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Philips HearLink 9050 in Practice: Real-World Case Studies Across the Product Portfolio

Presenter: Krysta Goolsby, AuD

Hi everyone and thank you so much for joining us today. The session is called Philips Hearlink 9050 in practice. Real world case studies across the product before portfolio. Before we get started today, I do want to just kick it off with some brief introductions on who will be supporting the session today from the Philips team. So, so I'm going to begin with myself because I am your presenter over the next hour.

My name is Krysta Goolsby and a little bit about me is I am an audiologist by background. I have experience in working both the hospital and private practice settings as well as in pediatrics and the adult population. And over the past several years I have been under the demont umbrella, specifically working as an education and training specialist. But now I serve as the training manager here at Philips and I very much look forward to forward to supporting both you and our members with our products and software. Now I'm also joined today with my colleague Lavina.

She will be supporting the chat. So if you have any questions over the next hour, please don't hesitate to pop them into the chat box or into the Q and A box and she will be happy to address those for you. But I'm going to go ahead and hand it over to Lavina for a brief introduction.

Good morning, this is Lavina. I'm very excited to be joining you for this session. Like Krista, I also am an audiologist and spent many years in clinical practice before moving over to the DeMont company over 20 years ago. So again, happy to be here and please feel free to send your questions to me. I will answer them in real time for you.

Thank you so much, Lavina. So for today we're actually going to be taking a more practical case based approach to specifically the Hearlink 9050 family. So instead of just focusing on the features that it offers, we're going to actually look at real member scenarios and discuss a little bit about how those specific situations help to guide your product selection, your acoustic options, connectivity and ultimately what fitting decisions you are making in the Philips Hearsuite software. So as we begin to move through each case, I do encourage you to think about how do these specific examples connect to

the members that support you every single day in your centers. And, and the goal over the last hour is to leave you with clear, usable strategies that you can apply in your centers.

Now, before we kick things off today, I do want to just quickly review a few slides with you. The first here is the risks and benefits slide and I'm not going to go over this in detail so if this is something you do feel like you'd like to review on your own, then you can download this at the end of today's session and then we have our learner objectives. So over the next hour and after this course, you will be able to identify appropriate candidacy considerations, acoustic options and connectivity solutions for Philips hearing solutions based on individual member needs. Explain the benefits of Philips sound map technology and describe how it supports improved member outcomes through practical case studies. And then lastly apply the advanced features that are available in the Philips hearsuite software and make programming adjustments based on real world scenarios.

Now here at Philips we really pride ourselves in being able to provide you with products, technology, software and support that is not only essential to improving the hearing for your members, but to also ensure that you as a hearing care professional, you do have access to this best in class technology, you have easy to software and then our full support along that entire journey. So as we move through the course today, I want you to keep these five key takeaways in mind. And that's easy and efficient to wear, easy and efficient to fit, easy and fast charging, easy to connect, and then lastly easy and quick support. Here at Philips we want to be your easy button when you're in your centers.

So when it comes to products the key is not just knowing what styles are available for your members, but to truly understand how and when and why we would actually recommend each one. So when it comes to product selection, you really want to consider the members audiogram, their dexterity retention needs, ear anatomy connectivity goals and just their general overall lifestyle. So as we begin to move through the Hearlink 9050 portfolio, I want you to think of this section as the foundation to the

cases that will follow. And I want you to keep the question in mind, how do we choose the right here like 9050 style for the right member.

Now when it comes to the Philips Hearlink 9050 family, it offers a variety of different styles to support the unique needs for your members. So we have our mini right and this is a really strong choice for members who want something discreet, something lightweight. This is a behind the ear hearing aid. It comes standard as rechargeable and it has a lot of fitting flexible flexibilities for your member. Now we also have a mini BTR which provides more of an optimal choice for those members who needs a bit more power.

Or think of a member who has a medical ear. So maybe they've had a lot of surgeries on their ear. They have a large perforation, constant drainage with ear infections where that mini right option just isn't going to be appropriate or suitable for them. And then we have our custom lineup, so we have the IC and CIC which is a very appropriate option for those members who want something discreet and particularly looking for something that's in the ear.

Now, for a moment I want to just focus on the Philips Heirlink 9050 mini rate and mini BTR and particularly the advanced features that both styles have to offer for your member. So we have the IP68 rating and that's the highest rating for both water and dust resistance. And this is going to help support your member in terms of reliability with that daily wear. Both devices have a LED light which indicate the charging status or the power status of the hearing aids. They both offer longer battery life and faster contact charging.

And we're going to go into the details of those charging options in just a little bit. But just to remind you, in one hour they do get a full day's worth of battery life. And then lastly they Both include the Soundtie 4 which is Philips full connectivity package and that's going to support easier connection for your members and help prepare them for emerging connectivity opportunities as well. And we're going to

dive into the details of what soundtie4 has to offer your members in just a little bit.

As a bit of a reminder, with that Hearlink 9050 mini, right, it is going to be compatible and utilize that mini fit detect speaker. That speaker comes in four power strengths, so you have 60, 85, 100 and 105. And just something to remember and keep in mind if you are choosing that 105 speaker level, it does have to be fit with an embedded ear mold. Here at Philips that embedded ear mold is going to be the Micro shell detect.

And on the screen here you see some fitting ranges again specifically for that Hearlink 9050 miniray. A couple of fitting tips to walk away with is that Philips makes this really easy for you because we align that receiver level within the fitting range. So to give you an example, if you have a member that falls within a 60db range with their hearing loss, then that 60 receiver is going to be absolutely appropriate. However, we do suggest using that blue blue graph or that blue line as the recommended fitting range. So if your member starts to fall fall into a 65 or 70dB range with their prescription, then you're going to want to move up accordingly to that 85 speaker level.

Another fitting tip is that we don't expect you to have a picture Perfect memory and remember the graphs and remember exactly what PowerStrengths we're offering. So these graphs are always available for you in two locations as a reference. The first one is in the Philips HierSuite software. So if you're simulating a product, this will generate for you. And the next is the Costco Phillips Portal, where you can easily download this graph as well to store on your computer.

Now I want to switch our attention back briefly to the Hearlink 9050 mini BTR and just address a really unique feature with this device. And that's that it offers two fitting levels in one device. That's going to be an 85 or a 105dB speaker level. And this type of flexibility can be really helpful if you have a member who, let's say, has an asymmetrical hearing loss. So each ear requires a different fitting level.

Or think about a member who has a progressive hearing loss, where you're potentially having to constantly change that output over time. Another great advantage for this device is not only being able to fit two fitting levels with one device, but you're providing that member with the same device on both ears with the same benefits and advanced features. The hearing aids are able to communicate to one another and they're going to utilize that same charger. As a bit of a reminder, if you do need to switch out the receiver level from 85 to 105, you will just easily do that in the Philips Hearsuite software.

And then here is the fitting ranges for the Hearlink 9050 mini BTR. As a bit of a reminder, it can either be fit with a hook or a Mini Fit thin tube. And a fitting tip for you is if you are choosing to fit your member with a Hearlink 9050 mini BTR when it's shipped to you, the default setting is going to be that 85db fitting level. So if that's something that you do need to switch to the 105db setting, you're going to do that again in the Philips Hear Suite software at their first fitting appointment.

For both the MiniRite and the Mini BTR, they offer easy and fast charging with that charger. Plus again, within one hour they get a full day's worth of power and in four hours, or sorry, in 15 minutes they get four hours of use. So a nice quick and easy top up for those members who are a little bit more forgetful to charge their hearing aids. Something to also keep in mind is that the chargers are not interchangeable, so they look very similar, but for that B T E R, the Charger plus is designed with slightly larger ports to properly fit the size of that device. So just something to keep in mind, if you have a member who walks in and their spouse maybe is fit with the Mini Ray, the other spouse is fit with the Mini btr, just inform them that they can't interchangeably use the chargers together.

Now, when we think about those members who want something discreet and in the ear, with the Hearlink 9050, we have the IIC and CIC custom styles. But if a reminder is that both the IIC and CIC, they utilize that size 10 battery. So I do emphasize that dexterity should be considered when you're recommending this product to your members number. Both the IIC and CIC offer two fitting ranges, 75

and then up to that 90db fitting range, giving you a lot of flexibility with such a petite and discreet device. And then a little bit of a fitting tip for me is that it's really appropriate to choose that CIC option.

If you have a member who does something, wants something in in the ear, they want something discreet, but they do prefer control because the CIC does allow you to include a push button which is going to give three additional programs on top of that main prescription. Now, the IIC cannot have a push button, and that's just because we're prioritizing that size and discretion there.

Another helpful fitting tip is when you are ordering the IIC and CIC for these custom devices, we do recommend leaving that speaker level blank on the ordering form. We do suggest allowing our modelers to select the recommended speaker strength because we're going to base it not only off the member's audiogram, but off the ear impression that you're actually sending to us. So by allowing us to determine the appropriate speaker level, you do help support the best possible balance when it comes to fit the output, the comfort, and just generally what the acoustic performance is going to be for that member. Now, from a clinical efficiency standpoint, this is also going to help minimize the risk of potential delays if you're choosing the wrong speaker level or even having to delay a fitting appointment, which we know members do not love.

And again, as a bit of a reminder, here are the battery lifes for both the IC and CIC. Again, it's utilizing that size 10 battery. So members are going to have to change out that battery every few days. So just make sure that they feel really comfortable with replacing such a tiny battery and make sure that they have the ability to remember to change it as well throughout the week. Week.

Now, as hearing care professionals, we do know that choosing the right product, it's important for our members to make sure that they feel confident and comfortable with their hearing aids. But the fitting doesn't stop there because we know that the right acoustic setup, that's what's going to help drive overall comfort, sound quality, audibility, and just the overall success when it comes to fitting those

hearing aids for the member. So even when we choose the appropriate style, we do then need to consider, do we want to fit the member with a dome? Do they need an ear mold? Is venting going to be a huge consideration here?

What receiver level is going to be appropriate? This all will significantly impact the member's overall experience. So we're going to shift now from product selection and move into acoustics.

So I'm not going to go into tremendous detail here because our Mini Fit domes haven't changed drastically over the years. But as a little bit of a reminder, we have three style options for you. We have the open base dome, the base dome double vent, as well as the power dome, the graph, the chart that you see here on the screen, this is always available again for you in the Philips Costco Portal as a reference, so please don't hesitate to use that as a guide if needed. And another thing I'd like to point out is you'll notice on the screen, the 105 speaker level is not recommended or compatible with any of the Mini Fit domes here. And that's again because it has to be fit with an embedded ear mold, which is a nice transition into our Mini Fit molds.

So our mold options, we have three styles. The light tip, the micro mold, and then that micro shell detect. The micro shell detect. Is our embedded ear mold compatible with that 105 level. Another little fitting tip for you is that if you need a long mold, we do request that you do not order a light tip or a micro mold, as these molds are designed and purposely designed to be made short for the member.

So if you are leaning more towards a fuller ear mold, a longer ear mold for that member, we do recommend either choosing the skeleton or the full shell mold, because that's going to be a most appropriate for that particular style that you're looking for. Looking for. Now, again, this guide that you see here on the screen is always available for you in the Costco Phillips portal.

Now, switching our attention back to the Heerlich 9050 Mini BTR. Again, it can either be fit with A hook or this Mini Fit thin tube. If you are choosing the Mini Fit thin tube, it comes in two diameter sizes, which is 0.9 and 1.3 millimeter. It's also compatible with all of our Mini Fit domes, our micro molds. And then if you do need a more traditional approach with your ear mold, that's when you may choose the BTE mold, which is also an option.

The Mini Fit thin tube comes in four lengths, which is going to be 0, 1, 2 and 3. And then as a bit of a fitting tip here, if you are choosing the BTER for your member, it does standardly get shipped with the ear hook attached. So just make sure that your you're marking on the ordering form that you do want that Mini Fit thin tube. Now I have a nice video coming up next that's going to demonstrate exactly how to replace the ear hook to that Mini Fit thin tube if that's a little bit newer for you.

So in the video here, the first thing that you're going to notice is that we use that red pin tool that you utilize for the MiniRite device as well. You're going to push out that pin just enough where it's releasing that ear hook, you're going to pop that thin tube back into place and then you're going to push that pin all the way back through to secure the ear hook. So it's very simple and very easy. But if you ever have any questions, concerns, or just need a little bit more guidance, please don't hesitate to give us a call. We are happy to support.

At the end of the session, there'll be a couple phone numbers for you guys to walk away with.

Now I want to pause for a moment and just think about when would we want to choose a hook versus a Mini Fit thin tube. So you want to choose a hook when a member needs more power coming from the hearing aid. Maybe they need a lot more gain, especially in those lower frequencies. They're leaning more towards that profound hearing loss range. You want to choose a Mini Fit thin tube when the member is prioritizing that lighter, more discreet hearing aid.

They also have that option of either choosing one of the Mini Fit domes and it just meets that acoustic setup. Now, for me, the way that I tend to look at it when I'm in clinic is I choose the hook if I'm going to be fitting the member with a 105 DB speaker level and I choose the Mini Fit thin tube if I'm going to be fitting the member with an 85db speaker level. That's kind of my starting point.

So once we've chosen the right product style and acoustic option for the member, another important factor we need to start considering is venting. Now, venting can have a major impact on the member's overall comfort. Their sound quality we need to look at, is it causing occlusion for the member? Is there a feedback risk occurring? And how much gain do we actually need to preserve based off of their hearing loss?

So while it can seem like a very small detail, it can play a big role in the member's overall success and ultimately getting them to wear the hearing aids. Now, as a bit of a reminder, when you are fitting the hearing aids to the member in the Philips Hearsuite software, it's going to use the member's audiogram to actually help estimate the most appropriate vent size. But I always say use your clinical judgment because there's three key areas we do need to consider. The first one is going to be that audiogram. We need to consider the type of hearing loss, the degree of hearing loss that the member is presenting with ear anatomy.

So what kind of real estate are we looking at? So they have a small ear canal, a long ear canal, and is the members and then the members perception? So are they telling you that they sound like they're echoing? Do they feel plugged up? Does it sound unnatural for them?

And I want to spend a little bit of time on that member's perception because this is where it becomes very real from a clinical standpoint for venting. Because one of the more common complaints that we tend to hear in the centers is when we are choosing a custom device that's going to close off the ear a little bit more, or maybe we are choosing that kind of full shell ear mold. This is where occlusion effect

can start to take place. And occlusion effect is when the ear canal is blocked and vibration from the member's own voice, either caused by chewing or just general jaw movement, is trapped in the ear canal and then it's amplified. And this can make low frequency sounds feel a little bit louder or even unnatural for the member.

So when you're in your centers, you may hear members say, my voice sounds too loud, I sound like I'm in a barrel. I sound really unnatural. It's just a little uncomfortable. These types of comments are going to tell you as a hearing care professional that the occlusion is going to be affecting their comfort, their sound quality, and ultimately getting them to potentially wear their hearing aids. So the question starts to become how do we manage occlusion but still preserve the gain and that acoustic control that they need based off of their prescription.

So a fitting tip I want you to keep in mind when you're deciding on vent size is in general, the larger we make that vent, the more low frequency amplified sound can escape from the ear canal. So that means that if a member needs low frequency amplification, too much venting is going to reduce the benefit that ultimately we're trying to provide. But at the same time, the larger we make that vent, the more comfortable it will feel for the member. The more open, the more natural the sound is that they're going to experience. So the balance becomes, or the key becomes balanced balance.

We want enough venting to support comfort and reduce occlusion, but not so much that we're losing the low frequency gain or the acoustic control that the member needs based off of their hearing loss.

Now, I highly suggest taking a picture of this slide here. It's a great reference to utilize if you're ever unsure of exactly where to start off when you're choosing vent size. Just as a bit of a reminder here, a 1 millimeter vent will have minimal acoustic effect, but it's going to provide relief for the member. A 2 millimeter vent will reduce low frequencies from 500 hertz and below. A 3.5 millimeter vent will reduce low frequencies from 1500 hertz below.

And then an open fit is going to reduce frequencies from 200 hertz and below.

So let's finish this session by bringing everything together with a case study and look at how product selection and then acoustic choices work together to better support the members experience with their with their hearing hearing aids.

So the first case study that we're going to look at is we're ultimately going to look at the members goals and then how that's going to guide our product selection. So this is a 61 year old member. They have bilateral mild to moderate low frequency conductive hearing loss. The member does report of otosclerosis, but we see that when we complete otoscopy, everything's within normal limits. Their eardrum is intact, there's no wax that's occluding.

And when we complete the COZY goals, the member reports that they want a hearing aid style that's discreet. Preferably they're looking for something in the ear. They want to follow a conversation better in group settings and they want to improve confidence hearing speech without making environmental sounds too sharp. So I'm going to pop up our first Polling question for the day. And this says, based on the member's audiogram and their cozy goals, which hearing aid style would be the best option?

And we will work through this answer together. But I'm going to keep it up for just a moment or two just so you have some time to kind of figure that out on your own.

All right, so for this particular member, based on their cozy goals, based on the audiogram, we would actually recommend choosing the Philips Hearlink 9050 CIC with a 75 DB speaker level. Now the CIC, it's going to support the members desire of something discreet, something in the ear, which is what they're really looking for. But the CIC is going to give us a little bit more fitting flexibility here because the member is presenting with that conductive low frequency loss. So we need to think about comfort

and venting options for this member. Now I do want to address why we suggested the 75db speaker level.

Now the 75 is really appropriate for the degree of loss that we're seeing here. I know some of us can lean towards wanting to lean into that 90db speaker level, give them a little bit more headroom so that they can grow into it. But a couple of things to consider is when it comes to a custom mold, we'll probably have to remake that eventually in a couple years for them anyway. And sometimes providing them too much headroom with that 90db speaker level can make the output of that sound a little bit uncomfortable for the member.

So what makes this case pretty interesting is the hearing loss that we're seeing. So we see that the member has this conductive low frequency element, they hear within normal limits in those higher frequencies. And that means that our acoustic, acoustic setup needs to do two things at the same time. So it needs to preserve that low frequency amplification while still keeping the fitting comfortable for the member and providing them with a more natural feel when it comes to their hearing aids. So we need to consider three key factors when we're choosing that vent size for the member that's going to be occlusion effect.

And for this specific member, we know that their own voice is a concern because of that conductive low frequency element. They're most likely going to feel a little bit blocked up, a little bit unnatural. If we're just, just fully closing off the ear, then we consider feedback risk, which we know is very minimal for this particular member. And that's because they have those normal high frequencies and then venting. So we know, venting is going to play a part here because of the prescription that we're looking at.

But when we're determining what size we need to consider, we want to make sure that we preserve the low frequency gain while also providing that member some relief. Relief. So I'm going to pop up the next polling question and this says based on the member's low frequency conductive hearing loss, what

venting size would you consider starting with? And again we'll go through the answer together, but I'm going to leave this up for just a couple moments for you guys.

All right, so for this member we would suggest starting with a 1 millimeter vent. We want to start smaller, give us a bit more control with the vent because we don't want to over vent because the member needs those that low frequency gain. If we create the vent to be too large, then too much of that amplified low frequency sound could escape. And that's going to reduce the benefit of soft speech, it's going to reduce the benefit for those lower pitched voices. And ultimately what could start to happen is you have a member frequently coming into the center asking for adjustments because they're not hearing as well through the hearing aids, they're not getting the gain that acoustic control that they need.

So now let's switch our attention to connectivity, specifically with our Hearlink 9050 miniray and our mini BTR. So for many members hearing aid success, it's not just about how well they're hearing with their hearing aids. It's also about how easily they're actually able to connect to people, devices and just the moments that matter the most to them in daily life. Now when it comes to the Philips Hearlink 9050s, they offer future ready connectivity options for both iPhone and Android users. So that's going to really help to support your members not only today, but to better prepare them for the next generation of phone technology as they do begin to upgrade their devices over the years.

Now when it comes to Soundtie 4, there's a few advanced features I'd like to quickly review and that's going to be our hands free communication oracast broadcast audio, which allows compatible hearing aids to connect directly to shared audio in those public spaces. So think about those members who are constantly traveling and they're in and out of airports. Think about those members who go to theaters, they're in meeting rooms, book clubs, larger group events and so forth, such as churches. This can provide members with clearer and more convenient access to sound without having to do that

traditional Blue Tooth pairing. So it really is an exciting step forward in hearing accessibility.

Then we have our Hearlink 2 app, giving your members that convenient control and personalization from their smartphone. The easyle Adapter, which is an accessory that offers your members the ability to receive direct streaming and hands free communication on USB C devices such as Android phones, tablets and PCs. And then lastly we have our Google's Fast Pair which helps simplify that pairing process for those members who have a compatible Android device.

Now, I'm not going to go over each of these features in tremendous amount of detail. We do have a course on AO that we presented back in January which is accessible and that goes over each one of these in a tremendous amount of detail if you do need to use that as a reference. But we also have supporting documents and instructional videos and guides that are available for each one of these features in the Philips Costco portal for you to always review.

And then as a reminder, we have a number of accessories to support your members. We have the Philips TV Adapter which allows your members to stream sound from the TV directly to their hearing aids. Again, we have that easy LE adapter which is a great accessory for those members who have a Android phone that does not provide them with with Bluetooth LE Audio, which means that they lack that streaming capability. This device will give them that option. We then have the Philips Remote Control which lets your members adjust the volume, switch programs or even mute the hearing aids.

And then the Philips Audio Clip which can either be used as a remote microphone or remote control or even to transform the hearing aids into a wireless headset. And then lastly we have our Philips Hearlink 2 and app. Now, when it comes to the Philips Hearlink 2 app, this provides your members with the ability to turn the volume of their hearing aids up or down, even mute them. They have the Streaming equalizer as well as the sound equalizer. For more personalized control, we also have the oracast Broadcast in App Assistant and this allows access to not only standard streams at 24Hz but to also

high quality streams of up to 48Hz that standard Android controls just simply can't reach.

So what this means for your member is they're not limited to what they can access. And then we have our Philips Journal that allows your members to track their daily wear time and set personal goals to really be a part of their hearing journey. And then remote fitting. So if this is something you offer in your centers, then you have that accessibility through the Hearlink 2 app.

So let's finish off this section with another case study to really demonstrate how these connectivity recommendations can really come together for you in real world practice.

So for this particular member, we have a 64 year old individual with sloping bilateral mild to moderate sensorineural hearing loss. They have no significant medical history. We decided to fit them with the Hearlink 9050 mini rates, an open fit with a 60 speaker level. When we go through the cozy goals, we see that the member wants to hear their wife better on the phone, they want to hear the TV better when watching movies at home, and they want better awareness of their surroundings when they're at work. Now the first cozy goal I want to address is I want to hear my better, my wife better on the phone.

Because this type of goal can sometimes be overlooked during that initial evaluation. We're so focused on getting the product right, the acoustic rights, or just getting the general fine tuning details correct. But for many members, phone communication can be one of the biggest reasons that they're coming to you and seeking help. It's a very personal and very practical and directly affects how they're actually staying connected to the people that really matter most to them, them. So in this particular case, we end up finding out that the member has an Android phone that does not fully support Bluetooth LE audio.

So that means that their Android phone is not allowing them to stream phone calls or music from their hearing aid from their phone to their hearing aids. So I'm going to pop up our last polling question of the day and that says which accessory should we recommend for a member whose Android phone does

not support Bluetooth LE audio or direct streaming, but who still wants to stream audio to their hearing aids? And again, we'll go through this answer together, but I'm going to keep the polling question up just for a couple seconds or so for you guys to have a little bit of a think for yourself.

Perfect. All right, so the answer is that easy LE adapter, because that's going to help bridge the gap when the member's Android phone does not natively support the Bluetooth LE audio streaming. And it's going to give them access to those streaming capabilities without actually needing to immediately replace their phone. This is really important, I believe, from a hearing care professional to make sure we're counseling this appropriately because we want to explain the situation clearly without making the member feel like something's wrong with the hearing aids. So the message that I tend to use is the hearing aids are ready for modern connectivity, but the phone also has to support that connection.

So when it comes to phone Compatibility, this really depends on the phone's hardware and the operating system. So rather than the member feeling frustrated like they can't pursue the hearing aids, that they have to wait to get it new phone, this becomes a great opportunity to simply introduce that easy adapter so that they can get that direct streaming experience that they're looking for with their hearing aids. Now, a question that I just want to address to the room, I just want you guys to have a bit of a think you do not need to answer is when a member says phone calls or connectivity are really important and they're addressing that in their cozy goals, what do you think that you should do first? As a hearing care professional, our recommendation is to scan that QR code. So here at Philips, we make this process very easy for both you and your members because we want to reduce that frustration, take away that guesswork.

So we have our Philips compatibility QR code. So by scanning the member's phone with that QR code, it will instantly tell you do they have the ability to stream, if not not, what accessory is going to be compatible with their specific device. Now, this QR code is always available in two locations. The first

one is going to be in that Costco Phillips portal. So you can always pop it up and have it ready to access on your computer, but it's also in the brochures in your center.

So it's always a nice to keep that, you know, keep one in your in your clinic room or even provide it to your members. If they say, you know, I have a tenure old phone, I might as well get a new one. By providing them with that brochure, they can take it away, scan which phone their new phone is going to be compatible with their here like 9050s.

Now here's a great video that really demonstrates the simplicity of the pairing process with that easyle adapter. And it's specifically using a compatible Android phone. And as a reminder, it has to have that USB C port. So in order to pair the EZLE adapter, you're going to pop that easy adapter into the phone, place your compatible Hearlink 9050s into the charger, which places them in pairing mode. Then the hearing aid and the phone need to be within 6 inches of each other.

So I would say put them directly next to each other to complete that pairing. You know, the pairing is complete when the light at the bottom of the EZLE adapter goes solid. And another little bit of a tip which could be really helpful for those members that have dexterity issues or just don't feel like removing the Easy LE adapter on their own. They don't have to with that pass through charging. Another question that I often get asked as well, is the Easy LEA adapter compatible with phone cases?

It absolutely is. However, if you do have a member who's using an otterbox Defender something really chunky on their phone, that can be a little bit more of an issue.

So now let's switch our attention to the technology specifically supporting the Hearlink 9050 family. Now when it comes to the Hearlink 9050s, they are built around three pillars of sound processing. We have our Sound Map Noise Control, Sound Map amplification, and then lastly our Sound Map feedback canceller. And together these three pillars, they make up the engine of our Hearlink 9050s that help our

hearing aids needs manage noise, keep that sound scene comfortable for your members, keep speech clear and also prevent feedback. Now as we begin to move through this specific section, we're going to look at the advanced features that are within these three pillars and I'm going to also be highlighting some fitting tips along the way to help you feel more comfortable and know when it's appropriate to personalize these features based off of what your member may be experiencing in their daily life.

The first feature I want to address is Sound Guide and this is specifically available in our Hearlink 9050s. Now Soundguide is automatically on supporting your members from that first fit, so it's nothing you're having to activate or additional programs that your member needs. This feature automatically kicks on when it detects that your member needs more appropriate level of support when it comes to speech and noise. So I want to go over a little bit when it's actually kicking on to support the member. So Sound Guide will activate when it detects movement.

So it's going to assess Is your member constantly moving? They're going for a walk in the park. Is it a brief movement where maybe they're just turning their head left to right navigating a group conversation or is there no movement at all? They're having a one on one conversation such as ordering a cup of coffee. The next thing it needs to determine is that they're in a complex environment.

So it's only going to activate if it detects that the Environmental level is between 47 and 60 db spl. So restaurants, cafes, conferences, group settings and so forth. This will then activate soundguide and it feeds this information in two of our features which is Dynamic Directionality and our AI Noise Reduction to again provide your Members with multiple more appropriate level of support when it comes to speech and noise. But let's apply a more realistic example to this. So think about a member who walks into a coffee shop.

It's a busy Monday morning, it's really complex sound guide will automatically activate and it's going to recognize that your members in this challenging environment and it's going to increase that members

AI noise reduction to clean up that signal and make it a more comfortable listening experience.

Automatically then when your member is ordering, let's say the cup of coffee, talking to the barista, it's going to recognize that there's no motion. You're having a one on one conversation. It's going to change your dynamic directionality to be forward facing so you have better access to the speech in front of you. But even in that same environment your needs change.

So if you were to start to walk over and have a group conversation, and now you have this occasional motion where you're turning your head and to the left and the right, it's going to keep that AI noise reduction strong to make sure we're in cleaning up that sound scene. You're in the same environment, but it's going to change your dynamic directionality to be a more traditional beam former response. So if you have a friend asking a question to the left of you and then a friend answers that question to the right of you, you're easily able to navigate that conversation and have better your access to speech. Let's say you begin to walk to work and you're now having a steady motion. A constant motion sound guide is going to reduce your AI noise reduction and change your dynamic directionality to be omnidirectional.

And the reason it does this is to provide you with better awareness in your environment. If you're walking down a busy city street, we want you to be able to hear a car drive up next to you, someone running behind you, someone shouting your name in front of you and switch your tension accordingly. The point of this sound guide is that it's a continuous fluid system. Again, it's nothing your member has to change into. It's nothing you're turning on.

The hearing aids are just consistently supporting the member from the time they wake up, from the time they go to bed. Now sound kide can be turned off in the hearsuite software and we'd actually recommend turning it off in the software if you have a member who has atypical movement. So you're thinking of someone who has Parkinson's tremors where we're not getting a true representation of their

particular needs in that environment.

Now, as I mentioned, Soundguide feeds into two systems, Dynamic directionality and your AI noise reduction. Now, when it comes to dynamic directionality, there are two modes. You have Pinna mode and Maximum Effect Effect Pin. A mode automatically activates for your member when it detects they're in a quiet environment. So think about a member who is having a cup of coffee at home in the morning.

It will automatically activate. Sorry, I thought I was going to sneeze. It's going to automatically activate for your member. And there's two settings, Pinna and Omnidirectional. So Pinna is set by default vault and that's going to mimic the natural attributes of your external ear for a slight directional emphasis in the higher frequencies.

So what pin this Pinna setting is doing is it's very similar to how your real ear, your real pinna is going to modify or react to incoming sound. Now, Omnidirectional is the second setting you can switch into which allows for maximum sensitivity to sound from all directions with a slight emphasis, those sounds coming from the front. Now as I mentioned in Hearsuite, Pinna will be set by default. But a bit of a fitting tip is we would suggest switching to Omnidirectional if a member reports hearing mechanical or internal noise in those particular quiet environments. So this is going to be a little bit more common with members who have normal or near normal loafers frequency hearing.

So there are thresholds between 250 to 1k or within normal limits. Absolutely beautiful. And that's because it may be they may be a little bit more sensitive to those subtle low frequency sounds. Now the second mode for Dynamic directionality is Maximum Effect. And this is going to automatically kick on to support your members when it detects that they're in challenging lists, listening environments and speech is in the forefront.

So this is going to basically use the front and the back microphones to detect where noise is coming from. Apply a null point in the direction of that noise to clean up that sound scene and allow your member to have better access to the speech in front of them, giving them a better signal to noise ratio. So a bit of a fitting tip here is that maximum effect is set by default to medium in the Philips Hear Speed software. But we suggest to be a little bit more aggressive when you have a member who scores really high on their speech and noise test. So we know that when a member scores higher in their quicksand or their speech and noise testing it's indicating to you that they're really struggling with background noise.

Restaurants, group conversations, cafes are a little bit more challenging for the them. For that particular member, I would shift them to high, give them more attenuation with a better signal to noise ratio from that first fit. And then the second feature that Sound guide feeds into is our AI noise reduction. And here at Philips, we're now in our third generation of our AI noise reduction. So this technology is designed to help improve listening comfort for your member as well as prioritize that that speech, especially in those challenging environments where we know they do need a little bit more assistance.

Now, when it comes to AI, it is trained by learning. So a really great example of this is think about a baby. When a baby is born, they don't just understand that your mom and your dad or that's a cat and that's a dog. We teach them through constant exposure, constant repetition and feedback, they eventually learn that that's a cat, that's a dog, that's an apple, and that's a banana. AI is trained exactly the same way.

And if we compare this to the earlier days of digital signal processing, AI really brings a more advanced approach to this sound processing because traditionally, digital signal processing relied on engineers creating these fixed rules that we fed through the system. And as you can imagine, it's very precise, but it can be very limited. AI is not limited because it's trained on large amounts of sound data, allowing

them to recognize patterns of speech and noise, which helps to deliver cleaner, clearer speech and a more comfortable listening experience for your member. Now, the last feature I do want to address today is Speech Clarifier. And this is a feature again, that automatically is supporting your member from that first fit.

Speech Clarifier kicks on when it detects your member is in a challenging listening environment. And again, speech is at that forefront. So what Speech Clarifier is doing is it's providing a little bit of an extra boost between 1 and 5k to enhance that speech clarity. It's a great feature for those members who say, when I'm in a restaurant, volume is comfortable, I hear beautifully, but I just feel like I'm leaning in to follow that conversation a little bit more. This is where Speech Clarifier can instantly support those members.

So now that we reviewed the advanced features in our SoundMap 3 technology, I really want to step back a little bit and consider the value that these features help to bring to both your members and also for you in terms of clinical, efficiencies now for your members, these features help the hearing aids respond automatically to everyday listening environments, reducing the need to rely on multiple programs frequent adjustments in that hear link 2 app for you as a hearing care professional, this can help support greater clinical efficiency by helping members feel more successful from that first fit and then potentially reducing that need for repeated follow up adjustments.

So now let's close off this section with some case studies that show how these advanced features can be adjusted based off of what the member is reporting to you at their two week follow up appointment.

So this is going to be a case that looks a little bit familiar to you guys. So this member we fit with the Hearlink 9050 mini rates, the acoustic setup was an open fit with a 60 speaker and we did decide on connectivity already. This was the member that wanted to hear his wife better on the phone and we

moved forward with the EZLE adapter to support that initial COZY goal. So at this point let I want to move forward with their two week follow up to look at how we can further support them in terms of fine tuning adjustments based off of their next cozy goals which are I want to hear my wife want to hear the TV better when watching movies at home and I want better awareness of my surroundings when at work. So the member comes in for their two week follow up and they report that when no one is talking at work it feels like the hearing aids may be getting a little softer than they'd like.

Like there seems to be a slight buzzing or static static sort of sound when in a quiet room. And then lastly they still find it's a little hard to hear his wife on the phone, especially when he's in challenging environments. So what I'm going to actually do is jump live into the HearSuite software to give you a bit of a demonstration of exactly what advanced features we would suggest adjusting to better support this member. However, if you're someone who's a little bit newer to the Philips Hear Speed software, you're newer to our products. Then any As a bit of a reminder and a guide on how to navigate through the software, you'll notice that all of our sections are located on the left hand side of the screen, making it very easy to work through.

And then depending on what section you're in, we have our categories for you to navigate through up at the top, but generally speaking it does follow our first fit protocol. Now if you're seeing a member for a two week follow up, you're going to generally start into your feature selection which provides you with all of our advanced features for you to be able to adjust. Now, the first follow up question or issue that the member reported was when no one was talking at work. It feels like the hearing aids may be getting a little softer than they'd like. What I'd actually suggest doing is scrolling down a little bit and adjusting your comfort control feature.

Now, Comfort Control is one of our features that activates automatically when the hearing aids detect that the member is in a noise lazy environment. But speech is not the primary focus. We're really trying

to prioritize a bit of comfort here. So what's going to happen is it slightly reduces the overall gain to create a more comfortable listening experience for the member. Which means that the member isn't having to repeatedly go in and out of the Hearing2 app throughout the day to navigate that volume adjustment.

But if the member is saying it's a little too soft for them. Now, the default is medium. We would suggest just reducing this down to minimum. Anytime you're moving the bar to the left, you are being less aggressive. Anytime you're moving that bar to the right, you're being more aggressive.

Now, the second thing they report is there seems to be a slight buzzing or static sort of sound when they're in a quiet room. And this is when we would suggest adjusting that pinem mode. So we talked a little bit about this earlier. Again, the default is Pinna. But if you have a member who's saying, in these quiet environments, I'm hearing some circuit noise coming from the hearing aids, this is what we would suggest switching it over to Omnidirectional.

Then lastly, the member reports that he still finds it hard to hear his wife when he's in challenging environments. So again, in each section you have your categories up at the top. In order to adjust your stream sound for your members, you're going to switch over to accessories. And this will instantly populate with the smartphone sound settings. So if you have a member who says when they walk in the park and they're on the phone, they hear the volume of the phone, fine, but the birds chirping or the leaves crunching just seem a little bit louder, this is when I would adjust your mic to phone level.

So this is not going to affect or adjust the stream sound coming from the hearing aid through the phone to the hearing aids, it's only going to reduce your environmental noise around them, making it a more comfortable and an easier experience for them to be able to have a phone conversation. So the default is a negative 3dB we would suggest moving it over to negative 6dB, further reducing those environmental sounds. Now let's switch to our next case study.

So here we have a 55 year old individual, they have a reverse slope hearing loss which is stable and this member is still working. They are a high school teacher and we decide to fit them with the Philips Hearlink 9050 mini rate. The acoustic setup is a bass dome double vent with a 60 speaker and they have three cozy goals which say I want to be able to communicate better with students, I want to understand my husband when cooking at home together and I want sounds in the environment to be comfortable while at work. When they come in for their two week follow up, they report that when speech is loud enough, background noise becomes too loud. Loud sudden noises in the classroom like dropping of books or door slamming is bothersome.

And then lastly, it's still hard to follow a conversation with her husband when they cook together in the kitchen. So let's again jump live back into the software and have a little bit of a think of what we would adjust with those advanced features. So again we're going to move from accessories to features. And for the first thing that the member reported was when speech is loud enough, background noise becomes too loud. This is where I would suggest scrolling down a little bit and adjusting your noise reduction mode.

So your noise reduction mode is going to adjust that noise coming from behind the member if they're reporting to you that speech is loud enough. Generally things sound comfortable. I just find that background noise is a little bit uncomfortable or a little bit too loud for me. Instead of jumping into your fine tuning screen and trying to figure out what specific frequencies need to be adjusted based off of their particular environment, I would just be a little bit more aggressive with noise reduction. So the default is medium and I would switch this to high.

The second thing the member reports is that loud sudden noises in the classroom like dropping of books or a door slamming is bothersome. This is when I would scroll all the way down and adjust soundprotect transient noise reduction. This is going to adjust your sudden soft and loud sounds in the

environment such as slamming of a door, dropping of a book, clanking of of glasses or or even softer sounds like clicking of a pen. So if that's a little bit more uncomfortable for your member, they don't like hearing it. Then I'd be a little bit more aggressive with noise reduction.

The default is always medium which is a 15 decibels of noise reduction. Every step you make UP is an additional 5dB of noise reduction. So I always say move it one step at a time, just to really assess how aggressive we need to be for that member. And then lastly, the member reports it's still hard to follow a conversation with her husband when they cook together in the kitchen. This is when I would adjust Speech Clarifier.

So this was the last feature that we discussed. Speech Clarifier, just as a bit of a reminder, it kicks on when it detects your members in a challenging listening environment and speech is again at that forefront. So if they're saying when they're at a restaurant or when they're cooking together in the kitchen with each other, volume is pretty comfortable. But I'm having to lean in to follow that conversation or I'm asking others to repeat themselves, then I would be a little bit more aggressive with Speech Clarifier because again, it's increasing the frequencies between 1 and 5k to make sure that member has better access, access to speech, better clarity, and the default is always medium and you'll just shift it over to high.

Excellent. So for some of you, this may, like I said, may be a little bit newer to you. You may be a little bit more unfamiliar with the hearsuite software or fitting Philips products. So I just want to give a bit of a reminder of how simple and easy our first fit protocol is. When it comes to our first fit protocol for Philips, we believe you can be in and out of the software in seven steps.

The first two are just verifying that you have the right member, you have the right fitting rationale, you want to make sure you have the right hearing instruments connected. You also want to make sure that you've changed your adaptation level to 100%. As a reminder for Philips, our default is 80%. But

anytime you're running your real ear measurements, you want to make sure that's being changed to 100, 100%. Before doing so, you're then going to run your feedback canceller, your rem's, and then select programs.

Although I hope you see that for Philips products, all of our features are really automated for your member. There's so much support happening at that first fit that we don't believe you need a ton of programs. But we also know that members, there's some members who do love an extra program, there's some members who may really need one. So this is where you're going to add those programs and then finish off in the software. Now, as a bit of a tip, we have a first fit guide that's available in the Costco Phillips Portal which is very descriptive and it demonstrates exactly where all of these steps are located in the hearsuite software.

So if you ever need that as a reference, do not hesitate to go and review.

And then we started off today with our five key takeaways and I want to end with our easy and quick support. So here at Philips we have two phone numbers for you to walk away with. You could take a picture of this or jot them down. The first one is your customer excellence which is going to get you in touch with either customer service or our audiology tech support team. So if you have any really in depth questions about specific fittings, they are a great starting point.

We also have our key account managers that can answer any software product or even ordering questions that you may have. And then lastly we have our consumer care which is our connectivity support. This is a phone number that you can provide to your members. So if you have members who are calling in asking some crazy Bluetooth questions, we do not expect you guys to be experts, please go ahead and send them over to us. We are happy to address those questions and get them an answer.

So I want to thank you guys so much for joining us today over the last hour. I hope that this was very insightful and provided you tools to really support your day to day when you are fitting Philips for your members. I believe we may be at time but I will be happy to stay on for a couple of moments to answer any questions and I'll just quickly also kick it over to Lavina to see if there's any important questions that should be addressed to the room.

I don't think we have any remaining questions Krista, but thank you. You perfect. Great. Well thank you guys so much for joining us today and we hope you have a lovely weekend.