

**WIDEX ZEN THERAPY:
AN INTEGRATED PROGRAM
FOR TINNITUS PATIENT
MANAGEMENT**

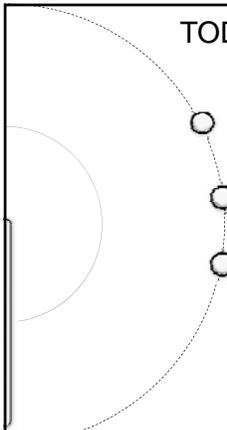
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**ALL THINGS ZEN
WIDEX COURSES**

- Course #22561
 - **Managing Severe Tinnitus Cases: Widex Zen Therapy II**
 - Tuesday, July 9, 2013 at 1:00pm CDT
- Course # 22565
 - **Adding Tinnitus Management to Your Service Portfolio**
 - Wednesday, July 10, 2013 at 12:00pm CDT
- Course # 17751 (Recorded)
 - **Effects of Musical Stimulation on Tinnitus & Relaxation**
- Ongoing Zen Courses Every Second Tuesday of the Month.




TODAY'S AGENDA



- Building Blocks: Effective Tinnitus Management Program
- Introduction to Zen
- What is Widex Zen Therapy?

COMMON STRUGGLES FROM TINNITUS

- Sleeping problems
- Annoyance & irritation
- Difficulty relaxing
- Despair and frustration
- Problems focusing on speech
- Concentration difficulties
- Stress

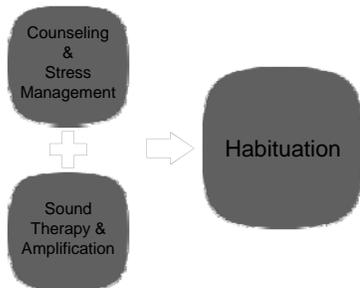




EFFECTIVE TINNITUS MANAGEMENT

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Tinnitus Association

THE GOAL OF TINNITUS MANAGEMENT



WIDEX ZEN THERAPY

■ Habituation:

- The process of "ignoring" a stimulus without exerting any conscious effort.
- Ensuring that tinnitus does not negatively impact patient's quality of life.



EXAMPLES OF HABITUATION





WHAT IS ZEN?

UNIQUE BENEFITS OF ZEN FRACTAL TONES

- Widex' patented Fractal Technology
- Randomized tones based off of the relaxing properties of music
- Music activates many structures of the brain
- Promotes passive listening
- Habituation



Both auditory stimulation and stress management can be addressed

YOUR BRAIN ON MUSIC

The brain at rest



The brain's reaction to music



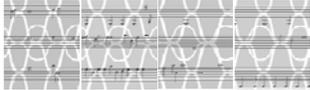
ZEN- THE OPTIMAL CHOICE FOR SOUND THERAPY

- Music elicits both physical and emotional response
 - Tears
 - Chills
 - Change in heart rate
 - Emotion



ZEN FRACTAL TONES & NOISE

- Proven to enhance relaxation response
- Induces passive listening
- 5 Zen Tone options
- Zen noise/shaped noise option*
- Filters sounds in accordance with individuals hearing loss
- Combination unit
 - With or without amplification



ARTICLES ON ZEN



- Kuk, F., & Peeters, H. (2008). *The hearing aid as a music synthesizer*. Hearing Review, volume 15 number 11
- Sweetow, R.W., Henderson, S.J. (2010). *Effects of acoustical stimuli delivered through hearing aids on tinnitus*. Journal of the American Academy of Audiology, 21(7), 461-473.
- Kuk, F., Peeters, H. & Lau, C. (2010): *The efficacy of fractal music employed in hearing aids for tinnitus management*. Hearing review, 17(10).
- Herzfeld, M., Kuk, F. (2011): *A Clinician's Experience with Using Fractal Music for Tinnitus Management*. Hearing review, 18(11).
- Widex Press about Zen: No. 27, 28 and 32
- Sekiya, Y., Takahashi, M., et al. (2013) *Using Fractal Music as Sound Therapy in TRT Treatment*. Audiology Online





WIDEX ZEN THERAPY

WIDEX LET'S TALK ABOUT TINNITUS 2013



WIDEX ZEN THERAPY

Directly addresses all of the problems contributing to tinnitus distress

MEET GLORIA

- Gloria-59 year old social worker
- Very active social life
- Has difficulty hearing her clients
- Reports bilateral tinnitus, more bothersome in quiet
- Primary concern is hearing loss and impact on quality of life



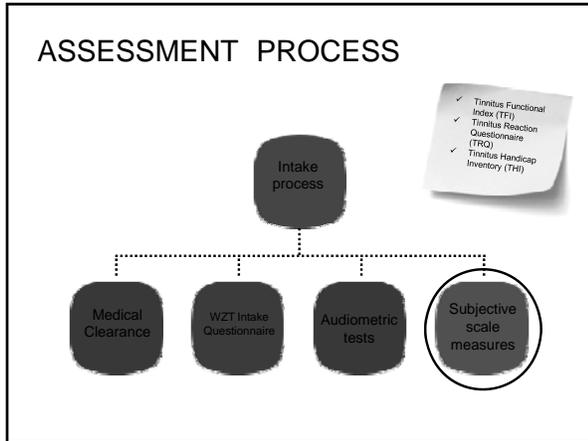
WZT - 3 STEP PROCESS

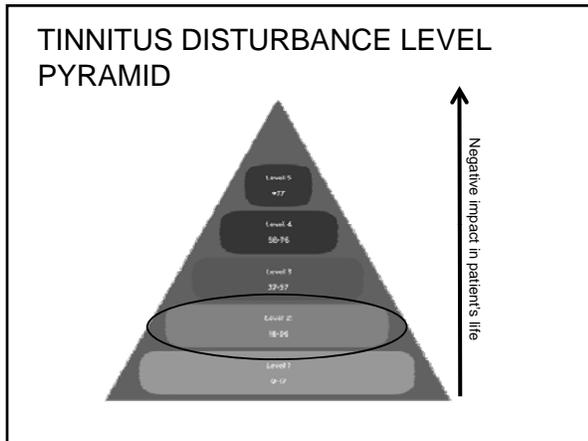
Assessment, Treatment Plan & Follow up

WIDEX ZEN THERAPY
EVALUATION AND TREATMENT PLAN CHECKLIST

Referral Name: _____ Date: ____/____/____

ASSESSMENT	
<input type="checkbox"/> Audiological Evaluation	Date: ____/____/____
<input type="checkbox"/> Otoscopy/Intero Romc	Date: ____/____/____
<input type="checkbox"/> Subjective tinnitus (TRF, THI, TQ)	Date: ____/____/____
<input type="checkbox"/> Medical History	Date: ____/____/____
<input type="checkbox"/> Functional tinnitus level (TRF) (1) (2) (3) (4) (5)	Date: ____/____/____
TREATMENT PLAN	
<input type="checkbox"/> Assessment and plan counseling (30-45 min, WZT-20)	Date: ____/____/____
<input type="checkbox"/> Individual Counseling (30-45 min)	Date: ____/____/____
<input type="checkbox"/> Adjustment Issues Counseling (WZT Overview)	Date: ____/____/____
<input type="checkbox"/> Lifestyle Modifications (Flackhart)	Date: ____/____/____
<input type="checkbox"/> Amplification (www.widex.com)	Date: ____/____/____
<input type="checkbox"/> The Sound Solution (www.soundingsolutions.com)	Date: ____/____/____
<input type="checkbox"/> Definition Exercise (Subjective Tinnitus - The Art of Listening)	Date: ____/____/____
<input type="checkbox"/> CBT (WidexZen)	Date: ____/____/____
FOLLOW UP WZT	

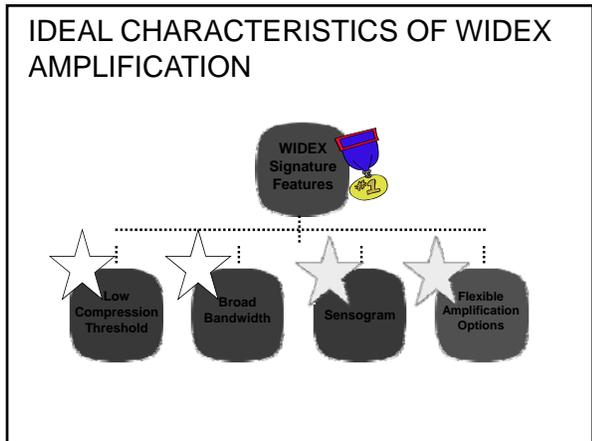


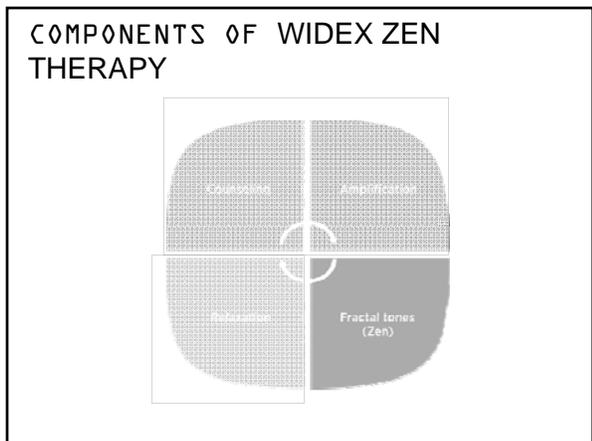


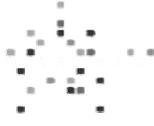
ESTABLISH A TREATMENT PLAN:

- Level 5: Catastrophic tinnitus reaction without hearing loss**
 Instructions and adjustment based counseling, cognitive behavioral intervention, Amplification/avoidance of silence, Zen all day, Relaxation exercises 7-8 times a day
- Level 4: Severe negative tinnitus reaction**
 Instructions and adjustment based counseling, cognitive behavioral intervention, Amplification/avoidance of silence, Zen all day, Relaxation exercises
- Level 3: Moderate negative tinnitus reaction**
 Instructions and adjustment based counseling, cognitive behavioral intervention, Amplification/avoidance of silence, Zen all day, Relaxation exercises might be useful
- Level 2: Mild negative tinnitus reaction**
 Instructions and adjustment based counseling, Amplification (when hearing loss exists), Zen for quiet environments (relaxation exercises might be useful)
- Level 1: Minimal or no negative tinnitus reaction**
 Basic counseling about the cause and likely course of tinnitus, amplification (when hearing loss exists), Zen might be useful for quiet environments









FITTING ZEN

WIDEX ZEN
COGNITIVE SOUND THERAPY

ZEN AVAILABILITY

WIDEX DREAM™ <ul style="list-style-type: none">■ 440 Shaped Noise■ 330■ 220■ 110	WIDEX SUPER™ <ul style="list-style-type: none">■ 440■ 220*
WIDEX CLEAR™ <ul style="list-style-type: none">■ 440■ 330■ 220*	widexmind™ <ul style="list-style-type: none">■ 440■ 330*■ 220*
WIDEX ZEN™	WIDEX MENU™ <ul style="list-style-type: none">■ 10*■ 5*■ 3*



WIDEX ZEN[®]

- **IDEAL SOLUTION** for tinnitus patients with normal audiograms
- **READY TO GO** Tinnitus Management Tool
- **WIDEX ZEN2GO** pre-programmed devices with paired RC-DEX



BINAURAL CONSIDERATIONS

Binaural Fitting Considerations

Tinnitus and HL in both ears

Tinnitus in one ear, HL in both

Tinnitus in both ears, HL in one

Tinnitus but no HL

Tinnitus and HL in one ear

- No matter where tinnitus originates, it almost always becomes a central nervous system issue.
- Binaural stimulation is always recommended with the exception of a dead ear.

PROGRAMMING ZEN 3 SIMPLE STEPS



1. Sensogram 2. Feedback Test 3. Zen+ in Smart Toggle

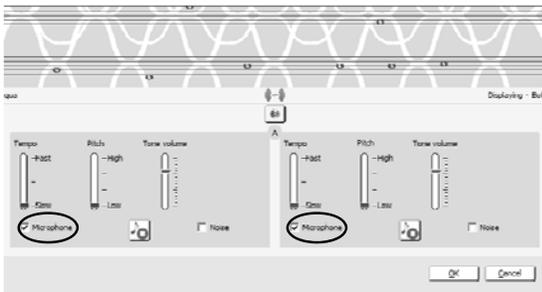
BASIC ZEN+ SETTINGS



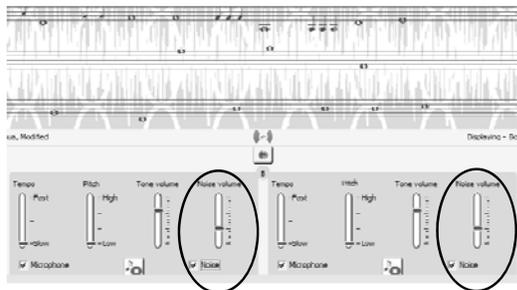
SUGGESTED SETTINGS FOR ZEN

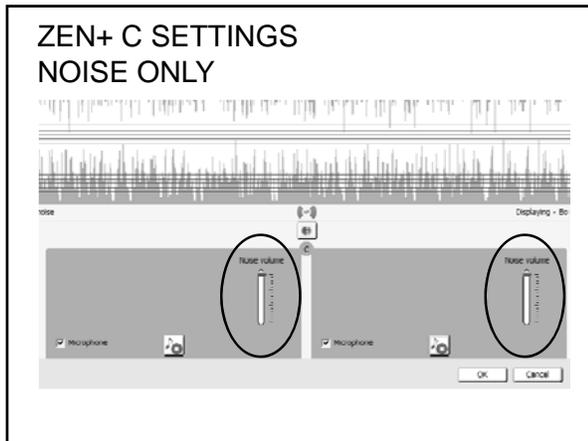


ZEN+ A SETTINGS AQUA (DEFAULT)



ZEN+ B SETTINGS AQUA PLUS NOISE





VERIFYING ZEN

Remember to Verify:

- 1 • The Zen tones are audible, but relatively soft
- 2 • The Zen tones do not interfere with conversational speech
- 3 • The volume of the Zen tones is set so that the annoyance level of the tinnitus should just begin to decrease

COUNSELING AND RELAXATION

HERE LET'S TALK ABOUT TINNITUS JULY

WHY COUNSEL?

Providing correct information can decrease patient's stress

Provide patients with self help information on things they can do regarding diet and lifestyle

Provides the patient with understanding about the correlation between their emotions and their tinnitus

To get the patient on board with their own treatment plan

Identify the emotional impact their tinnitus is having on their life.

TINNITUS AND STRESS

Tinnitus and stress are highly correlated

- Stress increases
- Perception of tinnitus increases
- Tinnitus increases
- Stress increases

↓
Vicious Cycle



WZT RELAXATION STRATEGIES

- Progressive muscle relaxation
- Deep breathing
- Guided imagery
- Sleep improvement techniques



FOLLOW UP

Suggested follow up schedule:

- 2 weeks
 - 1 month
 - 3 months
 - 6 months
- Repeat subjective scales periodically
 - Focus on evidence of progress towards goals
 - This is a process and takes time!



WIDEX ZEN THERAPY A COMPREHENSIVE PROGRAM



Most Effective Amplification

- Low compression threshold
- Broad frequency response
- Precise gain

Multiple Sound Stimulation Options

- Adjustable Zen Fractal Tones
- Zen Broadband Noise
- Use with or without amplification

Affordable, Flexible & Wearable

- All price point
- All styles

Fitting and Counseling Tools

- WZT Manual (DBR85)
- Flipchart (DRM219)
- WZT step by step overview (DRM220)
- WZT fitting guide checklist (DFM63)
- DVDs (DVD20)
- CDs
- Printed Patient Exercises
- Widex Press

SUMMARY

- Widex Zen technology is the proven choice for sound therapy that is simple and effective.
- Widex Zen Therapy provides a comprehensive and step by step approach.
- Widex is the premier company for tinnitus management!