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Learn to Demo Moxi S-RX

Presenters: Courtney Smith, MA, CCC-A, Stephanie West, AuD

Thank you, Anna.

All right. Welcome, everybody, to today's webinar on learning how to demo Moxi S-RX. I'm Courtney Smith. I'm the senior manager of audiology and education at Unitron. I've been with the company about four and a half years now.

It's been an amazing journey. Before this, I did practice as an audiologist in the clinic and a private practice setting and a medical setting, Both for about 18 years. So this is a topic that I am extremely passionate about, and I am so excited to present to all of you today on demoing hearing aids. I know that when I was practicing myself, sometimes I would get in a little bit of a rut, sometimes with how I was talking to patients about features, how I was highlighting for them the value that hearing aids have and what they bring to someone's life. I know we're all here because we love what we do and we've all seen it before, how someone's life can change right in front of you the minute you put a hearing aid on them.

So we're going to talk about that today, the importance of demoing. We're going to talk a little bit about how we can best demo Moxi S-RX. These are the risks and benefits. Just going to leave these up for a moment while I head to my beginning slide. So just want to thank all of you for taking the time to spend today to learn how to demo Moxi S-RX.

Moxi S-RX is our newest hearing aid at Unitron. We launched it in the middle of the summer this year, and it has some very, very special features and benefits for both you and your patients. So I'm going to teach you about that today, teach you how to demo this product on your patients just to maximize what your patients hear when they're listening to this hearing aid and really just give you the tools to showcase this hearing aid for your patients in your own practice. So I'm actually going to turn my video off for today so it's not distracting us. But we are going to go over our learning objectives for today's course.

So after today, I want for all of you to be able to describe the impact of a demo. We know demos are important in our field. We know that they add a ton of value to our hearing aid process and our patient's hearing aid journey. But after today, you'll all know a little bit more about demoing and why it's so, so important. We're also going to talk about best practices to follow when you are demoing Moxi S-RX and our DNN feature, SoundSonic 360 with your own patients.

Also, after today's webinar, you'll be able to summarize the benefits of using our app to demo Moxi S-RX. So we're going to focus on these objectives today. We are going to flow through it and have a lot of fun today. Get ready for some interact action. First of all, to kick us off, I want to talk a little bit about demoing with all of you.

I want to ask all of you to type into the Q and A, open up that Q and A at the bottom of your screen, and tell me, do you routinely demo hearing aids on your patients?

If you demo, why do you demo? Why is that part so important to your consultation process?

And if you don't demo with your patients, tell me why. Tell me why you. You don't sometimes, and it's completely okay. This is a safe space to tell me. Some people are in the chat saying that, yes, they absolutely demo in the Q and A.

Someone says a patient needs to be able to hear to understand how they do not hear. I could not agree more with that. I absolutely love that a lot of people are chiming in, saying that they do in fact, demo on their own patients. It is so powerful, right? When you take a moment to put hearing aids on someone to help them understand what they have been missing this whole time.

If you've been practicing for a month or 30 years, you've no doubt seen that moment when you put hearing aids on someone and everything that they've been missing floods back to them. And it is a powerful moment. It's emotional when you see your patient experience these things again for the first time in a long time. So thank you to all of you who responded in the Q and A. It sounds like many of you demo, which is fantastic.

And some of the reasons why people don't demo, because I asked around a little bit on some different channels just to get a pulse on the landscape out there. And some people choose not to demo. I mean, we know that time is of the essence. We have less time than ever to see patients. Sometimes the setup of the room doesn't lend itself to a demo.

Some providers might say, you know, what's the point in taking the time to put hearing aids on someone as part of a consultation? So. So we're going to talk today about what the research says about in clinic demonstrations. There are some studies out there, and I just want to highlight some of these for all of you so that we all Leave here today understanding a little bit more about what the research says about demoing, why it's important and why you should consider demoing. And if you do demo now, keep doing it.

This study, just a little bit of data for all of you. This was a study done at Audacity in 2024, and there was a survey done that was designed to examine the impact of an in office demo on a practice. They looked at gross revenue, they looked at profit, they looked at KPIs, they looked at all these metrics. And on average, the results of this study showed that about 79% of those respondents provided an in office demo for their patients. About 21% of respondents said that they did not demo, they didn't take the time to do it.

And of those 79% that did it, 51% of them included the demo over 75% of the time. So a strong result here that most providers, I think, are demoing and they do recognize the value.

Another aspect of this same audacity study from 2024, this benchmarking study took a look at the average selling price of a hearing aid. Because we know we're all in business here. Like we all want to know, is there an impact on the technology that we're able to sell to a patient or how we demonstrate the value of that higher level technology when we do a demo. What this study found or this survey found was that patients who experienced a demo did select higher level technology and that resulted in about a $300 increase per hearing aid and greater overall practice revenue. So when it comes time to, you know, showcase, you know, whether or not this process is valuable and whether the time it takes to do a demo is worth it, the research here definitely does show that that's the case.

And so just a little bit more about what demos mean for a business from the business side of our field, Sonova proprietary research showed that an in office hearing aid demo can increase appointment to purchase conversion by 24% and increase the average selling price per device by up to 14%. So what I take away from this is a great demo isn't just educational for our patients, it also positively impacts our business. It positively impacts the way that we demonstrate the value of higher technology for our patients.

So what about when you're considering a demo and you have a patient sitting in front of you? What about the impact of a significant other? Shifting gears a little bit to this, there's a lot of data out there today about hearing aid adoption and what fosters patients to adopt hearing Aids we do in clinic demos to encourage our patients to adopt hearing aids. So I want to look a little bit at the data on hearing aid adoption and what it means to have a significant other in the room experiencing a hearing aid demo alongside your patient.

This study on the slide in front of you was done in 2016 by Singh and Launer in Trends in Hearing, and they actually looked at 60,964 hearing aid appointments. The study results showed that 63.8% of patients adopted hearing aids when they had somebody with them at the appointment. And that was up

from 50.6% when the patient went to an appointment by themselves. So it's a 13.2 increase in hearing aid adoption rate. So what I take away from this study is that if somebody is with your patient and you're able to do a demo for your patient while someone's in the room, it just increases the chance because they have more support, they're with someone, that's important to them, they have that emotional connection.

And all of those things add up to greater hearing aid adoption in our patients and a little more on the power of social support as our patients are going through this hearing aid journey and we're kind of guiding them through this journey. This Singh and Launer study also showed the power of social support. That same study where they examined that 60,000 plus group of patients, they found that when someone had a moderate or greater hearing loss, when they examined the percentage of hearing aid adoption rate when someone had a moderate or greater loss, it didn't matter as much if a significant other was present. And that makes sense. You can see that the blue graph that lines up with the black.

There really wasn't a huge difference in adoption rate when someone had a moderate loss, and it was a little bit greater when the patient had just, just a moderate impairment, nothing worse. But what this study did find was that when a patient had milder hearing loss, their hearing aid adoption rate was much greater when they had a significant other or a loved one with them. So this is really powerful to me because I think there are some patients, maybe their hearing loss is more mild. Maybe we're less likely to demo on those patients because we're like, well, they're kind of on the fence, you know, I'm not exactly sure how this person will respond to hearing aids, but this shows that if the person has somebody with them at the appointment, they're more likely to adopt hearing aids. Definitely good evidence to ask, you know, when you're making appointments for people at your office, a good Reason for your office manager to ask somebody to bring a loved one with them.

So that when you do a demo, when you do a consultation, you know that those people, maybe even those people with milder hearing loss, they're going to be impacted and positively supported by having somebody along with them. So just kind of, to sum it up, some of the reasons why demoing makes a difference. An in clinic demo does positively influence our patient's desire to purchase hearing aids. Their adoption of hearing aids, a demo also showcases the value of features in higher technology. And the research shows that that patients do purchase higher level technology when they have experienced a demo.

The studies that we looked at also showed that when a significant other was present, patients were more likely to adopt hearing aids with every type of hearing loss, but especially for those with a mild hearing loss.

So I'm just going to give you all a chance to open up the Q and A and I would love some interactivity here from all of you here in today's webinar. I want you to reflect on your best hearing aid demo experience that you've had.

If you can open up the Q and A and type into the Q and A. What really stood out to you about your best demo that you've ever done in the clinic? Was it the person that was sitting in front of you and their reaction, their response? Did they get emotional when they heard with hearing aids for the first time? Did you see a response from a loved one that's there in the room with them?

Go ahead and type. What stood out to you about your favorite demo experience?

Just speaking from experience. My own experience. I'll share with all of you. I did do a consultation with a husband and a wife years ago. And I'll never forget these people because when they walked in, the two of them together were really not connecting.

Like I could tell that they really hadn't, you know, they, they really weren't connecting emotionally. They were. The body language was kind of negative. They weren't really connecting with one another. And the minute I put the hearing aids on her in the demo, she was like leaning forward.

She was engaging with her partner again. They were talking to one another, they were laughing, they were smiling. The whole vibe in the room change. And I'll never forget that. That's just something I'll never forget just witnessing that interaction in that moment.

Someone said when they demo on a patient with a cross, being able to hear their family, that poor ear side is very emotional. Yes. Oh my gosh, that's awesome. Someone did also say the Reaction on the face of their patient when, when they could hear their family, when they could communicate again with their loved one was amazing. I love that.

Thank you for sharing. So we all have demo experiences in our past that we can look back on and think, wow, that was really cool.

So now that we've learned what the research says about the importance of a demo experience, giving your patient a chance to listen to hearing aids for themselves, let's take a quick moment to learn about what's unique about Moxi S-RX. Because today's webinar is about Moxi S-RX and how you can demo this technology on your patients in a way that really highlights this technology and what our deep neural network can do.

Here's a close up of Moxi S-RX. We launched this hearing aid in July of 2026. And you can just see a little close up here of the housing of the hearing aid. It's got that four microphone ports, it's got a nice integrated rocker switch. So this, this hearing aid has been wildly successful for us for Unitron patients.

I think the ability to hear in noise has come so incredibly far. And we're really fortunate that we were able to launch this hearing aid during this year for our patients.

Moxi S-RX is our first dual chip hearing aid with AI sound processing. And what that means is we use two chips in Moxi S-RX. The ERA chip is the chip that controls for the scene classification around the patient. So think of it like the ERA chip is reading the room around our patient and it is classifying that environment. It is turning hearing aid features on and off in real time to optimize that environment for your patient in the moment.

The DeepSonic chip is the newest chip that we just brought to the market this summer. And it is the world's first dedicated AI chip for speech from noise separation. The DeepSonic chip houses our deep neural network called SoundSonic 360. And it is fully dedicated to improving sound clarity and signal to noise ratio for our patients. So this is just a nice slide showing you how SoundSonic 360 works and how it makes your patient's life easier.

So sound enters the hearing aid. It is able to identify spots, speech, it's able to separate speech from the surrounding noise. And while maintaining speech clarity in all directions, then that sound goes out of the receiver into the patient's ear. So before and after you can kind of see what that process looks like, having that deep neural network shaping the final sound that the listener hears. And not just that initial classification, because the ERA chip is still doing its job.

So in partnership with the ERA chip, SoundSonic 360, which is housed on that DeepSonic chip, is really helping your patients stay connected to conversations from every single direction, even with multiple speakers.

The Moxi S-RX uses SoundSonic 360 within the conversation in loud noise environment. So if you've used Unitron before and you fit us before in the past, you know that we classify environments around

your patient conversation, and loud noise is one of them. And it comes on automatically. It's built into Integra OS, which is our automatic system that comes on automatically when your patient is sitting still and when the hearing aid senses that there's very loud noise around your patient. Another exciting aspect of SoundSonic 360 with Moxi S-RX is it's available even when your patient is only wearing one hearing aid.

Our previous features used all four microphones on both hearing aids to kind of generate directional beams. And those features also have value, don't get me wrong. But it is nice when you're fitting somebody mon orally that you do now have the benefits and the advantage of something like SoundSonic 360. And we really are able to deliver a massively important signal to noise ratio boost up to 10 decibels for our patients with this technology.

So with SoundSonic 360, Moxi S-RX handles speech and noise in a more sophisticated way. So instead of relying on that beam former, like I said, generating a directional beam that's like front and back or only face to face, we use the DNN to separate the speech from noise, keeping noise in the background where it belongs and focusing in on the speech signal. So when you're thinking about a demo of Moxi S-RX and a few things that we'll talk about throughout this talk, but it's important to consider where you're talking to your patient from, and it's important to consider demoing in noise in order to help people see the value of the DNN in an environment like your office that you're probably sitting in right now. We want to make sure that we're able to kind of pump up the noise in that environment and talk to your patient from around around them in 360 degrees. Then it's really going to blow their mind because what they'll see is that they can hear you from any direction, even when you pump up that noise to be extraordinarily loud in the room.

Another feature that you can showcase when you're demoing Moxi S-RX are two new manual programs in the software, and I will be able to show these to both to all of. I will show both of these

when I dive into the software in a little bit. But Speech Sonic 360 and Noise Sonic 360 are the two new manual programs that we can give these patients. Speech Sonic 360 is designed for use when the dominant signal in the environment is speech, and the patient wants the DNN enabled for the duration of the conversation. So think of like a cocktail party or a meeting with a group discussion or maybe a walk outside with neighbors.

Noise Sonic 360 is another option that you can slide into the mix for your patients, and it's designed to manage noise and provide listening comfort for the patient when they're in loud environments where speech is not the focus. For example, if your patient works beside a loud fan or spends time in an airplane cabin, maybe they're a flight attendant or a pilot. They might use this program to drive the DNN strength to denoise the situation.

And if you fit Unitron in the past, or even if you're new to us, you should know that we have the Remote Plus app. That's our app that we use with these hearing aids. It's fantastic. There's a lot of personalization and functionality that this app brings to your patient's experience. Experience I highly recommend.

If you haven't done so, go ahead and search the Play Store or the Apple Store for the Remote Plus app and you can go ahead and put it on your phone. It has a demo mode, so you can actually cruise through it on your own time. You can throw it into demo mode, push all the buttons and look at the layout, look at the program carousel and just familiarize yourself with the layout of our app. We did make a change with this latest launch of Moxi S-RX and Ensera SR earlier this year, that our hearing aids are now paired in one step. And this is true for both of our rechargeable custom instruments.

In Sara SR and Moxi S-RX, we have brought a simplified pairing workflow so you can pair these devices really quick right there then and there in the app, which is highly valuable for performing a demo because if you're going to demo, you know, you need it to be quick. You need to be able to set

this up without spending a ton of time.

So we're going to. So we're going to show you. I want to take a moment just to show you where you can listen to SoundSonic 360 yourself. There's a few different ways that you can listen to this DNN for yourself. Aside from just fitting the hearing aids on yourself and listening to them, we actually do have a SoundSonic 360 demo on our Unitron website and I do want to show you all where that is.

So I'm going to flip over to a different screen right now and I'm going to share that screen with all of you. And so what you're looking at now is our Unitron website in the professional support tab of that website.

Sometime today or after the webinar, when you have a moment to yourself, I'd love for all of you to jump onto our website and go to the Conversation in Loud Noise Demo. I'm not going to run through all of these today during this webinar because we have a lot still to get to. But what's great about this is you can showcase our different microphone modes. Even autofocus360 hyper focus SoundSonic 360, you can hit play and you can actually listen to a recording of Moxi S-RX at the technology level nine from us for a speaker array. And these hearing aids were actually fit.

They were. These recordings were made in a controlled research environment with speech being present at different directions. So you can change the microphone. I'm sorry, you can change the speech direction and you can click on the different microphone modes and hit play and you can actually listen to what these hearing aids sound like. This is really cool also for you to show your patients.

If you're in a situation where you aren't able to get your hearing aids out and demo. This is a great, quick, easy way for you to show them. Okay, if I'm going to fit you with Moxi S-RX at the level 9, here's the difference that you'll experience. This is also great for a loved one if you want them to experience or your patient. Somebody that's come to the appointment with your patient want to experience it for themselves.

You can save this to your favorites and play this for your patients as well. So I just did want to take a moment to show this to all of you and show you where it is. Sometime this afternoon your homework is to jump onto the Unitron website and pull this up. Pull up Conversation and Loud Noise Demo and take a moment to listen to it.

So I'm going to go back to our presentation and we're going to talk about setting up an in clinic demo of SoundSonic 360. We know that this DNN is powerful. It can deliver up to a 10dB signal to noise ratio improvement. So any patient that comes into your office, whether they have mild hearing loss, no matter what kind of hearing loss they have, they're clearly sitting in front of you because they need help. And so what we're doing with a demo experience is we are showing our patients what kind of help these hearing aids can give them, even in the most challenging listening environments.

So I'm going to show all of you today how to use our True Fit software to set up a demo that's powerful, that's effective, that really blows your patient's mind, because once you put this technology on someone, it really does sell itself. It just takes you setting it up, putting those hearing aids on, and getting this conversation going.

If you have had a chance to attend a Unitron training recently, you know that demos are a big part of how we bring SoundSonic 360 to life. And if you've been to one of our trainings lately, you may have met Alex. Alex stands for Audio Listening Experience. And what's great about Alex is it lets multiple people listen to program hearing aids through headphones at the same time. And it allows people to experience SoundSonic 360 and the power of that DNN in the most challenging listening environments.

Alex is a great way for both you as the provider and patients to hear this technology firsthand. And if you're interested in listening to hearing aids through Alex, reach out to a member of your Unitron team locally, reach out to your regional sales manager or your clinical trainer and find out when they're going

to bring Alex to your area. We've taken Alex to happy hour. I think that's where he is here in this picture. But we've also had Alex at community events in practices all over the country.

We've had him at open houses to allow people to listen to the hearing aids for themselves. It also lets multiple people like you can see the headphones around the table. We can have up to eight people listen to Alex at one time. So if you love demoing or if you're just looking to maybe do something a little bit different in your clinic this winter, maybe reach out to a member of your Unitron team and set up an opportunity, opportunity for you and your patients to listen to Alex.

But most of us, probably all of us, do not have an Alex sitting in our clinic right now. So what I want to talk about now is a recipe for demoing SoundSonic 360 and demoing Moxi S-RX on your own patients. And what's the recipe for success. What does success look like? So to do a demo of this technology, you are going to need two Flex trial devices connected to the latest version of our software, which is true fit 510 or the Remote Plus app.

You can fit the hear needs and add the programs and then you can connect them to the app if you prefer to do it that way.

You will need a background noise file to have a successful demo of Moxi S-RX. It's really important that you make the room that you're demoing in as noisy as possible because we want to create a real world situation for our patient that's sitting in front of us. Most of our patients come in and they might say, yeah, I'm having trouble in quiet conversations, but noise is a big problem spot for me. So we want to demo in a problem spot. We want to let our patients experience.

We want to simulate one of the most challenging situations in order for them to experience the benefit. So I like to use a background noise file when I'm demoing. I also, I use a Bluetooth speaker. But you can also use your phone if you have a noise file just kind of saved to your favorites on your phone. You

can definitely do that.

I also like to have with me a sound level meter or a sound level meter app where I can measure the level of noise that I'm introducing into my clinical office. I want to make sure the noise is loud enough because the noise does have to be sufficiently loud to for SoundSonic 360 to be efficiently and effectively demonstrated.

So considering noise, I did want to show off that in our software. I'm just going to show this video in our True Fit software. We actually have noise files built in to our software. So if you don't want to, you know, search YouTube or find a noise file that works for you, just know that they're right there in the bottom left corner of the True Fit tuning screen. We have all of these exciting different speech and noise files.

Party noise, High signal to noise ratio. Low signal to noise ratio that you can play right here from the software. A lot of people miss this and I have to admit as I was putting together this presentation, I didn't think at first to talk about this, but did want for all of you to see kind of where that is and where you can go to if you just want that. Like one stop shop, super easy access to a noise file.

Here's a QR code that leads you to another noise file that I like to use a lot when I'm doing a Demo in Clinic. It's called 10 Hours of People Talking and it's on YouTube, it's free, it's accessible to everybody. So totally up to you if you want to use the QR code to just put this on your phone just so you can easily access it when your patient comes in this afternoon and you want to demo Moxi S-RX. I also like to use a Bluetooth speaker. The Bluetooth speaker that I use for demos is really small and it's easy to move around the room.

That's pretty key because I know everyone's setup is a little bit different. You also want to make sure that the speaker you're using or if you're using your phone, that's completely fine. But you really want to pump up the noise to make sure it's sufficiently loud because you want to make that room really loud

when you're showcasing the DNN. The DNN is highly effective when the noise is about 70 to 75 db spl around around you, around your patient. That's pretty loud.

So you want to make sure you're using a speaker that can move a speaker that can be made sufficiently loud.

And I am going to go into the software in just a moment. Just screen share my True Fit software with all of you to get you acclimated to True Fit and show you where those buttons are that you should push if you want to show the power of Moxi S-RX to your patients. But before I do that, I want you to know that everything I'm about to tell you is written down in a step by step guide. We've developed this guide for all of you. I added this guide as a handout to this presentation.

So when you the webinar concludes today, you'll be able to take this right from Audiology online from the handout. I wanted to make sure all of you are able to print this out or save it to your computer for easy access. But I want to make sure you all have this resource. So when you're setting up a demo of Moxi S-RX, you know exactly what steps to follow.

So before I go ahead and share my screen with all of you and do a demo live in the True Fit software, I want to ask find out if there's any questions, please go ahead and use the Q and A. Do not be shy and ask away if you have any questions about anything we've talked about so far.

So someone did say in the Q and A, just as part of their favorite demo experiences, that this person fitted a child with Hearing aids. And it was their first experience hearing. And this child had a huge smile and a lot of laughter during the experience. So I wanted to share that with all of you because that is amazing that just, you know, everything that we do each and every day, our job is not easy. But those moments really just make it all worth it.

Everything we do with our patients and those tough days are made easier when we have those fun smiles and laughter and emotional reactions.

So I am going to take a moment to share a different screen with all of you that hopefully many of you have seen before.

And hopefully you can all see my True Fit software right now. I am going to show you all how to demo Moxi S-RX in the True Fit software. And one thing I want for all of you, I'm going to take a deeper dive and go into a little bit of the fitting part flow with all of you. But I do want for all of you to know that it is so quick and so easy to fit our Moxi S-RX instruments. We have a first fit fitting flow that is so quick.

I'm going to show it to all of you right now and I'm going to show you how to tee up a high quality demo that your patients are going to really react to. So what I'm going to do first is once now that you can all see my software, I'm in a training session mode right now in the software. It's a full simulation of True Fit. It allows us to see all the buttons. All the buttons are live right now.

I do not have devices connected. But what's great about our software, if you go into help and you go into the training session mode, you can kind of unlock this free flow training session which allows you to push every button in our software. So what I'm going to do right now is I am going to fit Moxi S-RX. If you speak Unitron, you know that the word moxie just means Rick S stands for smile. And we do have four technology levels.

The Moxi S-RX is only available in the level seven and the level nine. So we're going to fit Moxi S-RX at the level nine today.

Just to point this out, because I do think that this is really important. If you are demoing hearing aids on your patients, I always recommend as a best practice that you do demo at the level nine because we

want to show the best technology to our patients every single time. So if I'm working with a Flex Trial device, I'm always going to set up that Flex trial as A level nine. Because I want my patient to see everything that this hearing aid can do. I want them to experience the maximum strength of the DNN at the Level 9 technology.

Moxi S-RX offers the strongest SoundSonic 360 Level. It's the strongest that we can make it. So I do want my patient to experience that if they've come in and they are looking to get hearing aids and noises, a problem spot for them.

All right, we are connected to the software. I'm going to close this out and our first fit fitting flow is going to start. So just going to breeze through these first fit screens because it's really easy to show how easy it is and fast to fit a pair of Unitron hearing aids. But I'm not going to spend a lot of time on these. But I will show you some best practices.

So here in step one, we're just making sure all of our patient's information is here. I do like to select long term when the software is asking me if my patient has experience with hearing aids. I like to select long term for all of my demo experiences because this will allow our automatic Adaptation manager to be up, set, set at or close to 100%, which is an important part of this demo. I want my patient to just hear as close to their prescriptive target as possible, especially if they're experiencing hearing aids in the clinic for the first time.

So in this next screen, we're just confirming the device acoustics. It is important if you're going to do a demo that you are using vented or power domes. Here in the earpiece selection screen, you can see there's a dropdown where you can select other options. I do recommend a vented or a power dome whenever possible when you're doing a demo, because I think closing up that fitting will really help your patient experience the impact of the DNN when you introduce noise into the environment.

Here in step three of our fitting. Once again, if I'm doing a demo, I really always just want to make sure my patient is set to 100% of their prescriptive target. And that's what you're setting here in this Adaptation Manager section of this screen. You'll also see that we default to now and all too for all of our patients. I do recommend keeping it there.

I also, for a demo, do not recommend running feedback. Actually, with all of Unitron hearing aids, you do not have to take the time to run feedback. Although there is a button here in this screen, we don't ask that you take the Step to run it. So now that I'm connected to the software, my hearing aids are connected, they've been fit. I'm going to head to the tuning screen now.

And what I'm going to do here, if I'm working with a patient, I'm just going to first make sure that they're comfortable. I'm going to make sure that they're comfortable with the sound. My voice sounds clear. If they have a loved one in the room, I really like to take this moment to engage the loved one. You know, we don't want our patient's loved one just sitting there doing nothing.

I always ask them to talk. I always ask them to maybe, hey, let's ask, like ask your, your family member a couple of questions. And usually brings a smile or some nodding. This is where now the hearing aids are alive. So you'll notice your patient's body language change already.

Here is where I like to talk to my patient in quiet, just gauge their comfort. And then I'm going to get my speaker out, whether it's the noise file from the software itself. Once again, here is where you can find those. You can just play the whatever noise file suits you right from the software or if I'm using my phone to introduce noise into the clinical environment or a Bluetooth speaker, here's where I like to make the environment more challenging. So I'll turn on that noise and I'm going to really pump it up again.

For Moxi S-RX, we want the noise to be about 70 to 75 dB SPL. So if I'm measuring with a sound level meter, I'm really just going to pump up that noise. Now my patient's wearing hearing aids. It's gotten a lot noisier in the room and communication is going to be a lot more challenging. So I'm going to make sure that I'm highlighted that conversation in quiet mode.

Here on the left side of the screen, you see where under Integra OS you see all of these different listening environments that you can click on. And when the hearing aids are connected to the software, every change that you make with your mouse, everything that you click on, the hearing aids will also shift into that scene classification. So I like to start off in the conversation in quiet mode when I'm demoing Moxi S-RX, because things will get really, really, really challenging. And your patient's going to be like, whoa, I'm really having a hard time hearing you. So with my noise on pumped up nice and loud, I like to then shift into The Conversation in loud noise mode.

That is the program that is classified where SoundSonic 360 is active. So I like to click into that conversation and loud noise program, let my patient listen to me talk, engage the loved one, and what you'll find is they're going to be like, wow, I can hear you. I also think it's very important if you're doing a demo that you speak to your patient from the back, from the side. You ask the loved one to do the same if they're in the room. So you engage the loved one and you click and just give them a couple minutes to listen to that conversation in loud noise program, let them take it all in.

Once they've taken it all in and they've heard with SoundSonic 360, I like to then go back with the noise still on. With everything active just like it has been, I like to go back to Conversation and quiet. Because what that will do is show the patient how loud that noise is around them again and they're just. Their mind is going to be blown. So I recommend clicking on Conversation and Quiet starting off the demo there, pumping up the noise.

Click on Conversation in Loud Noise mode, let them experience that, Give them a few minutes, let them talk to their loved one, engage in the room from different directions, and let your patient see how Sonic 360 extracts that speech from the noise, no matter what direction. Then you go back into conversation and quiet and let them experience how loud that noise was to begin with.

If you're doing a demo. Another cool add to a demo experience of Moxi S-RX is giving your patient a chance to listen to Speech Sonic 360 and Noise Sonic 360. Those are those two DNN manual programs that we also can give our patients access to too. So now that I've added those both into the mix, I might take time to go back to the tuning screen. I'm going to expand the manual menu and I might.

With the noise still playing again, it's really important that the room is noisy. I might play Speech Sonic 360 for them again. I might also play Noise Sonic 360 just to let them experience what those two manual programs are like. Again, with Unitron, with SoundSonic 360 being built into Integra OS, it's going to come on when the situation calls for it. But I do think if you have time in a demo and you're able to show people the difference with those manual programs, it does showcase how we can personalize that hearing aid experience for People.

So now what I can do is I can, I can save and close. I can go to my fitting summary. I can save and close. If my patient's using a Flex trial, I can let them leave the office. I can ask them to go out and experience the world around them.

With Moxi S-RX. With SoundSonic 360 working to their advantage, I can also pair these hearing aids to the app with just one step. And I can show the patient how to use the app, how they can click through these different programs. Maybe I'll show them the optional app programs they can add into the mix for themselves. But there's.

This is really the best practice, I think, when you have the software open and in front of you and you can click into that conversation in loud noise mode, let your patient experience it.

All right, so I'm going to go back into my, my presentation again and I'm going to spend the last few minutes of our time together going through a few ways that you can take your demo to the next level.

So as I was researching these, this presentation, asking around and asking some of the providers that I work with, just in the clinical landscape out there, you know, what are some things that you do to just make your demos better, to really help the features of the hearing aids stand out? How do I just make it an overall better experience for people? So I pulled together five ways that were mentioned. Also, based on the research that I read through as I was making this presentation, here are some ways that you can make your own demo stand out. So one thing that you can do again, we talked about this earlier in the presentation.

Encourage your patients to bring somebody with them to the appointment. We know from the research we talked about earlier that patients that have a loved one accompanying them to their appointment are more likely to adopt your needs. So when somebody makes an appointment, you know, it's as simple as asking your office manager to, when they make confirmations, to ask somebody like, hey, who's coming with you? Is someone coming with you on Wednesday? You know, remind them.

When you do reminders, remind somebody, hey, bring a loved one with you. Because we know that increases the chance that your patient might adopt hearing aids.

My next tip is to bring on the noise. So make sure that you introduce noise into the demo environment. When you're demoing hearing aids, it is so important to demo in noise. Another tip that was talked about from clinicians that I spoke to is some do perform a QuickSIN test on the patient as part of their clinical evaluation. You could also perform a QuickSIN test with these Moxi S-RX hearing aids on and

show the patient the improvement in their score.

Showing numbers sometimes reflects real life improvement and gives your patient confidence in the technology. So just another thing to think about. If you have the time and your setup allows for it, always introduce noise into your demo experience. And if you have the capacity to do so, go ahead and put your patient in the booth and do a quick send. Show them the difference.

You also as part of the demo of SoundSonic 360, you want to make sure you're speaking to your patient from different directions. Directions. Remember this DNN extracts speech from surrounding noise regardless of direction and it can Deliver up to 10dB Signal to noise ratio improvement. So let your patients experience that conversation and loud noise program in Integra OS. Give their loved one the floor.

Let their loved one that's there in the room with them speak from different directions and really take the time to let your patient experience that for themselves.

Another tip to make your demo stand out, don't forget to demo wireless accessories. This is something so easy to do. I feel like a lot of people forget that it's so easy to pair our accessories out of the box. You don't have to connect them to the software, but anything you feel your patient might benefit from something like a partner mic or a Roger maybe during your case history they've mentioned that they need to hear from a distance. So if they bring up distance, it's a great opportunity to demo one of the Roger products on this patient.

So remember, it doesn't take a lot of time to hook these accessories up and add them into your demo experience. And if you've prepared these in advance, it can really take your demo to the next level.

Another tip to enhance your demos on your patients in the office, don't forget that you can demo Moxi S-RX on your existing patients. These patients that have hearing aids, maybe they have other technology right now, but they already know you, they already trust you. And maybe if you're sending a hearing aid in for repair or it's a regular checkup, it's a really great idea to have demos prepped and ready even for existing patients to try. And even if they got hearing aids within the last year or so, just build in a little time for the appointment. For patients that you know might benefit from new technology, give them an opportunity to listen to something new.

I think patients love that. They love hearing the latest and greatest technology that's out there. So just remember these people. It's not always a new consultation where you'll get your demos out. It might be somebody that you've been seeing for the last five years and they may also benefit from a demo.

It's a great opportunity because technology has come so far to let your existing patients know that, you know, you're, you're on the pulse, you're you, you are aware and you fit the latest, you fit the best and you would love to show it to them.

And I know our time together is coming to an end. I really loved spending this hour with all of you today. I just want to say thank you for taking the time out of your day to listen to this webinar. I hope you learned something. I hope you were able to reflect on your best demo experience as a clinician.

I hope you're excited to demo on somebody this afternoon. Get your Moxi S-RX Flex trials out. If you don't have Moxi S-RX Flex trials and you feel you would use them in your clinical practice, make sure you reach out to your Unitron clinical trainer or your Unitron team because I know they would be happy to work with you to get up and running with them.

I am very excited for all of you to get out there and demo Moxi S-RX after attending today's webinar. Once again, I'm Courtney Smith. I'm going to hang out a little bit in the Q and A, so if anybody has any

follow up questions, please go ahead and type them in. But thank you again for being here and I hope you all have a wonderful day.

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