for spatial awareness. Analyzing the sound scene using acoustic sensors. More Sound Intelligence 3.0 scans and analyzes the full sound scene 500 times per second, resulting in a precise analysis of all sounds and the complexity of the surroundings.

Then we have neural clarity processing including our deep neural network 2.0. Our second generation DNN creates contrast between the identified sounds and based on its training, it ensures an even clearer sound environment with a more natural representation of all all sounds for both easy and difficult environments. And at the end, Sound Enhancer dynamically adds sound details in difficult environments, mainly in the frequency regions that are important for speech.

Superior sound quality is essential to a great hearing aid experience and to achieving patient satisfaction. Shown is the processing flow for how our advanced brain hearing sound processing technologies deliver proven benefits. Together, the three industry leading More Sound technologies process the sound scene in 360 degrees and give access to all meaningful sounds. Here you can see the processing scheme found within Oticon Zeal. This might be familiar to many of you when you think about our other product families with these technologies within them.

As you can see, the overarching goals are to provide sound quality, adequate audibility and reduce the risk of feedback. Together, our morrisound technologies achieve various goals for your patients. More Sound Intelligence 3.0 offers sound clarity by delivering the full sound scene and provides clear contrast and balance for all relevant sounds. This gives a cleaner signal for the remaining part of the

sound processing which includes more sound amplifier 3.0 and it works on the sound which enables improved output. More Sound Amplifier provides audibility.

It receives optimized sound input from more sound intelligence 3.0 and uses that to provide precise and balanced sound amplification. Additionally, Sudden Sound Stabilizer seamlessly monitors the sound environment and instantly adapts amplification to keep both soft and loud sudden sounds available, balanced and comfortable. And then finally, More Sound Optimizer detects and prevents feedback proactively before it even occurs. The goal is to provide improved access to speech details with more natural sound, increased comfort and improved speech understanding even in the most challenging listening environments, all while providing users stable gain throughout their busy day.

Now let's look at the connectivity benefits and the unique antenna that allows Oticon Zeal to offer your patients all the modern connectivity options that they want. The antenna uses skin contact to ensure better and more steady connectivity. The antenna adapts to the shape of the individual outer ear, ensuring great retention, comfort and worry free wearing. Designed, produced and tested as a pull out string, the antenna is engineered for the demands of active lifestyles. It ensures easy handling of the device both in the ear and in the charger.

Typically, when creating a hearing aid, the antenna takes up quite a bit of space and it cannot be too far into the ear canal as the connection will be poor or lost. By creating an external antenna, the hearing aid can be made smaller and the antenna can be placed further out within the concha, improving the Bluetooth connectivity and quality. Having an antenna with consistent skin contact also contributes to improving connectivity performance. Unlike other devices that rely on antennas in open space but sometimes touching the Tragus or the Concha, the Oticon Zeal antenna always maintains skin contact. This minimizes performance variance across users the signal gets stronger and more consistent for an optimized user experience.

The first half of the antenna should touch the ear for optimal range. The antenna is discreetly placed in the bottom of the concha and is created from the same material as we know from the speaker units, providing a discreet appearance with the placement of the antenna in the bottom of the concha. It also gives it great retention ensuring the hearing aid stays in place within the ear canal. The antenna is designed, produced and tested to be used as a pull out string. It is durable and robust to handle the force used when the hearing aid is pulled out of the ear.

Please keep in mind that the antenna should not be cut or adapted in any way as this will affect connectivity performance due to encapsulation. The antenna is the only replaceable part of the hearing aid and it must be sent to Oticon to be replaced due to soldering. It can only be replaced a limited number of times.

If you are already fitting Oticon intent, you will be pleasantly surprised that Oticon Zeal offers Bluetooth LE Audio and all the same connectivity options starting with it. Being made for iPhone, Oticon Zeal lets users enjoy hands free calls and direct streaming on iPhone, iPad, Vision Pro or Mac. Your patients will get an all around better connectivity experience on Android and PC including high sound quality and greater power efficiency. Of course, Oticon Zeal is also compatible with the Android protocol for audio streaming for hearing aids.

Oticon Zeal also offers a range of other connectivity options to include RCAST Broadcast Audio, Tap Control, Google Fast Pair and compatibility with the Oticon Companion app and a variety of accessories to include the Easy LE Adapter.

For patients who don't have devices that are Bluetooth LE Audio compatible, the Easy LE Adapter is a great solution. Simply plug the Easy LE adapter into your patient's USB C device to instantly upgrade them to the latest Future Proof connectivity.

In addition, Oticon Zeal connects to our wide variety of accessories. Available are the Connect Clip, the TV adapter, the remote control and the Edomic.

Oticon Zeal comes with a powerful size 312 lithium ion rechargeable battery with up to 20 hours of battery life and a smart charger. Users will never have to worry about running out of battery even when they are on the go. As you see here. When the devices are removed from the charger, they will be on. When in the charger they are muted, meaning that programming and fitting can be performed while they are charging.

Your patient will place the hearing aids in the charging ports as shown here and then click close the lid. You will counsel them to match the right and left color indicators on the charger's ports. Clearly marked charging ports. The blue and the red ensure guided placement of the hearing aids. Magnetic retention further ensures a tight contact for optimal charging and then the hearing aid LED lights do turn on when the hearing aids are correctly placed in the charger.

It is important to close the lid while charging because when the lid is open the devices do turn on. Because of this, it would take longer to charge the devices with the lid open than when it is closed. When the battery is fully charged, the charging process does stop automatically. The charger can be used as a storage case for the hearing aids by keeping the lids free closed.

Here you can see the charging times for Oticon Zeal. Note that the charging times may vary depending on the remaining capacity of the battery. Usage time does include streaming. Be aware that the charging time may vary between left and right hearing aids as well if the battery has depleted differently during use. Oticon Zeal and its rechargeable battery have been tested to a minimum 5 year expected lifetime.

The battery is a high quality 312 plus lithium ion battery and the battery performance is further protected by intelligent, gentle and efficient charging. We can document that The Oticon Zeal 312 battery remains full day performance in the vicinity of about 2,000 full charge cycles.

The Smart Charger contains a built in lithium ion rechargeable battery that does double as a power bank. When the charger is plugged into a power source, both the hearing aids and the charger's built in battery are being charged. When unplugged from a power source, the charger enters power bank mode letting the user charge their hearing aids without having access to a power outlet. This lets the user fully charge a pair of hearing aids a minimum of three times on a fully charged power bank while they are on the go. When the charger is connected to a power source, the LEDs on the charger indicate the charging status of the power bank.

The LEDs turn off shortly after the power bank battery is fully charged. The user should be instructed to keep the charger powered or ensure that the charger's built in battery is charged when the hearing aids are seated in the charging port. Otherwise the hearing aids will remain on and continue using battery power.

Charging the Smart Charger power bank alone takes up to about four hours depending on the charge level. Charging the Smart Charger power bank together with the hearing aids takes up to about six hours depending on the charge level. When the charger is disconnected from power. The LEDs on the charger indicate the charger's power bank. Battery Level Users can check the remaining battery level by opening the charger's lid.

We have never had the opportunity to fit in the ear devices as easily as you can with the Oticon Zeal. The same day option may work well for some patients and for some clinics. We all know that there are many factors that can influence how individual clinics are set up and factors that affect how many visits some patients are willing to schedule or are limited in scheduling. For reasons such as distance from

your office or perhaps transportation challenges, you are able to decide what steps fits your clinical philosophy and patient needs the best this fitting flexibility extends to the broad selection of earpieces compatible with Oticon Zeal, ensuring the best and most comfortable fit for the user, including a range of standard Mini Fit domes and custom micromolds.

Oticon Zeal has a 75 speaker level. This means it covers a wide range of hearing losses and that the new style is relevant for most users preferring an in the ear solution.

It is also important that users care for their hearing aids. This is true for all hearing aids but but just a little bit more so for the Oticon Zeal due to the encapsulation. Since the hearing aid components are fixed in the encapsulation resin, it means that the components cannot be replaced except for the antenna. For this reason, regular care and maintenance of the hearing aid becomes even more important. You will want to counsel your patients to change their dome and wax filter at least monthly or more often if needed due to wax production.

For wax protection, Oticon Zeal utilizes the Pro Wax Mini Fit Wax Guard. The Pro Wax Mini Fit system offers superior wax protection with little space needed to accommodate it for users fit with an acrylic mold. Pro Wax filters often extract offer an extra layer of wax protection in addition to the Pro Wax Mini Fit filter protecting the speaker. The Pro Wax filter in the mold helps keep the device free of wax or debris. Please note that odotherm and silicone molds do not have additional wax protection within the mold.

The O cap protects the microphone inlets in Oticon Zeal and it is designed to prevent dust or dirt entering the microphone as well as to protect against insertion noise. To maintain the microphone, users should brush gently over the OCAP filter with the brush and change it when needed. This is easily done with a tool that is used to remove the old cap and replace it with a new one. If you have a patient who works in a dusty environment they may need to change the OCAP a little bit more often.

Now let's move on to talking about how you can easily incorporate Oticon Zeal into your current clinical workflow and then some tips for determining candidacy.

With Oticon Zeal, you have the added benefit of flexible fitting options that fit into your preferred clinical flow and fitting philosophy. This offers your patients a personalized fitting journey tailored to your patient needs and your clinical flow. Think about how you currently incorporate mini right fittings into your clinical appointments. You may do technology demonstrations and fittings on the same day, or you may schedule fitting appointments on another day. Oticon Zeal will also offer you this flexibility because it can be fit with the same Mini fit domes or fit with a custom micro mold.

What is unique about incorporating Oticon Zeal into your current clinical flow is that you have not had the opportunity in the past to offer such a discreet device with everything today's patients want with the same flexibility.

Let's look at some of the initial candidacy criteria. Oticon Zeal supports up to a moderately severe hearing loss, giving you the flexibility and power to meet many of your patient needs. Because Oticonzeel is small, fits deep in the ear, and benefits from the new encapsulation process process, your patient will need to be able to adequately handle and care for their devices. Any concerns about dexterity, vision or cognition should be considered. Finally, candidates for Oticon Zeal should also have normal ear anatomy and ear health.

Due to the encapsulation technique used with Oticon Zeal, the speaker cannot be replaced within the hearing aid. Therefore, patients who have significant and regular wax buildup or who have known moisture issues will likely be served better with another style hearing instrument. If your patient meets these first three criteria, you can move on to assessing the physical fit of oticonzeel.

When assessing the physical fit of Oticonzeel, there are five simple and easy criteria to keep in mind. It is important to use a holistic assessment of all five criteria when determining the appropriateness of fit, here are the criteria used for physical fit. First we look at depth of fit. Then you want to look at microphone position, antenna placement, discreteness of the device and physical comfort.

Remember to always assess the physical fit in both ears since the device could fit slightly different in each ear of the patient. Next, let's look at some examples of each criteria for assessing the physical fit.

So pictured here are some examples of real ears wearing Oticonzeel we're going to go ahead and look more closely at each ear to understand what a good fit of Oticon seal looks like.

When assessing the depth of fit, we want to ensure that the hearing aid body is placed deeply enough into the ear canal for good retention. The depth will vary depending on the individual ear, but it should feel secure and comfortable for the patient. If the hearing aid body cannot be placed as deeply as desired, consider adjusting the acoustic coupling that is attached. For example, reducing the size of the dome might help seat the hearing aid deeper. If you are unsure if the hearing aid could be placed deeper, ask your patient to try pushing it further while monitoring them for comfort.

When assessing the microphone position, ensure that it is both sheltered and unobstructed. The microphone should be appropriately sheltered by the tragus and positioned deeply enough to benefit from the pinna effect and to avoid unwanted wind noise. Additionally, the microphone should not be obstructed by the tragus or any other part of the ear to allow the sound to flow freely. Now, if the microphone is not sitting deeply enough, consider if changing the acoustic coupling size could improve the insertion depth and provide adequate sheltering. If this is not possible, use your clinical judgment to determine what is acceptable.

If the coupling can be changed, be sure to reassess. For comfort, The antenna should sit in the anti helix crease to aid in retention. If a client has an undefined or flat concha bowl and or anti helix, they may not be a good candidate for Oticon Zealand. This would mean that the antenna could be unable to be held in place. Skin contact for the first half of the antenna near the base should also be achieved.

This is important to ensure good connectivity performance.

Finally, we want to ensure that the hearing aid fits discreetly to match the patient's preference. A nearly invisible or slightly visible fit can be achieved in 94% of ears when assessed from a 30 degree angle. As always, when discussing discreetness with your patient, set realistic expectations based on the hearing aid style and their ear anatomy.

Ensuring that the hearing aid is comfortable in the patient's ears is crucial both initially and over an extended period of time. If a patient reports discomfort, consider the following. Ask the patient to describe the feeling and when it occurs. This will help you troubleshoot most effectively. Go ahead and adjust the earpiece to alter depth and positioning such as changing the dome size or transitioning to a micro mold for a more customized fit and counsel on proper insertion and removal techniques.

Discomfort could be due to poor handling. For patients who would like to use tap control, ask about comfort when tapping on the hearing aid. If discomfort is reported, consider adjustments. If modifying the fitting is not possible. You could suggest using native controls or the Oticon Companion app for control over the hearing aids if the patient still wants to proceed with Oticon Zeal.

We all know that every ear is unique. Because of this, Oticon Zeal will fit differently on each person and in each individual ear. While it is crucial to maintain a high standard for an acceptable fit from a clinical perspective, it is also important to use clinical judgment in determining what is suitable for each patient considering their preferences. When assessing the physical fit of Oticon Zeal, it is important to maintain

a balance and remember that a good fit can be defined in various ways. Small but acceptable deviations in fit can still result in excellent comfort and performance.

Considering each of the fitting criteria on a spectrum from poor to acceptable to good can help guide your acceptance assessment. Let's go ahead and look at some examples.

Sebastian is active and he is looking for hearing aids that meet his desire for full functionality while still being as discreet as possible.

When looking at Oticon's Zeal, Sebastian has a deep and secure fit. The microphone is well sheltered and unobstructed, allowing the sound to flow freely. The antenna is snug in the concha bowl and makes good contact with the skin. Sebastian is very happy with the physical appearance of the hearing aid and he reports no issues with discomfort. So when you consider a holistic assessment, do we look at Sebastian as being a good fit for Oticon Zeal?

And looking at all of this, yes, Sebastian has a good fit for Oticon Zeal.

Next we look at Maria. Maria is highly motivated and she is enthusiastic about getting new hearing aids. She would like to have a discrete and fully functional solution. Solution.

So when looking at Oticon's zeal, the hearing aid body is moderately deep in the ear canal. Maria reports that it feels secure in the ear and it does not move. The microphone position is good and it has adequate sheltering from the tragus and a clear path for sound to flow. The antenna hugs the skin of her concha bowl and it turns tucks into the anti helix. There is excellent contact with the skin for the first half of the antenna.

The hearing aid is acceptably discreet and Maria is satisfied with the physical appearance. Maria finds the hearing aid very comfortable to wear. So looking at these criteria and a holistic assessment, we would find that Maria has an acceptable fit because there is no audiological compromise and good physical comfort is achieved.

Next we look at John. John is a first time hearing aid wearer and is concerned about cosmetics. He is also interested in having rechargeability in a hearing aid solution. John has very narrow ear canals with a sharp second bend. While he wants his solution to be discreet, he values comfort and performance because he is active socially with family and friends.

So when we look at the fit for Oticon's Eel, we see that the hearing aid body is not fitting deeply in the ear and it moves with John's head movement. The microphone is not sheltered by the tragus. We see that the antenna is placed acceptably in the ear and it does make good contact with the skin of the concha bowl. The hearing aid is very visible in John's ear from the front, but John does report no issues with physical comfort. So would you consider this a point poor, acceptable or good fit?

Now with John due to the possible audiological compromise and the lack of a discrete fit, we see John as a better candidate for Oticon intent. This fits John's desire for a discrete solution with rechargeable functionality and also caters to his ear anatomy.

As we saw in those examples. There are times when we are looking to strike a balance between comfort and acoustics and doing this often lies in choosing the most appropriate acoustics. Now, whether you fit Oticon's deal with a dome or with a micro mold, you are trying to strike the right balance between what is comfortable for the patient and what is acoustically the most appropriate, appropriate for achieving adequate gain and the best sound quality. A well fitted earpiece is one that is comfortable, secure and provides the right amount of occlusion for the required amplification in the patient's ear.

Oticon Zeal is compatible with our Mini Fit domes. The same domes used for Oticon Intent Mini Fit domes provide a discreet solution and fit comfortably in the ear canal. The Base Dome single vent has been reintroduced for Oticon Zeal to provide more variety within acoustic coupling options. As a vent size option between the Base Dome double and the Power dome was needed for Oticon Zeal.

OTICON Genie 2 will always prescribe base dome single vent or base Dome double vent. However, you will be able to select open Base Dome and Power Dome based on your clinical judgment or you can order an Oticon Zeal micromold. Oticon Zeal micromolds are also available and provide a more closed fit fitting. This will be a micromold specific to Oticon Zeal and will need to be selected appropriately on the mold order form. They are available in acrylic, silicone or ototherm.

All Oticon Zeal micromolds are biocompatible.

If you choose to fit Oticon Zeal with a Dome Oticon Genie 2 will provide a recommendation of the dome type for the audiogram entered in the Software. Although Oticon Genie 2 will always recommend either a base dome double vent or a base dome single vent, again, you can use your clinical judgment to manually select a different dome type if you feel it is more appropriate for your patient. Next, you want to choose your dome size. An 8 millimeter dome is typically a good start for most average size ears. Remember that Oticon Zeal does fit deeper in the ear than a Minirite. If your patient experiences discomfort because of pressure in the canal, reducing the size of the dome can help.

In other cases. If discomfort is caused by the hearing aid touching the bony part of the canal, a larger dome may alleviate discomfort by preventing the hearing aid touching this part of the ear canal. If your patient reports discomfort, ask some probing questions about how it feels and then try these methods to adjust the fit. Once an appropriate earpiece type and size has been selected for each ear, go ahead and run the feedback analyzer to confirm your choice. Another point to keep in mind is Oticon Zeal fits deeply in the ear canal deeper than most mini rights.

If your patient has been a hearing aid wearer with domes before, still follow this process to reassess the fit as they might require a different size dome when they are wearing Oticon Zeal.

Here are some considerations to keep in mind for when an Oticonzyl micromold would provide a more optimal fitting for your patient if they have greater hearing loss severity which would require a tighter acoustic seal if your patient experiences discomfort with dome fittings or if you have difficulty finding the right dome that balances comfort with the required acoustic seal. If there is difficulty with retention or perhaps for patients who may experience difficulty with insertion as a custom earpiece may help them to orient the hearing aids in their ear canal more easily.

Please keep in mind that micromolds for Oticon Zeal do require a deep ear impression that goes past the second bend of the ear canal.

As you saw in the Oticon Zeal fitting flow, we do recommend that you always run the feedback analyzer to guide your earpiece selection. Now, our feedback systems are always enabled in our products so there is no need to run it to enable any features for all your Oticon fittings. The feedback analyzer is an excellent source of objective guidance for gain and headroom considering the acoustics that you have chosen for the product. With Oticon Zeal it is even more important due to the placement of the device in the ear canal and in obtaining an optimal seal for the best performance. Let's go ahead and look at some examples of how the feedback analyzer can guide your earpiece selection when fitting Oticon Zeal.

Now in this example, Oticon Zeal was fit with an 8 millimeter base dome double vent dome. They were comfortable for the patient and they reported no subjective perception of occlusion. The feedback analysis results show ample headroom to proceed with the fitting.

In this example, the patient has a moderate hearing loss and was fit using an 8 millimeter bass dome double vent. Here you can see how the gain has been reduced due to the selected earpiece.

In this case, it's a good idea to consider what can be done to improve the available gain in the hearing aid to provide the patient with the most optimal fit.

In this example, the hearing care professional determined that changing the size of the dome in the patient's ear was not practical as she had a comfortable fit with an 8 millimeter dome. The hearing care professional instead changed the patient's dome to a base dome single vent. There were no issues with subjective occlusion and the dome was comfortable for the patient. The feedback analyzer was run again and the results showed a significant improvement in the available headroom. The hearing care professional was satisfied with this improvement and they proceeded with the fitting.

While Genie 2 will default to either bass dome, double vent or single vent based on the audiogram, Sometimes in an individual patient ear, you will be the best judge of what will provide an optimal fitting and the appropriate headroom. The feedback analyzer is a tool that will be key to providing you this information quickly.

Oticon Zeel Truly is a new and exciting addition to the Oticon product portfolio offering both you and your patients a unique option that Truly is one of a kind unicorn hearing aid. However, it is one option within an entire portfolio of advanced devices featuring Oticon's DNN 2.0 sound processing technology and therefore it is important to determine the way in which you will present this device to your patients based on their needs and expectations.

Both Oticon Zeal and Oticon Intent are ideal solutions for your patients who want the best of everything. Whether they have prioritized performance, connectivity or the most discreet option available, these products will give your patients what they are looking for with the audiological benefits that you know

they need.

Let's dive into the decision making process just a little bit more.

There will be some cases where Oticon Intent or another Oticon hearing aid may be the solution that is most appropriate for your patient if your patient does fall out of the fitting range, if they have severe difficulty listening to speech and noise, or perhaps if Oticon Zeal is not a good physical fit, Oticon Intent or another Oticon product might provide a more optimal fitting for your patient. We also ask that you use clinical judgment when it comes to wax and or moisture issues.

We all know that there is a lot of overlap in candidacy among these options. However, as you work through the candidacy criteria for Oticon Zeal, here are some of the considerations that we have discussed and how other Oticon products could offer your patient what they need and address what is important to them. Oticon Onsi for the patient who still wants the performance benefits in a discrete package, but who perhaps doesn't prioritize connectivity. And we have Oticon Zeal for those wanting the best of everything in a discrete package. And then Oticon Intent for those patients who want the best, still offers discretion in a mini right style or even in a mini BTE style with a corda fitting.

Even the mini BTE with a traditional ear mold offers a powerful BTE in a small package. The bottom line is, if Oticon Zeal isn't the optimal choice for your patient, we do have other products that will meet their needs and preferences.

I truly hope that you are as excited as we are to offer your patients Oticon Zeal. I wanted to end our time together today with comments from some real patients who were fit with Oticon Zeal.

I have something new to show you. Oh, wow. It's different than the usual behind the ear hearing aids that you've been used to. It's a lot different. How's that feel?

Feels good. This wire here, that's the antenna that would be able to connect with your cell phone for any phone calls using your app. Wait a minute. You mean I'll be able to get YouTube to play through that? Yep.

Oh, now that's cool. Okay, now I have small ears. This doesn't make any difference. Let's see if these caps on there aren't comfortable with time or you feel like they're moving or something like that. We have the ability to make a mold on there now so that it's custom made to your ear and your ear only.

Does the antenna go up? Yeah, the antenna sits right here. Okay. Very comfortable. The sound is very crisp.

Sound great. Okay. Comfortable level. When you Bluetooth to your phone, you get such a nice clean signal. It sounds and feels like that.

That's great.

Now that we're outside, a little different than our office walls. I Definitely hear more surrounding sounds, but at the same time, when you're talking, it's clear. Clear and. And crisp. This is actually working.

It's attenuating some of the sounds that I get off of here. But I can still hear you. Still hear me? Yeah. Nice and clear.

Wow. This is great. Because I can hear you talking even though the cars are coming on the street and going. How is my voice sounding here? Your voice is perfectly clear.

The traffic has been attenuated where it's nowhere near. Near as loud as. As if I had the other hearing aids in. I'm impressed. Good.

Good. We love to hear that. I'm actually feeling like there's more going on around me than I ever heard before, so that's pretty cool. I can still clearly hear what you're saying versus having to try and concentrate and pick out what your sounds versus that truck and. And the horns didn't bother me.

Not just too loud when we walked outside, the cars and the trucks didn't. Didn't impact me as much as they have in the past. How many cycles does that charger hold before I have to recharge it? So three full daily charges. Three.

Nice. Okay. They have made a very huge, I think, leap in technology. Technology. I will actually deal with a rechargeable battery.

I thought you would never say those words. Neither did I.

Thank you so much for joining us and please feel free to reach out to your Oticon account manager or inside sales representative with further questions or for more information about Oticon Zeel.