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Course Information

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- Providers should always evaluate the limitations of diagnostic and screening tools, considering their potential for false results as well as any ethical implications.
- It is the responsibility of course participants to critically evaluate the evidence from multiple sources to guide professional practice.

Powering Personalized Experiences: Unitron's Experience Tech Tools

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Learner Outcomes

- After this course, participants will be able to summarize the features and uses of Unitron's Experience Tech Tools.
- After this course, participants will be able to outline strategies for fitting and counseling using FLEX:TRIAL, FLEX:UPGRADE; Log It All and Coach.
- After this course, participants will be able to identify benefits of these Experience Tech Tools for the provider and patient to personalize the patient experience.

Speaker Disclosures

- Courtney Smith, MA, CCC-A
 - Financial: Courtney Smith is employed by Unitron.
 - Non-financial: Courtney Smith has no relevant non-financial relationships to disclose.

The Patient Journey

Key Statistics

- The average time for a patient to visit an audiologist after first identifying potential hearing issues is approximately four years (Market Track, 2023)
- The average age of new hearing aid purchasers in the United States has decreased to approximately 60 years of age
- The rate of patients who follow through to purchase after an in-office visit was approximately 30% in 2015 and has increased only about 3% by 2023
- 80% of consumers are more likely to make a purchase when they have a personalized experience

The In-Clinic Experience

The hearing aid journey encompasses a series of emotionally significant steps for patients:

- Patient acknowledges need for help and comes in for an evaluation
- Patient receives confirmation of hearing loss and hears provider recommendations
- Patient learns about solutions and available options
- Patient is informed of costs — a process that often occurs in under an hour

Understanding Patient Emotions

- Patients may feel anxious or skeptical about hearing aids
- Patients may have heard negative experiences from friends or family
- Patients may experience sticker shock regarding the cost of hearing aids
- Pressure from family or friends may influence the decision-making process

Overview: Experience Tech Tools

Unitron's suite of eight Experience Tech Tools is designed to help providers deliver easy, personalized experiences throughout the entire hearing aid journey — from initial patient contact through follow-up appointments.

The Eight Experience Tech Tools

- First Fit
- FLEX:TRIAL
- FLEX:UPGRADE
- Success Check
- Log It All
- Ratings
- Remote Adjust
- Coach

Where Tools Are Accessed

- TrueFit Fitting Software: First Fit, FLEX:TRIAL, FLEX:UPGRADE, Success Check
- TrueFit Software and Remote Plus App: Log It All, Ratings, Remote Adjust
- Remote Plus App only: Coach

Q1

- Think about the overarching purpose of the Experience Tech Tools suite.
 - What kind of journey does Unitron aim to create for patients throughout hearing aid care?

Insights Activation

Insights is the communication channel that enables four Experience Tech Tools: Coach, Ratings, Success Check, and Remote Adjust. Both the provider and the patient must activate Insights for these tools to function.

Provider Steps (TrueFit Software)

- Log in to your MyUnitron account within the TrueFit fitting software
- Your MyUnitron credentials should appear in the upper right corner of TrueFit
- In the first fit workflow, look for the green checkbox indicating Insights is activated
- In the Insights Setup screen (horizontal bar > Insights Setup tab), confirm four green checkmarks are displayed
- If an Activate button is present, press it to enable Insights
- In multi-room clinics, log in with the same MyUnitron account on every fitting computer to streamline workflow

Patient Steps (Remote Plus App)

- When setting up the Remote Plus app on a patient's phone, the patient will be prompted to activate Insights
- Encourage patients to say yes to all prompts — Insights data benefits both the patient and the provider
- When both provider and patient have activated Insights, two green checkmarks will appear in the first fit screen

Q4

- Think about the communication channel that connects Coach, Ratings, Success Check, and Remote Adjust.
 - What must be activated in both the fitting software and the patient app for these four tools to function?

First Fit

First Fit was introduced by Unitron in 2019 as a guided workflow for the initial fitting of hearing aids. It provides a starting point that new users will readily accept, allowing the provider to spend less time in software and more time counseling patients.

First Fit Workflow Steps

- Step 1 — Client Screen: Enter patient data
- Step 2 — Device Acoustics: Confirm the acoustic parameters being used to deliver sound
- Step 3 — Hearing Aids Active: Hearing aids are live; use the Adaptation Manager slider to gauge patient comfort with amplification
- Step 4 — Completion: Finalize the first fit

Key Features

- Automatic Adaptation Manager gradually transitions patients to full target for optimum long-term performance
- No feedback test is required due to the way Unitron's system operates
- A complete first fit setup can be accomplished in under five minutes, ideal for demos and FLEX:TRIAL setups
- The Adaptation Manager slider allows providers to find a comfortable, clear starting point tailored to each patient's sensitivity
- First Fit also includes Coach support level selection — providers can choose more or less Coach support based on patient experience level

Q2

- Consider all the advantages First Fit offers to new hearing aid wearers.
 - Does First Fit offer just one benefit, or does it combine a customizable Coach workflow, fast setup, and fitting formula adjustment?

FLEX:TRIAL

FLEX:TRIAL is a process — not just a hearing aid. It is a risk-free hearing aid evaluation that allows patients to experience real-world performance before committing to a purchase. Unitron is the only manufacturer offering this open platform trial process.

How FLEX:TRIAL Works

- Unitron hearing aids are open platform — they can be set to any technology level: 3, 5, 7, or 9
- The provider selects the appropriate technology level based on the patient's listening needs
- Hearing aids are fit on the patient through the First Fit workflow, then the patient takes them home
- Trial duration is set in TrueFit — typically two weeks, and up to six weeks
- Technology level can be moved up or down at any time during the trial

Benefits for Patients and Providers

- Removes pressure from the consultation and lets patients experience hearing aids in the real world
- Turns the consultation process into a partnership between provider and patient
- Demonstrates provider confidence and builds trust
- Consistently shown to increase patient satisfaction and peace of mind
- Reduces returns and patient walkaway rates

FLEX:TRIAL Provider Statistics

- 88% of Unitron providers say FLEX:TRIAL makes it easy for patients to evaluate their hearing aids
- 87% of Unitron providers say FLEX:TRIAL improves the experience for patients
- 82% of Unitron providers find that FLEX:TRIAL makes their job easier

Log It All

Log It All provides objective, real-world data about a patient's listening lifestyle gathered from Unitron's Integra OS scene classification system during the FLEX:TRIAL period. This data helps providers recommend technology levels with confidence based on actual patient experience.

What Log It All Shows

- Percentage of time spent in each of eight unique listening environments
- Listening environments include: quiet, speech in noise, music, loud environments, small group conversation, and others
- Technology level coverage match — shows which tech level best supports the patient's lifestyle
- Data is visible in the TrueFit software under the Insights tab

How to Use Log It All

- After the FLEX:TRIAL period, open the Log It All screen in TrueFit to review the patient's listening data
- Show patients what technology levels they would gain or give up based on their data
- Use at every appointment — not just during the FLEX:TRIAL process — to track changes in listening lifestyle over time
- Helps identify whether a patient would benefit from specific programs, such as a music program (available at technology levels 7 and 9)

Log It All vs. Data Logging

- Standard data logging reports what the hearing aid did: hours per day worn, volume changes
- Log It All provides visibility into the patient's hearing aid experience across eight listening environments, regardless of technology level set

Q3

- Which tool uses Unitron's Integra OS scene classification system to collect real-world listening environment percentages during a FLEX:TRIAL?
 - Think about which tool gives providers objective data — not just hours of use — across eight listening environments.

Coach

Coach is an exclusive Remote Plus App feature that helps patients integrate hearing aids into their lifestyle by delivering personalized, timely tips, reminders, and instructional videos throughout the hearing aid journey. Coach is activated automatically when Insights is enabled in both TrueFit and the Remote Plus App.

Why Coach Matters

- Patients must remember approximately 111 unique things related to managing their hearing aids (2018 study)
- 25 to 65% of information is not recalled after four weeks (2019 study)
- 50% of hearing aid owners report not getting enough help from their provider
- 90% of hearing aid owners demonstrated difficulty with managing their hearing aids

What Coach Delivers

- Personalized notifications on the patient's smartphone — reminders, encouragement, and tips
- Short instructional videos on tasks such as charging, inserting and removing hearing aids
- Usage updates (e.g., daily hours worn) delivered as positive reinforcement
- All Coach messages are accessible in the Support tab of the Remote Plus App, so patients can revisit them at any time

Customizing Coach Support

- In the First Fit workflow and in the Insights Setup screen, providers can select more or less Coach support depending on patient experience level
- New hearing aid users benefit from more Coach support; experienced users may need less
- Coach support level can be changed at any time, including without connecting the hearing aids to TrueFit
- The enhanced Coach feature is available in TrueFit 5.9 and is backwards compatible with Vivante and Smile platform patients

Q5

- Which Unitron Experience Tech Tool acts like a personal trainer for patients, delivering reminders and instructional videos through the Remote Plus App?
 - This tool is exclusive to the app and is activated through the Insights channel.

Ratings

Ratings is an in-the-moment feedback tool within the Remote Plus App that allows patients to submit real-time impressions of their hearing aid experience. Each rating captures the hearing aid settings and listening environment at the moment of submission, making follow-up counseling more efficient and personalized.

How Ratings Works

- Patients can submit a positive (smiley face) or negative (frown face) rating directly from the Remote Plus App
- The system captures a snapshot of the hearing aid settings at the moment the rating is made
- Ratings are visible in the Insights tab of TrueFit under the Ratings overview screen
- Providers can view positive and negative ratings and expand specific rating events for details

Benefits of Using Ratings

- Provides accurate, in-the-moment data rather than relying on patient recall at follow-up appointments
- Empowers providers to make targeted, data-driven adjustments at follow-up visits
- Patients are encouraged to add a brief message to each rating explaining what was difficult or successful
- Reduces the pressure on patients to remember where they struggled or succeeded

Success Check

Success Check allows providers to monitor patient progress remotely — without connecting the hearing aids to TrueFit — providing insight into usage, Log It All data, and Ratings between appointments. It also alerts providers proactively if a patient is not progressing as expected.

What Success Check Monitors

- Hearing aid wearing time (usage)
- Log It All listening environment classification data
- Patient Ratings submitted via the Remote Plus App
- Manual program usage patterns

Proactive Alerts

- Providers receive email alerts if concerning trends are detected, such as very low hearing aid usage or multiple consecutive negative ratings
- Alert parameters are configurable in the TrueFit software preferences
- Alerts allow providers to reach out proactively before a scheduled appointment if intervention may be needed

FLEX:UPGRADE

FLEX:UPGRADE is unique to Unitron — the only company in the hearing care industry that allows technology level upgrades on existing hearing aids at any time throughout the patient's hearing aid journey. All Unitron hearing aids are future-ready with an open platform.

How FLEX:UPGRADE Works

- In TrueFit, navigate to the Technology Change screen to initiate an upgrade
- Select the desired technology level (e.g., from level 5 to level 9)
- The hearing aids transition to the new technology level — the process is simple and guided
- Hover over any feature with an information icon to view a visual explanation of what that feature does

Benefits of FLEX:UPGRADE

- Patients do not need to purchase new hearing aids when their lifestyle changes
- Upgrades can be initiated when a patient's listening needs evolve — such as returning to work, watching grandchildren, or increased social activity
- A valuable differentiator that sets a clinic apart from competitors
- Majority of Unitron providers (2023) report that upgradability is beneficial for their practice and patients

Remote Adjust

Remote Adjust enables providers to send hearing aid adjustments directly to a patient's hearing aids through the Remote Plus App, without requiring an in-person visit. This is especially beneficial for patients who live far from the clinic or have difficulty traveling.

How Remote Adjust Works

- The provider makes the desired adjustment in TrueFit and sends it to the cloud
- The patient receives a notification in the Remote Plus App that a new adjustment is available
- The patient accepts and applies the adjustment through the app
- Patients can always revert to their original adjustment if needed

Ideal Patient Populations

- Patients who live far from the clinic
- Patients who have difficulty arranging transportation to appointments
- Patients who travel frequently or are away for extended periods

Key Takeaways

Summary

- Unitron's eight Experience Tech Tools work together as a streamlined system embedded in TrueFit and the Remote Plus App.
- These tools give providers a holistic understanding of patient needs and support a personalized hearing care journey.
- Activating Insights in both TrueFit and the Remote Plus App unlocks Coach, Ratings, Success Check, and Remote Adjust.
- FLEX:TRIAL paired with Log It All provides objective, real-world data to support confident technology level recommendations.
- Coach, Ratings, and Success Check keep providers connected to patient progress between appointments.
- FLEX:UPGRADE ensures all Unitron hearing aids are future-ready — patients can upgrade

technology level at any time without new devices.

- Update TrueFit software to version 5.9 to access the latest Coach enhancements.

Notes

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Notes