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Unlocking More Time for Patients

Presenter: Rochelle Wong, AuD

All right. Hello everyone. Thank you for joining. I'm excited to present on how you can unlock more time for your patients today. My name is Rachelle Wong and I am a clinical trainer employed by Phonak.

I have no other financial or non financial disclosures.

After this course you will be able to describe how choice of coupling impacts the patient experience, summarize e solutions available to support patient care and describe how employee development courses can support your effectiveness in clinic.

So in today's world, it seems like there are so many, so many demands for our time and attention. Think back on your day to day in clinic. What would you do with more time? Would you actually have lunch, see another patient or just pause and take a breath? Today, our goal is to highlight existing and new products and processes that can unlock more time both for you and your patients.

As we do so, we'll simply follow the patient journey to see what we discover along the way. We'll start with the consultation, then fitting experience and follow up care. We'll round out with additional ways your clinic can build long term practice success.

Can we agree that during a hearing aid consultation it's important for you to have solutions you feel confident recommending to patients?

Sonak provides a broad portfolio to meet those patient needs. Solutions with exceptional sound quality. AI powered features that adapt anytime anywhere. Solutions to match any lifestyle.

This is the Phonak portfolio of the most current products. The portfolio includes hearing aids, bimodal solutions, accessories and apps. Our role as providers is to consider which of these best meets our patient needs.

Perhaps we need to consider whether or not the patient is a child or an adult.

And certainly we always take into account hearing levels and listening needs.

Individual patient needs are the most critical aspect in guiding our recommendations. Phonak has solutions you can confidently recommend. So question for you all. What is your favorite Phonak hearing aid and why? I'll have you pop it into the chat.

Wait a second or so.

Right. Someone said Audeo. Yes, I love our RIC devices.

Give more time for other participants.

I personally have been loving our Virto iRS. I got a set as the clinical trainer to use and experience the sound quality. And for me, since I travel so much, going through the airport and being on the plane with all of the streaming features has been so great. I don't even reach for any headphones anymore. And then it sounds like.

Others also agree that mostly their Audeo RIC fittings have been successful. So thank you for sharing. One thing that these products have in common is our commitment to exceptional sound quality. That Patients can access without needing to make a lot of changes. This of course is thanks to AutoSense OS.

AutoSense OS is the brain of Phonak products. It analyzes the environment hundreds of times a second to determine what the right mix of programs, settings and features for that specific moment in

time. With Infinio Ultra, Autosense was retrained with 18 times more sound samples to be 24% more accurate in the most challenging situations. To classify this precision gives our patients high definition hearing. So let's take a simplified look at what it's doing.

Autosense OS decides between acoustic and streamed inputs. And for acoustic inputs, AutoSenseOS can differentiate between six different situations. AutoSenseOS blends calm speech and noise and comfort in noise situations to select settings to suit the environment that the patient is in. This is unique to Phonak, allowing for extremely precise adjusting music. Speech and loud noise and speech in car are independent programs that can also be activated and deactivated automatically.

When we look at streamed inputs, they depend on the input signal, the streamed input classifier which can determine if a streamed input is speech or music and if the input is a phone call from a Roger microphone or other accessory is available. And as adaptive as autosense is, patients rarely need a manual program. But if they do need them, we meet that need as well. Within this seamless adjusting AutoSense OS orchestrates smart speech technology. Let's now turn our attention and look at the features of smartspeech technology in a little bit more detail.

That smart speech technology is important when we think of the variability of situations we encounter in a day to day life. We have speech enhancer for those with soft spoken communication partners, Roger for those who struggle with poor SNR or at a distance in noise, among other fantastic features as well like audio or as stereo zoom motion sensor hearing activevent I do want to highlight one special feature we have that allows us to meet patient needs through advancing AI technology.

How does Audeo Sphere Infinio use AI to help the hearing aid wearer in loud noise? Here we have a patient conversing with friends at a table in a noisy situation and they're struggling to hear what's being said. The signal is picked up by the hearing aid and autosense gets to work. This is the first application of AI. Autosense was trained by using machine learning.

It then classifies the environment and activates the Spheric speech and loud noise program and any applicable features like sound, relax, noise block, etc. The signal is sent through a beamformer to help focus speech to the front. Then the signal goes to the deep sonic chip where advanced speech from noise separation occurs using our DNN processing. Spheric Speech Clarity Sphere's DNN is revolutionary because it can preserve the speech signal. Spheric speech clarity operates by increasing the contrast of speech against noise.

And the DNN uses the algorithm to process that audio signal in real time and identifies the target speech components in it, regardless of their direction. The target speech is then extracted and enhanced relative to the background noise, increasing that contrast from speech and noise. And it is able to accurately locate the speech of interest from any direction, hence maintaining the SNR benefit from all around.

In the final step, the signal is integrated and transmitted by the receiver into the patient's ear. The result is that our patient can more easily hear and understand conversation with their friends. Now, we can tell our patients about this all day, but if we're looking to unlock more time, why don't we let them hear the difference instead?

If a picture is worth a thousand words, so is hearing for themselves. A few minutes up front.

Demonstrating technology can save time in the long run. Let's talk about how having a demonstration can increase the number of patients that accept treatment. So we looked at an internal pilot and what we identified was that There was a 24% increase in close rate or conversion rate when a demo was included.

So what a huge powerful number to increase your conversion rate by. Wouldn't you love to treat 24% more patients than you're treating right now? And so when you're able to show the different features

during a hearing demonstration, the patient can then make an informed choice about the hearing aids that are best for their lifestyle, their preferences, and their needs. And when it comes to hearing aid adoption rates, it improves adoption rates significantly. When there's a family member present with a demonstration, you can also gain buy in from that significant other or family member.

And it can reduce not only return rates, but it can improve adherence to treatment. So people will actually continue treating their hearing loss. What you demo will depend on the patient and their priorities. So now when we talk about what your patient's priorities are, I've put up just a few here on the screen of situations that commonly come up in a consultation, Patient priorities can really run the gamut. Everything from hearing a soft spoken spouse, maybe a companion that has a medical condition where they just can't project their voice anymore.

And maybe it's hearing speech at a distance or in meetings. I know speech and noise is one that comes up very frequently. And then ways to work with connectivity that's available in today's technology comes up as well. There are different things we can do to demo to meet these different needs.

To help with the process, we have trial aids. Most of our hearing instruments have Bluetooth technology, rechargeability, wireless capabilities, directional microphones. However, there may be different levels of technology that you want to work with with your patients. And that's where Phonak trial instruments come in. These Phonak trial hearing instruments are fully functional hearing instruments that give your patients the experience of hearing that exceptional sound quality.

They have Roger receivers preloaded into them, which means they are going to play with every Roger microphone that's out there. And if your office offers take home trials, you, the hearing care provider can set the trial period from anywhere between one to 12 weeks. And what will happen is as the patient gets towards the end of that trial period, the hearing instruments will continue beeping at them until it's just so annoying. They are ready to come back to your office. With the broad portfolio of both styles and

technology, you have the solutions to meet your patient's needs during the consultation process.

Next comes the fitting appointment.

Target fitting software is designed to give your patients and providers a streamlined first fit. With the option for more detailed adjustments. We continue to introduce efficiency within target.

And starting with Infineo Ultra, you can now complete the feedback test in less than 13 seconds at a lower intensity and via remote support, making the feedback test step in your workflow more efficient. So let's review how it works.

Let's have a look at how feedback tests for non Infineo ultra devices look from a spectrogram perspective. This example is with an open dome. Some things to notice. The X axis is time in seconds. Y axis is in frequency with the lower frequencies at the bottom, higher frequencies at the top.

Now let's look at the intensity scale on the right. The colors show how intense that frequency is, with the yellow being the most intense. And the section at the bottom shows the summed SPL for that moment in time of the test signal. If we now look at the main blue area, we see the different frequencies being played. And if we can see that there are and we can see that there are bursts of loud intensity and lower frequencies of the feedback signal.

So let's have a listen.

Now let's look at the spectrogram for the feedback test signal with Infineo Ultra. You can very quickly see that the spectral presentation is very different. And that's because the updated feedback test also sounds different. We can see that it is a broadband signal and by looking at the color we can see that the signal is less intense. Also comparing the overall SPL shows the reduction in loudness, so I'll play

that sound file to let you hear the difference between the two feedback tests.

Quite a bit different, right? I used to describe the old signal as alien robots or you're going to sound or hear something that sounds like R2D2. Put it in the chat how you used to describe the old signal and what you would describe this new signal to sound like. I like saying it sounds like a buzz cut.

The other thing you can see and would have just heard is the updated feedback test is considerably shorter. With the earlier version of the test, we can see the end of the test signal and then the processing of the results takes approximately 25 seconds. With this original version, the feedback test signal was generated by Target, then played through the hearing aids and then needed to be processed, which took more time. With Infineo Ultra, the test signal is generated through the aids themselves, making the presentation and processing of the results much shorter. In this example with the open dome it is nine seconds per ear and this is also why it can be run during a remote support session.

The intensity and duration of the signal depends on the acoustics and target. The more closed the acoustics, the longer the test signal and that is why I said earlier that the feedback and real ear test can be completed up to 13 seconds. With this in mind, it is really important that the acoustics in Target match what is on the device. This new feedback test provides a much requested time savings and I saw someone in the chat say the old test they used to say you'll just hear some ding dong sounds, which is also a really great way to put it, As does the ability to complete simultaneous firmware updates and trial device configurations can save time. The update can be initiated two ways in Target either within the session when you will be prompted to update the firmware after connection, or via the Trial and Tools menu.

Regardless of which way you choose, you will be guided each step of the way. Not only is synchronous updates available for firmware updates for current and prior AIDS starting with Target 11, it is also

available for changing the technology level on trial devices and factory reset. For the geeky people out there, updating the firmware simultaneously or changing the performance level simultaneously is up to 40% faster. So new this spring we've extended that binaural programming to measurement settings as well.

When running test box measures, you can access the measurement setting through trials and tools and then going into measurement settings. You will be guided through each step of the process and you are given confirmation. Once this is complete, you'll press Continue to go to the Measurements selection screen, then from there you select the appropriate test that you'll be running and then click Continue. Target will now put both devices into appropriate measurement setting configurations simultaneously, instead of you having to complete this one at a time. And once the test is complete, Target will guide you to restore both devices simultaneously, so this is also a nice time savings as well.

While we're on the subject of Target updates, I want to share that the two new environments have had been added to program options for Junior Mode for both the DSL and nal Junior Mode defaults in alignment with recommendations followed by the Pediatric focus for and in consultation with the Principal audiologist Pediatrics in Australia. The defaults for Noise Block and Sound Relax have been updated in the Speech and Car and Comfort in Noise environment. This gives you a research backed starting point for a good pediatric fit. You can always make changes or change the defaults if needed.

After the first programming is complete, the next step during a fitting appointment is often setting the patient up for connectivity. Phonak wireless aids come standard with the always universal connectivity, storing up to eight Bluetooth pairings with two active connections. Infineo Ultra and Virto IR users save time with streamlined one step pairing and a more intuitive display. This spring, Target 7.3 introduces a change to make your life a little easier.

Myphonak empowers patients and includes functions like simple volume changes or more advanced sound adjustments with custom programs. Health Tracking Myphonak continues to allow all end users to connect remotely to their hearing care professional and find My Hearing Aids is available for Infineo and Lumity devices and is rated by 81% of hearing care providers surveyed in 2025 as a useful feature. The latest version also introduced easy pairing without the Internet.

Considering the situation where you want to go through Myphonak with the patient but your clinic doesn't have the best Internet access. In the past the poor access has made this challenging. So imagine you're finishing the fitting successfully, the app is downloaded, you're pairing with the hearing aids is complete and then the final connection is not possible because of poor Internet connection and therefore you can't continue with the counseling of the app. What would you do in this situation? You could send the patient home to complete the pairing when they have Internet access and then go through the app themselves.

Or you could organize another appointment not ideal, right? This is now a thing of the past. With MyPhonak 7.3, basic adjustments can be demonstrated, the benefits can be discussed, and the patient can try it out while in the clinic even if there's no or poor Internet access.

Just check what you can demonstrate with MyPhonak 7.3 before this final connection to the Internet is available. These adjustments include volume adjustment, mute unmute, ambient balance, tinnitus adjustments, and program changes. The Internet connection is still required for the full app functionality to be available, which will happen automatically when the app is opened and Internet access is available. Anything that potentially adjusts settings in the hearing aid, like creating a custom program, changing a custom program, deleting a custom program, and the predefined custom program selections are required and also cross features. The advantage of this is that the clinic's WI fi status does not limit you from successfully onboarding your patient to the benefits of MyPhonak.

This also has the potential of less appointments as the patient doesn't need to leave, complete the pairing and then come back. We know that that's so much of the recipe of success. It depends on those first touch points. So congratulations, your patient has successfully been fit and is headed home.

Other than a follow up appointment where they will tell you how fantastic they're doing, you'll never need to see them again, right? That's what I thought in grad school, but reality is somewhat different. So if you can pop into the chat, how many times a year do you see your average patient? Do you have those weekly frequent flyer patients? Maybe the monthly patients or quarterly and once a year patients?

And from there, what's the most common reason that the patient comes in for those additional appointments?

For me, I felt like quarterly was my average, but there were definitely those frequent flyer patients where every time I saw their name pop up on the schedule, I knew it was a wax filter change. It looks like others also say quarterly as well. And yeah, some of those frequent flyers gotta love them.

The numbers reflect what you're telling me though. With those frequent flyers, the majority of service appointments are due to wax. At least a third of those could be prevented by a simple wax filter replacement. But three out of 10 patients struggle with wax guard and dome changes, leading to lower satisfaction with hearing aids themselves.

So last fall we introduced Phonak easyguard with a sealed sound transmitting membrane and they're designed to protect the hearing aid receivers and tubing from wax. Ezguard domes are easy to clean so that clients can enjoy clear sound with less interruptions. Ultimately, they're designed to reduce service appointments by 38%, freeing up valuable time in clinic and increase patient satisfaction. For those of you who have experienced easyguard, I would love to hear your experience if you want to pop it into

the chat.

I wish I had it when I was in clinic a few years back. It would have saved me so much time with the counseling process. For those who do struggle with dome changes and having to pick up the sticks of the serum stops or even having to remember to clean the devices themselves.

And so in this video, we'll see how the sealed membrane transmits the sound in a situation, even in a sticky situation.

A Kemar has been fitted with a Phonak Audeo Sphere Infineo Ultra hearing aid with an Easy Guard power dome. The feedback test has been run and there's no mustard on this dome. And for these measurements, we've used a calibrated audio scan verifit and we're looking at the speech map tested with an average speech ists signal. The first measurement sets the baseline of what the Easy Guard powers curve looks like, as is without any mustard. So that green curve.

And then we added a decently sized blob of mustard to the dome, which is visible in the image of the hearing instrument at the bottom of the left corner of that video. We've made every effort to ensure that the hearing aid instrument is positioned as close as possible to the original position in Kemar's ear without moving that probe tube. So that purple output curve and those two curves are very similar. And the amount of mustard on the easyguard power dome has not had a significant effect when changing the easyguard power dome to a standard power dome. For the next measurement, there was no mustard visible in the serum stop of the receiver.

So how does mustard affect the standard power dome in comparison? We added the same amount of mustard to the standard power dome and then positioned it in the ear of Kemar once again. And we've made every effort to ensure that the hearing instrument is positioned as close as possible to the original position in the Kemar's ear without moving the probe tube. And with that blue output curve, the result is

clear. Just by having this amount of mustard on the standard power dome, the sound has completely been blocked.

And there is no significant difference in output between the Easy Guard power and the standard power domes.

The Easy Guard portfolio is now complete with domes available in different sizes to suit different ear canals. We have Easy Guard vented, available in three sizes, small, medium and large. EZguard Open, available in three sizes, small medium and large and then Easy Guard Power available in five sizes. So we have small, small, medium, medium, medium, large and large.

Why do we have two additional sizes in the easyguard Power domes? You might be wondering. Clients with more severe hearing loss requires a more closed fitting and as we know, with a wood seal of an earpiece in the ear canal. This is why we've created two in between sizes for the power dome to ensure that we achieve a good seal with all ears for power fittings. You may also wonder what the difference is between the Easy Guard vented and power domes as they look quite similar.

The Easy Guard Power Dome doesn't have any vents to ensure that more closed fittings that with more closed fittings. It has six fins at the top and has a stabilization ring that makes the dome less likely to collapse in the ear canal and prevent sound leakage. On the other hand, the Easy Guard vented dome has two small vents and eight fins. I had a customer who used it on a patient who had drainage issues and usually needed to have restrictions. Receivers changed about every month, but once they used easyguard they haven't had to change the receiver at all.

So easyguard is truly a game changer. I think of the patients like my grandpa due to dexterity and neuropathy who don't feel confident changing their domes or receivers. They're, you know, part of that one in three patients who struggle with wax filter replacement. These new domes give them back their

independence. Anyone can just wipe off a dome and I'm excited to hear the difference this will make for your patient.

All of our Easy Guard domes are compatible with existing receivers. So the SDS4, 5 and 6 and slim tubes like the SDS4, these are across the Marvel, Paradise, Lumity and Infineo Ultra platforms. This means that all of your clients, even with previous generation instruments, can benefit from the innovative reduced wax management that easyguard offers. Easyguard Open started shipping in the last week of February and the Paradome started shipping at the end of March. So they are available now for you.

When it comes to follow up care. Sometimes there may be more involved issues that require repair rather than a simple dome change.

But many times providers and front office personnel may not feel as confident in this area. Did you know that 30 to 40% of hearing aids received by Phonak for service could be diagnosed and serviced at the clinic?

This causes shipping and service time delays and days for patients to go without their hearing aids because providers do not have a tool to check the status of the hearing aids themselves.

Introducing the new Phonak ProCheck app the new app to diagnose hearing aids and more Phonak ProCheck allows hearing care providers to check the status of patients hearing aids in clinic, enhancing the patient experience while reducing service time for hearing care providers, providing cost savings and boosting clinical efficiency. This supports Phonak's solution reliability and service innovation strategic pillars whereby encouraging in clinic diagnostics to minimize costs, shipping and service times, enhancing in clinic management and improving patient outcomes Outcomes Phonak Pro Check is compatible with both iOS and Android systems covering a majority of phones based on the

compatibilities listed here including down to iPhone 6e and Android 13 and newer. It is important to note that Phonak Pro Check compatibility is slightly different than the MyPhonak app compatibility with MyPhonak going back further, the core of Phonak Pro Check is to offer a set of diagnostic features for Lumity and Infinio hearing aid platforms and within those platforms offering three categories of diagnostic checks that are available including acoustic, battery and circuit checks. For Lumity and Infineo devices with rechargeable batteries, Phonak Pro Check offers full assessments including both acoustic and battery checks. For Lumity devices with traditional zinc air batteries, non rechargeable Phonak Pro Check offers an acoustic check only as there will be no check on the zinc air battery cell and for other form factors that are rechargeable such as Virto, BTES, ITES and CROs, Phonak Pro Check offers a battery check only.

At this time we're not able to do an acoustic check on these devices, but we'll be able to check the health of the hearing aid battery cell. So let's take a look at the details of each of the diagnostic tests we perform.

For the acoustic check, a 2 second broad spectrum noise burst from the receiver is played at a 90-100 dB split. The response is measured at the front and back mic ports and then measuring against a set of normally functioning hearing aid receivers and microphones and measuring that deviation from a standard to be able to tell the health of the receiver to be able to tell the health of the front and back microphone. For the battery check we see the state of health percentage of health of the cell. Looking at the milliamp hours that are available on the cell compared against a set of specifications that we have for each type of hearing aid and Battery, anything between 80% and 100% is considered healthy and not a concern and for the circuit check we confirm circuit is functioning, it's devices are pairing to the app and their meeting specification.

When working with Phonak ProCheck, the app is required to collect data to work. Therefore proceeding with each patient, the HCP is required to collect consent. Privacy terms and notice will appear and will require authorization. This is the same authorization that you'll see when you work with the Target Fitting software. The second data collection screen is specifically if the hearing care provider would like to share information with Sonova to help improve the app experience and by opting in this helps us improve our product.

However, we are not sharing any of your patient's information or your information as well.

Every time an HCP pairs to a patient's hearing aids, the app is going to ask for their consent to proceed. They'll need to check the first box to proceed and then the second box is optional. If you'd like to share data to improve our product, please note consent only governs what data is sent back to Sonova. All features work regardless of consent.

To access the app, the hearing care provider will need to log in using the Phonak Pro login credentials using their Phonak Pro account requiring higher than basic access so the professional or administrator level and when logging in. This will also provide access to additional features like starting the repair order form.

Once logged in and authenticated, the hearing care provider will not have to re authenticate for three months and can work in offline mode. For those accounts where there is not always consistent WI FI service, this is a benefit as you do not need to be connected but just need to be signed in as a note. In offline mode you will not be able to see the warranty information or initiate a repair order as those two features do require Internet connectivity.

For those HCPs who do not have a Phonak Pro login, a guest login is available. The HCP is able to use their email address and receive a pre approved one time code and once logged in and authenticated

the HCP will not have to re authenticate for the next three months and can work in offline mode. And again for those accounts where there is not always consistent WI fi, this is a benefit as you do not need to be connected, you just have to be signed in. And the note here is Guest logins block data collection by Synova so this is super appropriate for large retail or government agencies.

When starting the diagnostic test, we ask multiple questions to better understand why you are running the diagnostic test. Is this a routine check? Is this a diagnostic check? Is it a demonstration? This information helps us better understand how you're using the app and how we can continue to improve it when we want to know or then we want to know if this is a routine check or a suspected issue.

Do you know where that's coming from or do you just want to check it as a part of your triage process and protocol? Or is the patient reporting an issue that you are working to diagnose? These first two questions help Phonak to improve the app app.

After answering those two questions, we then need to know how the hearing aids are fit. This is important as it changes how the acoustic test is run. Is the hearing aid fit with a slim tip or a dome or a seashell? And selecting the right option will be important as this will change the way in which the diagnostic test calibrates and runs the acoustic test. These third and fourth questions are required to ensure a correct calibration is applied.

To prepare the hearing aids for the diagnostic check, we must ensure that they're lying flat on the counter or the table with the receivers pointing upwards. To ensure diagnostic accuracy, the placement is checked via the accelerometer within the hearing aids and before running the diagnostic check, the Phonak Pro Check app will check the position of the hearing aids and if they're not in the correct orientation, we will prompt you to reposition them. In addition, to ensure the environment is quiet enough, the noise level will also be measured. So if the environment is not quiet enough, the app will prompt you to adjust the noise accordingly and test the noise level again. Too much noise in the

environment can interfere with the test results, so it is very important to ensure you're in a quiet location.

When in doubt, you can even use your verification test box or even a spare test booth. Once you have passed the placement and noise preparation checks, you are ready to run diagnostics.

Once you are logged in and connected to your patient's hearing aids within the Phonak Pro Check app, you will be able to see their hearing aid information including the serial number, the firmware version, the standard warranty expiration, the current battery charge percentage, and the Roger receiver, installation status and type of receiver. It is recommended that for battery testing, the hearing aid has a battery charge of more than 5%.

Once you have run the diagnostic check, what you'll see in the app is directions and guidance based on the result of the diagnostic test ran. You may see a green checkbox indicating everything is working properly, or you may see a yellow warning indicating something is not working as it should be and will require your attention. And you might see a red X indicating a component has failed and is not working. Once you have received this information, you are able to select the various components and click into the areas to learn more about what is functioning or what requires your attention and what you may be able to repair, retry and test again.

Now let's take a look at the results of the diagnostic check and understand what might be going on with the patient's hearing aids. Here we can see a handful of diagnostic failures. You can see that the receiver on the right hearing aid has been identified as having a problem with a red X. And we can see that the front and back mics are warnings with exclamation marks as well. Why would this be?

This is because if the receiver has failed, we cannot check or measure the microphones because we rely on the receiver to send out the acoustic signal to run the diagnostic acoustic check. Therefore, as

you can see on the screen to the right, the instructions that appear when you click or tap on the red X will instruct you to clean and change out the receiver and run the test again. If we look at the screen in the middle, we can see that the battery health warning that shows the exclamation point for the left hearing aid. This is only a warning as the battery health is less than 80%. You can send the device in if the battery health is not sufficient for daily use.

However, if the battery health is at 79%, then it's not a detrimental impact to everyday battery operation and wear time.

And finally, when we look at the last screen to the right, we see the receiver has failed and you can see instructions on how to clean the coupling and replace the wax guard and to rerun the test. And if the test is rerun with a new receiver and there are still failures, you can prepare the device to be sent in for a repair and we can now walk through what that looks like.

After we have replaced the receiver and rerun our diagnostic check, we can still see that while our receiver is working properly, our front microphone is not working at this point. Within Phonak Pro Check, you have three options. You can repair the problem and test again. You can clean the microphone port, change the receiver, run the test again, and if you run the test again and everything passes, you are all set to go. But it may be something that you cannot solve in clinic requiring you to send the device to Phonak.

That leads us to option 2 within Phonak ProCheck. You can conveniently start a service order form from the app and then the third option is to create a hearing aid report so that you can have a PDF based report with all the hearing aid information and diagnostic reporting information to keep in your patient's records. This information shows up on the app and can be shared through both iOS and Android. Starting a repair order is only available in select countries, but let's take a look when you do choose this the app will show the two hearing aids that you have currently paired to the app and then

you can choose which one to submit if one if only one has failed, you can still choose them both if for some reason they need to be sent in together and if the problem was found during the diagnostic checking, the problem will be pre populated onto the order form for you. This can be what you send out the devices with or you can also change what the program is if you want to and you can add a problem.

If there is no additional problem identified then you will see the order form as exactly what you already see on the E store optimized for a mobile screen view. You then submit the order and you'll get the email with the form and then you can print that off from your computer. Or if you want to create a hearing aid report PDF and print it from your phone. This can be used to provide your patient with some reassurance and record and record of what is going with their hearing aid to the manufacturer for repair. This also provides assurance if an issue was found.

There is not necessarily a lot of detail provided in the report, but it is also a nice tool to be able to send home with the patient to reassure them that the hearing aid has been checked and if there are problems that they need to consult with their hcp. If this is a tech or a PCC running this diagnostic.

To complete the diagnostic process it is important that we remove the hearing aids after we're done with them and this is a standard part of the workflow. If you do not remove the devices, you will not be able to pair another set of hearing aids until you have done so. So step one on the home screen you'll hit remove and this will show a screen to remove the devices from the app automatically. However, it is strongly recommended that you remove the devices from the operating system of the phone as well. It says to go to Bluetooth settings so this is going to take them to their system settings more or less, and for Android it takes you right there and from there you'll delete the devices and we'll be ready to start with your next set of aids to run through the check.

IOS doesn't let apps go directly to the Bluetooth settings, so you'll be directed to the App Settings screen and from there you'll need to click the Back button to then go into the Bluetooth settings and

from there you'll delete and be ready for your next set for the Phonak Pro Check app when we talk about unlocking more time, Phonak Pro Check provides that benefit to both patients who don't need to go without their hearing aids and to providers and practices who can confidently and quickly resolve issues in the same visit. What could you do if you weren't having to process as many repairs in and out each week? How much time would that save? That is what Phonak Pro Check offers you, reducing service time and cost. It streamlines workflow and positions your clinic as an innovative leader in hearing care, giving you time for greater focus on what matters most, delivering better outcomes and building relationships with patients.

Building on that concept, I want to share how partnering with Phonak can support your practice success. In the chat I'd like to see what does practice success look like or mean to you? Would that mean seeing more patients, making more money, satisfied patients and having high Google reviews or just being seen as that go to practice in your area? For me it really was all of the above and to know that I have all of these tools behind me was something that I really appreciated having as a single provider in a clinic.

Phonak Practice Forward is dedicated to empowering growth and elevating success and this is what we want to offer you. All I see in the chat Others have said it is important to keep follow up appointments and not less appointments. I agree and having those appointments be of quality is also something that we prefer as well. Others also said all of the above. So yes we are here to help you with that.

We have four programs that I want to briefly introduce today and then you can talk to your account manager, your inside account specialist or clinical trainer for more details.

Did you know that 89% of patients decide whether they look they book an appointment with a practice based on their first phone interaction. We want you to create an amazing first impression and boost overall patient outcomes with front office staff training. We designed this interactive self guided course

to help your frontline engage. You can discover, guide and empower patients on their journey to better hearing and we call this Edge. So what's Included is a 90 day access to four eLearning modules where you can complete that entire course in about two hours or less and a personal Edge guide.

The long term benefits will include enhanced patient experience, increased calls to appointment conversion rates, improved marketing ROI and elevated engagement. Through employee development.

You can boost your practice efficiency and enhance your patient experience experience by enrolling key staff members in this technology specialist program and this five part self guided course upskills your team in basic handling and troubleshooting of hearing aid technology and connectivity. This proven curriculum equips essential staff with the skills to support patients, freeing up healthcare professionals to conscientious on patient care and other revenue generation. Generating appointments and a tech specialist can help streamline workflows, significantly reducing the amount of time HCPs spend on supporting tasks each week and can lead to considerable time savings in their roles and within the practice. After the elearning course there is a second option course you can explore. With an in person in office hands on curriculum including hearing aid maintenance, retubing, troubleshooting and more, you can make your schedule work for you.

Schedule Optimization is an online course that introduces concepts, tools and best practices for your schedule management and this course can lead to enhanced patient experience, optimized workflows, elevated team engagement and enhanced financial outcomes. Our final course is specifically and specially made for you providers and this can be boosting treatment acceptance to transform your patient outcomes and elevating your bottom line. Today's patients are knowledgeable and they expect exceptional service and they want flexible treatment options tailored to their needs. We designed this self guided training specifically for you. Our interactive course helps you build on your existing strengths

and establish deeper trust and connection with your patients.

You'll learn to discover the needs of patients by using motivational interviewing techniques and this can increase treatment rates, decrease return rates and growth in practice earnings. So elevating your training experience will allow you to put your learnings into practice with in person workshops and you can speak with your Phonak sales representative about joining inner circle today.

Here is a recap of the program. You can use a QR code or go to phonak.com/practiceforward to learn more or register. Upskilling current employees is a great way to unlock more time by increasing engagement, reducing turnover and improving patient outcomes.

Today we've discussed ways to unlock more time throughout the patient journey. Pulling from a broad portfolio to meet patients needs, Demonstrating the difference of Phonak technology setting you and your patients up for long term success. New functions in the Target software and Myphonak app streamlining your fitting process and then minimizing potential issues with EasyGuard domes and efficiently and accurately diagnosing issues when they arise with the Phonak Pro Check app reducing time your patients need to bring in their aides and bringing up clinic time for you. Lastly, we introduce ways you can move your practice forward by enriching and developing targeted skills for members of your team. If you have additional questions, please put them in the chat or reach out to your local Phonak team.

We are always happy to help because we recognize that together we change lives. Thank you for joining me today and I hope you enjoy the rest of your day.