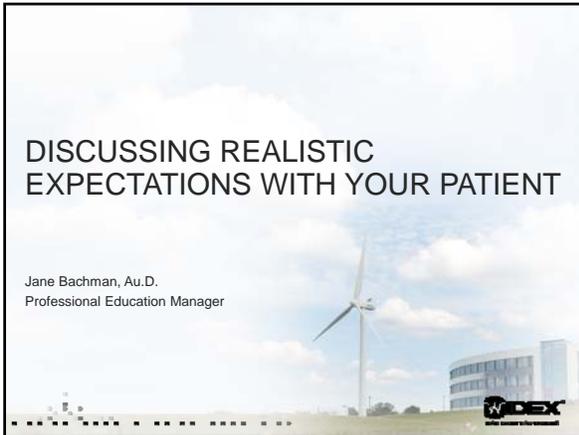


# DISCUSSING REALISTIC EXPECTATIONS WITH YOUR PATIENT

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Professional Education Manager



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## AGENDA

- Counseling considerations to maximize your patient's satisfaction with hearing aids
- Identify objectives for an initial hearing aid evaluation
- Available tools
- Questions



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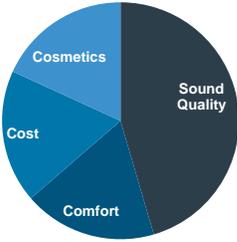
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## FOUR ELEMENTS OF HEARING AID SATISFACTION



- Cosmetics
  - Appearance to others
  - Inconspicuous
- Cost
  - Easy to handle
  - Low maintenance
- Comfort
  - Feeling in ear
  - Absence of feedback
  - Confidence in dispenser/audiologist
- Sound Quality
  - Performance in noise
  - Natural sound
  - Telephone use
  - Speech in quiet



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### MOST IMPORTANT ELEMENTS FOR SATISFACTION

- Speech in noise
- Natural/clear sound
- Low maintenance
- Knowledgeable, honest and helpful dispenser/audiologist
- Absence of feedback




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### OBJECTIVES OF INITIAL VISIT

- Patient objectives**
  - Confidence in YOU as the caring & helpful professional
  - Clarify questions, communicative needs, and realistic expectations
  - Commitment to making a change, obtaining services from YOU
- Clinician objectives**
  - Project a confident image
  - Personalize the process
  - Make the patient feel important




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### CONSIDERATIONS WHEN TALKING WITH PATIENTS

- Don't jump to conclusions
  - Patient's budget
  - Cosmetic concerns
  - Lifestyle
  - Amplification goals
- Use silence to your advantage
- Learn to listen
  - Be open minded
    - One size doesn't fit all
    - Be prepared to go outside your comfort zone




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### QUESTIONS FOR INITIAL VISIT

- Do I know the patient's hearing history and real motivation for the visit?
- Do I know the patient's real communication needs and expectations for hearing aids?
- Have I addressed all the patient's questions?
- Have I made the patient really understand my recommendations?



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### HEARING HISTORY AND MOTIVATION

- Nature/etiology of hearing loss
  - Duration
  - Fluctuating/progressive nature
  - Configuration
- History of hearing aid use
  - Inconsistent use of hearing aids in the past
  - Type of processing
  - Preferred style
- Presence of tinnitus
- Previous use of accessories



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### COMMUNICATION NEEDS AND EXPECTATIONS

- Ask what is expected from amplification
- Correct misconceptions
- Agree on realistic expectations
- Agree on purchasing when expectations met



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**RECOMMENDATION CONSIDERATIONS**

Monaural vs. Binaural	Word Discrimination	Performance in Noise
Hearing Aid Style	Acoustic Coupling	Special Features and Accessories



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**BELIEVE IN YOUR RECOMMENDATION**

REMEMBER THAT YOUR RECOMMENDATIONS ARE BASED ON PATIENT'S COMMUNICATION NEEDS

Be confident that your recommendation is the best for the patient



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**MONAURAL VS. BINAURAL**

- Binaural advantages include:
  - Loudness summation
  - Localization
  - Squelch effect (better speech in noise)
  - Bilateral tinnitus reduction
  - Better sound quality
  - Minimizes deprivation in unaided ear
- Easier for the patient to adjust to binaural amplification
- Widex InterEar features optimize listening with two ears



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### THE POWER OF INTEREAR



- Algorithmic formulas and features
- Coordinated calculations between hearing aids
  - 21 times a second
- Sharing and exchanging of acoustical information:
  - IE TruSound Compression
  - IE Speech Enhancer
  - IE Feedback Cancelling
  - IE Zen
  - IE Acclimatization
  - IE Partner Monitor
  - IE Volume Control
  - IE Program Shift




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### WORD DISCRIMINATION

- Remember that the ability to hear is not based on audiometric thresholds alone.
- Word discrimination abilities will help you determine realistic expectations.





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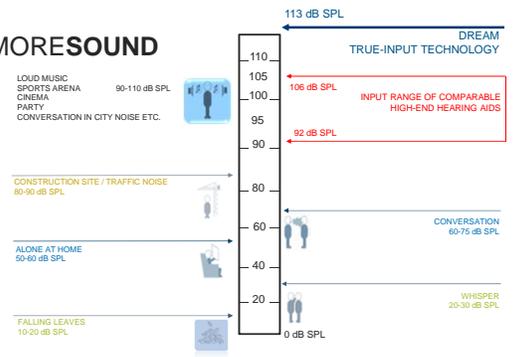
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### MORESOUND



Environment / Technology	Sound Level (dB SPL)
LOUD MUSIC, SPORTS ARENA, CINEMA, PARTY, CONVERSATION IN CITY NOISE ETC.	90-110
CONSTRUCTION SITE / TRAFFIC NOISE	80-90
ALONE AT HOME	50-60
FALLING LEAVES	10-20
WISPER	20-30
CONVERSATION	60-75
DREAM TRUE-INPUT TECHNOLOGY	113
INPUT RANGE OF COMPARABLE HIGH-END HEARING AIDS	92-106




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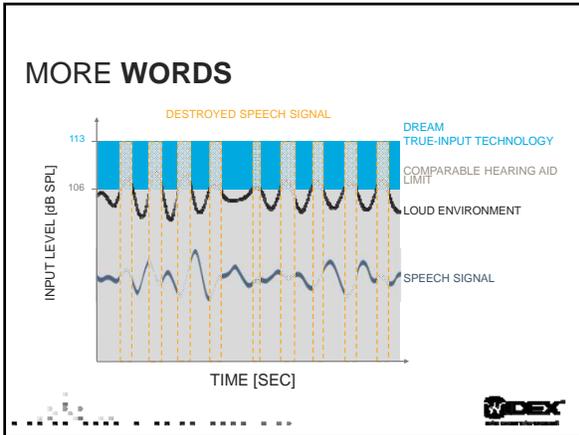
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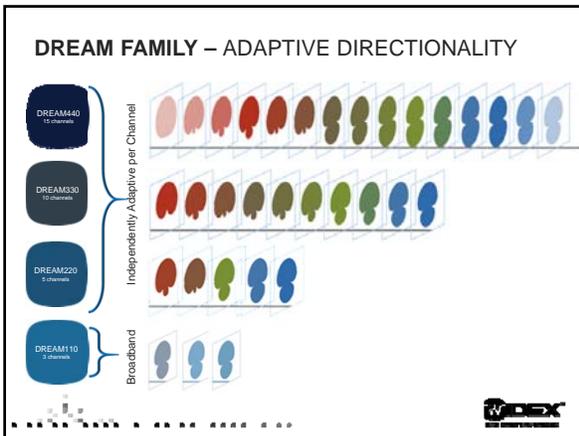
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### DREAM FAMILY- NOISE MANAGEMENT

DREAM440 (12 channels) InterEar Speech Enhancer

DREAM330 (10 channels) Speech Enhancer

DREAM220 (8 channels) Noise Reduction

DREAM110 (3 channels) Noise Reduction

Background Speech Babble

Labels C

DREAM Wearer

InterEar Speech Enhancer

Gain Values: Left Ear

Gain Values: Right Ear

Gain Assignment (dB)

Frequency (Hz)

125 250 500 1K 2k 4K 8k Hz

WIDEX

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### HEARING AID STYLE CONSIDERATIONS

WIDEX

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### HEARING AID STYLE CONSIDERATIONS

- Dexterity
  - Battery removal
  - Inserting and removing
- Cosmetics
- Wax accumulation
- Moisture

WIDEX

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### ACOUSTIC COUPLING

- Be sure to check fitting ranges before an open fitting recommendation is made.
- Recommend tips/molds based on patient's hearing loss.



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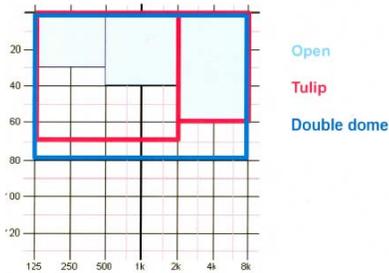
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### AUDIOMETRIC CANDIDATES FOR VARIOUS EAR TIPS



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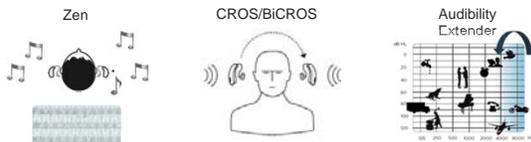
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### SPECIAL FEATURES OR ACCESSORIES



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### SPECIAL FEATURES OR ACCESSORIES



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### DREAM FAMILY- ZEN



- Tinnitus Treatment Options
- Widex Zen Therapy
- Fractal Tones
- Broadband Noise
  - 440 shaped noise capability
- Multiple Programs
- Separate Volume Control



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### DREAM - FASHION CROS/BICROS

Models and compatibility



WIDEX DREAM CROS  
WIDEX DREAM BICROS  
WIDEX DREAM BICROS



#### Features

- Can be matched to all DREAM models at all price points
- Low battery drain – longer battery life
- Slim design BTE model for CROS and Bi-CROS solutions
- CROS Transmission Volume Control
- CROS Transmission on/off function
- WidexLink™ technology



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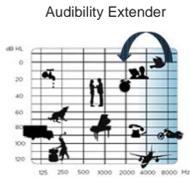
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### DREAM FAMILY- AUDIBILITY EXTENDER



- Frequency Transposition
- Proven Performance
- Individual Patient Adjustments:
  - All Programs
  - Individual Programs
  - 10 Start Freq.
  - Transposed Gain Adjust
- Active in Wireless Transmission/Accessories




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### WIDEXLINK WIRELESS ACCESSORIES




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### AVAILABLE TOOLS

- Audiogram Card DIN02
- Hearing and Hearing Loss CBR121
- MyWidex.com




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**MY.WIDEX.COM**

-  Details on personal hearing aid and its function
-  Help and advice
-  Personal audiogram
-  Video guides for maintenance
-  Hearing loss simulator – for relatives
-  Hearing aid questionnaire  
(paired with Compass GPS solution guide)
-  Stories from other users




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**FOLLOW UP CONSIDERATIONS**



- Zen expectations
- Audibility Extender expectations
- General hearing aid performance
  - Remind patient of word discrimination capabilities
  - Review available DEX accessories
- Be prepared to repeat
- Consider technology level upgrade

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**SUMMARY**

- Get to know your patient in order to determine realistic expectations
- Be clear and confident with your recommendations
- Repetition is key



For questions or additional information, please email [AOLnquiry@widex.com](mailto:AOLnquiry@widex.com)

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