The Evolving Provider Future

- The changing senior market will:
  - Likely have a greater need for hearing care
  - Likely have less money to spend on hearing care
- The changing distribution structure will:
  - Provide more access to hearing aids
  - Offer lower cost alternatives than historically available
  - Keep/increase the value focus on product

- The changing technology platform will:
  - Offer newer/better solutions to hearing problems
  - Expand the potential user market
  - Put further emphasis on product
To Thrive In This Landscape

The Fitting Professional MUST Differentiate!

How Do You Differentiate?

- By making your value compelling & tangible
  - Audioscan Speechmap® differentiates you:
  - In the counseling experience you provide
  - In the treatment goals you set
  - In your ability to verify your treatment results
  - In delivering an effective solution to their problem

HL Audiogram
WE NEED TO BRING SPEECH SOUNDS BACK INTO YOUR LISTENING RANGE
Hearing Loss
Hearing Aids
Hearing Impaired

ABILITY

CONDITION

Hearing Loss
Hearing Aids
Hearing Impaired

ABILITY

CONDITION

Hearing Loss
Hearing Aids
Hearing Impaired

Avoid
Don’t say... | Say...
---|---
“Test your hearing” | “Baseline your hearing” or “Profile your hearing”
“Detect a hearing loss” | “Detect changes in your hearing”
“You have a high frequency hearing loss” | “Some speech sounds are currently falling outside your listening range”
“You need hearing aids” | “You want to bring those speech sounds back into your listening range”
The Basic Speechmap® Screen – Verifit2

The Basic Speechmap® Screen – Verifit2

Your KEY Differentiator

- Break away from the historic model that says:
  - You need to deliver a subjectively acceptable listening experience on day-one.
    - Retail model mentality
    - Focus is on the product, not the treatment
  - Move toward the future model that says:
    - We need to effectively bring speech sounds back within the patient’s listening range
      - Health care model mentality
      - Focus is on solving the problem

DELIVER A CARE PROCESS RATHER THAN A PRODUCT DELIVERY EVENT

BRAIN PLASTICITY & EFFECTIVE HEARING HEALTH CARE
From an audiologic perspective:

- Neural reorganization is likely to occur in response to the hearing loss itself
- Subsequent reorganization may occur in response to amplification
- Indeed, most clinicians observe that new hearing aid users experience an adjustment period in which they prefer less gain, but that over time they are able to accept increases in gain

From a neuroplastic perspective:

- Neural reorganization is likely to occur in response to the hearing loss itself
- Subsequent reorganization may occur in response to amplification
- Indeed, most clinicians observe that new hearing aid users experience an adjustment period in which they prefer less gain, but that over time they are able to accept increases in gain
FOUR STEPS TOWARD EFFECTIVE LONG-TERM TREATMENT

AN AUDIBILITY-FOCUSED FITTING PROCEDURE

These Steps Will Be Demonstrated With the Verifit 2 Test Box

- Simulated REM can be done in the test box once an RECD has been measured
- This test box has two coupler microphones that can be measuring aided responses at the same time
- The VF2 is equipped to do wideband measurements

The Notion of “Goal” & “Starter” Fittings

- Definition of “Goal” Fitting:
  - Brings speech sounds back into the listening range for as broad a range of frequencies as possible:
  - Delivers an acceptable SII result
- Definition of “Starter” Fitting:
  - Settings that the patient feels comfortable enough with to start their new listening experience
- Difference between the two:
  - Practice!
Initial Aided Audibility Verification

- Set instrument to the most experienced user setting with the fitting software
- Select the target rule you wish to use
- Program the hearing instrument (First Fit)
- Place pre-programmed hearing instrument in the test box:
  - Session is re-loaded with RECD if available
- Run Speechmap at 65dB input in TEST 2 and obtain long-term average
  - Did you hit the target?
  - Do you have an acceptable aided SII?

Example of an Initial Aided Audibility Result

THREE STEPS TO FINALIZE GAIN, COMPRESSION AND OUTPUT
Fitting Test One: Soft Speech

- Test 1:
  - Set input to 50 dB STD speech
  - This will show you a new target for that input level
  - Goal: To adjust the overall gain of the aid so that the middle line of the aided speech banana hits the target values indicated

Fitting Test Two: Average Speech

- Test 2:
  - Input: 65 dB STD speech
  - Goal: To verify that the gain adjustments made in Test 1 deliver target results for dots and SII
  - If not, use compression settings to make adjustments as necessary
    - Adjust gain values for Loud and/or Moderate inputs, while leaving gain for Soft inputs as set in Test 1
Fitting Test Two: Average Speech

Fitting Test Three: MPO

- Test 3:
  - Input: MPO Sweep
  - Goal: To adjust the MPO of the aid so that the blue dots hit the output target, or are about 3dB below the UCL asterisks
Final Fitting Summary

Fitting Test One: Soft Speech

FOR YOUR CONSIDERATION

USING “AIDED SPEECH AUDIBILITY” AS A “TARGET”
Fitting Test Two: Average Speech

Adjust compression until pink line hovers around threshold.

Fitting Test Three: MPO

Adjust MPO until blue line is just below stars.

Final Fitting Summary: Audibility Target
“Process” Counseling

- For first-time wearers:
  - Start with settings that the patient is comfortable to start with
  - Point out the utility that is now missing
  - Discuss the need for practice/brain training
  - Assign brain training tools
  - Outline the therapeutic process that will be undertaken to move toward “Goal” settings while still maintaining comfort

Some Brain Training Tools

- LACE (www.neurotone.com)
- Read My Quips (www.sensesynergy.com)
- Cut To The Chase (www.cuttothechasehearingpros.com)
- Seeing & Hearing Speech (www.sensimetrics.com)
- Group AR (www.idainstitute.com)

Final Summary

- You can add compelling, tangible and demonstrable value to your care by:
  - Making the fitting and counseling focus “to bring speech sounds back into your listening range”
    - Moves focus away from initial sound quality and toward effective problem treatment
  - Providing a care giving “process” rather than a product delivery event
    - Acknowledges that brain exercise is an important part of effective treatment
- In so doing, you shift the value focus away from product and toward professional care
THANK YOU!

Audiocam Education
info@audioscan.com
800-265-2093
David Smriga
dave@audioscan.com