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The Next Evolution in Personalization by Unitron

Presenter: Courtney Smith, MA, CCC-A

Hi, everybody. Thank you so much for being here with me today. My name is Courtney Smith and I'm the Senior Manager of Audiology and Education at Unitron. I have been with the company three and a half years and I'm an audiologist myself. And on behalf of Unitron, I just want to welcome all of you here to learn with me today on Audiology Online.

It's been a very exciting week at Unitron where we have launched a brand new product and I'm very excited to teach all of you about it today. Thank you again for taking the time and for being here and we have a lot to get through. So I am going to walk us through this brand new product and I cannot wait for all of you to be able to fit it on your patients in clinic. Just as an FYI, a small housekeeping item, I do not have a moderator today for the Q and A. I don't have a fellow Unitron peep with me to help me out. So I'm just going to keep an eye on the Q and A as we progress through the course.

And if you do have any questions, feel free to add those in and I will get to them. Probably save them for the end of the course since I have a lot of content to get through. But if you do have a question, don't be shy. Feel free to enter that into the Q and A and I can address it. I am going to turn off my video today to conserve bandwidth, but without further ado, we will go ahead and get started.

Just want to give you all a little bit of insight into the risks and benefits as part of Audiology Online. These are just kind of a standard to show at the beginning of each continuing education course. So just want to give you all a moment to read those for yourself on your own time.

So last year you may know that we introduced our Smile platform at Unitron and we redesigned our RIC hearing aids experience and we brought to the market a whole range of connectivity and sound performance improvements. We have a lot of excitement in store today, so I want you all to get ready for the latest addition to our portfolio. I have a little video that I'm going to show all of you here to get you excited about what's coming up. Enjoy.

All right, and there you have it, everyone. I am here today and I am so excited to introduce to all of you our brand new Ensara SR Rechargeable custom device. This device is designed to fit and feel great. Your patients are going to wear them with confidence because of their Nice low profile. The Ensara SR is designed to combine that custom fit with stylish, durable design and dependable charging so your patients can focus on doing the things that they love.

Today I am going to touch on how Ensara SR delivers on each of our three brand pillars at Unitron. So if you've been to one of our webinars before, you may know that these three brand pillars are easy to wear, easy to hear and easy for you. And these brand pillars sort of guide everything that we do at Unitron. These are our North Star, so to speak. And so we're excited to introduce to you how Ensara SR delivers in each of these three areas.

So in the easy to wear brand pillar, Ensara SR is our very first rechargeable custom instrument with an easy snap and charge system. And we also are able to take our customization to the next level with a process called Ear Match Advantage, which we'll talk more about later.

In our easy to hear brand pillar, we're bringing next level sound performance in a custom device with our first in the ear hearing aid with hyper Focus directionality. And we also have with it that industry leading universal connectivity that our patients already know and love.

And finally in our easy for you brand pillar, we're bringing some enhancements to to this portfolio with one step pairing and some exciting enhancements that we've made to our Coach Experience tech tool. You'll also find that to make things easier for you, we've made our technology level changes faster. So I'll go over all of these things with you today. But we're very excited about everything that Ensara SR has to offer and we're so happy that it's finally here because this is a device that Unitron customers have been asking us for for a really long time and I think we're really just scratching the surface with what custom products can do nowadays. It's really incredible.

So just for a little interactivity today to get started, I do want all of you to think about this question. Why are custom devices a great choice for patients? Sometimes go ahead and type into the Q and A. Why you might select a custom device for a patient of yours. Why might you lean towards custom instead of a ric?

So you know, someone had mentioned dexterity. That's absolutely the case for some people. It can be difficult to insert and remove a ric. So a custom hearing aid is just one unit that patients can insert and remove easily. Someone mentioned comfort.

Comfort is absolutely the case. That custom fit for some people with Unique anatomy. The comfort of a custom product is just a little bit better. Someone mentioned that people do wear glasses or oxygen and that's exactly right. Some people might not have a lot of real estate behind their ears and that might be a reason to go custom.

Also someone that's been previously fit with a custom and that's absolutely true, some people, that's what they're used to and they don't want to make a change. They don't want to bother to adjust to something brand new when it's custom is something they're familiar with. So these are all great reasons that you all mentioned. But and adding to some of them, you'll see on your screen just some other things that I came up with why you might go custom. And so knowing all of these things, let's learn a little bit more about Ensera sr.

So today we're going to go over our charger, we're going to go over the ear match advantage modeling process and we're going to talk about other standard battery options with this launch that we've added to the Smile portfolio.

So all of the performance offered in our rechargeable rics is now available in a custom rechargeable device. So let's get to know Insera SR a little bit better and learn what makes it stand out when it comes to sound, performance, connectivity and delivering the perfect fit. Also just want to make you all aware that this hearing aid is available in four technology levels. So regardless of your patients needs or their budget or you know, their listening lifestyle, there is something for everyone.

So let's take a close up look at the Ensera Sr and look at all of the components. We do have the obvious that it has a custom shell and it also has an Intellivent So that Intellivent supports each individual patient's venting needs.

We also have the charging contacts that you can see right here, they're on the face plate and that circular magnetic charging contact makes it really easy for patients to put this device on the charger. Like all of our rechargeable products, Insera Sr has an LED indicator as well as a push button which can control for on and off program changes, volume control functions depending on how you configure it in the software. As a provider we also have new microphone protectors and these are designed to be replaced in the office. So this is a great new reliability feature. So anybody, any patient who might be exposed to wax, moisture, dust, hair products, etc.

This is going to be a really nice Reliability add, a value add for your patients that want to go custom. Also, this is our very first instrument to be built with an accelerometer. An accelerometer is built inside the hearing aid and what it does is it lets the hearing aid know if your patient is in motion or not. And so we use this to kind of control drive our directional beam hyper focus a little bit. We also use it to engage tap control so patients that do want to tap to answer their phone can do so with this custom rechargeable device.

Pretty cool.

This is a close up look at our Unitron Charger ite. It has a unique and easy to use design with magnetic charging points that hold the instruments securely. Also important to make note of the fact that the hearing aids will automatically switch off when they are placed onto the charger. And the LED lights will indicate when the hearing aids have achieved a full charge they will turn solid green like what you see on your screen. And also it's important to remember to tell your patients that the hearing aids will stop charging when they are fully charged.

So it's completely fine for your patients to leave these hearing aids in the charger for an extended period of time because once they've achieved that full charge, they will know they will not charge any longer.

The Unitron Charger ITE offers your patients efficient charging and so this device will achieve a full charge in about three hours of time. While just popping the hearing aids on that charger for 15 minutes will give your patients about a extra 30 minutes. So if you just need to do a quick adjustment in the office or do a quick follow up, charging these Hearing aids for 15 minutes will give you enough juice to do that. It is important when you're fitting this hearing aid to fit them at a full charge. So you do want to charge them for a full three hours before your patient comes in for their first time fitting that is the best practice.

Just that's an important tip for those of you that are going to start fitting this right away. So this is how long it takes for the hearing aids to get charged. But wanted to talk a little bit more about our runtime values as a company. The standard we've set for ourselves is 16 plus hours with 8 hours of streaming and Ncera SR does achieve that. So you even if your patient's a heavy streamer, they can go ahead and confidently use this device.

We know that most patients wear their hearing aids about 10 to 12 hours a day if they're a full time user. We've also conducted Maximum runtime measurements, which makes it easier for you to

compare our battery runtime with those of other hearing aids in the industry. So we found ours to be 29 hours as the maximum run time. And that's in a quiet situation with no streaming. So if all you do is fully charge the hearing aids and set them on the counter, they will last for 29 hours.

That's the expectation.

And here are the LED details for Ensera Sr. There's that push button that you can see on your screen. And when your patient holds that push button for two seconds, they will put the hearing aid in pairing mode or power them on by pushing that button for four seconds. That will turn off the instrument or disable it. And pushing the button for 10 seconds allows for the hearing aid to enter what's called flight mode and to exit flight mode.

All you have to do is just switch those hearing aids off and then on again and they will be back to work.

As I mentioned, this push button on in SARA Sr. Can be configured to do several things that you see in front of you so you really can personalize the hearing aid experience for your patient, depending on what they need and how much they want to touch their hearing aid. Just like with our rics, this push button can be disabled completely. So if you have a patient, and you know, I've had many patients like this where you're like, do not touch your hearing aid. Don't do it. You can, you can actually turn off the push button.

That's not a problem in trufit. But the push button can do a variety of things. And just FYI, that volume control function on the push button can work for both acoustics during everyday streaming and hearing. So push button can be configured to do whatever's best.

Just going to stop for one second to see if anybody has any questions. As you know, we're using the Q and A today, so if you have any Q and A questions, comments, concerns, anything, feel free to drop it

into the Q and A.

So next we're going to go over our Ear Match Advantage process.

Our previous Ensera products used what was called earmatch. And so what we've done with this new launch is we've advanced this process a little further than what we've done in the past. We combine a deep fit modeling process, smart vent and receiver selection, and precise microphone placement for each individual ear. And I do want to go over how we do all of that. And this is kind of just a thought to throw out there for all of you today.

And you can use the Q and A for commentary if you'd like. Just want to get you all thinking about whether you've ever had something custom fitted for you, whether it was a hearing aid, not a hearing aid. Let's not think about that for a second. But have you ever had a product or an item of clothing or something that was customized for you? And what was it about that item that made it work so well?

Just want to get those thinking juices flowing a little bit for all of you today, because there is something special about having something tailored for you. It fits you exactly. It doesn't fit anybody else. It fits your left and your right. If there are skis or if there are golf clubs or maybe running shoes, there's a pair of pants or a wedding dress.

People are commenting. So there are a lot of things that can be tailored or fitted, and those things always work just that much better than something that's universal, that fits everybody. So similarly with our Ear Match Advantage process in the clinic, you see the beginning of that process, right? We see the ear impression. We send that little ear impression off into the ether.

We, you know, a couple weeks later, a custom hearing aid shows up. But what happens in between is what I want to teach all of you about today, and that is called Ear Match Advantage. As we all know,

this process starts with a good ear impression. We've all done good and bad ear impressions. If you're like me, I have definitely over 22 years of practice, taken out a fair amount of impressions that look like the one you see on the right, where you're like, okay, we are going to go ahead and redo that one.

And it happens, right? But it's interesting to know a statistic for you that at Sonova, 1.5 out of every 10 orders we receive for custom devices come with ear impressions that are classified as inadequate. So 15% of impressions that we get look like the one you see on the right, which is crazy, right? So we do need that nice, deep ear impression for this product. We need ear impression free of air pockets, free of creasing, and we do want it to go past that second bend so we can get a really nice, secure fit for your patient.

Ear Match Advantage is a process, and there's kind of three steps to this process. This first step is the digital modeling that we do of the ear impression that you send us. And so with that ear impression, what we do when we receive it is we characterize it. And. And we analyze 1600 data points on that little impression.

We Then use a recognition algorithm to analyze the unique features of that impression. And then we search our database to select a match. Because Unitron, we've been doing this for over 60 years, so we're no stranger to custom fittings. And we want to find a database match of all the ears that we've worked with in the past to find the best microphone location that we can for that individual. We then customize the modeling process to create a directional response that's optimized for that person's ear.

We're able to calibrate the microphones in a certain fashion so that that directional beam is precise for that individual's ear anatomy.

What we found with this process and with doing this biometric calibration that we're able to do with the digital modeling, we have actually been able to obtain a 2dB improvement in directionality. When we

compare this to custom products that are created without this step, we're actually giving our patients an advantage in noise just from the very fact that we're able to use this process to precisely locate and calibrate those microphones for the individual.

So step two of the earmatch Advantage process is the creation of an intellivent. We've used intellivent for many, many years. It is not new, but it is an important step because when you enter the individual's audiogram in the order form, we're actually able to take that into account when we're creating the shell, and we are able to calculate the acoustic vent mass for that person, we're actually able to code this into the fitting. So your device will come with a code on it, an intellivent code. And when you put that code into the software, the software knows the acoustic vent mass of that person, and we use it in the fitting to make it more accurate and personalized for our patients.

And this just results in a better sound, less occlusion, less feedback, because again, it's tailored, it's custom for that person's hearing loss and also their ear anatomy.

So step three of earmatch Advantage is a new step in this process. And so what we're able to do is we're able to select an acoustically optimized receiver for the patient. So we're able to select a receiver based on all this data we have about your patient, the degree of hearing loss, their ear space, and all the people that we've worked with in the past, all the cases of custom fittings we've done to figure out the appropriate amount of headroom that that person will need in the future. And this is why we're able to make these hearing aids as small as possible. And when you get the order form for this device, you'll see if you select Ear Match Advantage as small as possible, we will be able to make these hearing aids nice and small and very low profile for your patients.

It's important to select Ear Match Advantage on the order form. And when you do that, you are guaranteed that this whole process is being followed in the lab. And we're using your patient's data and all of the data from all of the customs we've worked with in the past to make the best fit for your patient.

All of this data from the earmatch Advantage process is actually stored in the hearing aids and transferred into Trufit upon detection of the instrument. And these values are used in the fitting calculation.

So this is a precise custom fit. Not only the physical fit, but the sound. And the fine tuning that you're able to do in the software is so much more personalized and tailored for the person sitting in front of you.

So let's review and summarize for a second. The Ear Match Advantage process. The Ensera SR packs rechargeable power, premium sound and universal connectivity in the smallest size possible. An Ear Match Advantage ensures the best fit from the very start. It reduces, remakes and builds trust and satisfaction with your patients.

It also, because of what we're able to do with Ear Match Advantage, I would encourage you all to think about customs for patients that maybe you wouldn't have in the past. Maybe someone has a unique ear canal anatomy or, you know, there's other considerations. But think of all the people that you kind of pass on customs with. And now knowing what you know about this process, you can all think of a patient I'm sure that you've worked with that you might have enjoyed trying a custom hearing aid on that. Maybe, maybe you can do it now.

It opens up that door. So think about that a little bit more as we're going through today's course. What patients of yours, you think might benefit from a device like this?

I know we've been showing this instrument in black so far we know that black is going to be a very popular color as we go through this launch because there are so many headphones or hearables where black just has that tech forward like youthful look for people. But it does come in four other colors besides that. And you can see the microphone covers, they are standing out. We have gray and beige

microphone covers that you can replace in the office. And so when you choose as small as possible, like I said, all of these colors in that low profile give this hearing aid a really good look.

We also have options where patients can. Or we can order these in blue and red and clear. If you have a patient that might have a visual contraindication, whereas in the past you might have said they can't, can't see the colors, it's really hard to put them in, you can make that alteration on the order form.

Just want to talk a little bit about the durability of the Ensera sr. So, just like our rics and our btes at Unitron, we build these hearing aids to last. We have created a way for you to exchange microphone protectors in the office. We've coated that rechargeable battery in perylene, so that really keeps them free of dust and debris and moisture. We also have an IP68 water resistance rating for this device.

So you can trust it. You can tell your patients that they can trust it as well and they can count on it. Even if they work out or they live somewhere that's pretty muggy, or they're out and about all day and maybe they have wraps or they're sweaty, that's okay. We have put these hearing aids to the test. We have created and designed a device that is built to last.

We've also put this hearing aid through a lot of testing. Just like our RICs and our BTES, we have put these hearing aids through it. We've combined extensive testing that kind of exceeds actually the IP68 requirements. So here's just a few examples of the testing we've put this hearing aid through. We've done environmental, longevity and mechanical testing so that you can, you can tell your patients that they can trust it.

The care and maintenance of the Ensera SR is pretty similar to what you're familiar with from past custom fittings. I would just say, with the exception of that microphone protector that can now be replaced in the office, patients should just wipe down the hearing aids and brush off the microphone ports and just regularly replace the Serostop wax protection when required.

So, not to be forgotten, we do have yet another member of the family to introduce to you today. Besides our rechargeable custom hearing aid, we also have a nice, small, cosmetically appealing Insara S10 non wireless Omni. So as the name indicates, this hearing aid is non wireless, so it does not have app functionality. It does not have bluetooth built in because it is too small. But this hearing aid does take a size 10 battery.

It's available at all technology levels. It has that same IP68 water resistance rating. It's available as an upgradable device. So if you don't know, Unitron is the only company in the industry that offers upgradability of their hearing aids. And if you don't know about this now you do.

If you want to learn about how to upgrade a hearing aid, go ahead and drop your email address into the Q and A and I'm happy to connect you with your clinical trainer that can go over this with you. It's a really cool feature because as your patient's life changes, their hearing aid can change also. But this is a nice option for people that do want that IIC or CIC style. As I mentioned, because this hearing aid is non wireless, it is not possible to connect to the app or connect to a phone. But that's okay because patients can use a remote control like the one you see on your screen to make adjustments.

This is just a small magnetic wand that patients can hold up to their hearing aid to change volume or programs and it must be requested in the original order. If you know your patient's going to want something like this, go ahead and order it right off the bat and we'll build the devices to accommodate this magnetic wand remote.

The same five face plate colors are available with the Ensera S10 non wireless models. The shells can also be ordered to match the face plate. So if your patient wants a completely beige device or completely cocoa or black, that's completely fine, you have to designate that on the order form. The shell can also be ordered as clear transparent if that's something your patient wants.

Here are the power and performance details of the custom products. These match the power and performance of our Blue and Discover next Legacy and Sara products. Just want to point out to all of you because this is important that if you have a patient that really needs power, they need that extra headroom or their loss is in that more severe to profound range, they will need to go Inera SR. The Inera S10 will not accommodate that. But as you can see there is something for every type of hearing loss with this product line.

There is really no one that can't be fit with our custom line.

I do want to dive into sound performance now and what Inera SR brings to the market with a custom fit and how we deliver on sound performance and connectivity and how that Air Match Advantage process builds shines when it comes to sound performance like Moxie Sr at the Heart of Inera SR is the ERA chip, which delivers a remarkable combination of both stability and power. As a reminder, when we launched Smile last year and the ERA chip we were, we brought to our patients the ability for them to stream further away than ever before and just with more transmission power of that wireless signal. So streaming is faster, the signal is stronger. Patients can really rely on streaming because of what the Era chip is capable of. This chip makes over 550 million decisions every second.

It's actually hard for me to think about that, honestly, but it has a lot of processing power and capacity. And because of what the airochip can do, we're able to give our patients more when it comes to sound performance designed to fit seamlessly into your patient's world. We have AI trained Integra os, and this is the audiological engine that runs all of Unitron's products. It is no exception that with our custom products, patients are able to take advantage of Integra os. Integra OS is constantly reading the room around your patient and it is optimizing the features for whatever your patient needs in that moment.

So whether they're in a quiet conversation at church or they're at a fun family function like a wedding or a party, Integra OS is constantly optimizing the settings of the hearing aid throughout the day to make sure that your patients can hear in that moment.

When we're thinking about high complexity situations, these are the situations that are really problem spots for our patients. We know hearing and noise is a huge challenge. And so I want to talk to you about how Inera SR addresses noise. We have in this product our most narrow directional beam that we've ever had at Unitron, and it's called Hyperfocus with Dynamic Noise Reduction. What it does is it comes into play when the conditions around your patient call for it.

And it's built into our system at the premium technology. Patients don't even have to think about it. But because of the accelerometer and because of what the AERA chip can do, we've combined Hyperfocus with dynamic noise reduction. While we zone in on the speech in front of your patient with that Hyper Focus beam, we also are reducing noise from your patient's rear hemisphere. When we studied this feature in a research environment, you can see on your screen, the signal to noise ratio measurements that we made in the custom product were able to deliver up to an 8.9dB of signal to noise ratio improvement with Hyper Focus and dynamic noise reduction together.

If your patients are coming in and telling you that noise is really challenging for them. This is a feature you can talk to them about and say, hey, Inera Sr. With Smile, you can tell your patients that they're going to notice a significant measurable difference when they're in those really demanding, tough situations that are hard to hear in.

As I mentioned, in our Level 9 technology, hyperfocus with dynamic noise reduction is built in. It's part of the system. It's part of Integra os, so patients don't have to turn it on or think about it. But at Both the Level 9 and the 7, patients can access this feature through their Remote plus app or through the push button of their hearing aid. This just opens the door for those patients for whom noise is really

challenging and difficult.

This feature is going to help them significantly.

What about quiet situations? At Unitron, we have been able to measure that patients spend over half their time in quiet environments. So although patients complain about background noise a lot, we know that quiet conversations are important as well. And so in Smile and in this platform, what we did is we highlighted these quiet situations, knowing how important they are. And we have a feature called software speech.

And soft speech actually enhances those peaks of speech. And in between the speech sections, it does not touch the noise. So you can see on your screen when soft speech is off, you can see the speech envelope of this recording. And then when I turn soft speech on, how it changes that recording, you can see those peaks of speech go up. But those noise elements in between the speech really remain the same.

We studied this feature as well in a research environment for patients with moderate to severe hearing loss. We asked them to do some subjective measurements for us. With soft speech off and soft speech on, this is what we found. Patients noticed a difference. They noticed they could hear better from far away.

They weren't working as hard to hear. They had better speech intelligibility. They also had better memory and comprehension when soft speech was on. It's important for all of you to know that this feature is introduced at the Level 5. This feature, soft speech, is in the Level 5, 7 and 9 Unitron devices.

So if your patient's coming in and they're like, gosh, I'm working so hard to hear. I'm really having trouble hearing. When I go to my meetings or lectures, I struggle with soft conversations from a

distance. This is a reason to encourage your patient to step up to a level 5, 7 or 9 hearing aid. Soft speech has the data to back that it works.

And here's where Soft speech is in our software. You can see that it's just a little checkbox underneath speech enhancement. And when I adjust that speech enhancement, slider bar, soft speech also goes up at the same time because with the AeroChip, we were able to partner up these features so they work together to create this advantage in quiet conversations. So I just want you all to know that soft speech is on as a default. Like, you don't have to turn it on.

It is on in the software in general. So just want to let you all know this feature works. It's on by default. And it's something you can tell your patients about when you're fitting Unitron. Like, hey, when you, when you have level five, seven, or nine, you're getting these advantages already.

Just going to take a quick pause for any questions about Ensera Sr sound performance.

All right, All right. So we are going to go ahead and move on. We are going to go talk about connectivity for just a moment. We know connectivity is so, so important these days, and patients are connected to multiple devices typically. And, you know, I just want to help you understand how this product stands out when it comes to connectivity.

The ERA chip is stable and efficient as a wireless connection. And you may know this already if you're familiar with Unitron, but we do use classic Bluetooth in our instruments. So as a result, we call this made for all connectivity. We are made for all. Doesn't matter what phone your patient has.

It doesn't matter what the device that they want to connect to. As long as it has Bluetooth, they can stream audio from it.

It's important to remember that for your Unitron patients, not only do they have that universal connectivity, but they also have two active connections. That is the case with Inera SR as well. Patients can pair to two things, and they can go back and forth between those two active connections whenever they want. They can pair to up to eight devices, but they can use those two simultaneous Bluetooth connections. For example, I have my Inera SR devices paired to both my work phone and my personal phone.

So when I get a call on either one of those and I'm wearing my hearing aids, I can just tap to answer and I'll stream from the device that's actively calling at the time.

We also classify stream signals at Unitron. This is something you can talk to your patients about whether your patient has speech or music as the streamed input. Our system treats those signals differently because they are vastly different. Music and speech. Because personalization is so important to us, these default Settings can even be adjusted and true fit, and you'll see them on that left side of your screen when you're doing a Unitron fitting.

And you can adapt those signals to your patient's preference.

Like all of our other wireless devices, these hearing aids are compatible with our many popular accessories, the TV connector, the partner mic, and the remote control. So patients have options. The TV connector and the partner mic are, are very popular. And I always found that when I demoed these hearing aids for my patients in the office, they almost always ordered one. And we know how well these work.

So also important to remember that Inera Sr. is compatible with Roger. If you have a patient that you think might benefit from FM use, Roger is fully compatible and adaptable to a custom hearing aid as well. The latest Roger microphones have unlimited receivers available, and the process of accessing

and installing the receivers is very, very easy.

So in that easy to hear brand pillar, Ensera Sr delivers, it makes it easy for your patients to hear whether they're in quiet noise or whether they're listening to a streamed signal.

So in this final section of today's webinar, we're going to discuss how Ensera Sr. Makes fittings and follow ups easier for patients. We are going to talk about Coach and the enhancements we've made to Coach with this launch. We're going to talk about our brand new pairing workflow. We're going to go over how technology level changes are faster and a couple of other app improvements we've made.

So you all might know that at Utron, we have what's called experience tech tools, and these are completely unique to us at Unitron. And no one else in the industry offers as many unique tools for personalizing the fitting that we do. And I'm not going to go over each and every one of these today because that's another training in and of itself. But there's a lot to learn about these, and if you're not familiar with them again, please drop your email address into the Q and A and I will hook you up with one of your clinical trainers and they can go over all of these with you. But I'm going to talk about Coach today because Coach is an experienced tech tool that actually helps and encourages your patients hearing aid use when you're not with them.

We know how much work it is to fit hearing aids with a patient. It's a lot of teaching and instruction. It's kind of overwhelming. Patients have a lot to remember. So Coach is here to support you.

We actually Found that when you fit somebody with hearing aids, they have to remember 111 unique things. And this study was done in 2018. So imagine today, fast forward eight years, all the other things patients have to learn and understand when they're getting to know their hearing aids. It's a lot. So what Coach does is it automatically provides personal tips, advice and reminders at the right time.

When your patients are at home with their hearing aids, it reduces the need for follow ups for just very small minutia related things that, you know, maybe don't need to be an office visit right now. You can customize Coach with this newest launch to tailor these tips and reminders to the needs of your patient.

What you'll see in the latest version of TruFit is that when you do a fitting, you can select the appropriate amount of coach support for each patient and you can help them get the support they need when they need it. When you select more coach support, that means your patients will receive more tips and reminders. And less coach support means they'll receive less. When your patients may be familiar with hearing aids, they can probably receive less coach support. But for that person who might just need that extra little bit of help, this is a way for you to tailor those messages.

And here's an example of what those messages look like. It will prompt your patient to watch a video on how to charge their hearing aids. It will prompt them to kind of see how they're doing and what their wearing time looks like. This is just some examples. Another cool thing to notice is that if your patients maybe miss a coach notification, because we know we get notifications on our phones and sometimes we fully absorb them.

Patients can go into the support tab of their Remote plus app and they can look back at the Coach messages they've received. So this is helpful. They can always go back in case they miss something.

And here's that screen in True Fit where you can adjust this level of coach support at any time. So even beyond the first fit, if you want to bump somebody up to more Coach support, maybe somebody that has a caregiver or has some memory issues, this is just a way for you to support them a little bit more in the software.

I do want to go over some changes that we've made to our Remote plus app with this latest launch. You may all know our app is very well received by patients. It's very user friendly and there's a lot of

things that patients can do in our app. They can personalize that experience to be whatever they need. It to be with the latest version of the app, we now have what's called One Step Parent.

If you fit Unitron before, you know that, you would pair the hearing aids to the app and then you would pair the hearing aids in the Bluetooth setting of the device that you're working with now. With this new version of our app, you can pair Ensara Sr with the app and the phone at the same time. So just want you to know what that looks like. It's also nice because if patients don't want to use their devices for Bluetooth streaming, they can go to the devices center screen in the app to disable streaming. So we know there's some people that maybe they want to use the app but they don't want to stream that is possible.

So this one step pairing is really nice. It saves you time and it just adds simplicity into the fitting flow. Here you can see the pairing steps for Smile rechargeable Rics and older instruments. If you follow that orange arrow, you kind of see what that workflow looks like. This is what we're all used to now.

Within Sara Sr, you can see that the workflow has changed and it's just a one stop shop for pairing the hearing aids to both the phone and the app at the same time.

Important to know that within Sara Sr patients also have access to find my devices. This was a very exciting element that we launched with Smile. Patients really enjoy having this level of security, knowing that they've made an investment in their hearing aids and they are small and they, they can be lost. So this does give people that reassurance. I always show this to patients when I'm fitting hearing aids.

Just as we wrap up today, want to make a few comments about what's new in our latest version of the software. Our software did update last week, so if your software is set to automatically update, you'll find that you're using True Fit 5.9. Maybe when you leave today's class you can go back, just pull up

Noah and check to make sure that your software has updated. If it has, you'll see a new icon. We've refreshed our NOAA icon and our True Fit icon so they look like what you see on the screen.

So this is an easy way to check because if you look in your NOAA and you see the icons that's sitting in front of you, your software is up to date. You're using 5.9.

The latest version of the software has full Support for Ensera SR instruments as well as the Ensera S10 non wireless Omni.

Also with this latest version, we have made technology changes faster. In our previous version, patients who were having their technology level updated or upgraded would have to wait for the right and the left to update each other like individually. Now they update simultaneously and this makes that process 37% faster. So it's nice to know we're always trying to save you time. We know how valuable your time is and so this is just something to a nice, a nice value add into our software.

I believe we have also updated our automatic REM system yet again. We updated it when we launched Smile, but if you use our automatic rem, it's really, really easy and fast to complete real ear measurements in the office. If you have any of these systems that you see on your screen, we are compatible with automatic real ear measurements and these systems can be integrated into TruFit and you can just run real ear in probably less than five minutes. So if you're. If you have questions about how to use this system, feel free to drop your email address into the Q and A. I'm more than happy to help you get it set up in your office or just send you a guide on how to do so.

It's very simple and easy. Speaking of easy, this is the last part of our webinar, but I do think it's extremely important as part of this launch. I know we've been talking about customs this whole time, but we are launching a Easy Guard vented dome. And the reason I bring this up is because we want to include our RIC patients in this launch as well. We didn't want to leave anybody behind.

So we're bringing to market a Sonova dome called Easy Guard and it's extremely efficient and effective at stopping wax issues. It increases the receiver lifespan and it's a sound transmitting membrane underneath that tip of the dome so patients can hear with the performance they're used to, while also benefiting from less wax issues. The reason we're launching this is because you'll now see the Easy Guard vented dome that's selectable in the software. When you make your next Unitron fitting, you'll see it. So I did want to make sure everyone knows that it's there and why it's there.

And as time passes through, you'll notice that we have more styles of the Easy Guard dome added in. But for now we do have that Easy Guard vented dome represented in the software and we expect it to be quite popular.

Just want to sum up everything we have to offer today in our Ensera Sr. Launch. It is such an exciting time to be at Unitron. I think providers are thinking about their patients a little differently and who they might use Customs with. There's patients that in the past we would not have been able to use customs for, for anatomical reasons or dexterity reasons.

But with this launch, a lot of doors have been opened. We've made your life and your patient's life that much easier. And I'm really excited for all of you to try fitting this device on somebody.

This is just a nice slide to show our whole product portfolio. And we have a lot of receiver in the ear options. We have a lot of rechargeable options. We have now a custom rechargeable. So the Unitron portfolio is expansive.

Whether it's smile or Vivante or way back to Blue. You might see these older blue patients come in once in a while. But we have a lot to offer people and we're wrapping up today. I just want to thank all of you for being here with us today and experiencing this launch with me. It's just a great time to be an

audiologist or a hearing care provider because we have so much to offer our patients.

I mean, I remember trim pots. I don't know if anybody on this call does, but I remember when all we had was a screwdriver to make adjustments for patients. And today we have so much more. So just want to come on and sincerely thank you all for being here today. I really appreciate you and your time.

I'm going to hang out for just a second to see if anybody has any questions. But if, and if you do, I would encourage you to go ahead and use the Q and A for those. I'll hang out for just a another minute or so, but enjoy the rest of your afternoon. Have a fabulous day and go ahead and give in. Sarah sr. A try.

Thanks, everybody.