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Powering Personalized Experiences: Unitron's Experience Tech Tools

Presenter: Courtney Smith, MA, CCC-A

Hello everybody. Thank you so much for being here. We have an exciting webinar for all of you today. I am Courtney Smith. I am the Senior Audiology and Education Manager at Unitron.

I've been with the company almost four years. Before that I practiced in clinic here in Las Vegas where I live for 18 years. So I have a lot of interesting clinical experiences to share with all of you and my passion is just helping you grow your knowledge of Unitron. So that's what we're going to do today. Just a couple of housekeeping items as we get started with today's webinar.

If you're going to ask a question or comment on anything, go ahead and type that into the Q and A. You'll see that Q and A button at the bottom on the horizontal bar of your screen. Go ahead and use that to interact and I'll try to look at those periodically throughout today's class. You will also have a handout that you can download from Audiology online. There's also a link in the chat that will be linked to the handout.

And after today's webinar you'll go to the pending courses and pass the multiple choice exam to earn your CEU credit. Also, if you have any issues during the class hearing me or someone seeing the content, go ahead and call the number on your screen or you can email customerserviceaudiologyonline.com so we will go ahead and jump in and get started today. Once again, I'm Courtney Smith and I'm so excited to be here with all of you today. I'm going to turn my camera off so we can focus on the content, but I will be here in the background. Just want to focus on what we have to offer today.

So here are the risks and benefits of today's course. You can go ahead and read these over on your own briefly.

So today's webinar is called Powering Personalized Experiences. We are going to talk about Unitron's experience tech tools. If you're brand new to Unitron or if you're a Unitron veteran and you've been

using our company's devices for a really long time, I want to make sure all of you leave here today being familiar with these experience tech tools. These are very unique to us. And when you choose Unitron, in addition to our products that offer so much sound, performance wise, you have access to these unique suite of tools and they allow you to deliver easy personalized experiences to your patients.

Today you'll all leave here armed with New knowledge on how to use all of these tools with your patients as early as this afternoon.

As we know, experience is everything. This presentation is really about the experience that you're delivering to your patients. We're going to talk today about how Unitron partners up with you in delivering something unique and something special. As clinical providers, we're always looking to help our patients perform as best they possibly can. And we also are looking to set ourselves apart from from what everybody else in the industry is doing.

So from that initial patient contact to beyond the fitting and the follow up appointments, Unitron has a tool for every single piece of the hearing aid journey. And that's what we're gonna talk about today.

So how does Unitron do this? How do we deliver in experience, Experience that both you and your patients love? We know that getting hearing aids is a huge commitment. It is not a simple process. That patient comes in to see us, it takes them some time to get there to begin with.

So when we have a patient sitting in front of us, how can we connect with that person beyond just the hearing aid itself? We know that anybody can hang a hearing aid on someone's ear and send them walking out the door, right? So it takes something special and unique to really have that patient trust you, partner with that person to help them hear their best and help them achieve their hearing goals, because they're there sitting in front of you to get help. And we want to go beyond help. We want to

partner up with that patient for as long as they need us and help them communicate to the best of their abilities.

And so here's what we know about patients. The average time that it takes for a patient to visit you, once they first identify that they may have some issues with their hearing, is about four years. And this is from the Market Track study back in 2023. So just a few years ago. So that's good because it used to be about seven years that it would take for someone to come in to see you.

So that's a nice trend in the right direction.

Another piece of good news from Market Track is that the average age of new purchasers of hearing aids in the United States has gone down a bit to about 60 years of age. So we are working with younger folks than we were in the past. And that's good. People are recognizing that they need help with their hearing a little bit sooner, and they're taking that big leap and coming into our offices.

But it's not all good news. So even patients who we know could benefit from hearing aids, they still walk away. So in market track 2015, the rate for the person fitted with hearing aids that came into the office was about 30%. And in the more recent study from 2023, that rate of patients that follow through to purchase has increased only about 3% in that time period.

So this is interesting data. We know that a lot of people that need hearing aids walk away. We know that some people wait a really long time, and we know it takes people some time to take action. When a patient finally does decide to go ahead and get hearing aids from you, how does that experience begin?

Consider a whole experience holistically for a second. Generally speaking, the in clinic experience kind of has these steps. You know, your patients acknowledge that they need help. They have come in to you. They, they're getting their hearing tested.

After that hearing test, your patient receives confirmation that they are not, in fact, crazy. They do have a hearing loss, they need some help, and they're there for you to hear your strong recommendations. You teach them about the solutions and the options that are available to them, and they're told, this is going to cost some money. This is a very emotional experience, and we tend to forget about that because as providers, we. We work really, really hard and we see a lot of people and we try to put our best foot forward, but we see patterns over and over again, and we kind of fall into similar routines and habits with our patients.

So we kind of forget that this whole experience is a little overwhelming. Your patient might be a little anxious about getting hearing aids. They might be skeptical. They might have heard things from friends that weren't very positive. So they might be a little unsure of what's going to happen when they go get these devices.

How's this going to work? They also are dealing with maybe pressure from their family or friends. They might have sticker shock. They might be like, holy cow, this is way more expensive than I thought it was going to be. So all of this that you see on your screen happens oftentimes in less than an hour.

So we think about that and it's kind of shocking, right? So we know that some patients who could benefit from hearing aids, they end up walking away because many reasons, but they may have not had a positive experience up to now.

Another interesting piece of Data is that 80% of consumers are more likely to make a purchase when they have an experience that is personalized to them. And I bet you're not surprised to hear this. I'm sure in your own practice, you've taken steps to provide your patients with a personalized experience. So when you turn on Netflix at night and they recommend a show for you to watch based on other shows you've watched before and, and you enjoy that show, it's been personalized to your liking. So

these personalized experiences matter to people and these are the things that people remember.

So through knowing all of this data about our patients, how long it takes them to come to see us, how much skepticism they have, how long it takes to build that trust and respect and that partnership feeling with your patient as you guide them through this journey that's full of emotions. Unitron enters our experience tech tools and changes the game with respect to the hearing aid journey. What we're going to talk about today is each one of these tools and how you can use them with your patients to personalize that experience that they're having and just make them feel like they're a big part of their hearing health care.

Here are our eight experienced tech tools at Unitron. And just to list them out, they are First Fit, Flex Trial, Flex Upgrade, Success Check, Log it All Ratings, Remote Adjust, and Coach. So this suite of eight tools are available either in the True Fit software or in your Patients app, our Remote plus app. And all of these tools are doors that you can open that are full of possibilities for both you and your patients and your clinic. So what we're going to do today is learn about each individual tool and why it's important and how it adds value to your practice of hearing healthcare.

First, we're going to take a few moments to focus on our First Fit.

First Fit is a really important part of the process. It's a very easy tool. Then something that we all do, right? Every single manufacturer that we work with uses First Fit. And before we dive into First Fit, I do want to point out something important to all of you about all of our tools, because as I mentioned, some of them are part of our software.

So these four that you see on the left are part of our true Fit fitting software. So these three that you see on the top right, log it all Ratings and Remote Adjust are both part of our software and, and our Remote plus app. And finally, Coach is exclusive to the Remote plus app. So this slide kind of breaks it down

where these tools are and kind of how they are accessed by both you and the patients.

Also, before we get into the tools individually, I do want to remind you all of the importance of activating Insights. Insights is basically the channel by which four of these experience tech tools communicate with the software and your patient. Think of it like it's kind of an open door. When you activate Insights, you open the door to use Coach Ratings success check and remote adjust.

And what's nice is that now in our software, it's very easy to make sure that Insights is activated. It is important that you log in to your MyUnitron account and this is all done through the first fit in the True Fit software. It is important that you see your Unitron credentials in the upper right hand corner of your True Fit fitting software. When you've logged into MyUnitron in your software, you only have to do this one time and then you're done. I do recommend also, if you are working in a clinic that has multiple computers like the clinic I practiced at, we had like three rooms with a fitting computer in each room.

So we were logged into our MyUnitron account and we were logged into the same one in all three of those rooms. So no matter what room I saw my patient in, everything was streamlined within that same my Unitron login. And in the first Fit fitting flow, which is the tool we're going to talk about in a second, I'm at the screen you see on the right, that's what you'll see when Insights is activated. You'll see that green checkbox there. Also, I do want to point out that your patient will also activate Insights on their end when the app is put on their phone.

So when you have all of those things together, you'll see two green check marks up there at the top. When your patient has activated Insights in the app and when you've activated Insights in TruFit, those two green check marks are what you want to see.

Also in our software, in the end fitting screen on the horizontal bar, when you tab over to Insights setup, you want to see four green check marks there. When those four green check marks appear, they that

means that you are ready to go and you are ready to use those four tech tools that I described on the screen earlier. All you have to do is hit activate. If there's an activate button there, all you have to do is push it and you will be ready to go. So it helps you maximize your use of all of these tools that we're going to talk about today.

And when Insights is activated in the Remote plus app, this is what those screens look like. And now in our latest version of the app, your patient is like prompted to activate Insights. And when you're putting the app on your patient's phone, I always say, you know, just say yes to all of these things because it's It's a nice exchange of data that helps me, as your audiologist or hearing care provider, provide you with the best service and all the tools that you need to be successful. So if you have a patient that's skeptical, like, should I say yes to all of these questions that the app is asking me, I always say yes, go for it, because it's going to help you and it's going to help me.

So let's go ahead and talk about First Fit. We introduced first fit in 2019 and this tool has been highly successful in getting new wearers, in particular up and running with hearing aids and helping them integrate them into their lives quickly and seamlessly. So let's just take a few minutes to review this successful approach to initial fittings, which we like to call First Fit and is now included as one of our experienced tools. Our unique First Fit approach at Unitron provides a starting point that new users will readily accept and appreciate so they can spend less time in the fitting room and you can spend less time in the software and devote that time to spending with your patients, counseling them and building that relationship.

Let's take a closer look at First Fit every time you initiate a new fitting. When you're fitting a Unitron patient for the first time, the First Fit workflow will guide you through the essential steps. Patients will start out at a setting that they will appreciate, particularly new wearers that might be a little bit sensitive to amplification. At first, we have a nice automatic adaptation manager that's built in that can take over

and kind of transition that patient slowly to a full target for optimum long term performance. So your patient's first impression when they're fit with Unitron is that it's an efficient process and it allows them to transition to amplification in a way that really makes a lot of sense.

So let's take a quick look at the First Fit workflow. This is step one, our client screen, where you're asked to enter some data about your patient. Step two is something we see a lot in the hearing aid industry. We're confirming those device acoustics that you're using on that patient to deliver the sound. And step three is where our hearing aids are alive.

So if your Unitron patient is sitting in front of you, the hearing aids are now active and they're able to hear you. And I like to use this screen to gauge my patient's comfort with amplification. I like to use that slider bar, that adaptation manager slider bar to find a spot on that Continuum. That sounds really good, really comfortable, really clear to my patient that's sitting in front of me, as you may know or may not, if you've worked with Unitron before, you do not have to run the feedback test because of how our system operates. So though there's a button there, you do not necessarily have to push it.

And then we have our fourth step, which is the completion of the first fit fitting flow. So what's really nice is that if you're setting up hearing aids for a patient, and if you don't have a lot of time, you know, let's say you're setting up a demo. Let's, you know, setting up a Flex trial for somebody or somebody needs to send their hearing aid in for repair. You can get a hearing aid on someone ready to go for them in less than five minutes. It's really, really quick, and it makes a lot of sense.

So this is something that I highlight with patients because it is easy. It takes all of this data, the data from your patient, and kind of spits out a nice, comfortable first fit sound so they can easily adjust and adapt to amplification.

And as the saying goes, you only get one chance to make a first impression. So we want our first fit to be a really good experience for every single Unitron patient. We know that this is their introduction into amplification. So we want it to be beneficial and easy for them to kind of ease into the flow. I like to tell patients sometimes you need a dimmer switch.

If you're in a dark room for a long time and you flip those lights on and it's really bright in the room, you kind of wince and you're. It's like, ooh, it's a little bit bright in here. Similarly, with sound, we like to transition patients gradually into the sound that they need to perform their best.

Are there any questions so far? If there are, feel free to put them into the Q and A at any time during the webinar. I will keep checking to see if we have any questions.

Next, we're going to dive into Flex Trials. And if you've used Flex trials in your clinic before, go ahead and type into the Q and A that you've used them. And I would love to hear how you use Flex trials in your clinic. When we refer to Flex trials at Unitron, we're referring to a process. It's not just a hearing aid, it's a process.

So the flex trial process really changes the game when it comes to a hearing aid evaluation. And if I can tell you one thing, in my four years of traveling around the country, visiting providers, talking to them, I will tell you that my providers that use Unitron and they use the flex trial process in their clinics are extremely successful. They have very low returns, they have high patient satisfaction, and they offer patients kind of this personalized, risk free start with no pressure. So let's watch this video about flex trials and kind of how it all works. In fact, let's see, let's see if we can get it to play.

No, I don't know if we can. Anyway, for some reason my video isn't playing. But what I do want all of you to know is that this is a really cool, unique process that is totally unique to Unitron. It takes the pressure off you when you're selling hearing aid technology. We know that a lot of providers do not get

into hearing healthcare to sell anything.

We're not here to sell a product. We're actually selling hearing an experience and we're selling an outcome. So the flex trial process allows you to have an open platform hearing aid in your office, meaning you can set that hearing aid at whatever technology level you want to. It can be a 3, 5, 7 or 9. Unitron has those four tech levels.

So depending on your patient's listening needs, you can set that flex trial anywhere you want. You can fit those hearing aids on your patient and you can let them sail off into the world to experience all the features and the benefits of that technology. What's great about this is it removes the pressure and just lets them experience the hearing aids in the real world. Helps them hear what they've been missing. And it's just like a nice, slow, safe, gradual introduction into hearing aids.

They'll know what to expect from their hearing aids. And the flex trial process has been consistently shown to increase satisfaction and peace of mind.

And here's what that looks like when you initiate a flex trial. When you plug them in and connect them to your system for the first time, you'll get asked to set them to a technology level and then you'll proceed through that first fit workflow. And that's really all it takes. It's really nice and fast. You then are able to confirm the technology level in this technology level change screen in true fit with trial devices.

The beauty of it is that you can move up or down in any technology level at any time.

You also will set the duration of your patient's flex trial. So we hand these hearing aids over to our patient. We say, okay, I want you to wear these hearing Aids that I've set up for you as much as you possibly can. When you come back, you can set the parameters with your patient. I'm going to let you go for two weeks.

When I was practicing, I always found two weeks was a nice amount of time. But it can be as long as six weeks if you need it to be a little bit longer. So this is something. You put the hearing aids on your patient, let them go out and have an experience, let them know that there is an end to the Flex trial process. You can't just get those hearing aids and move to Paris, for instance.

You have to come back and see the provider. So. So I can find out from my patient how they did and what they experienced with the hearing aids. And I can also read some data from the hearing aids to find out what kind of listening environments they're in.

The Flex Trial process has been shown to build trust and really release any anxiety that patients might have about the hearing aid journey. It's risk free. So your patient is wearing these hearing aids without any obligation. It really shows that you trust them and that you're making them a partner with you in selecting the technology that's going to work best for them. It turns the consultation process, excuse me, kind of into a partnership.

And that's the beauty of it. Flex Trial is a holistic tool and it can be used at any time. I have clinics that I work with at Unitron that put a Flex Trial hearing aid on every single patient that gets tested at their office. They all leave with Flex Trials. And if you want to initiate the Flex Trial program in your office, I would highly suggest that you reach out to one of your Unitron clinical trainers or your Unitron sales rep in your area, because we're highly trained in helping clinics get this process set up in their own offices.

And flextrial does stand out. So 88% of unitron providers say that Flex Trial makes it easy for patients to evaluate their hearing aids. 87% say that using Flextrial in their practice improves the experience for patients. 82% of Unitron providers find that using Flextrial makes their job easier.

What's awesome is that these clinics that use this process, they have low returns, they have fewer walkways, like, fewer people leave with nothing because the clinic introduces Flex Trials as though it's just part of the consultation process. This is not negotiable. This is part of the journey. You putting these hearing aids on and leaving with them today is part of what's necessary for me to make sure that you're wearing the technology level that's best for you.

So that leads us into my personal favorite experience tech tool at Unitron, which is Log et Al. So Log et al kind of gives you the insight that you need into your patients listening experiences when they're away from you with those Flex trials on their ears. Those Flex trials have gone out and gathered some data for us. So Log et al lets us see that data in the True Fit software and it shows us the kind of listening lifestyle that your patient has.

So Law et al Gives you, your patients listening data from Integra os. Because our system is a scene classification system, it classifies each environment around your patient as they move through their day and it's able to tell us the percentage of time that they're spending in each of those listening environments. This is highly, highly helpful for patients who are selecting technology and might not know what technology is best for them. You know, patients often come into our office and tell us, if you're like me, I live in Las Vegas and I know my city is very, very loud, very noisy. And I would have patients come in and say that they sat home all day, they didn't go anywhere, they didn't do anything.

What's interesting is I would pull up their log at all screen in the software and I would be able to show them what their listening lifestyle breakdown was like. And it always shocked me because those patients that told me their lifestyle was quiet, oftentimes their lifestyle was quite diverse and they were spending time listening to music, they were spending time in loud noise, they were spending time in conversations that they didn't give me insight into at the evaluation. So being able to see this data that was gathered from the Flex trial process helps me see what technology is best for this person sitting in

front of me. It's their data, it's no one else's. So this allows providers to recommend higher technology levels with confidence.

I love to show Log et al to brand new providers that are fitting hearing aids, maybe just kind of getting their feet wet. It's also great for providers who have been kind of saying the same things over and over again to their patients. I was definitely one of those people. We get into habits and routines, but Log et al kind of changes the game. It opens the door, gives you some insight into your patient's listening lifestyle.

And it's different than data logging. Data logging really just tells you what the hearing aid did, how many hours per day, how many volume changes happened. While LoganI is able to give you visibility into Your patient's hearing aid experience in eight unique listening environments. And regardless of where you have that Flex trial set register, regardless of the technology level you're using, it shows you the data from all eight of those.

It's extremely valuable to get this insight because you can then recommend a technology level with conviction based on your patient's real life data. So this in the center of your screen is what you When I refer to the Log et al screen, that's what I'm referring to. That Log it All screen in the center of your screen is telling you the percentage of time that this patient has spent in a variety of listening environments. And if you're listening and you want to engage and enter into the Q and A, what is something that stands out to you about this patient's Log et al data?

One thing that stands out to me, I will say, is that this patient's listening to music 10% of the time. That's pretty important.

So that means that this patient will benefit from a hearing aid that has a supportive program for music. And for Unitron patients, those are level seven and level nine devices. Those are our two tech levels

that have a music program. So it really would behoove this person to select a hearing aid that has support for that.

And this is what that Log et al coverage screen looks like when I blow it up. So when I push that Log it all button on the horizontal bar at the top of my True Fit software and the Insights table tab, I will be able to see the percentage of time this patient spending in all of these environments. And also what technology level matches up best with their specific lifestyle. I can see how they're covered. And then I can also see if I drop down a technology level like for the in this case, I go from level five to level three.

I can show my patient what they're giving up by doing that. Also, if I upgrade a technology level, like for this person, the level 7 technology is an 89% match for them. That's a pretty significant jump from level five. So I can show them what they're gaining, and in this person's case, they're gaining conversation in a small group and music program, which is going to be highly useful for them based on their data. I can also show them if I jump up to level nine, kind of what that looks like.

So it really can show you the value of the technology level and what that technology level is going to do for them.

I really encourage you, if you're a Unitron provider, to use Log et al with Every single patient, every single time, at every appointment. I think looking at this screen is so important at every appointment, not just at one follow up or during flex trial process. I encourage my providers to open it up and take a peek at it with their patient whenever they come in because it really shows them also as time passes by how their hearing aids are working. Because if they're wearing their hearing aids, you'll find that their listening lifestyle diversifies over time and it changes as their life changes.

I do want to now touch on Coach, which is another very unique and valuable experience tech tool that only Unitron has to offer in the industry. Many providers don't realize what Coach is or that it's even

working to benefit them in the background. So what is Coach? Coach helps patients integrate hearing aids into their lifestyle by delivering personalized, timely and helpful tips and reminders as they go through their hearing aid journey. We know that fitting patients with hearing aids is a lot of work, right?

Like we fit them, we counsel them, we show them how to use their hearing aids, we show them how to change their wax guards, we show them how to charge all those things that we take time to teach our patients in the office at the fitting. It takes a lot. If you've ever been in this situation where you've looked at your patient after teaching them about their hearing aids and orienting them to it and they have that glazed over look in their eyes like what just happened. Now I have to remember all this stuff. Stuff.

It's really, really hard. So enter Coach into this process. Coach is to help you out and help your patients adopt hearing aids with success. A study from 2018 shows that patients have to remember 111 unique things when it comes to managing their hearing aids. I don't think that I can remember like 10 things that I did yesterday, much less 111 things about just one device that I'm trying to incorporate into my life to help me hear better.

So interesting stuff, right? We've also found that through studies, this study from 2019 shows that 25 to 65% of information is not recalled after four weeks. And 50% of hearing aid owners report that they don't get enough help from us. 90% of hearing aid owners in this study demonstrated difficulty with managing their hearing aids. So this is kind of where Coach comes in to help you out.

Coach reinforces every single thing that you do with your patient by delivering reminders from the Remote plus app. This is only for patients that are app users. It's very important to remember that so Coach delivers these little reminders. Patients will get notifications on their smartphone that say things like, hey, you're doing great. You wore your hearing aids yesterday for four and a half hours.

It'll drop little videos and helpful tips, helpful tricks, reduces the need for repetition, gives your patient the peace of mind so that they can manage their day to day tasks that they have to do. So I like to tell my patients when I fit them with Unitron, hey, I know we just went over a whole lot of things together. Don't worry about remembering every single little thing because you'll be fine. Coach has your back. Coach is kind of like a little personal trainer that your patient has with them all the time.

If they're using their app, Coach is activated in True Fit. So like I said earlier in the talk, when you activate Insights in True Fit, it kind of opens up that channel for you to use Coach and, and when your patient activates Insights in the Remote plus app, it allows those recommendations and tips from Coach to come through. Kind of like that personal trainer. Coach uses the Insights data like usage ratings and overall satisfaction to analyze your patient's performance and provide meaningful and relevant instruction in skills pertaining to their hearing aid management. There are so, so many benefits to you and your patients for using Coach and we just enhanced Coach with our latest launch of Ensera SR at Unitron.

We just launched Ensera Sr at the end of January and it's been very exciting to have our very first rechargeable custom hearing aid in the Smile platform. And in our first Fit fitting flow, we have adapted Coach where you can now select more or less Coach support depending on the person that's sitting in front of you. If you have a patient that's been using hearing aids for 10 years, they probably don't need as much support as a brand new user. So as such, you can select more or less support depending on the person that's there. If they're brand new, I would always recommend clicking on more Coach support and your patient will get more reminders from their Remote plus app.

This is also backwards compatible. So in our latest version of the Software, which is TrueFit 5.9, when you leave today's course, you can check your Unitron software to make sure your software is fully up to date to 5.9. This new enhancement is also backwards compatible to Vivante patients as well Vivante

and Smile patients. You will now see this part change in our first Fit process. Here's what those Coach reminders look like.

You can see what they are this is just an example of three Coach reminders that your patients might get on their very first evening at home with their hearing aids. They're going to get a reminder to charge next morning, as they're getting started, they're going to get a video on how to put their hearing aids incorrectly. After a few days, on the far right of your screen, you'll have kind of a little check in from Coach, like, let's see how you're doing as far as your hours per day of use and when your patient needs it most. Coach is also there to deliver reminders, and also patients can go back and see them in that support tab at the bottom of the Remote plus app. Patients can click there and they can go back to any Coach messages that they've received in the past.

It's okay if they miss one. I tell my patients, hey, you're going to get these little reminders. Just kind of when you get one, click on it if you have time. If you don't, it's no harm, no foul. You can always go back and look at them later on.

In addition to the Selection option and the first Fit workflow, you can always select or change the level of Coach support in the Insights setup screen. And this is where you can do that in True Fit. You can also make. Excuse me, you can also make this change without connecting the devices. So just keep that in mind.

And although Coach is not a tool that you interact with in TruFit, other than ensuring that Insights is enabled, what's nice is you don't have to do anything to benefit from Coach. And your patients don't either. They will just get the information. They'll get little videos, they'll get little bits of encouragement. I'm a big visual person and I think our patients are too.

So I think that when they get a video on how to charge their hearing aids or how to insert and remove, it's just really, really helpful and sets them up for success.

I'm sure that you can all think of a patient that would benefit from this level of support.

So remember that Coach is working in your favor all the time.

We're going to jump into Ratings next. Ratings is not used as often in the United States, but it is something I would like to see providers use more. So what is Ratings? Ratings is a compelling tool in our suite of experience tech tools. It allows our patients to provide in the moment feedback through the Remote plus app while capturing the hearing aid settings in that moment to help make your counseling more efficient and more personalized.

So Just like with some of the other tools that I mentioned, you just have to make sure that Insights is activated in the software and in the Remote plus app for patients to be able to make ratings. But Ratings provides a digital touch point that lets patients easily provide you with valuable in the moment information about what is going well and what is not going as well. Patients can submit momentary impressions of their experience. And behind the scenes, Unitron technology captures the context for each rating, including settings and listening environments. And when you use Ratings effectively, it really makes your counseling more effective and more efficient.

Let's say your patient's at a noisy party and they're struggling. They can hit that smiley face in their Remote plus app. They can send you a rating. They might send a frown face in this instance because maybe they're struggling a little bit. But what happens is our system takes a snapshot of where your patient's hearing aids were set when they were having challenges out in the real world.

So you can, based on that, you can look in our software and look back at the ratings your patient has sent you. And when they come back for their follow up, you might make some suggestions to improve those situations. And in the software, here are some screenshots showing you different ways to access Ratings. So in that overview screen of our Insights tab in the software over on the far right, you'll see where you're able to see ratings. This patient in front of us in particular had a positive rating for children's voices and in another situation, and also a negative rating for music.

So this might help you fine tune your adjustments. And here's another shot at ratings in the software. You can see the ratings that your patients made. You can kind of expand that moment Ratings tab and see kind of what was good, what was not as good. Then I always tell my patients, hey, when you send me a rating, send me a message about what was like, if something was bad, tell me what was bad about it.

Now I can go back and look and we can reevaluate those situations when we're together at your follow up.

So Ratings is really designed to help you counsel and takes the pressure off of your patients to kind of remember where they were successful and where they weren't. The input you get from your patient will be more accurate, and it really empowers you to provide a higher level of service.

Any questions before we go further?

All right, I'm going to keep going. Success Check is the next tool we'll talk about today. Success Check is a way for you to look at your patient's tool data when they are not in the office with you. And so Success Check allows you to kind of evaluate your patient's experience before they walk in the door for their follow up. Have any of you ever experienced this where you have this awesome fitting the patient does so well and they leave, you know, maybe they got emotional, they just did awesome at their fit and

then two weeks later they come walking back in the door and they have their hearing aids and in the little white bag and you're like, okay, what happened?

Like, everything went so well. How did this go south? So Success Check kind of keeps that from happening. It basically allows you insight into your patient's usage, their log et al data. You can see what their listening environmental classifications look like, their ratings, without having to connect the hearing aids to the software.

It also alerts you if something is not going well. So if your patient has low usage or they send three negative readings in a row, you're going to get an email from the software. It's going to tell you. And so you can kind of like you can be upfront and proactive if a situation is going south and it's not going in the direction you want.

Success Check is seen in this part of the software. So you can see giving you visibility into the patient Success Check data and it tells you the dates, the window of the snapshot that it's giving you.

And Success Check allows you to see kind of what's going on when your patient is not in the office and they're not sitting there in front of you. It does require activation of insights in True Fit and in the Remote plus app. So just FYI, as with some of the others, it does require that both of those are activated.

And when I said you would get an email, don't get scared because you're not going to get like 100 emails from success Check. You're only going to get emails if something things not going well. And these parameters can be changed in your preferences of the True Fit software. But we default to sending you an email if your patient's wearing time is really low or their manual set, their manual programs are really not being used or being used too much. We also will alert you there.

So you can configure these preferences for yourself. But it is really nice to know that you can be proactive. If a patient's not doing so great, you don't have to wait to see them. Two weeks later, you can give them a call and say, hey, Mr. Jones, I noticed a couple of things when I was Looking at your data from the software. Let's come in maybe tomorrow afternoon and let's talk about how you're doing.

I see maybe you're not wearing your hearing aids. A whole lot of just a really good personalized connection that you can make because of the data Success Check delivers to you.

We're going to go ahead and talk about Flex Upgrade. This is my second favorite experience tech tool behind Log et al. Unitron is the only company in the industry that allows technology level upgrades through throughout your patient's hearing aid journey at any time. So that kind of still blows my mind because I can't believe that we're the only company that allows for this. But this really helps your practice stand out from the rest.

When you're using Flex Upgrade, Flex implies that it's an open platform. So all of our hearing aids are future ready. And I tell my Unitron patients this all the time. Your hearing aids that you've picked can change if your lifestyle changes, so they can try higher level technology anytime they want to. This totally sets you and your clinic apart because not very many providers elsewhere in the industry are using this unique value proposition.

Changing the technology level and upgrading is so easy. In True Fit, there's a workflow in the technology change screen that you can work through to just guide your patient through this process.

And if you hover over any of the features that have the little I next to it, it will kind of blow up a visual as to what that hearing aid feature is doing. But when you want to go from level 5 to level 9, all you have to do is click on level 9 again. You can hover near those eyes and open up the visuals as to what's going on. But the upgrade process is as simple as this. When you advance through these screens, the

hearing aids will transition from one technology level to another.

And we have trainings about this again. If you're interested in incorporating Flex Upgrade into your practice, I highly recommend reaching out to myself or one of your Unitron clinical trainers. There's four of us on the team and we can help you incorporate this into your practice. It is something totally unique. It is something very special to us.

And the statistics are really strong from 2023 that the majority of our providers say that upgradability is beneficial. When your patient's not sure about what technology level to choose, or when their life might change after they buy their hearing aids, how many patients can you think of who maybe went back to work or they started watching their grandkids on the weekends and maybe they had a quiet lifestyle when they bought their hearing aids and now everything's different. So with Unitron, your patient doesn't have to buy a new hearing aid to access features that would support their lifestyle better. All you have to do is upgrade right there in the office.

I'm going to quickly touch on Remote adjust because we have a couple more minutes. But Remote adjust is a way for you to send your patient an adjustment through their Remote plus app at any time. And what's great is patients that maybe live really far away or they can't come in very easily, maybe they need a ride or, you know, things are a little bit clunky for them on that end. It's easy for you to make an adjustment in the software, send it to the cloud and they'll receive a notification that you've sent that adjustment. They pick it up through their app and apply it.

What I also love is they can always go back to their original adjustment. They're not stuck with whatever you sent them. And it's so easy.

So Remote Adjust also can set your clinic apart. It's a tool. It's something that we know not every single patient will benefit from. But for a population of individuals that either live far or can't always come in, or

maybe they're on a vacation, they snowboard for a few months and you want to send them a quick little change, that's completely fine. It's very easy to do that right there within True Fit.

So just to kind of sum it all up and bring it all back together, each experience tech tool is part of a streamlined system that's embedded in the Fitting software and our Remote plus app. It gives you a holistic understanding of your patients needs and all of these tools are working together to your advantage as a provider. When you use Unitron, we've got your back with every single one of these experienced tech tools and we're really, really proud of this.

Our providers that use these tools and the way that they're meant to be used are highly successful. Their patients are really satisfied. They get referrals from Unitron patients because it's an experience like no.

And we are the experienced brand in the industry. I just want to say if you fit Unitron hearing aids. Thank you. Thank you so much. We really, really, really appreciate you for using us, for trusting us, for putting us on your patients ears.

We have some new exciting ads to our portfolio. If you haven't fit our new rechargeable custom hearing aid yet, I highly encourage you to take a look at it. We have a training on audiology online on it. So if you want to get up to speed, you can listen to the recording. But thank you all so much for your time.

Thank you for spending time with me today. I'm going to hang out for just a couple more minutes just to make sure no one has any questions. But thanks for the time you spent. Enjoy the rest of your afternoon. Enjoy the rest of your week.

You're almost through this Monday. And enjoy it. Take care, everybody.

