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The New Zen Experience for Widex Allure

Presenter: Anna Javins, AuD

Thank you so much for choosing the News and Experience for Widex Allure. My name is Dr. Anna Javins and I am an audiologist by training and a clinical education specialist for WSA. On the right here you can see some webinar FAQs that might interest you.

The learning outcomes for this course are as follows. 1 After this course, participants will be able to describe the purpose and benefits of Zen Technology 2 After this course, participants will be able to explain how fractal tones differ from traditional masking sounds and three after this course, participants will be able to identify ideal candidates for Zen within the Allure platform.

Limitations and risks are as follows. The applicability and accuracy of the course content may vary by the clinical, geographical and cultural context. You should evaluate the course accordingly. As healthcare is rapidly evolving, new findings may change the validity of the information presented in this course. Providers should always consult the latest research and guidelines for professional associations.

The interventions discussed in this course may be limited in generalizability, requiring practitioners to consider specific individual and population factors. The course may not cover all possible risk factors, diagnostic methods or treatment options, and complex cases may require additional considerations. Healthcare providers should apply cultural competence and sensitivity to ensure effective and respectful care based on their patients diverse needs. Providers should always evaluate the limitations of diagnostic and screening tools, considering their potential for false results as well as any ethical implications. It is the responsibility of course participants to critically evaluate the evidence from multiple sources to guide professional practice.

I am delighted to tell you that Widex Zen has returned. In 2008, Widex revolutionized tinnitus therapy with fractal tones technology that has yet to be replicated in the marketplace. Now we welcome back Zen with the Allure platform. We're not changing the fundamental philosophy behind that support. We're

making our tinnitus solutions easier to discover, easier to use, and easier for hearing care professionals to integrate into the care they already provide.

Here at Widex, we have a storied history of dedication to tinnitus support. In 2008, we introduced Zen, a new approach to habituation for tinnitus using fractal tones. In 2012, we brought you the whole package with Widex Zen therapy, including components for counseling to support the journey from start and to finish beyond the technology.

In 2022, we showed that we can include some nature sounds along with our fractals to make sounds more pleasing as well as reduce stress and improve concentration and mood. With Widex sound, relax. Now, in 2026, Widex Zen returns. I cannot wait to introduce you, but it wouldn't be Widex if we didn't approach it in three pillars.

Widex Zen Therapy is the complete package. Whether you are a provider who is certified as a specialist in tinnitus or a provider just getting started, Widex provides everything that you need to feel comfortable and confident in approaching a tinnitus treatment Plan Plan I'm going to take you through how Widex is the best solution for each of these options. In turn, we will address amplification, sound stimulation and counseling, the crucial components of tinnitus treatment. At Widex we offer the amplification that helps to reduce the contrast between the environment and the tinnitus. For the patient, we have a huge input dynamic range with soft sound pickups to starting around 5dB SPL.

We also offer Pure Sound which is our zero delay program processing sound with a throughput delay of just 0.5 milliseconds so that we can help tinnitus sufferers with and without hearing loss.

Amplification on the Allure platform looks like this. The Allure AI Ric RD sleek, light, with four times the processing power and four times the memory of its predecessor platform. It is running a dual chip architecture without compromising on size, sound quality or processing ability. You get the best of

everything with Allure AI Ric natural sound, a comfortable, reliable device and and on demand clarity when the wearer needs it most. I'm going to just point out the different features so we covered the dual chip architecture which I will go over in a bit more depth in just a moment.

The Allure AI Ric RD features an LED light indicator here and a programmable push button that offers a short press, a long press and a long press and hold that is pre configured for turning the devices on and off manually. The Allure AI Ric RD has an onboard telecoil ready to go. You as a provider will just add it as a manual program so the wearer can access it. The Allure Airic RD is Mifi, ASHA and LE audio compatible offering hands free communication and call control with compatible devices. It is available in the 440 and 330 performance levels.

I'd like to spend just another moment to zoom in on how impressive the Allure AI Ric really is. With our new AI, DNN and dual chip architecture we offer an on demand clarity boost for extra noisy situations. Our battery life offers up to 36 hours and 31 hours with six hours of streaming or AI use, more than enough for a full day and then some and there is no impact on size. We maintain the good looks and size of the Allure RIC with the new Allure AI Ric, the Allure in our universal program has a latency of approximately 2.6 milliseconds. The AI RIC will be the same when the AI DNN is not activated and will maintain acceptable processing latency when the chip is activated while delivering that exceptional performance needed for clarity in extreme noise.

Allure Pure Sound remains at approximately 0.5 milliseconds of delay, offering options for those without hearing loss out to a moderate loss. A Natural Listening Experience.

As we all know, many patients receive relief from their tinnitus with hearing aids alone, and Widex has a huge advantage when it comes to the amplification only approach. Patients with tinnitus are best served with devices having low compression thresholds, broad frequency responses, precise gain at affected frequencies and flexible acoustic options, and Widex Allure offers all of that. We have an

extremely high sampling rate which gives us a nice broad frequency response. This is important for folks with tinnitus. Additionally, we have a huge input dynamic range with an extremely low compression threshold.

Our input dynamic range starts soft Sound pickup around 5dB SPL and can see up to 113dB SPL at the same time. That is a 108dB linear input dynamic range, which is incredibly important for folks with tinnitus because we want to decrease the contrast between the tinnitus and the environment. So if the hearing aid wearer gets better access to environmental sounds, they have a better opportunity for tinnitus relief with amplification alone.

Clinicians are often stumped about what to do with patients that come in complaining about tinnitus but have no measurable hearing loss on the audiogram. I'm here to tell you that we at Widex work with providers that help these kind of people every day with Widex fractal technology and the fastest sound processing on the market with pure sound. That half of a millisecond throughput program that reduces delay based distortion, which is what makes wearing hearing aids without hearing loss nearly unbearable.

Sound enters the ear canal two ways simultaneously via the processing of the hearing aid and out through the receiver and naturally via the venting in the dome or the acoustic coupling that the provider selects. When that sound does not match up in time, it causes constructive and destructive interference of the sound waves leading to what is called comb filter distortion. This is audible to hearing aid wearers and becomes a larger problem the more open a fitting is. Think about the fact that we moved to digital processing quite a few years ago and we've pushed most of our hearing aid fittings to be more open. Comb filtering has therefore become more of an issue.

Your patients will often complain that the hearing aids sound boomy or echoey or hollow or like they're talking into a microphone, even though they are fit open with very little or no low frequency gain. Their

complaints may sound like occlusion, but they are truly the result of of audible delay based distortion.

Decades of independent research into the impact of processing delay on sound quality has established that delay in the range of over 10 milliseconds generally becomes unacceptable to all wearers, though between 10 and 15 milliseconds can vary. Delay in the range of 6 to 10 milliseconds is defined as tolerable for closed fittings. Delay in the range of 5 to 6 milliseconds has been characterized as the threshold for acceptable sound in open fittings. And when you think about fitting a dome or an instant fit ear tip, there is always some degree of openness to the fitting to consider. And you as a provider, are you comfortable with sound quality that is acceptable or tolerable?

Do you think that that is what your patients would describe as their goal when they come to see you? It is definitely possible to do better and Widex does that by setting the standard for delay. So we've already achieved that industry leading delay of 2.6 milliseconds in our classic universal signal processing and show shattering our own standards with that 0.5 milliseconds of delay with PureSound on the allure platform. We've been able to maintain that ultra low delay while adding a significant amount of features to the PureSound program such as directionality and specialized frequency control.

Widex PureSound technology on the Allure platform is the answer for folks with tinnitus who do not have hearing loss or who have a mild to moderately severe loss and are best served by a more open fitting. Pure sound allows for the natural signal and the processed signal to meet more in phase in the ear canal, therefore delivering a higher quality less mechanical sound to the wearer. 0.5 milliseconds is below the threshold of detectability for for a normal hearing listener. This all but eliminates the own voice complaints and the complaints of microphone y hollow boomy echoey sound. This unlocks an opportunity for folks with tinnitus to get relief from a hearing device.

Since we want the Allure solution to be able to meet the needs of as many people with tinnitus as possible, Pure sound can be utilized as the base program for Zen therapy to ensure the most natural

sounding option. So of Course, pure sound can be programmed as a program by itself with or without Zen tones. Therefore, if the tinnitus sufferer is helped by amplification alone, pure sound can be used without Zen then it is wonderful to have the option to add Zen later or have that accessible in the fitting for if adding sound stimulation is needed at some point along that wearer's tinnitus journey.

The entire Allure platform supports onboard Zen therapy. The Allure AI RIC is the newest solution available in 440 and 330 technology levels with the incredible on demand clarity boost AI processing. Patients can also choose the Allure RIC RD, the Allure BTE RD or the Allure ITERD in tech levels 440, 330, 220 and 110. Xen is available at every tech level and compatible with all devices on the Allure platform. If you choose to start the therapeutic process with amplification alone, Widex should be your choice for the ability to add on Zen later in any style at any tech level should your wearer need that support at some point during their tinnitus journey.

Building upon Widex Zen therapy supported by Widex Low Delay Processing, we offer unique Zen sound stimulation which encourages habituation, a natural function of the brain where we learn to essentially ignore certain stimuli that are non threatening. Our fractal tones at Widex contribute to that goal in a unique way.

This image has become a powerful reminder of something unique to Widex Zen. A subtle yet impactful approach. The use of fractal math applied to music to relieve tinnitus. But what is a fractal? It is something that naturally exists in a recognizable pattern but never actually repeats.

It is a natural algorithm with a set of rules that constantly reinvents itself, much like a snowflake. Snowflakes have six sides and are made of ice, but each takes a different path to the ground, defining the unique shape within. No two are alike, yet you recognize every single one. Snowflakes are an incredible example of fractals and are also very representative of tinnitus patients as no two are alike. In 2008, Widex introduced this concept to music with the aim of treating tinnitus.

But why music?

Music is processed in both hemispheres of the brain in both the primary and secondary auditory cortices. The limbic system is involved with emotions and highly involved with music processing. The limbic system is also responsible for the stress response caused by tinnitus. Since we know that music can soothe the stress in this brain location, we can use that information. But why can't we just play music that someone loves to help their tinnitus because that is active listening?

Active listening cannot promote habituation, which is the ultimate IDUs treatment outcome goal of Widex Zen Therapy Fractal math applied to music gives us the winning stimulus. It creates a type of fractal music that is familiar and recognizable, but non repeating and non threatening, encouraging habituation the goal is habituation.

I mentioned it briefly earlier, but I think it bears repeating. What is habituation? It means for the brain to simply stop reacting to the tinnitus at all as a threatening stimulus and therefore reducing that limbic system response substantially. According to the Encyclopedia of Neuroscience, habituation is the reduction or elimination of central nervous system activity in response to repetitive stimuli. It is a natural process that we experience thousands of times each day to stimuli that are not relevant to our well being.

Habituation is often thought of as the process of ignoring a stimulus without exerting any conscious effort to do so. An easy way to explain habituation to a patient is by giving them an example that they can relate to. Ask them how much time each day they spend thinking about the feeling of the jewelry or clothes that they are wearing. We simply want the brain to get used to the tinnitus, much like we learn to get used to the feeling of the watch on our wrist every day or or eyeglasses on our face or hearing aids on our ears. Some other examples besides clothes or jewelry, if those don't resonate with you, are

perhaps living near an airport or a train station and habituating to those sounds, or perhaps completely ignoring your home H Vac or your fridge running.

In contrast, novel stimuli or those that pose a threat to our well being will tend to attract or maintain our attention. So, for example, a new ache or pain that concerns you and has you thinking you might need to see the doctor is going to hold your attention. An uncomfortable shoe that's too tight or squeezing is going to hold your attention. And tinnitus is truly no exception. If the brain perceives that new sensation as a threat, it will continue to focus on it and form negative thoughts and feelings in reaction to it.

As we discussed, this is where that limbic system is involved. If we can get the brain to habituate to the tinnitus stimulus, we can reduce the negative limbic system response substantially. Habituation is the goal.

Last but certainly not least, counseling is critical, but can be really intimidating and overwhelming for all parties involved. Widex has created materials that are freely available to providers to guide in counseling and treatment plan design and execution. We also have always emphasized the importance of proper and continued counseling throughout the tinnitus therapy process, including when it is appropriate to refer out to more qualified individuals such as mental health professionals.

There are different types of counseling that should be included when taking care of folks with tinnitus. These include instructional counseling as well as adjustment based counseling Techniques for instructional you will inform the client that progress will not only be based on the tools and techniques that you'll provide, but also on their active participation and willingness to engage in in the techniques that you will provide. And so for instructional counseling you want to make sure that they have plenty of information that they understand their hearing status, their hearing loss, if they have any, and that they understand any of their past, present and testing that you have done that relates to their tinnitus. You'll also want to be sure that they understand the relationship between tinnitus and and stress and what the

ultimate goal of habituation actually means and what you two are striving for together as a team. And then of course there is adjustment based counseling where we ask the patient to change their behaviors in order to do something different about the tinnitus in the pursuit of relief.

Adjustment based counseling is about understanding your patient's perspective and the type of adjustment based counseling we generally like to focus on is cognitive behavioral intervention.

Before we get into cbi, I wanted to go over instructional counseling just in a little bit more detail. You want to be sure that you provide information directly related to the hearing loss and tinnitus. Some of the most powerful relief patients get from tinnitus comes from demystifying tinnitus, helping them understand what it is, what's going on, and that they have power over it. Then you want to be sure to discuss the relationship between hearing loss and tinnitus. And then you want to discuss the emotional connection, how tinnitus can cause stress, how it can cause physiological responses, and validate those experiences if the patient reports them for the adjustment based counseling.

Piece of counseling, Cognitive behavioral intervention or CBI is incredibly successful for helping folks with tinnitus. There is a piece of this that is absolutely appropriate for hearing care professionals to approach, but we also want to note that the suggested CBI activities are not in any way intended to replace the services of a qualified licensed mental health professional. CBI is designed to identify unwanted thoughts and behaviors hindering natural habituation, challenge their validity, and replace them with alternative and logical thoughts and behaviors. This helps IDUs sufferers to understand how they're feeling about the tinnitus, understand the information about that identify how they respond to the tinnitus and then provide them with strategies for not responding that same way.

These styles of counseling are likely something you're already doing in your clinic in your own way, but we wanted to structure it for you. So here at Widex we developed this counseling flip chart to round out that Widex Zen Therapy as Counseling is a major yet quite intimidating part of tinnitus treatment. This

flip chart, when it was created, has a patient side that has images that make sense, as well as a provider side with important points about tinnitus to help guide you through that therapeutic counseling process. Without having to necessarily Remember everything about IDUs on the spot every time that you talk about it.

We have taken all of these legacy innovations and features into account and updated them for the Widex of today. Widex Allure Powered by Widex Compass Cloud, the industry's first cloud based programming software. We will now dive into the updates featuring three new pillars to guide us. The first being Intuitive Design where we will explore how to add a Zen program and customize it for your patient. The second being Increased User Support where we will explore how we are supporting tinnitus sufferers more than ever and ensuring provider visibility the whole way through.

The third pillar is an update to our counseling resources which we will explore their design and how to access them.

The first pillar is Intuitive Design.

Within the Compass Cloud software, you will choose the Zen tone that is going to be the basis for your patient's manual program. You will have several choices. You will then demo the tone to the wearer via the hearing aids during the fitting so they can give their input but do not feel the need to go through every single one. Last, you will personalize it by turning the microphones on or off and or adjusting the volume. Remember that Zen is meant to be just barely audible and quiet and completely non distracting during conversation.

Creating a Xen Program Begins in the program menu you can add a Zen program based on either universal or pure sound. That is an important point. Clinically, Xen doesn't replace the underlying hearing aid fitting. We begin with the hearing program appropriate for the individual's listening needs

and then add the Zen sound experience within that program so they get the absolute best of everything. Once the program is created, we can begin exploring the available Zen styles.

Within the Zen program, you can choose from 14 different Zen styles. Rather than thinking about this as a list that you need to memorize or even as something that you need to work through one by one, think of it as a range of sound experiences that can be explored with the wearer of the aids. A simple approach is Choose, Listen and personalize. Select the style here from the library as a starting point. Here you'll hit play to let the wearer experience it through their hearing aids, and then you will use their response and preference to guide the next step.

If tinnitus is the wearer's primary concern, but there simply isn't time during the fitting to explore the full Zen style library, there is also a practical starting point. When you add multiple Zen programs, the default used will be a different category, so the first Zen that you add will will default to a fractal style. The second that you add will default to a combination. The third will default to a nature tone that gives the wearer some variety without requiring you to explore every available style during that first appointment. Those starting points can then be further personalized based on the wearer's response and preferences, and to make those choices easier to understand, guidance is built directly into the fitting.

The selected Zen style can be demonstrated directly through the connected hearing aids. This allows the wearer to experience the sound rather than trying to make a choice based only on the name or its description. Let them listen, discuss their response, and use that feedback to determine whether to continue with that style or explore another option. Do not let yourself get bogged down in this. The wearer is going to have a lot of flexibility, so the first Zen tone you choose doesn't have to be perfection, just a good starting place.

Once you've identified a suitable starting point, you can begin personalizing the sound.

Although we do have a broad adjustment range available, the goal isn't simply to find the highest comfortable level. This is not a masking approach to tinnitus treatment. Remember, habituation is the goal. The Widex Fitting rationale will calculate the starting point for the loudness of the Zen style based on the individual hearing loss of the client. If you need to make adjustments, start with the Zen sound at a low level and ask the wearer to listen while also engaging with their environment.

One practical check is to have them converse in a quiet room. While the Zen sound is active, speech should remain clear and dominant. If speech clarity is reduced, lower the Zen level. A useful rule is that the Zen sound should blend into the background rather than draw attention to itself or overpower normal listening. Continue adjusting based on the wearer's response until you reach an appropriate balance.

Once a Zen style is selected, you can adjust its level independently within the fitting. The available adjustment range is plus or minus 24 decibels with hard limits at those endpoints. The wearer can also be given volume control over the Zen style with a range of up to plus or minus 16 dB. So there are two levels of personalization to keep in mind the yours which is you establishing the fitted level and available boundaries and the wearer can then have an appropriate degree of control within that program. But the available range doesn't tell us where the Zen level should be set.

For that we come back to the clinical fitting principles for Zen Sound Stimulation. Habituation is the goal. Zen should be just audible and quiet and completely non distracting when engaging with speech.

You also don't need to remember what each category represents from within the tone library. Information icons within the fitting software provide access to short tool tips explaining the different Zen sound types. This puts the guidance at the point where you as the professional are actually making the selection rather than requiring you to leave the fitting or recall information from a training that you did a

while back. So we're now going to take a look at the four types of sound that these tool tips describe.

The 14 Zen styles fall into four sound categories. Fractal Tones are non repeating musical like tones based on fractal mathematics. The available styles are Breeze, Winter and Aqua. Nature provides nature inspired sounds designed to evoke a sense of calm and familiarity with Seaside Swells. And Brand new Edition Flow Noise provides broadband noise with shaped frequency filters with white, Pink and brown noise options.

And last but certainly not least, Combination styles blend fractal tones with nature inspired sounds providing five additional options featuring our newest White Aqua. The purpose of showing these categories isn't to ask you to memorize all 14 styles, it's just to show you the range of sound experiences available and reinforce that guidance is really built directly into this process from Widex and that is intentional.

Studies show that having choices has been proven to be important for those suffering with tinnitus. That is why we have created an extensive palette of fractal and non fractal options and I'm going to give you the opportunity to listen to some of those styles right now.

The first is Winter.

The next is breeze, Then Blossom, Fall, my personal favorite.

Summer, Spring, Our Nature sounds, Swells.

And Seaside.

There are a few additional options available for further customization. First, you can choose whether the hearing aid microphones are on or or off within the Zen program. This provides flexibility in how the wearer experiences the Zen sound relative to their surrounding environment. The Zen controls can also be unlinked when independent adjustment is appropriate. These options give you additional ways to configure the program based on how it is intended to be used, rather than requiring every Zen program to to function in exactly the same way.

Creating a Zen program doesn't take away the fitting flexibility you're accustomed to. In Compass Cloud, the underlying hearing program remains fully adjustable. Gain can be fine tuned across frequencies, compression can be adjusted, and the familiar program settings available in other listening programs remain accessible. So we're not treating the Zen sound and the hearing aid fitting as two separate things. The Zen experience can be personalized within an individually fitted hearing program.

This gives you the flexibility to address the wearer's amplification needs while also individualizing their Zen experience.

The second pillar that we will address for the return of Xen is user support. We have added user support in a way that you've never seen before. I cautioned you earlier not to add several Zen programs and not to demonstrate every single one of the 14 Zen tone options. But why our increased user support and is the reason why.

Your wearer is going to have more control than ever. Because once you add a manual Zen program, your wearer is going to have access to the entire tone library at their fingertips. Via the Allure app.

They will select the Widex Allure app and if they are connected to the hearing aids already, this is what the home screen will look like. If they're utilizing a universal program, then they will go up to that top right where this triple line is and select that to see their program menu. Here they will see the programs

that are available to them that you as the provider have programmed for them. So this wearer would have Universal Clarity boost, which for the Allure AI RIC RD is an automatic P2AD, so you don't even have to think about it. And then for this wearer we would have chosen Zen Universal because Universal is that base program that matches most closely with their auditory needs.

Once Zen is selected, this is what you will see on that home screen.

You will see in the middle of the screen this adjust sound button. If you left the microphones on, you will see a slider for Zen style volume as well as the surroundings volume. This top slider will adjust the Zen style volume. Toward the right is louder, toward the left is softer. Touching this button here, the speaker button to the furthest left here is going to mute it.

The surroundings volume is exactly what it says. So that is the microphones for the aids. If they are on the patient is able to adjust using this slider. To the right, louder, to the left, softer. And if they touch this speaker button, it will mute the Surroundings leaving just the zen style in the aids.

If they select adjust sound, this is what they will see on the screen. So they will have the option to select Zen styles to access the equalizer which will adjust the zen styles themselves, not the surroundings as well as that microphone option. Please note this video was taken from a test version so it may not look exactly the same, but the surrounding volume is of course those microphones on, so that can be toggled on or off depending on how it was initially set. If you as the provider set it to microphones off, the wearer can turn them back on and vice versa. If they do that, they will see a pop up that lets them know that the provider said it one way and are they sure that they would like to make that change.

Zen styles then opens up our Zen style library where you will see they are laid out by the different styles as they are in the software and where there is an eye next to each one. Anywhere that you see that eye you can access really excellent information.

And so you'll also note that wherever was set by the clinic is noted in the Zen styles so that if a wearer is playing among these and picks a different one, they can always find their way back home to what you as the clinician set for them if they choose a different style than the default. The app is what is called super sticky. That means if you as the clinic set breeze but I change it to fall even after I go to sleep, I put the hearing aids in their charger, I wake up the next day, get connected back up again. It will remain on fall until I as the wearer change it back or until the wearer comes to see you as the provider and they get connected to your software that always reverts it back to the default style.

Once you hit done, it'll show you here that the Zen it'll show you the program name so Zen Universal. And then the style that's chosen right underneath that volume is also super sticky. So when adjustments are made to the volume it will remain in that same volume balance as the patient has set it.

You can also access the equalizer and this adjusts the Zen style itself. So the patient has the ability to adjust the tones. If they feel like it's pitchy, they can adjust the treble down the mids or the bass. And they can also get support with these pre built options. Less sharp, richer sound, lighter sound or more clarity.

And then also some additional equalizer support if needed. Remember none of this is totally necessary, but it is absolutely needed. To be here for those patients when their tinnitus changes and they need support in the moment but can't get in to see your clinic.

Equalizer changes are also super sticky and can be reset by hitting that reset button in the top left.

Under the help menu. There is also information supporting tinnitus where you see here Tinnitus with general info and how to use the Zen programs as well as how does tinnitus affect me and what can be done. Your patient will always have access to this information within the app and this information will

pop up on the user's app the first three times they open it after you as the provider have added a Zen program so that this information is right in front of them the whole time. But but if later they ask you oh no, where did it go? It stopped popping up, they can access it from that help menu.

Under the More is where those hearing aid settings and where that Find my Hearing Aid feature lives.

The app is significantly more robust than it has ever been before to allow your tinnitus wearers the option to adjust for what they need in the moment. But as a provider, this level of control and access might make you a little bit nervous, but I promise you will have full visibility to what has gone on.

Of course you're going to talk with your patient about how they're using Xen, the changes that they've made and and how that relates to their tinnitus therapy progress and their own personal goals, as well as the goal of Widex Zen therapy habituation. But of course it may feel a little stressful as a provider to give that patient that much freedom within their app. But we do know that tinnitus wearers absolutely need this variety. But do not worry, you are going to be kept entirely in the loop by the comprehensive Zen data log. This is going to show you information about which Zen styles were used and any changes made to the volume.

So of course as you'll see here, you can check under that data logging. Under programs you'll select the Zen program, then you can see the Zen styles. Always remember, wherever you see a question mark means you can hover to discover and it will give you additional information about what you're looking at. Here you have the breakdown of the different styles, any volume changes made, as well as the percentage of time spent in each different style if different styles were used. Of course it is recommended that if a patient is using a tone that is different than the default that you set once you see them back in clinic.

It's nice if you change that default to to the one that they preferred just to make life a little bit easier.

The third not to be forgotten pillar is Tinnitus counseling. We know that a counseling approach is extremely successful for many tinnitus sufferers and we would be remiss not to continue providing you with high quality, easily accessible resources to support these conversations stations.

Rather than requiring you to already know where to look. Tinnitus support is surfaced within the normal fitting workflow right there on the very front of the Compass Cloud screen. Selecting this area then opens additional information and resources.

From here you can access introductory information and resources that support different parts of the Tinnitus journey. This includes clear information about the Zen listening programs, access to the online Tinnitus counseling tool, and information about how the Allure app can support the wearer Zen experience. For now, the important point is that Compass Cloud provides a visible starting point that connects these different elements of the Widex Tinnitus solution. We want to make it so easy for you to engage with this whether you're a provider that has a long standing history of tinnitus treatment or somebody new to tinnitus treatment who wants to be able to offer something different, something special, and something effective for your patients.

The concept behind this tool is not entirely new. This may actually look quite familiar from several minutes ago. Widex has historically provided a tinnitus counseling flip chart to help hearing care professionals structure basic tinnitus discussions. Our new tool brings that approach into a digital format, making the content easier to access within today's workflow. The purpose remains very similar to give you talking points to guide the discussion and provide clear visuals that can help the client understand what what is being explained.

There are two ways to access the counseling tool. If you're already working in Compass Cloud, you can access it from the Tinnitus information area on the overview page, or the tool can be opened directly

online@1.WSA.com that is O N E. Both routes lead to the same counseling experience so that you can use whichever entry point makes the most sense for the conversation or workflow at that appointment in that moment with that particular patient.

I would strongly recommend familiarizing yourself with the tool before trying to use it. As with any good tool, it takes a little bit of figuring out how you're going to navigate it and making sure that you're able to use it as a conversational facilitator. This is not meant for you to feel like as the hearing care professional, you need to give your client or your patient a formal presentation. It is designed to support both sides of the interaction. So for the hearing care professional side, it includes talking points and supporting information to guide the explanation while your client has the visual material that helps make the concept easier to follow.

The intention is not for you as the provider to read the content word for word or simply show slides to the client. It is something to use with the wearer or the patient to support explanation, to invite questions, and to create a shared reference for the discussion. This is here so you don't have to make up your own so you don't have to reinvent the wheel. That is why I encourage you to get in it to take a look at what you have available to you, to pull and pick and choose what makes the most sense for you as a provider and also what you feel helps facilitate conversation with the patients that you work with.

Just to give you a little sneak peek before you get into the counseling tool, the content itself is organized under three main headings. Basic Counseling provides the foundational information that can help patients understand tinnitus and the auditory system. Tinnitus and Stress Explore some of the common difficulties associated with tinnitus and the relationship between tinnitus, emotional responses and stress and Habituation introduces concepts related to becoming less attentive or reactive to tinnitus, along with some of the approaches used to support that process. These headings should give you a nice logical way to find the material that you need, but should not be viewed as a rigid script. You

can select the topics that are most useful to you for that individual conversation that you are having, and here is a brief look at what this looks like in the Widex Compass Cloud software.

So here are the tinnitus resources from that front page which open out into that tool and this is what that counseling tool looks like when you select the option to open it out further. Again, this can be accessed via the Widex Compass cloud software or via1wsa.com There are the headings Basic Counseling, Tinnitus and Stress with habituation being slightly lower on the page and as you'll note, they're broken down into different categories. What is Habituation? People typically do not pay attention to tinnitus when habituating to sounds and things like that. Again, this should not be seen as a script or a presentation.

These are only meant to be useful resources to you and the patient that you are individually working with. Which again, if we consider that our tinnitus patients are like snowflakes, none of them are going to need exactly the same approach. And that is why we have these resources for you to keep things flexible and to allow you to individualize and customize for whoever is sitting with you.

So this is what that looks like along with the image and some of those key talking points points.

Back in the software. In order to set a Zen program, you're going to of course have to have a set of Widex Allure aids with updated firmware and the newest version of the Widex Compass cloud software. You want to do the appropriate first fit process with where you will get the hearing aids connected, make your acoustic selection and run your acoustic calibration all before you come to your programs and tuning area.

Then I'm just going to wipe this out so that you can see it fresh. You'll hit that plus button there is where you can see where you can add those programs. So you hit the plus and then down at the bottom of the list you see Zen Universal or Zenpure sound, depending on which hearing program your patient needs.

You'll make that selection and it will populate that new program. Of course, remember that you can adjust these programs however you wish.

We do not recommend that clarityboost land in P1. However there is no problem with putting a Zen program as that P1 slot. Remember, you can click and drag the programs like a browser once in that Zen program. Here is where you can make that selection, where you can choose, listen and personalize. And when we click that question mark you get that better information.

Your mic settings, your Zen style volume options, and then of course your full settings options for your programs. So I mentioned earlier, these function as a normal everyday hearing program and of course the settings are there to accompany that and this is what they look like. So they're fully available to you if you need to customize this program any further. MPO and adaptation apply to every program, but of course you can adjust gain in this particular program.

Under the device settings. Do make sure that your patient has access to a program change which the short press will default to so that they can access their Zen manual programs whether or not they are an app user user. Though I do recommend them using the app because of all the amazing access they have to the Zen tones now in the Widex Allure app. And then last but not least, here's what the data log looks like for your Zen wearers. So you'll have the ability to look at those different programs, look at the different Zen styles broken down by their styles.

There of course you have your fractals combinations, nature and noise as well as volume changes. Of course this wearer hasn't worn them yet, but once they do, they will see percentages filled out with how much time they've spent in which type of tone.

This is Widex Zen Tenidis Solutions led by you. Thank you so much for your time and attention and we can't wait to hear your tinnitus success stories with Zen powered by Widex Allure AI. Rick, take good

care.