Pro Fit for Professionals: Enhancing the Provider Experience

Presenter: Keeley Layfield, AuD

Hello and welcome to Profit for Professionals Enhancing the Provider Experience. My name is Dr. Keeley Layfield and I'm an education training audiologist with Starkey Hearing Technologies. Before we get too deep into the content, I do want to go over a few housekeeping notes with you. You can use the Q and A if you have a question and I'll make sure that I answer any questions at the end of the course today. Today before we sign off, you will also get a PDF handout of this presentation.

You can get that through your pending courses portion of Audiology Online. And then we also have the ability to earn a CEU from today's course with a paid membership through Audiology Online. So after completing the course today, go into your pending courses you and pass the exam associated with today's course. If you have any issues or need assistance throughout the course this morning or this afternoon depending on your time zone, then you can call 1-800-753-2160. You can email customerexperiencecontinuinged.com or you can use the Q and A window for that as well.

You are welcome to review the risk and benefits that are applicable to all courses offered through Audiology Online. I'll give you just a moment to review this information, but this will also be in the handout if you would like to review it more fully.

And then there are three learning outcomes for today's session. Number one, participants will be able to identify enhancements that have been made to the preparation and fitting workflows within profit.

Participants will be able to identify updates made to the Tinnitus program and participants will be able to identify improvements made to Real Ear Target Match. But like I said, My name is Dr. Keeley Layfield and I'm one of the trainers for Starkey, primarily for the Southeast region. And I'm going to talk talk about all of the enhancements that we've made to profit and how that can enhance your experience when programming Starkey devices. So our PROFIT software really does bring a best in class fitting experience for you, the hearing healthcare professional. Because it was architected from the ground up.

We are constantly trying to get the input from the professionals that are using our software day in and day out and then we use that as the foundation and build up from there. We've organized the user interface so things are right where you would expect them to be and this makes it really easy to use and really efficient and you know, just tries to make that very complicated process of fitting a hearing aid as simple as possible. Now with each New product launch we continue to bring enhancements to Profit so that again, we can take the complexities of fitting a hearing aid and make that process pretty simple with Profit. So today's course is going to cover all of the enhancements that we have brought to profit with our most recent Omega AI product launch. So we're going to talk about enhancements on the user control screen, tinnitus, what the hearing aid mics are doing while streaming, some minor improvements to self check and data logging, how you can report a problem, and enhancements to our real ear target match.

Now, to access all of these enhancements that are available within Profit, you need to make sure that you're running the most up to date software. You can do this in two different ways. Option one is the manual option. So if you're in the software, you go to that help menu at the top menu bar and you click on Check for updates. If there is one that needs to be performed, then you can follow the prompts to do so from there.

Now, the way most of us are probably doing our Profit updates is through the automatic updater. So anytime that there is a Profit update that Starkey pushes out anyone that has their preference of allow Profit Updater to keep Profit up to date enabled, you'll get a pop up to perform and download the newest software version when that is pushed. And then oftentimes with a Profit update, there is also a hearing aid firmware update that gets pushed to infield devices as well as well. So historically you were prompted to only do a firmware update on the connect screen and you can see what that looks like here. But there are other ways to do that as well.

So if you are connecting to a previous Profit session or trying to load in an older session into hearing aids, you're going to be prompted for a firmware update on that connection screen as well. And lastly, if you completely missed it on both of the connection screens, that's okay. The little alert bell on that left menu bar within Profit will let you know if there's a firmware update available and then you can access it from there as well. So three different ways that you can do firmware updates on the devices.

Now, with this update to Profit again, we are bringing enhancements to to the preparation into the fitting workflows. And so for this next little section, I'm going to talk about what we're doing to enhance the user control screen and the accessory screen. Let's look at those now. Now, this is not necessarily a new enhancement, but I do like to bring it up because it is not something that everyone is aware that we offer. And so we do have the ability to demo user controls while the hearing aids are connected to the software.

So we still have that drag and drop method of assigning the user controls. But when you hit start demo mode now, the patient can actually practice them and they can also hear the associated indicator with that particular user control. And you can control the indicator volume from this screen as well. Well, while you're in that demo mode now, one fun thing that we are bringing new to the user control screen is where and how you can access edge mode plus. So edge mode plus can now be any user control.

So previously it was just the short press or the double tap, but we have now added the push and hold user control option as well. This was something that was highly requested by providers such as yourself. So I'm very happy to say this is now an option.

And then if you like to enable the power on delay or if you like to, you know, play with those settings, you still have the ability to do so. But we have changed the default power on delay for custom devices. So it previously defaulted to a short, which was about five to seven seconds delay. We've now changed custom devices only to a medium delay which is about 10 to 12 seconds. And so this just gives your patients, you know, that much more time to get that custom fully seated in the ear without it feeding back or, you know, creating issues for them.

And then as you can see here, there is new messaging on the user control screen for that manage phone call section. So this messaging is designed to clarify that Android phones operating Android system 14 or higher and that are LE audio capable. Then the user controls will now offer ability to answer end and decline phone phone calls. So previously this messaging was only around iPhones but now that Android is expanding their functionality and connectivity, we're able to offer that for the compatible devices as well. So just want to clarify that in the software.

And then another simple clarification. I don't know how many of you guys, you know, print the device guide or like to use the product so simulator something I love doing. I print the device guide for just about every single patient. But you will see that our full shell and our canal product imaging is now matching where the push button truly lives on that device versus being an old body style imaging. So something minor but makes everybody on the same page.

And then as a reminder, you know, I brought up the demo mode for the user control, but I want to bring up my second favorite demo mode in the Profit software and that's for audio streaming. So anytime Edge AI or Omega AI devices go into a streaming configuration, this is that configuration and you can program it or tweak it through Profit and you can get to hear either from the accessory screen or from the flyout menu. But we also have a demo mode here as well. And so you can have the patient demo, whatever they're having problems with their sound quality issues with for streaming, maybe it's a phone call, maybe it's an audiobook. Have them trigger that on the associated paired device and then start the demo mode so that they can listen to it while you're live programming in the software so you don't have to guess about where adjustments need to be made, which I think this is a really cool tool.

Now we have brought an enhancement to the accessory screen. So in order to help reduce patient confusion or patient annoyance when the hearing aids would mute while they were typing with keyboard sounds turned on from their phone, or maybe they had an app that had some silent streams running in the background with that would then trigger the muting of their hearing aid microphones. For our RIC devices that are open fit, that mic default is going to be mic reduced rather than mic muted like it was previously. Now, previously fit devices will maintain their current programmed hearing aid mic while streaming configuration. So this is just for new devices going out.

But if you best fit the devices, even the ones currently in the field, it will change it to this new default. So just a heads up on that. And again, if your patient has changed their mic streaming default through my Starkey, connecting the devices to profit will overwrite that. So whatever's in the software, I jokingly say is queen. It beats the app every time.

So just a heads up on that.

Now the fitting session workflow is again going to give you access to those screens most commonly used in a fitting appointment. And so for enhancements to this workflow, we're going to look at that feedback canceller screen and the quick fit screen. On the feedback canceller screen, we've again added some new messaging to indicate when a feedback path could not be measured by the hearing aid. So if you're doing the feedback cancellation initializer and for whatever reason a management can or a measurement cannot be determined, you'll get this measurement or this messaging. You know, this could happen if it's a really tight ear mold fit or there's no vent on the device.

You know, it's just not allowing us to get that good, good reading that we need to. If you hover over the little yellow triangle. You'll get additional messaging on what Learning mode is. Now, learning mode has historically been a feature within our hearing aids because again, if you don't run feedback or if you're unable to run feedback, the hearing aids will naturally learn that feedback pathway over a standardized period of wear time. And that we can create a feedback cancellation filter for the patient, but we just want to add that verbiage to make it very clear that this is what was happening.

So not necessarily a new process, but new messaging for clarity. Now, in the instance where the feedback path cannot be measured, we do recommend that you change that adaptation setting to strong if that's not already the default for your patient.

Now, on the Quick Fit and the fine tuning screen is where you can access the Real Ear Target Match fitting wizard. And so this allows you to verify hearing aids very quickly and easily using your in office Real ear equipment equipment, but without ever having to leave the profit software. So again, this is a quick and easy streamlined process for verification so that you can match the hearing aids to real ear targets and gives you a very good, efficient fitting experience. Now with this new release, Real Ear Target match data will not be cleared if you change the fitting for so before, if you ran realear with one formula, then you switch to another, we would delete that data because we're assuming that you didn't want to use it anymore. But many, many providers requested, hey, can you please keep that data?

I like to, you know, play with different fitting formulas. I don't want to run Real ear multiple times. So now all real ear measurement data is saved and so you can move between fitting formulas as as you see fit. And this is not an Omega exclusive, this is for any device compatible with the Profit software. And then as a reminder, if you do have NOAA Fast data enabled, then when you print the fitting report, regardless of whether you're doing a live or simulated session, if you have run Real Ear Target match, we will include those curves on your fitting report.

So this is a great way to include, you know, all applicable fitting information in your patient's medical record. You just print this one report and upload it. Now, if you're like, I don't know what NOAA fast data is, where would I find that? You can find that in your print preferences. And so having this enabled will allow for the fitting report to be saved as part of the NOAA journal module.

It will also allow for your session notes to be saved in the NOAA journal module within that fitting report. This will have your Real Ear target match information be included in that and saved so that you can visualize that after your previous fitting session. So this is a really good feature to go turn on if you do not have this. So again in that top menu bar, if you go to Preferences General and then check to include NOAA Fast data.

Now the follow up workflow also did get an enhancement in that data logging screen. So I want to talk about that one now. And this is exclusive for our Omega and Edge AI devices that have had that firmware update in the field. When you're on the data logging screen, you can now see how many times the patient has actually activated Edge mode. So this is a really great tool.

So you can see, you know, if a patient is actively using this feature. If they're not, then maybe it's a counseling of how to activate it or if they're not using it because they like their hearing aids, great. You know, then you nailed programming. But so this is just something that has been highly requested by providers. So I'm very excited that it is now offered in the software.

And then we're bringing enhancements to our tinnitus programming options as well. But I do want to do just a quick little reminder because we have quite a few different tinnitus masking options for stimuli. So if you need a low frequency weighted option, we've got that ocean, that pink and those red noise stimuli that you can enable. If you need a more high frequency weighted option, then we've got blue and purple for you to choose from. And then if you just need, you know, a more basic tinnitus option, then we've got the audiogram shaped or white noise and custom.

So audiogram shape, custom and white noise we've had for a very, very long time at Starkey. The low and the high frequency weighted options are a little bit newer to us, but again very exciting and lots of different options to choose from for your patients.

Now tinnitus has been added to the program dropdown menu as a very easy way for you to enable tinnitus for your patient. That when you select the tinnitus program from the drop down menu, if you're fitting a 24, a 20 or a 16 technology tier, you're going to get that audiogram shaped stimulus. If you're fitting a 12 technology tier within profit, then you're going to get white noise doing this. So giving your patient a tinnitus program will automatically enable the tinnitus indicator as well when they're moving to that program. So really the only thing that you would potentially have to change about this is if you don't want white noise or audiogram shape masker, then you would go to the tinnitus screen and and change the masker to the stimuli that you would like to use.

And so we've discussed a lot of, you know, enhancements that Profit has featured already. But these are some enhancements that I want to talk about that don't necessarily fit a specific fitting workflow but are still really exciting for you, the professional to access. And one of those is self check. So we try to make it very clear that when running self check you don't need to have the hearing aids in the patient's ear. They need to be on a desk and the receivers need to be pointing up.

We're just trying to clarify that messaging in the software as well as in my Starkey so that you get more successful results with this. So this is something a lot of providers asked for. So happy to do that to clear things up. And then in previous software versions you had the option to send log files so that you could report specific issues, share data with our audiology and our technical support teams. But it was a little bit hidden or buried in that help menu.

So we've now made it very easy to access this function with our report a problem. So on that left menu bar, if you see that little square box with a question mark in it, if you hover over that, you'll see report a problem. If you have your flyout menu pinned closed, this is what it's going to look like. If you have that fly out menu pinned open, this is where you can find it there. And so I do want to say you can only send this request from, from the computer that had and from the fitting session that had the problem.

So even if you're in a networked office and you're like oh, coworkers in that office, like send the issue right when you're having it so that we can capture that data. You also have the ability to still access it from the help menu as well. So you can instead of saying send log files, you would click on report a problem. So a couple of different ways to do it. But again, just as a reminder, do this from the computer and from the fitting session that is having the issue.

It's best to send it right away because then that issue is going to be at the top of the stack and our developers don't necessarily have to dig for it as much. It just makes it a lot easier to find so it's faster for a second to fix it for you.

When you select Report a Problem, then you will see this kind of workflow. So you're going to click on send a log file and then from there you're going to get to the screen where it's going to ask you to put in a short little description. Your name, your email and your account number. This information, with the exception of the description, is sticky, so you only have to put it in once and it will remember it from session to session to session. If you're on a shared computer, then you may be updating name and email fairly often, but hopefully not the account number.

Once you've entered all that information, then click Submit and then you will see that that problem has been submitted and you will get a reference code. You can use that reference code when you're contacting customer service, you know, if you want follow up or if you want to talk more about that problem, whatever it may be, that code's going to help them find it. And then once a problem has been reported, you also have the ability to see all of your submissions. So again, if you go into that help menu and click on previous problem submissions, this is where you can see your list of all, all of those that have been submitted. And when you're done with that, just click Done to close that out.

Now, to wrap us up today, I do want to remind us of two really amazing tools within Profit, but highlight the differences between them. So under that help menu you also have access to Starkey AI Assist and Help for Profit. Starkey AI Assist is a generative AI tool that allows you to ask a specific question and receive answers that are pulled from all the pertinent Starkey publications. Help for Profit is going to give you deeper information based on the screen that you were on at the time that you accessed it. So for example, for Starkey AI Assist, I asked it a question about the candidacy for frequency lowering.

So this is a really great way to see kind of the basics of frequency lowering and any publications that may give me deeper information. If I'm on the frequency lowering screen within Profit, and then I click on Help for Profit, it's going to be a really good tool that kind of goes through all of the mechanics of that screen. So what are the different visuals that I'm seeing? What can I activate or deactivate or what can I miss manipulate and how? So that's going to give you that information there.

So again, two really good tools that may fit different needs that you have in different sessions. We also have a lot of other resources because again, I know I've given you a lot of information today, but we have tons of quick tips that you can find on starkeypro.com and so these are good little like one to two page sessions, synopsises on specific features or specific mechanics within the software. You also can find our white papers on starkeypro.com that maybe you know, go into a little bit more about Edge mode, plus about our waterproofing, about our DNN noise reduction, all those different things. And then Profit also gives you the option to generate and print a bunch of different fitting reports that are related to your patient fitting. So these reports can be accessed and printed when you need any of them.

I mentioned the device guide earlier in the talk that is one of my personal favorites to print. It's a great patient resource, kind of takes their fitting and boils it down to one to two pages. The fitting report is also a great one that I love to print because that's more for my information of like what did I do in this fitting session. But again, lots of different options to choose from for resources there.

So hopefully you see how well Omega AI and Profit work together. Again, this is a full hearing ecosystem for your patients to choose from and we want to constantly bring improvements to the programming software to make it easy for you to navigate so that you can spend more time connecting with your patients, patience in doing the things that are most important to them. So that is what I had to cover today. I'm going to check the Q and A and I'm going to check the chat for questions and it doesn't look like there are any. So you guys, thank you for giving 30 minutes of your time.

I know clinic days are often very, very busy, but I hope you learned some more about Profit. And if you need additional training or have any questions that you didn't get to today, reach out to your sales reps and they'll get them to the appropriate trainer. So thanks guys.