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More Than an App: Unlocking the Full Potential of Starkey's Digital Tools

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Technology is such a big part of our everyday lives, and for our patients, having that seamless control, support and connection through their smartphone is no longer just a convenience, it's really the expectation. And Starkey's apps are designed to make hearing care more accessible, more personalized, and ultimately more empowering for both the patients and the clinicians. Hello everyone and welcome. My name is Dr. Natalie Hein and I'm an audiologist on Starkey's education and training team. Over the course of this presentation, unlocking the full potential of Starkey's digital tools, we'll walk through the different apps we offer, highlight the unique benefits of each, and share some real world examples of how they can enhance the patient's experience.

We'll also, of course, talk about tips and resources to help you feel more confident introducing these tools in your own practice. So our goal today is simple to show you how Starkey's mobile apps can extend the value of hearing aids beyond the fitting room and give your patients more independence, peace of mind and connection to the people and sounds that they love. So with that, let's get started, of course, with some housekeeping notes.

If you would like to ask questions, please do so by using the Q and A feature and I'll do my best to answer at the end of today's presentation. Handouts will be available under your pending courses on Audiology Online or by clicking the link in the chat within the classroom. CEUs are available with a paid Audiology Online Unlimited CEU Access membership. After completing the course, you can go to your pending courses and take the multiple choice exam and then claim that ceu. And lastly, if you have any technical support, you have the option to call, email or use the Q and A window for assistance.

Now these are the risks and benefits that may be associated with this course and we have three learner outcomes for today's session. First, we want to be able to identify which Starkey mobile app works with your patient's hearing aids, and how to download and pair troubleshooting common app and Bluetooth connection issues with confidence. And of course, use key features within the family of apps to

personalize the patient's hearing experience. And as we start talking about the Starkey mobile apps, it's important to take a step back and think about the platforms our patients are using. Which smartphones operating systems do you think has the largest market share in the United States?

Here in the US Apple's iOS system has a very strong presence. In fact, the majority of smartphones users here are using iPhones. But now if we zoom out and look at the rest of the world. Which smartphone operating system has the largest market share? The picture changes dramatically.

Globally, Android dominates the market, with their operating system representing a much larger scale than those Apple users.

And this one's a fun one to think about. When we pull out our phones, how much of that time do you think is spent inside of apps versus what was originally made for making phone calls? The answer might surprise you. It did not. For me, this is very true.

For me, it 88% of the time we spend on our mobile devices is inside apps. So that means apps aren't just an add on, they're where people are living when they're on their phones. And that's exactly why Starkey has invested so heavily in our mobile platforms. If patients are already spending the majority of their mobile time in apps, it makes perfect sense to meet them where they are with tools that make their hearing care even easier, more engaging, and more connected. And when we think about where we are today with mobile apps, it's helpful to look back at how Starkey has grown in this space over time.

Starkey was actually one of the first in our industry to recognize how powerful smartphones could be as companions to hearing aids. Our early apps started with basic functionality, things like remote control features giving patients volume and program adjustments right from their phones instead of having to reach for those hearing aids. From there, we moved into apps that focused on awareness and protection, like soundcheck Live, which encouraged people to think about their listening environments

and hearing health more broadly. And as hearing aids themselves have evolved, smartphone and phones in general technology in general, we're more connected. Our apps have evolved too, adding things like Find My Hearing Aids, remote adjustments, and now even AI driven features.

Today, the My Starkey app really brings all of this together, integrating health tracking, telehealth, advanced personalization all in one place. This journey tells a bigger story. Our apps have grown from a simple remote control tool into comprehensive platforms that support both patient and clinicians in ways that really do go far beyond the fitting room.

And whether it is just adjusting that volume, remote programming sessions, or even tracking healthable information like your steps or your social activity, there really is an app for every need and every lifestyle. So you have a massive toolkit at your disposal. And this makes our hearing aids not just devices you wear, but tools that integrate seamlessly into daily life, giving patients more independence and that peace of mind.

The first step when working with patients using apps would be pairing to the phones. Starkey has worked in close partnership with Apple. We've maintained the easy pairing process you're all familiar with, and our research from users says the same thing. This process is familiar. It's straightforward.

It requires pairing just through the settings and accessibility area of the iPhone itself. And then they can of course pair through the app if they want to utilize it.

The Android pairing process has been made easy as possible with the compatibility to pair directly through the My Starkey app. This has become the most common way to pair with Android devices, but I do want you to know that pairing for Android is also possible through the Bluetooth menu, and this actually might still be appropriate option in some cases where troubleshooting needs and compatibility issues might arise. Most importantly, the process only takes a few steps. Once paired, your device will

reconnect automatically whenever you're in range. So here is a quick video you can see on the phone screen of walking through the pairing process for an Android device.

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Voila.

So now that we've seen how easy it is to pair hearing aids to a smartphone, let's take a closer look at the app experience ourselves. Our newest, most powerful app is the My Starkey app. This is where everything comes together. Hearing control, health tracking, remote adjustments via teleheart, and the beloved Fall Alert. It's designed to be simple for patients to use, but powerful enough to make a real difference in their daily lives.

For both you and your patients. We've made it simple to check device compatibility, so I do invite you to scan this QR code. By scanning this QR code, you'll be directed to a quick tool that confirms whether a patient's phone will work with our app. It's fast, easy, helps really take the guesswork out of setup so you can focus on care instead of googling phone model. I like to call this QR code my headache free feature.

So the My Starkey is available in the Apple App Store and requires operating system of 16 or higher. It is also available in the Google Play store for Android devices running on the operating system 8 or higher. And then if you are utilizing or wanting audio streaming, that's going to require the 10 or higher for that Android. So hopefully you all had a chance to try out the QR code, see how easy it is. I think it is a very helpful tool in clinic.

Of course there are stand ups, there's magnets. We have a lot of different options when it comes to that QR code and you can always reach out to your Starkey team to have them sent to the clinic or learn more. The My Starkey app is compatible with all styles and technology tiers of Genesis AI, Edge AI and now the latest family the game changing Omega AI products. Omega AI and Edge AI feature our 2.4 GHz radio with the latest Bluetooth protocol, Le Audio and that Oracast compatibility and to continue streamlining the app setup process, three separate consent screens including hearing aid data, activity tracking and analytics have been unified into one screen with a simple toggle switch for better efficiency and improved user experience in all versions of the app. So this is not a new feature, but I do like to remind people of it anyway as it clears what once was thought of as a roadblock.

Upon opening the app and beginning the setup process, we historically have asked patients to create a cloud account. This was for security purposes and allowed access to cloud based features within that app. We heard that a lot of patients either didn't have an email account, didn't want to create one, really couldn't remember their passwords when then implemented the account deferral which allows the patient to skip creating an account. So this does shorten the setup process by several screens and allows the install of setup of the app to be done prior to the hearing aid fitting. I should note if the user does attempt to use a feature that requires them to have an account that cloud account including Telehir, Fall Alert or Hear Share, they will be prompted to create that account first.

And then of course we do have the Apple ID option, so again goal is to make it even easier. They have the option to sign in using their Apple id. So if they were able to download the app they most likely remembered their password enough to be able to utilize this component as well. Or at least their face can open it for them and they can create the account as well with their email address if needed. So again the goal to make it streamlined and easy for both the patient and the clinician.

So we've made it to the home screen, the My Starkey home screen. So we're going to work through the lay of the land and I'm going to follow the same path that I follow with patients as I describe the main screen, starting off with battery status, simple clear provides a lot of information for that patient. The current program that they are in will be the one highlighted and my favorite of them all in the past few years. Edge mode plus my easy button, different program options they can cycle through. You can see the accessory or streaming options.

That little symbol looks a bit different now that we do have that broadcast compatibility and capability. So that is the new imaging, the last year plus at this point and your home button. This home button is always available so if the patient or you goes down any rabbit holes anytime you click that home the house, it'll bring you back to this main screen and Health the healthable features My cherry on top features in the app all live in one location. Whether it is fall alert, whether it is the step tracking activity tracking, you name it under the little health heart symbol and then Smart assistant. This is a generative AI feature there to assist the patient.

Whether it is a simple command to give it a vocal command to mute the hearing aids or you know how you never taught them how to change their wax filters. If they ask the system it can talk them through that component and then your program options my hearing of course your binaural volume control and last year we introduced the Monaural volume control so you can control the right versus the left and fun fact these three line this icon is officially called the Hamburger Icon. For years I was calling it the Oreo Cookie, so obviously I have a much sweeter tooth than our engineers at Starkey. The official term is the Hamburger icon and then the Learn section. This is a helpful tool.

It is specific to patients needs and they can learn off of videos, brochures, pamphlets, helpful information. It's a nice feature addition. So now that we've reviewed the landscape of the My Starkey Home screen, some of these essential components in the My Starkey app. There are three key areas

including hearing, health and intelligent features within the My Starkey app. Many additional features for each of these will not be covered today, but we have more information available and have other courses and materials that go in more depth of these features.

So I'm going to highlight a few patient and clinician favorites and then I'm going to start with the most recent updates to the app with this latest launch in October.

Want to highlight first the newbie this fall and it is a winner. The new LED lights on the RIC rechargeable Telecoil as well as the MRIC rechargeable devices so will flash when the patient is on the screen you are seeing in the slide. This helps with the location of the devices. The right and left icons on the app screen will also flash with the two LED products and so whether it is stuck in a couch cushion, utilizing it to have the ability to have those visual indicators or One of our favorite patients told a story of how he lost his wife at a concert in a dark concert hall and he opened the app to utilize the Find My Hearing Aid feature and he became that beacon blinking red and green for his wife to find her way to him. So it's also a spouse finder as well, but not in that way Edge Mode Plus Again this is one of my favorites.

It's been a great component for the last few years. It can be easily accessed from the icon on the My Starkey Home screen. This feature is what I counsel my patients on as the easy button. Many clinicians have different fun names for it simplicity, but it really is really no concerns about figuring out different memories that they should go in. It lets the hearing aids determine that for them.

Edge Mode plus uses artificial intelligence to take a snapshot of the environment the patient is in, then instantly optimizes sound quality to that place and time for either clearer speech or improved listening comfort. And with patient driven controls in the mobile app, we put the power in the patient's hands by allowing them to change Edge mode settings to either further enhance speech or reduce noise for those top two technology tiers. And when it is engaged it's going to be effective the majority of time in

just simple activating for Best sound. But it is nice to offer enhanced speech and reduce noise. It does give that patience, the flexibility and the control to get more intentional adjustments.

So if the original intent doesn't meet the patient's needs, enhanced speech will deliver more clarity and reduced noise provides a greater comfort by further background noise reduction. So I do want you to note that these intent selections are exclusive to the Level 24 and 20 technology tiers and when Edge Mode plus is engaged for Level 16 technology tier, best Sound will be the only available option.

And then our premium level products, the 24 series features automatic edge mode plus. This is a heavily requested feature by clinicians which once it's engaged will continue to scan and adapt to different acoustic environments as patients move throughout their day, allowing really for that seamless transition between environments, all while benefiting from Etch Mode plus determining the most appropriate settings. I recently worked with the judge who finds himself, as you can imagine, in many different environments. And as you would guess, he does have to be on top of his game. He loved Edge Mode plus for that reason.

But now I did talk him into automatic Edge Mode plus that work of resetting Edge Mode for new environments or due to a change in his current environment, which does happen pretty often in the courtroom, has been game changing for him.

And then of course the streaming options for any paired accessory included. The latest remote mic or table microphone can be managed by tapping on the bottom left icon and navigating to the Streaming options screen. So the streaming option or hearing aid volume may be managed independently. For the highlighted streaming accessory, there is no Start streaming for capabilities in the app. For the remote microphone accessories, Start Stop is managed by the accessory power button on both the streaming microphone options.

The TV streamer Start Stop can be managed from the app and as you guys are aware with Omega devices, Auto stream is back which has been a real big win in my book.

Along with the updates to the health screen, we also enhanced of course that streaming screen in late July. This enhancements now include a streaming volume control on the streaming audio screens. So this is shown for both the audio streaming screen for phone calls and music as well as the accessory streaming screen. So this update is included in all styles of the technology tiers of Omega and Edge AI devices.

Tinnitus I used to work in the government sector and so Tinnitus is one of the top disabilities in the military and a major player in my day to day. So when a Tinnitus program has been established in profit, the Tinnitus tab will appear. So if Tinnitus is not established in profit this feature is not shown in the app. Tinnitus can be enabled in any program. In our example, a program name was customized for Tinnitus to aid the wearer in easily identifying that program and a label can be accomplished from the Indicators tab in Profit.

And for the Tinnitus screen, patients can directly adjust the tinnitus stimulus, both the volume and the speed so AKA modulation for each hearing aid. It really gives them a quick personalized control helping them fine tune their relief in real time.

Another valuable tool might be my favorite as a previous tech before going back to school in the app is Self Check. This feature lets patients run a quick diagnostic on their hearing aids at home. That's a big one at home checking things like that microphone, receiver and circuitry.

It's a simple way to confirm the devices are working properly and complete troubleshooting. If I haven't said this already at home before, they might need to come into the clinic. For patients it does provide peace of mind and for clinicians it helps cut down on unnecessary visits and really makes

troubleshooting more efficient. So we have had self check since pre Covid days.

A time saver A big time saver addition over the past few years is the ability to perform firmware updates through my Starkey. So this functionality is available on all tiers back to Genesis AI. So the average time for a firmware update in my Starkey is less than five minutes and I should note, firmware updates can also be done via this software as well and it takes about the same amount of time. So that is a massive improvement with these products. And the patient will get a notification through the app when a firmware update is available to them and it walks them through every step of the way.

And Learn Again has been one of the most exciting aspects of the My Starkey feature study. Participants and early users have enjoyed the interactive elements that help Genesis AI wearers, Edge AI wearers and now Omega wearers adjust to their hearing aids. So the first time wearer navigates to the Learn section, they will have opportunity to personalize the content to their experience level. So whether they're a new wearer or need to start with the basics or have worn hearing aids before, and they're really ready for more advanced content that is available to them. And now the benefits with Omega AI go beyond just better hearing.

In 2018, we were the first hearing technology company to put sensors in our hearing aids. And while others are just catching up and still working on their kinks, we're in version four of our sensor technology, providing patients with benefits that truly help them hear better and live better. Patients can improve their health and wellness by setting physical activity social engagement goals and then monitoring tracking through them automatically. They can stay safe by detecting falls and automatically alerting family and friends.

My Starkey coupled with the Omega AI hearing aids provides users an easy yet powerful way to monitor and support a variety of health metrics. At this point, taking advantage of those integrated centers and the artificial intelligence, My Starkey will compile and present health data in the easy to

digest fashion. It's really important for our patients to make sure it's easy for them to digest. I've had many patients in Weight watchers or different move programs that have loved having this data. They don't have to wear multiple different devices, whether it's a ring or a watch, they just have to worry about their hearing aids to be able to provide them that data.

And the industry's first a feature that has the ability to not only detect falls, but also send fall alerts to the patient's caregivers and loved ones. So once that fall has been detected, a signal is sent wirelessly to the patient's smartphone, which then sends the alert via text message up to three designated caregivers or loved ones. What a comfort for users to know that if they should need help, the hearing aids have that compatibility. And as you can imagine, we have heard many wildly emotional stories from patients and families regarding this features many that still give me chills. So let's take a peek at this feature in action.

If you are interested in learning more or reviewing white papers associated with this feature, I do highly recommend learning more on Starkey Pro or reaching out to your Starkey team. So here we go. Your hearing health is important and so is maintaining your safety and well being. That's where Fall Alert comes in. The app feature that enables your hearing aids to detect when you fall.

Then send a text message with your location to the people you choose so they can get you help if you need it. False alarm? No problem. You have time to cancel an alert before the text message sends. To set up Fall Alert and invite a contact, just follow four simple steps from your app Home screen, tap the health icon.

Next scroll to additional setup and tap Set up Fall Alerts. Learn about Fall Alert on the two welcome screens. You can sample the sound indicators you'll hear through your hearing aids if you fall to familiarize yourself. When ready, tap. Next, a permission box may appear asking if Fall Alert can access your contacts.

This would allow the app to enter your contact's details using your phone's contact list. If you choose not to allow this, simply complete the fields yourself. Now send your Fall Alert invite. Your app will then confirm the invite has been texted to your contact. You can also invite another contact if you'd like.

To find out if your contact has accepted your Fall Alert invite, tap more.

Next, tap app Settings and then Fall Alert settings. If your contact is listed as pending, they haven't accepted your invite yet. Here you can resend the invite if you'd like. If your contact is listed as active, they've accepted your invite and will be notified if you fall.

What a really cool feature. We've had this in our hearing aids for the past few years now and again those stories that I hear on a probably weekly to monthly basis have been really moving. Also thanks to those sensors on boards, we're going on the offense now. We want to we're done playing defense with just our Fall Alert system we want to help prevent so the My Starkey Balance assessment feature allows Omega AI and Edge AI users to gain an awareness of their balance with a self guided at home evaluation and it's really based on those study protocols. The balance and assessment consists of six exercises focused on three elements somatosensory Balance, Functional lower body strength and Walking balance.

These exercises are typically assessed in office using a paper form, so we've adapted these exercises for self assessment within the My Starkey app. The User is then guided through four standing exercises, the chair stand exercise and the timed Stand walk exercise. To begin, you're going to select Start Assessment. During the assessment, the user receives both on screen and voice instructions. The voice instructions will be streamed to the hearing aids by default, but the user can change the audio routing in the phone setting.

And with each exercise, the hearing aid sensors measure how the user performs, then streams that data to the app. And a software algorithm within the My Starkey app determines the results of these tests and displays them to the wearer. And this fall we have introduced of course our new Balance Builder. So the Balance Builder is a home based physical training that's been shown to be beneficial for many. And with the launch of Omega AI we are really leveraging the inertial sensors onboard our hearing aids in order to provide the first hearing aid based real time interactive balance trainer.

This feature is available to all styles and technology tiers of those Omega AI devices. And within our Balance builder there are several exercises available within each category which is with each exercises having different sub variations as the patient goes through the process. The IMU sensors within the hearing aids will monitor the patient as they go through. And once they're completed them successfully or not, each exercise will increase in difficulty again only if they're successful and they have to complete each variation of it. The balance builder consists of eight exercises.

Static balance, neck movements, gaze, sit to stand, knee bends, heel raises, weight shifts and gait U turns. Each of these will begin with instructions given to the patient with a number of different different variations and sub variations. They all start with a calibration. So the other day I was taking the train and I sat there doing the different neck movements on the train to test out the system and it was really easy, walked me through every step of the way. To access the Balance Builder feature you're going to go ahead and click on that health tab and you will navigate to wellness and then you just click on Balance Builder.

So as mentioned, the onboard sensors of our hearing aids have been instrumental in implementing the healthable features as well as sound quality features and helping our patients to live a safe and healthy life. Expanding on this impressive technology, we are introducing the ability to measure respiratory rate. This allows patients to monitor their own respiratory rate, one of those four vital signs that help measure

the body's most basic functions. This feature will be available and is available in all styles and technology tiers of Omega AI. So just as the watch or the rings or any of those helpable devices measure respiratory rate, our hearing aids do as well, now to access the respiratory rate, the patient will navigate to the Health tab within the My Starkey app, select Wellness and then click on Respiratory Rate.

This feature is always on. The patient does not need to enable it and it cannot be disabled. It's measuring the respiratory rate or respiration rate really automatically every 33 minutes when at rest. In a standard breaths per minute BPM, the respiratory rate screen will display the patient's respiratory rate range based on various time frames. The patient can select the time frame view to show the day, week or month, even year, and the graph that shows on the screen will be shown based on that time frame that they have selected.

The patient can also find the average breaths per minute for the time frame that is selected.

And finally, this one I find to be extremely helpful for my patients. The hearing report provides details in a color coded, easy to digest fashion so one can quickly see if they're hitting the set goals for their hearing aid usage, their social activity and sound levels. If interested, the user can scroll down through to get additional details in a daily or a weekly format.

So now that we've covered the key features inside the My Starkey app, let's shift to another powerful tool, Hear Share. This app is all about connecting patients with the people who support them most, giving caregivers peace of mind and our patients more independence. Our Hear Share app is an app designed for caregivers and loved ones. It allows the patients to share data with them from the My Starkey app. So you can really think of Hear Share as data logging for caregivers and maybe you help care for your mother for example, but you do not live in the same state.

Hear Share allows you to view this data remotely in an unobtrusive way for both you and the hearing aid user. So while Hear Share has been around for years, it has had some updates allowing the caregiver to access more information at a glance and if the hearing aid wearer has shared their home location, Hear Share allows caregivers to know if the loved one is at home or away from home. So my grandmother, she called her hearing aids her diamond earrings because they were just as expensive. She lived in a nursing home during COVID years and I mentioned we've had hair Share for a long time. We utilized Hear Share so myself and my five aunts were all linked to her Hear Share and her data and she had a tendency to not put in her left hearing aid.

I could quickly sign into Hear Share see if she had both hearing aids in their battery information. So such simple information was such an important aspect for myself and my family. And when she didn't have that left hearing it in, I could call the nursing staff because as you recall, we could not go into nursing homes in Covid for the most part and they would put that in for us. So at least I knew that she had both hearing aids in and she had that compatibility and capability throughout her day. So great peace of mind for myself and we know the weight of caregivers, right?

There are a few key points about the weight of being a caregiver. Most caregivers are family members and they're dedicating a significant amount of time each week to the person they're caring for. On average, it's about 24 hours a week. The responsibility they're managing are things we deal with our everyday lives. Running errands, managing financing, getting to medical appointments.

But unlike most caregivers are doing this not just for themselves but for someone else. So what's interesting is that about 15% of caregivers are providing support long distance. So a caregiver might live just five minutes away where they might be five states away. And that distance adds another layer of stress and concern because they're managing important aspects of someone's life without being physically present. This is where tools like Hear Share app can make a real difference for the 63 million

caregivers, helping caregivers stay connected, informed and confident in their ability to support someone whether they're next door or across the country.

So let's dive in a bit further into the improvements to the home screen and updates focused on making the using app simple for all parties involved. So when navigating the home screen working from the top down, you can see the patient's name in the top left corner across on the top right side of the app you have access still to change between users. So if you are providing care or connected to more than one individual, below the patient's name on the left side is the battery status. That was my favorite and a nice to update to the battery status now includes telling you when they were turned on to the right you now see the user's home and away status. The center of the home screen includes at a glance insights into social activity, hearing aid usage and physical activity.

And each section is expandable to give more details if desired.

And taking a look into the Hear Share insights under the expanded view, the sample you see on the screen are the social activity on the left and the physical activity on the right. In the social activity breakdown you can see the progress they're coded green as the wearer has surpassed their goal of two hours of social activity, the individual can see how the goal is being calculated as well as three elements and time spent in them conversation, listening and streaming. Another nice addition noted in the text will be if they were away from home for that social component and below time spent in section you see the insights for the physical activity breakdown example. On the right you see the user has once again met the goal with the green color coded followed by the insight text and at the bottom of each section you can access that hearing report we talked about earlier.

And in Hear Share. The hearing aid report can be broken in down daily or weekly. This report will include the total summary at the top followed by the detailed view for the hearing aid usage, social activity and sound levels as you scroll down and hot off the press this summer I do want to share a

simple tool you can use in clinic the Hear Share App card. This is a quick, patient friendly resource that explains how the app can support caregivers and hearing aid users.

Next up, let's look at the Relax app. While Hear Share connects caregivers, Relax helps users manage their tinnitus, putting control on the hearing aid wellness right in their hands. This app is free for both Apple and Android. The Relax app is an information resource for the tinnitus patient as well as self management tool designed to be implemented along with their clinician's sound therapy protocols.

There are 12 different stimulus options built into the Relax app so you can see a few in the images on the screen. You can swipe through the sounds just like a dating app and then you can further customize options from there to find and create one that works best in what the patient is looking for in their sound generator and masker.

There we go. Within the Relax app, the patient is able to adjust volume modulation of the sound and can even set up a sleep timer for chosen stimulus so that they can use it as a sound generator at bedtime. I personally love to use this when I'm in hotels. Even though I don't have tinnitus. I do find it hard to fall asleep in a silent room away from home, so it's extremely helpful in those situations.

I set a nice 30 minute timer and go from there. I'll also use it with my little ones on late night car rides. I'll throw my phone in the back near them and I honestly felt like a true winner the first time it worked on a long drive down to the Carolinas so again it can stream through the hearing aids or it can play through the phone speaker. Of course we still want to provide the patient with the control and flexibility to create a custom signal by altering and saving custom signal adjustments in loudness and pitch. I also should note we have Relax app cards available so if interested please reach out to your Starkey team and the T2 app.

This app was designed to give hearing aid wearers a simple way to make quick adjustments that use non wireless aids. It uses a series of audible tones that allow users to change volume or switch memory programs right from their cell phones. So many might recall this feature being used with, dare I say it, landline phones back in the day. So this tool bridges that gap and has had a recent facelift and enhancements.

So let's watch and see the app in action. In the video we will see how the app is launched, a demo of two adjustments and then navigation through the info page Content I should note that there are many compatible devices that go way back including non wireless devices from Starkey signature series evolve AI Picassos that were non wireless. Muse IQ Muse Soundlens we've got Soundlens Synergy, the 3 series Ignite S series so it goes way back but that again it is for the non wireless devices.

And we made it back to the content page now. Soundcheck Live App this is a tool that helps raise awareness of the sounds around us every day. This app includes a built in sound level meter so users can see real time measurements of their environment beyond just measuring. It also connects directly to our sound gear hearing protection options. So this does make it a great resource for patients, students or really anyone curious about noise exposure and safe listening.

It's simple, informative and a great way to start conversations around hearing conservation. I always find this app so much fun trying in different environments. I recently was in New York City and went to a spin class the Taylor Swift Engagement Ride. So right up my alley. And I know you all were wondering and I had a lot of fun and using the app to check how loud the ride was.

Let's just say thank goodness they provided hearing protection at that front desk.

So we're going to cycle through a few of the screens that will populate when using this app. If you have not done so, I do highly recommend downloading the app for yourself.

So here we can see a few of the screens giving you general information, understanding, awareness and the different indicators depending on the environment. So we have a loud environment aware hearing protection that read a lot of the apps through Starkey use the simple color coding to help with that understanding. And a question that I've been receiving lately on this app is, does it replace the other soundcheck app? Answer is yes. The original soundcheck app will still be available if a person has downloaded prior to June 2023. After that date, new downloads were no longer available in the US. So they would be utilizing soundcheck Live.

And again, that sound level overview. Lots of helpful tools on the app in that family. So now that we've reviewed our digital tools, I want to take a moment to run through some scenarios you might see in clinic.

Our first scenario, your patient lives independently but has had a history of falls. What Starkey features might be helpful to the patient and their family. So I'll give you a few moments to think about this one.

So our first recommendation, Starkey does continue to offer the world's only hearing aids with automatic fall detection and alert capability. So once a fall has been detected, that signal is sent wirelessly to the patient's smartphone, which then sends the alert via text message to the two to the three designated caregivers and loved ones. So again, they can have three loved ones linked and it has to be a cell phone number because they're going to get a text message notification. This feature provides peace of mind for the patient and the loved ones. They know that if a fall occurs, someone will be alerted and take the appropriate steps to assist the patient.

And we're not doing this because we can or because we think it's cool. It's not technology for technology's sake. You've seen the data. You can see it on the slide here itself. You know the potential outcomes for patients suffering a fall, which the CDC reports about 32,000 deaths each year among

older adults.

So this is technology that matters and that is potentially life saving. This time of year we get a lot of stories and hear a lot of stories from patients about individuals walking their dog late at night, slipping on ice, and their loved ones getting that text message notification. This past fall I had a patient who was doing what we're not supposed to be doing and cleaning out his gutters and fell off the ladder. His wife luckily got that text message notification, came home from work and was able to help him out. So again, this is a really impressive, important feature.

Another recommendation for this scenario would be the balance assessment we introduced with our Edge AI products last fall. So this is again going to be in the Omega products as well. These exercises are based on the CDC's study protocol. So the assessment is used to quickly assess elements of balance and can be performed as needed. The Balance Builder that we introduced with our Omega devices uses exercises that are similar to those in the Ortega exercise program.

So these exercises help strengthen elements of balance and the patient can perform these regularly. Okay, Balance Builder is exclusive to Omega Devices. Our Next scenario so in this next scenario your patient lives independently and one daughter lives local while the other is out of state. The family is concerned the patient might not be wearing their hearing aids consistently. What tool can the family use to check hearing aid use and support the patient's use of amplification?

Again, I'll give you guys a few seconds to think about this one.

Yes, the answer is Hear Share, the app that provides peace of mind to loved ones and caregivers. They can have an unlimited number of caregivers linked for Hear Share. It does support Omega Devices, Edge Devices, Genesis Evolve and Livio Edge Technology.

Once the caregiver has accepted the invite, they will begin to see the data shared by the hearing aid wearer have the ability to set up notifications and find additional options in the More screen I get the question a lot from my patients and their families. Can I control my mom's hearing aids when I don't think she can hear me well enough? Can I turn them up through the Hear Share app? No. That answer is no.

Remember, it's just data log. It's providing you peace of mind.

Our next scenario. Your patient lives in an active lifestyle and often finds themselves in a variety of dynamic listening environments. The use of different hearing aid programs hasn't really always addressed this discussion. Specific listening needs that arise. Is there another tool to help them with comfort and clarity in challenging environments?

So again, I'll give you guys a few moments.

Our recommendation Automatic Edge Mode plus continues to scan, adapt and optimize as the wearer changes environments or as the environments therein changes. Just like the example I gave my patient. That was the judge. I was blown away by this feature even when it was first released years ago and it continues to get better every release. When I was on a work trip in the city, hearing and drastic improvements in different restaurants and and meetings in varieties of sizes, walking on the busy streets as well as those trips on the subway or the metro, I love utilizing Edge Mode plus and since Edge Mode plus potentially uses more aggressive noise reduction than what may be needed for a regular day to day use, once the user is out of that situation, it is recommended that they switch back to automatic processing in their personal program and Edge Mode plus adjusts hearing aid settings beyond what is programmable for their everyday settings to Give that user the extra assistance when they need it most.

Edge Mode plus utilizes the integrated NPU for fast and efficient processing of the sound environment and then uses artificial intelligence to select the best settings based on that sound scene. From there, the user can further clarify their intent, what they need, enhanced speech, reduce noise or just leave Edge Mode plus settings as is. Our internal studies have been seeing these benefits in dramatic fashion. As you can see on the slide here.

Our next scenario I prefer not to add onboard maskers for tinnitus patients. I usually recommend apps for them to stream whether it is streaming in the app or through the phone through the hearing aids. What would you recommend? Let you guys think about that one again.

And hopefully you guys said relax. So the option for that patient could be the Relax app. It is free for both Apple and Android users. It is an information resource for the tinnitus patient as well as a self management tool designed to be implemented again along with their clinician's sound therapy protocols.

Got another scenario for you. Your patient was recently fit with Omega AI hearing aids and a TV streamer. What are the options for starting and stopping streaming?

So after pairing is complete, streaming can be initiated several ways. Streaming options with Omega AI Auto stream is back. We talked about that a little bit earlier so that is really exciting. That is the default, but after pairing is complete the onboard they can do it through manual start and stop options as well with the user controls, the My Starkey app or the Favorites button through the accessory.

And your patient must fit with Omega AI hearing aids and reports doing well with normal listening. They are tech savvy and utilize the My Starkey app on their iPhone, but they report that the phone calls don't sound as good as they would like. What tools are available to the patient to help with phone calls?

So when streaming is initiated, the home screen will automatically become the streaming audio screen. Streaming audio is a configuration similar to Stream boost. You guys remember that one. So it will automatically switch to a streaming response when streaming is initiated. The volume slider on the screen will change the hearing aid volume only, not the streaming volume.

While streaming adjust sound. My hearing and hearing aid volume are accessible, so when adjust sound is selected, equalizer adjustments become available. Changes made to the equalizer will be reflected in the audio streaming page appropriate. A custom streaming program is not available because any changes made to the equalizer is now the saved setting. In addition, the streaming equalizer will reset if any of the following changes are made in the Pro Fit software.

So a change made to frequency response in audio streaming. A Streaming Demo mode is started. Best Fit or Target Match all programs is performed.

If the user visits the audio streaming page under My Settings section of the My Hearing menu, they continue to have access to boost options and those microphone offsets. I think we've made it to our final scenario. For our final scenario, your patient wears Binaural amplification but often wants to adjust the volume of the hearing aids independently. Is there a way to make individual volume adjustments? In the My Starkey app, The monorail volume icon is located on the bottom right of the home screen.

So once you tap on the monorail volume icon, the volume slider is split into right and left volume sliders and each hearing aid can be adjusted individually. To go back to Binaural volume control, tap on the volume control icon once again. If the monaural volume control is open when you leave My Starkey, it will remain open when you return to the app. But if you do force close the app, it will return to the default Binaural volume control when restarted. So the monorail volume control icon is visible for Omega devices, Edge AI devices and Genesis AI.

So as we wrap up today, I want to bring us back to where we started. Technology is woven into nearly every part of our daily lives and for our patients, having control support and connection through their smartphones isn't just a nice to have, it's expected. So what we've seen today is Starkey's suite of mobile apps and it's designed to deliver on that expectation.

On the Starkey Pro website you'll find a wide range of tools, everything from product information, fitting guides to quick reference materials and and patient friendly handouts. It's designed to be a one stop hub where you can access what you need when you need it. For your patients, they can access Starkey.com and find quick tips and videos to support them. And just as important, remember that you're not alone in this journey. You have your Starkey team, from your sales representatives to technology support and education and training here to answer questions, troubleshoot or brainstorm best practices with you.

Think of us as an extension of your clinic team, here to help you feel confident and supported as you integrate these tools into your patient care. Because there is an app for everyone. Each app addresses different pieces of the puzzle, but together they can create a seamless, supportive ecosystem that empowers patients, eases that caregiver burden and enhances clinical care. So I do encourage you to explore these tools in your own practice and share them with your patients and their families. The goal is simple, more independence, more connection and better hearing health for everyone.

So I thank you for spending this hour with me unlocking Starkey's digital tools. Cheers. And have a lovely holiday season.