

This unedited transcript of a continued webinar is provided in order to facilitate communication accessibility for the viewer and may not be a totally verbatim record of the proceedings. This transcript may contain errors. Copying or distributing this transcript without the express written consent of continued is strictly prohibited. For any questions, please contact customerservice@continued.com

SoundTie 4 and Philips HearLink 9050: Futureproof connectivity and case-based fitting strategies

Presenter: Krysta Goolsby; Robert Alessi, HIS

Foreign.

And thank you so much for joining us today for Philips Hearlink 9050 future proof connectivity and case based fitting strategies. My name is Krista Goolsby and I am the training manager for Philips. I am an audiologist by background and I've actually began my career about 10 years ago in clinical practice and around two years ago I actually transitioned into a training role and I'm going to be your presenter today over the next hour. Now I'm also joined by my colleague Bobby who will be supporting the session by helping to answer any of your questions that you may have. But I'm going to go over and hand it over to him for a second to introduce himself.

Hi, good morning everyone. My name is Bobby Olesi. I am one of the key account managers for the Northeast. I've been in the industry for over the past 14 years. I am also a New York dispenser and our information will be posted later.

But if you ever do need me, my extension is 3235. Excellent. So again please feel free to share any questions in that chat box or that Q and A section at any time throughout today's presentation. Now, before we dive into the course, I do have a couple of slides to quickly review. The first one here is this risks and benefits slide.

So I'm not going to go over this in tremendous detail, but if this is something that you do want to review on your own, then you can download this at the end of today's session. The next slide is your learning objectives. So after this course you should be able to discuss any connectivity features, standards and demonstrate key fine tuning adjustments, explain how SoundMap 3 supports hearing in noisy, complex listening environments. And then lastly, explain fitting techniques and fine tuning adjustments utilizing quicksand and act.

Now here at Philips we really pride ourselves in providing products, technology, software and support that is really essential to not only improving the hearing for your members, but to also ensure that you as a provider have access to this best in class hearing aid technology and easy to use software and our full support here at Philips along that entire journey. So as we move through the course today, I want you to keep five key takeaways in mind. And that's easy and efficient to wear, easy and efficient to fit, easy and fast charging, easy to connect and easy and quick support. So now let's go ahead and take a look at some connectivity updates with the Hearlink 9050 products.

So I want to start to look a little bit at technology because technology is deeply embedded in our day to day lives. It's not just something that we're experiencing as professionals, but our members are experiencing this too. And because of this, I think it's really important to recognize this opportunity that we have as providers to be able to optimize hearing in challenging listening situations and to also fully leverage this wireless technology to provide better access, stronger connections and more meaningful engagement for our members. Now there was actually a recent article that highlighted how widespread technology really has become today. And as of today there are more than 6 billion smartphone users worldwide, meaning over 85% of the global population owns a smartphone.

So think about that a little bit in the context of the members that you're seeing every single day in your clinic. Think about when you ask your members what matters most to you in terms of hearing aids. Many members may point to volume control, they may point to rechargeability, but I'm sure you're starting to see this increase in your in the value that they see and the ability to stream sound directly from their smartphone to their hearing aids and also have this ability to control their hearing experience. With a downloadable app like the Hearlink 2 app. We're starting to see that members want to feel more confident in taking ownership of their hearing aids, of that hearing journey.

And this is why Philips has continued to expand connectivity options with the Hearlink 9050 hearing aids to really ensure that members can stay connected. They can stay connected to their devices, their conversations and just generally the world around them. So to build on that a little bit more about how central smartphones and wireless technology are in our members day to day lives. This is exactly where Soundtie 4 comes into play. Now if you're someone who's a little bit newer to Philips, then Soundtie 4 is our connectivity package.

It's designed to really help members stay seamlessly connected to what matters most to them. And it's built around the latest future ready Bluetooth LE Audio technology along with a number of features to enhance access to ease of use and that overall listening confidence for your member. Now with this Sound Type 4 package, members will experience features like Bluetooth LE Audio, Oracast Broadcast Audio, the Easy LE Adapter, Google's Fast Pair and the Philips Hearlink 2 app. So over the next hour as we move through this session, we're going to take a little bit of a deeper look at each of these features. We're to going what they are, but more importantly, how do they create these real world benefits for you as a provider and your members?

Now you're also going to see on the screen here, the Hearlink 9050 mini BTR. And we're going to discuss discuss this product in a little bit more detail towards the end of today's session.

So I first want to review the Bluetooth LE Audio because that's really what SoundTie 4 is being built around. And this new Bluetooth audio standard is designed for low powerless wireless devices such as the Hearlink 9050 hearing aids. So a few of the features and capabilities with Bluetooth LE audio are going to include the two way streaming enabling hands free communication for Android. We also have the multistream audio for better synchronization between the left and the right hearing aid. So, so what that means is there's independent streams to each hearing aid for more of a stable connection for your member.

Then we have the LC3 codec for audio streaming. And for many of you you probably are thinking what is a LC3 codec? Well, it's just the hardware, it's encoding and decoding the signal. But what that means in terms of the support for your member is it's providing this improved power efficiency and that's improved power efficiency for both the hearing aids and, and the phone. And then lastly we have the oracast broadcast audio.

And we're going to discuss this in a little bit more detail in just a couple moments.

But for a moment I want to take a little bit of a step back because in real life when you're in clinic you probably get asked a pretty important question and that's what if my member does not have a compatible device? Well, back in September Philips actually announced a very extremely easy option to solve this problem for your member. So, so if you have a member that walks into the clinic and they want hands free communication, but let's say they do not have a compatible Bluetooth LE audio enabled device and specifically the example here is going to be for a PC or an Android phone. Well, that member can easily choose the Easy LE adapter to help modernize their older phone or PC without having to buy a new device. So the EZ LE adapter will allow compatible devices without Bluetooth LE audio to have that hands free calling with the Philips Hearlink 9050 with firmware version 1.2.0 or later.

So here's a great video that just demonstrates how easy it is to utilize this Easy LE adapter in life and it's using the example of the Android phone. So with that Easy LE adapter, that pairing process, you're going to go ahead and pop it into the bottom of that compatible phone. You're going to place those hearing aids into the charger to put into pairing mode. Once you remove them out of the charger and place them next to that Android device, it's going to quickly pair up together. And once you see that white light at the bottom of the Easy LE adapter, go solid white.

It means that the Easy LE adapter and the hearing aids are paired together. Now, a great feature. If you have a member who has some dexterity issues, they don't want to have to think about removing the

Easy LE adapter to charge their phone, then they can use the pass through charging at the bottom of that EZLE adapter so they never have to remove it, allowing for more ease and efficiency to be added into their lifestyle.

So I already went through many of the features that you see here on the screen for the Easy LE adapter, but one that I have not yet addressed is this ability to switch between devices very seamlessly. So imagine you have a member who's still really active. Maybe they're still working and they have two phones, they have a work phone and they also have a personal phone. Now, if you have a member who has a compatible device with that easyle adapter, they want to switch between the two phones. They can easily do so because that Easy LE adapter behaves just like a plug and play.

And then as a quick reminder here, the easyle adapter is going to be compatible with phones, tablets and PCs that do not have that Bluetooth LE audio and have a USB C port.

So now we're going to switch our attention over to the ORACAST Broadcast audio. And this feature helps members tune into public available broadcasts. So for some of you, you may have heard of oracast, it's become a little bit of a buzzword, but you may not be 100% familiar. What is it? What is it doing?

What is it doing to support me as a provider? What is to support my member? So I first want to just give you a nice kind of overview of what it is and give a really great way to talk about this with your member in clinic. So first, oracast Broadcast Audio is a Bluetooth connectivity platform that is a part of the Bluetooth 5.2 standard with Bluetooth LE audio. So there's a little bit of a techie version.

But now let's dial this back and think, how is this relatable to life? How is this going to support my members day to day? Now, if we first think about traditional Bluetooth pairing, this actually requires a one to one connection between two devices. Whereas Oracast Broadcast Audio, it works more like a

radio station. So a single audio source can broadcast a signal that multiple listeners can tune into simultaneously.

So I think a really helpful way to think about this is imagine yourself at an airport. Right when you go to the airport, you're standing at your gate and you're trying to listen for those announcements. Now, it's already challenging with all the background noise and that type of environment. So also think about how difficult that can be for your member, your members with hearing loss who are wearing hearing aids in this open, noisy environment. In that type of listening environment, it can be really important for or really easy for them to miss those important announcements.

And that's exactly where oracast can really make a difference. It can allow your members to stream those gate announcements directly to the hearing aids, making them clearer, making them easier to understand, allowing your members to feel more confident, comfortable and supported in those difficult listening situations. With oracast Broadcast Audio, this means that an unlimited number of people can connect the same audio stream using compatible in range Bluetooth audio devices such as hearing aids, without the need for individual pairing. And thanks to the latest connectivity updates, your members can now enjoy even greater access to ORACAST broadcast with the unique 48 Hz broadcast. And I'm going to discuss that little feature in detail in just a moment.

So now we talked a little bit about what oracast Broadcast is. Let's switch our attention to how it works. So we're going to use the example of the airport again. So with Oracast Broadcast Audio, it requires three main components. A transmitter, assistant or receiver.

Now when you go to the airport and you go to your gate, you'll have that gate will have a transmitter, a Bluetooth device, such as a smartphone, a tablet, a tv, a microphone, anything that has the ability to send out an Orcast broadcast signal. So that announcement will send out a signal and then it goes to your Orcast assistant, and that's going to be a Bluetooth device, such as a smartphone, a smartwatch,

anything that's capable of scanning or selecting for that oracast broadcast signal. So in this example, I'm going to use a smartphone. When your member goes into their smartphone, they're going to access that Hearlink 2 app. And in that Hearlink 2 app it will have an in app oracast assistant feature.

When they access that feature, it's going to allow them to scan for a wide range of Oracast broadcast signals, including that gate signal. Now, once they select on the specific Gate announcement that they're looking for that's going to be sent to the oracast receiver. So again, that's going to be a Bluetooth device, such as headphones, earbuds, or in this specific scenario, hearing aids that are capable for receiving that ORACAST broadcast. And that's going to pay directly into their ears, making that experience a little bit more comfortable for your members.

And then here we have a nice short video that helps to demonstrate how to connect to an ORACAST broadcast. But in this specific example, it's shown using an Android device that supports scanning an oracast QR code through its native settings. So I just want to emphasize here that this feature is only available on select Android devices. And to also Note that the Hearlink 9050 miniRight firmware version 1.3.0 or higher is required for the Oracast broadcast audio to be enabled.

And now we're going to switch our attention to Google's Fast Pair, which is a first to market feature with Hearlink 9050 wireless hearing aids.

So with Google's Fast Pair, it really does make connecting Philips Hearlink 9050 hearing aids quick and simple with a compatible Android device that does support Bluetooth LE audio. So think about when you're having to pair those hearing aids to an Android device and that multi step setup, having to go into the Bluetooth, the settings of the phone put the hearing aids into pairing mode, making sure both of them connect. Now with Google's Fast Pair, those hearing aids are ready to connect almost instantly, making that experience very easy for both you as a provider and your members. Think about those members who call you and say, my, my hearing aid, my phones have unpaired and you're having to

relay step by step instructions of how to get those to pair back up. This makes it very simple and time efficient for both you and your member.

Now the best way to really explain this is think about an iPhone and AirPods. So when you open up your AirPods next to your iPhone, it will pop up with that notification saying that they are paired. That's the same experience that you're going to have with Google's Fast Pair. And I'm going to show you a little bit of a demonstration of this. So when you place those hearing aids into pairing mode by popping them in the charger and taking them out, you're going to place them next to that compatible Android device, six inches from that device and it will instantly find and begin to connect both the left and the right hearing aids and you'll see this little notification pop up and once it has a successful pairing, it will establish that both devices are connect to Bluetooth and you can even check that for verification within the settings and Bluetooth settings of that Android device.

And then lastly, under the Soundtie 4 package, we're going to be reviewing the Hearlink 2 app. So over the past year or so the Hearlink 2 app has really gone through a really bit of an update, including in intuitive control for their hearing aids. So members have the ability to be able to control the volume separately or together. They have management of audio streaming, support for remote fine tuning, and then lastly the Philips Journal which we're going to dive in a bit more detail into that in a couple of moments. But I do want to highlight some important features within the Hearing2 app that really allow your members to take control of that hearing journey and feel really involved with their hearing aids.

And that first one is going to be your sound equalizer. The sound equalizer allows your members to adjust those low, mid and high tones at any point in time. For further convenience, they have the streaming equalizer. For those members who maybe like to listen to music through their from their phone to their hearing aids or watch old films, maybe they talk to someone who's a little bit more softly spoken. And in those moments where they need a little bit more assistance, they have the ability to

adjust the stream sound, either the low, mid or high tones as well.

There's also Find My Hearing Aids. So for those members who maybe are a little bit forgetful and not placing their hearing aids in the charger or in a protective case when they're not using them for allow them to feel a little bit more supported. We have the Find My Hearing Aids section in the app and then lastly we have our Philips Journal which I'm going to discuss this in a bit more detail.

So with the Philips Journal, in order to really be able to apply a bit more of a clinical perspective to this, I think it's really helpful to think about those members who are first time hearing aid users. So these are going to be members who they know they need hearing aids, but maybe they don't feel quite ready to wear them consistently. So maybe they were encouraged by a spouse or a friend or a family member to come in for a hearing test or to pursue hearing aids. And while they understand this is an important step, they may not feel like they have the ability to continuously wear them throughout the day. That feels like a very big adjustment.

And this is exactly where the Philips Journal can really make A big difference for those members. So again mentioned earlier how members want to feel in control of their hearing journey. And Philips Journal gives them that control. It allows them to set personal goals around their their daily wearing time. They can track that progress through daily, weekly or monthly visuals and whatever kind of visualization they choose in terms of tracking their usage and wear data.

Members can better understand their habits. They can see that progress over time and overall the Phillips Journal can really be a very powerful tool to support this gradual adoption help members become more comfortable and confident with their hearing aids. So now as we round up the sound tie 4 package, I really want to go ahead and apply a bit more of a clinical perspective to, to this through a case study. But before I transition into this case study, I just want to touch in with Bobby to see if there's any questions that we need to address.

Hi Christa. So I did see some questions coming through. The first one was regarding the LE adapter asking it does it work with phone cases. So did want to point out here that yes it will work with most phone cases. However cases such as the outer box that are a little larger may be a little bit challenging.

Excellent. And then did want to just clarify one other question. It was regarding Google's Fast Pair. They wanted to know if the pairing options are in the settings menu or in the app. App.

And with Google's Fast Pair it is available once again in those Android phones supporting Bluetooth, LE Audio and Android 15 or later. And that pop, it will automatically populate. There's nothing that the user has to do. It's always in ready mode.

Those were the, the two that popped up so far. Thank you Bobby. Okay. All right. So for this specific case study we are looking at a 30 year old member who has mild severe bilateral sensorineural hearing loss, fair bilateral word recognition.

They are fit with Hearlink 9050 mini rights, light tip and 85 speaker. And the three cozy goals for this member is they want to improve how well they understand their wife on the cell phone. They want to hear better during meetings and they also want conversations to less tiring throughout the day. Now your member comes back in for their two week follow up and they say to you I'm still struggling to understand my wife on the phone, especially when there's background noise. Now as providers this is a very common experience.

You may, you may hurt here in the clinic. And I think it's a really great opportunity for us as providers to pause and think about how can we better support our members. Now I think one simple, but very impactful. Next step here is connecting their phone directly to their hearing aids. Now for those members, this may sound or seem like a very small change, but we know this can make a big

difference in their day to day to day on how they're communicating that overall confidence.

And I think this is also important step where we can begin to open up about the conversation they had and revert back to that cozy goal. Kind of emphasize to them that we understand that you want to feel less tired in those conversations. You want to hear your wife better. By allowing us to pair the phone and the hearing aids up together, this could really have a positive indirect impact on your overall day to day and really have a direct and positive impact on really adjusting to the hearing aids and overcoming the cozy goals that you have mentioned. Now this is where we want to start to begin to look at phone compatibility.

So what phone do they have? Is it even possible for us to make this pairing? And when we start to look into this specific member's phone compatibility, we find out that they do not have a compatible phone. They have an Android device that does not have Bluetooth LE Audio. Now this is a great opportunity to introduce the Easy LE adapter and explain to the member that this, this device can really bridge the gap between devices.

By adding the Easy LE adapter into their lifestyle, we can better support the member in hearing his wife, allowing him to feel like there's less effort in focusing on those conversations, less frustration. It could potentially help to reduce that listening fatigue and allows those phone conversations to potentially be more comfortable even in a challenging listening situation. Now, for many members, again, this could be a very small addition with such a teeny tiny device, but it can make a very noticeable difference in how confident, how relaxed they are in those everyday conversations. So now I want to take a little bit of a spin on this and look at some additional options that you have as a provider in the Hearsuite software to improve that streaming sound for your members. So taking this one step step further.

Now if you are someone who's not 100% familiar with the Philips Hearsuite software, I do want to just emphasize that you have all of your kind of tabs or sections on the left hand side of the screen. And for this specific section we're referring to, to get into the stream sounds is your feature selection. Then up at the top of that you have your additional tabs. And we want to make sure we're in accessories and we're in the smartphone section. Now once you're in this Section, you will notice that you have four different bars to adjust and personalize the stream sound for your member.

And we're going to take a little bit of a closer look at these four adjustments and giving them a bit more of a clinical perspective so you have a better understanding of when to use them and how to use them. So the first one we're going to look at is phone level. And this is just adjusting that general streamed sound level. So if you have a member that comes into the clinic and they say my, my stream sound is a little bit too soft, then you would go into the phone level and move that to the right. So if you move that bar over to the right, you're increasing that stream volume.

If you move it to the left, you're reducing that stream volume. Then the mic slash phone level. This is reducing the microphone input relative to the phone streamed sound. So for example, if we take the member from the case study saying he's really struggling to understand his wife and those, those challenging listening environments. Let's say every day at lunch he walks in the park, he calls his wife and he says to you, the birds chirping in the environment are too loud.

It makes it hard for me to actually focus on my wife. That's when I would go into mic slash phone level and move that over to the left. Help to reduce some of that environmental noise in the environment to really allow the voice to pop. Then we have sound perception. This is a little bit like a seesaw effect.

So if you move that bar over to the left, you're making that sound fuller. More low frequencies, less high frequencies. If you move it over to the right, making it brighter, you're increasing those high frequencies and reducing those low frequencies. Now let's say you have a member who loves listening to music

and they like a little bit more bass with some of the music that they're streaming in from their phone to their hearing aids. This is where you want to adjust those low frequency enhancements.

It is only adjusting frequencies between 125 and 625 Hertz to give a little bit more umph, a little bit more bass to those stream sounds.

Now, we can make plenty of adjustments in the software, but there are definitely times where our members need a little bit of their own control in that hearing journey. They may be listening to older films, older songs, or maybe speaking to someone who's a little bit more softly spoken. Now, within the Hearlink 2 app, there is the streaming equalizer that allows them to adjust and take control of that stream sound, they're simply going to click on the streaming equalizer bar on the bottom right hand corner of the app and that's going to populate with this little notification, which gives your member the ability to adjust the low, mid and high frequency bands. I like to also emphasize that the default setting here is always 0dB and the range is between 6dB and negative 12db.

So now that we've rounded up our sound tie 4 spun that with a little bit of a clinical perspective, I want to switch our attention to some Updates to our Hearlink9050 product family and talk a little bit about the technology that powers it. Before I transition into that, I just want to touch in with Bobby again to see if there's any questions that need to be addressed. Hey Krista. So far everything has been addressed, so good to go forward. Excellent.

Thank you, Bobbi.

So we have actually recently expanded our Hearlink 9050 family by introducing the Hearlink 9050 mini BTR. So within this product portfolio we now have a Mini btr, a mini right R, and then our custom products which come in an IIC and cic. But I want to dive in a little bit about the features that are available with the Hearlink 9050 mini BTR, so you get a little bit more comfortable when you are

offering this product.

So with the Hearlink 9050 mini BTR, it has the IP68 rating, which is the highest rating for both water and dust resistance to make sure that your you and your member feel like you have a very reliable product. Product. It also has the LED light. So that's that green light on the back of the hearing aid that indicates charging status or power status when it's turning on and off. When it's charging in the charger.

It also has that double push button which you can make a volume control, a program change, whatever you think is the most appropriate for your member. It also has a longer battery life and faster contact charging. So one of the features that I always like to emphasize here is that within 15 minutes you can get four hours of battery usage. I loved this when I was in clinic because those members who forget to charge their hearing aids, they're in for a minor firmware update or a quick adjustment. Instead of having to rearrange your scheduling, you can quickly pop the hearing aid into the charger, get a fast charge, and then go ahead and have enough juice to continue with your appointment.

We also have the benefits of the Bluetooth LE Audio, which is that sound type 4 package that we just reviewed and then lastly the two fitting levels, 85 and 105. So what this means is that in one device we have two fitting options and that's something that is configurable within the hearsuite fitting software. So to put a little bit more of a clinical spin to this, think about those members who have an asymmetrical hearing loss. They have different needs in each ear. Now traditionally this may require you to fit the member with two different device styles.

Two, two different product families. Here we're starting to compromise on cosmetics, vanity or even technology matching. Now that we have one device where you can easily switch and make one ear an 85 speaker level, the other one a 105, we are allowing your members to have the same device on both ears. So really abiding by that kind of vanity that look that they're wanting, but it's also leading to more balanced sound quality and feedback features.

And because we're on this topic of a mini bte, I think it's really important to just address some Philips ear mold updates. Now I'm not going to go into this slide in detail because again I don't expect you to remember everything that I say over the next hour. But I do like to make note that this is a great reference to keep in clinic where you can download this at the end of today's session and keep that in your back pocket. But just to let you know that several new ear mold modeling changes have been introduced to enhance our approach to building ear molds. So both the new and the old modeling technique will be taken into consideration when we're building an Earbold and the most appropriate will be picked based on the member's ear anatomy.

So now we've talked a little bit about some of the product portfolio updates and I want to go ahead and shift our attention to highlight some key features that really set Philips apart in terms of sound quality and speech clarity. And I want to focus a little bit on what these features are, what the benefit is or the outcome for your member and that value that they're going to experience day to day.

Now the first feature we're going to be reviewing is sound guide. So Philips Hearlink 9050 uses a built in motion sensor to detect how and when a member is moving. So whether your member is in a group conversation and they're moving their head left to right, or let's say they're going for a walk in the park, that motion data is combined with environmental input. So where are they in that environment, a noisy situation, a quiet environment, and it's fed into the hearing aids automatically, directionality and AI noise reduction systems. So to put more of a real world spin to this, I want you to think about if you were to go into a coffee shop in the morning before work.

As you're walking into the coffee shop, that sound guide is going to detect that you're in motion. And you may be in a, in a more of a noisy environment, but because you're moving, you're not having a conversation, you're walking into the that coffee shop. Sound guide is going to open up those microphones and it's going to reduce that background noise. And it's going to do this to make sure that

you have more of awareness of your environment and switch your attention to the important speech that may be happening around you. It's trying to provide a more natural and effortless support for hearing in those challenging listening environments.

Now let's say you walk into that coffee shop, you walk up to the register and you start to order your coffee. Sounds guide is going to that you're now speaking to someone. You're not moving. Maybe you're just turning your head up and down, right, Saying yes or no or whatever it may be and it's going to apply a bit more of a, a beam former shift to focus on the speech that's happening in front of you and begin to reduce that background noise of that complexity of the coffee shop again to better support your member.

Now for those of you who are a bit more visual, there is a little bit of a chart here that allows us to take closer look at how different head and body movements help to guide dynamic directionality and AI noise reduction to really optimize hearing and noise. So one thing to preference is that when noise levels actually reach a minimum of 45 to 60 db spl across settings and then that accelerometer begins to detect movement again. Again, maybe it's a head movement, maybe it's a body movement. Sound guide will activate and this information is sent to dynamic directionality and AI noise reduction to offer that spectrum of help to really target speech within that environment. So for example, if we look at no head movement, maybe your members are sitting down, they're sitting down, they're reading a newspaper at home, drinking their morning cup of tea.

What's going to happen is that beamformer applies greater directionality to improve action axis of speech from the front and that AI noise reduction will increase slightly to make sure that we're attenuating any diffuse Noises that are happening or begin to happen within the environment. On the other hand, if there's occasional movement, maybe your member is having a group conversation, they're moving their head left to right, that beamformer is going to go to default. So it's going to open up

a little bit more and that AI noise reduction is going to add increase to make sure that they're able to really capture that speech, focus on the conversations that are important to them and make it as comfortable as a listening experience as possible. And then lastly, we have steady motion. So if you were to just go for a walk in the park by yourself and what's going to happen is that that automated beam former widens its directional response.

It's coming, it's starting to become more omnidirectional to allow greater access access to speech in various locations around the member's head. So at the same time it's going to also begin to decrease that AI noise reduction. And this is to make sure that we're able to preserve that potentially relevant sounds in the environment while the member is moving so they have more of an awareness and they can really switch their attention when it's needed.

So the ultimate goal here with Sound Guide is to ensure speech is always prioritized regardless of the environment or how your members is moving within that environment. And by using sound guide, that Hearlink 9050 really delivers a smoother, more natural listening experience in dynamic situations. And it's really supporting the member without requiring any manual adjustments for them within that hear link 2 app or also as many adjustments for you within the Hear Suite software.

So now that we've discussed SoundGuide, I think it's important to take a little bit of a closer look at the systems it's feeding into. And again, that's dynamic, dynamic directionality and AI noise reduction. And for a moment we're going to just focus on dynamic directionality. So when you're in the Hear Suite fitting software, there are two adjustable settings that are related to dynamic directionality. And that's going to be Pinna Mode and maximum Effect.

But for a moment we're going to focus on Pinna mode. So Pinna mode is actually active when your members in quiet environments. And there's two options that allow you to to personalize Pinna mode a little bit further. There's omnidirectional directional and Pinna. So Pinna is the default feature for Pinna

Mode.

And what Pinna is doing is it mimics the natural effects of the outer ear by Adding these very subtle high frequency directional emphasis from the front and again that's in an active environment. Now the second option is omnidirectional and that's providing maximum awareness of sounds from all directions with a slight emphasis on sounds coming from the front. Again in quiet environments. Now if we switch our touch into maximum effect, this kicks in and provides a little bit more of a personalized support for more distracting or noisy environments. So think about a situation where let's say your member is watching TV at home.

They're trying to watch their favorite show, but they have their kids kids playing behind them. Now what's going to happen is that maximum effect will kick in detects that your members trying to focus on speech. It's becoming a complex environment. And that beam former uses input from the front and the rear microphones. And it's doing this to try to identify where those noise sources are coming from.

And it's going to create nulls in the appropriate direction to really reduce the noise within the environment, allowing your member to focus on that speech a little bit more. But let's say your kids start to move behind you. So those noise sources are beginning to move. Now as they move or change, those microphones are going to continuously adjust the null direction to select a polar plot that has the best signal to noise ratio. It's a very fluid, it's a very real time adaption to try to help suppress that background noise and preserve sign speech from the front.

So with dynamic directionality, again it's a very adaptive microphone system that automatically responds in real time as your member is moving through different listening environments. So whether they're in a quiet environment, a noisy environment, that dynamic directionality is going to adjust as the environment shifts to really maintain the best possible focus on speech. So for your members, it really does mean they can stay engaged in conversations patients without having to open their phone, go into

the app, make adjustments or having to come consistently into the clinic to make minor adjustments as their environments change.

Now the second system that receives input is Sound guide is from Sound guide is our AI noise reduction. So using AI is really ideal when the system needs to interpret complex data like like speech. Now the AI system learns how to perform a task actually by being trained. So during the training that AI system makes this kind of generalization from what the ideal example given is being given to it and then it uses this information to behave better in future situations. So at the end of this training that goal is to self learn via trial and error through repeated cycles cycles and eventually it's allowing those hearing aids to improve at the tasks it's been set out to learn.

And here at Philips, we're on our third generation of AI noise reduction. And with that, a 9 noise reduction, it doesn't depend on preset rules or specific listening environments compared to the previous digital signal processing systems. Again, instead, it's being trained and the system learns through repeated trial and error. It's building its own understanding of what speech and noise sound like to make sure we're able to deliver clean, clear speech for your members without a ton of manual adjustments. So while dynamic directionality adjusts the microphone focus based on where speech is coming from, our AI noise reduction further enhances that sound quality by reducing noise across all 24 frequency bands.

So this precise, this multibanded noise reduction, it's improving the listening comfort, the speech understanding and challenging environments. And often this is going to result in fewer follow ups and fewer adjustments for your members.

Now with Speech Clarifier, this feature within the hearlink devices, it does pretty much exactly what the name implies. So think about your members that are constantly in very complex environments, sporting events, maybe they go to conferences for work. So in those environments where there's a lot of

commotion going on, it's a very complex listening situation, but they're still trying to focus on speech. That's when Speech Clarifier kicks in. And what it's doing, it's boosting or enhancing frequencies between 1 and 5K to make sure that that voice amongst the crowd pops.

So this improves the contrast between speech and noise because that noise level below 1k and above 5k are not actually being amplified. And because we're only focusing on and concentrating that increase between 1 and 5k, it allows the voice of whoever your members trying to focus on pop amongst the noise within the environment.

So Speech Clarifier, it just makes it very easy for the member to follow conversations in those challenging listening situations where, where speech is easier to understand right from the start. So members feel more successful, more confident and more likely to have less follow up appointments when this feature kicks in. Now, the last feature I want to focus on is the sound Map Feedback canceller. And as providers, we know often it takes a long time for members to actually walk through the door and actually acknowledge that they have hearing. So when they finally do, I think a huge goal of ours is to make them feel confident, make them feel comfortable, motivated to keep wearing those hearing aids.

And this is where the Philips feedback management system really comes into play. So it's one of the first tools that we use to help prevent annoying whistling or feedback so members aren't feeling irritated by their hearing aids. So by addressing this earlier, we can hopefully reduce the frustration, help avoid unnecessary or unscheduled follow up visits. So with this system, it's a highly effective feedback system that enables you as a provider to really hit those real ear measurement targets while continuing to even offer your members these venting options that help to reduce that risk of occlusion. The Philips Sound Map Feedback Canceller.

It works extremely fast, fast to detect both to detect and prevent feedback by temporary applying a short breaker signal again so that your members really experience exceptional sound quality and speech clarity. So overall, the Sound Map Feedback canceller, it helps your members feel more confident with wearing their hearing aids and at the same time it gives you as the provider this confidence to offer more open fittings for those members who find this a little bit more comfortable or even have concerns with occlusion without actually having to worry about feedback.

So now that we've reviewed the key features of the Philips Hearlink 9050 family, I want to go ahead and jump into another case study to take a further look into some of the advanced features within the Hearsuite software so that you know the tools that you have to adjust to better support those unique needs of each member. But before I do that, I'm just going to jump over to Bobby again to see if there's any questions we need to address. Yeah. Hi Krista. So there was one question in here regarding the bte.

So just to clarify, there are two fitting levels inside this one device and you are able to select the fitting level that is necessary for that member. So did just want to point that out too. Excellent. Thank you.

So the case study we're looking at Here is a 65 year old female, mild to moderate bilateral sensorineural hearing loss, good word recognition ability bilaterally and they were fit with Philips Hearlink 9050 minirate with Bass Dome double V event 85 speaker. The three cozy goals for this member were I want to hear and enjoy plays again at the local theater, I want to follow conversations at restaurants during family celebrations. And then lastly I want to hear better when watching TV at home when the member comes back for their two week follow up. They do mention that they hear they're hearing well in quieter situations, but would like improved clarity in restaurants. Recently when they went to a play they found that clapping hands was a little bit bothersome some and then while watching TV the general volume has become pretty comfortable, but the Kitchen noise behind behind the

member does remain to still be a little distracting.

So I think a great place to start when we jump into the hearsuite software can be fitting assistant. So if this is a feature that you have not actually yet played with, I highly suggest trying it out. Especially if you are someone who's just getting comfortable with with the Philips software. This can really help navigate where certain features are in the software, what certain features are doing and how to better support your member. So if we look at this specific case study, the member had reported that they want to hear a little bit better in challenging listening environments.

So within the fitting assistant we would select the topic as speech. Then we would select the specific complaint as speech is and noise is unclear here. And then lastly we'll apply a solution. It's going to give you a list of options to better address your members concern. Now it's not shown on the screen here but for ease of use at the bottom of that apply solution section will give you a little button for you to apply all the features that it's offering for you.

So you can immediately apply that without having to find it in the software if you feel like that's appropriate for your message member. But let's have a little bit of look about what some of these features are doing to better support your member. Apply a little bit of a clinical perspective to this so you know how to better adjust these in future sessions. So the first one is the sound map noise control transition. And this feature determines at which environmental noise level and signal to noise ratio that that dynamic directionality and the AI noise reduction will be applied.

So this feature determines when the device decides to decides it's time to engage in more aggressive noise management. So if you have a member who is a little bit more sensitive to the noise within their environment, so even when they're at home eating dinner and they have friends and family over, that may be a little bit more challenging for them. You would actually switch this to high or very high to be a bit more aggressive in applying those dynamic directionality and AI noise reduction. Then we have our

noise reduction mode which is going to be reducing some some of those ambient sounds within the environment. So for those members who are a little bit more sensitive to those ambient noises, this is where you would adjust this to high or very high depending on the sensitivity of that member.

Then we have our speech clarifier which we did address earlier. But just as a reminder, this kicks on when your member is in a challenging listening environment. So complex environment and speech is trying to be focused on and maintained. It's going to increase the frequencies between 1 and 5K to provide an emphasis on those soft high frequency consonants, the tones, to make it more clear, more comfortable, more natural listening experience for your member. Now, the member also reported that hands clapping was bothersome.

This is where we're going to look at the soundprotect transient noise reduction. So this is where we are adjusting for those soft or ends loud transient noise sounds. So those sudden sounds in the environment like tapping of a pen, clicking of a keyboard, barking of a dog or in this case clapping of the hands. So the default tends to be medium and this means there's a 15 decibels of noise reduction of those transient noise reduction being applied. And it does mean move in 5dB increments.

Now it is recommended that this adjustment is only moved one step higher, allowing your member to really assess if their concern is being addressed so that environmental awareness is not lost.

So now I'm going to switch our gears a little bit and talk about your new testing protocol. So depending on what audio meter you have in your clinic, you're either going to be performing quicksand or act. So I want to review that a little bit to build some better understanding around those protocols and have a bit more confidence when you're performing these tests.

So the first we're going to review is quicksand. And for many of you, I understand that you probably are very familiar with quicksand, you're already implementing this in clinic, so it's probably just a nice

review. But with quicksand, it is a test that assesses a member's ability to understand speech and background noise. So as you know, you're going to present a series of sentences that are presented at different signal to noise ratios, with background noise level increasing gradually. Now, during this test, your member must repeat five keywords from each sentence.

And those keywords are the bold words that you see on the screen here. And the number of correctly repeated keywords that are or that is said is used to calculate the individual SNR loss. So a lower SNR score indicates that your member does pretty well in understanding speech in a noisy environment. Well, a higher SNR score suggests greater difficulty with speech perception in a challenging listening environment. So for again those who are a bit more of a visual learner, this is a chart here that's going to demonstrate this those quicksand results.

So as you can see, the lower the score, that's indicating that less difficulty is occurring and understanding speech in noisy environments and that may mean to you as a provider that fewer adjustments are actually needed to those advanced features in the hearsuite software. Now, on the other hand, if a member scores a higher quicksand score, this is indicating greater difficulty understanding speech in a challenging listening environment. And that's going to tell you and kind of guide you in better understanding that you're going to have to be a bit more aggressive in those adjustments to those advanced features. And that may be a bit more of an appropriate starting point for that particular member.

Now I want to shift our attention to act. So within the Hirsuite software, there is a dedicated app ACT section where you can actually enter your ACT value. So you would simply go into your client data section and then make sure you select the ACT tab at the top. And then you can either input your ACT value here, or if this information has already been stored in Noah, it's going to automatically import into the Hear Suite software and populate that ACT value. It's making that process a little bit quicker and

more efficient for you as a provider.

And as a reminder reminder, the ACK test is compatible with the Philips Hearlink 9050 and the Hearlink 9040 hearing aids with a firmware version 1.1.0 or higher.

Now, if you are a provider who's going to start to use ACT within your clinic, once you enter that ACT value into that hearsuite software, it's going to going to actually help streamline that fitting process for you. So certain features will automatically adjust to better help bring the member closer to those optimal settings. It's allowing them to feel more supportive, more confident with their hearing aids. So here you can see this long list of features that it will adjust for you. But to have a better understanding of these kind of adjustments and what it's doing, we're going to have a little bit of a look at what those ACT values are.

So with ACT again, the lower the score usually means that members have less difficulty understanding speech and noise, while higher the scores is indicating that listening is becoming more challenging for them in a complex environment. So when someone falls into that lower range, you're going to, you may need to actually make minimal adjustments to the adaptive features within the software. Whereas a high, higher score often signals that you're going to need to be a little bit more aggressive, your member needs a little bit more support within those settings.

So to bring ACTS to life, have a better understanding of what it's doing to support you as a provider, let's walk through a very simple example using two members. So we have Pedro and Will. So Pedro and Will are the same age, the same gender, and we can see here that they even have the same audiogram. But if we were to only rely on that audiogram, it would make it really easy for us to assume that they have a similar prescription. And most likely similar adjustments are probably needed.

But you'll start to notice that when we begin to add the ACT value into that protocol, we start to see important differences. So Pedro actually scored a 4dB NCL and that's indicating difficulty understanding speech, noise, or, sorry, mild difficulty, whereas Will, on the other hand, scored a 14. And that points to a more severe difficulty understanding speech and noise. So this can be especially helpful when you're working with members who are new to hearing aids. Maybe they don't really know how to describe their challenges yet.

Maybe they don't really feel like they have a story to tell. And that can be really hard for you as a provider to make make that first fitting to really know what to do at that first fitting appointment. But ACT helps remove that guesswork for you by giving you a little bit more of a clearer insight into those listening needs and allowing you to deliver a more personalized fitting sooner rather than later. So here we see Pedro's ACT value when we put this into perspective of what this looks like in the Hearsuite software. And again, this is indicating a more mild difficulty, difficulty understanding speech and noise.

So once we've implemented that value into the Hearsuite software, let's look at some of the features that it adjusts. So here we can see that minor adjustments were made for Pedro. We can see that some features actually remained where they are by default. Some have maybe moved to more of a medium level to make sure that we're still providing them a bit more support in those challenging environments. But again, he does pretty well, so not as much support is needed.

Whereas when we look at Will, we can see that he scored an ACT value of 14. Again, severe problems with understanding speech and noise. So when we look at some of the adjustments that were made to better support Will in those challenging listening environments, we can see that many features have actually shifted over to that high range. And this really highlights an important point here, that even when two members have the same hearing loss, they may need, need very different levels of support when it comes to their hearing aids.

So we started today's session with the Philips five key takeaways on what matters most. And I want to end today with emphasizing Philips easy and quick support. Support so you'll see two important phone numbers on the screen here and I encourage you to jot these down if you haven't already. The first is our Customer Excellence number. This connects you with customer service, technical support or your key account manager so you can get any help with questions you have related to Philips Hearing Solutions.

And then our second number is the Consumer Care Hotline. So this connects you directly with our Contact Connect Connectivity support team and this can be either be used by you or your members for additional support. So I want to thank you so much for taking time out of your day today to learn a little bit more about Philips Hearing Solutions. I'm going to go ahead and now turn it over back to Bobby to see if there's any questions we need to address.

No, Krista, everything, everything perfect. But just to add my extension if you do need me as a key account manager. Extension 3235. Excellent. Thank you so much Bobby.

I'll go ahead and hand it over back to Melissa.