



## THE CROS IS A DREAM FOR EVERYONE: INTRODUCING THE NEW CROS FUSION

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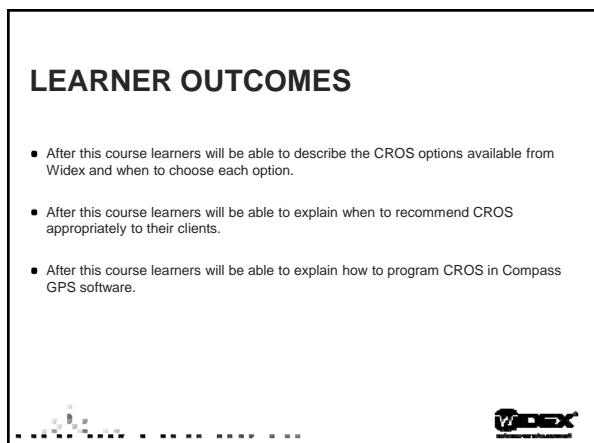
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## LEARNER OUTCOMES

- After this course learners will be able to describe the CROS options available from Widex and when to choose each option.
- After this course learners will be able to explain when to recommend CROS appropriately to their clients.
- After this course learners will be able to explain how to program CROS in Compass GPS software.

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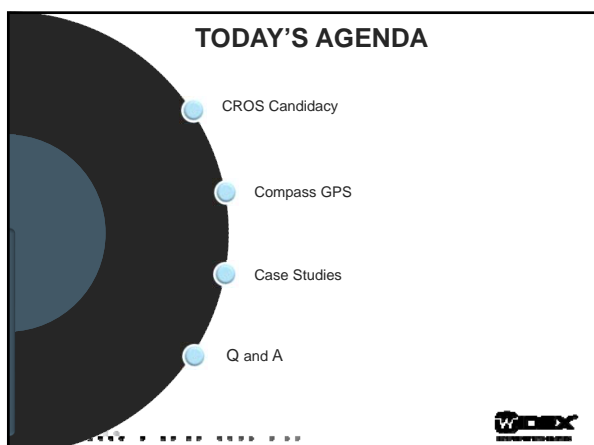
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## TODAY'S AGENDA

- CROS Candidacy
- Compass GPS
- Case Studies
- Q and A

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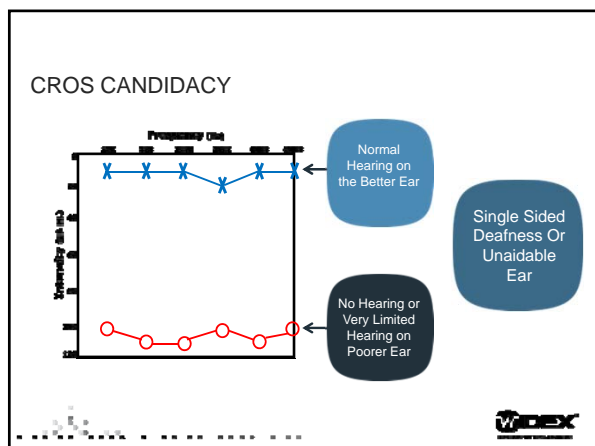
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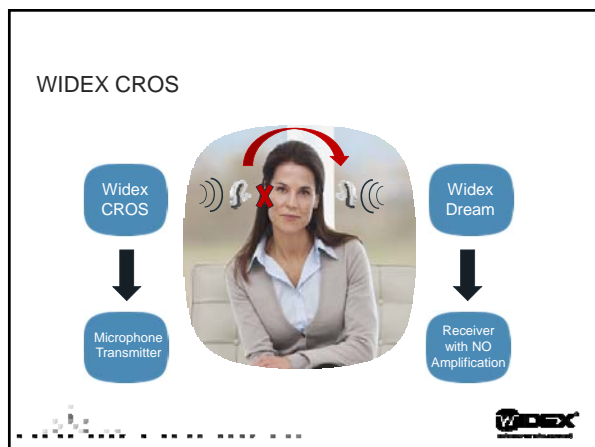
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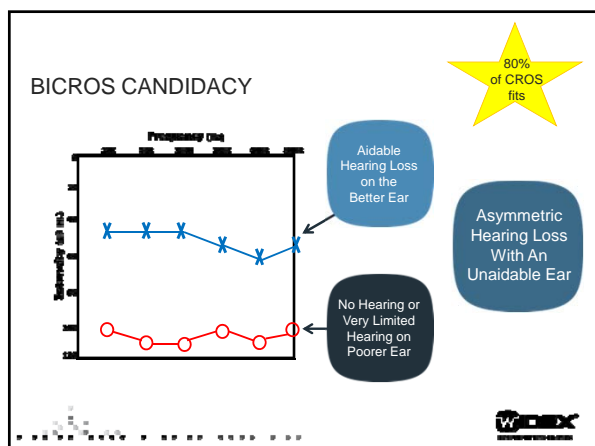
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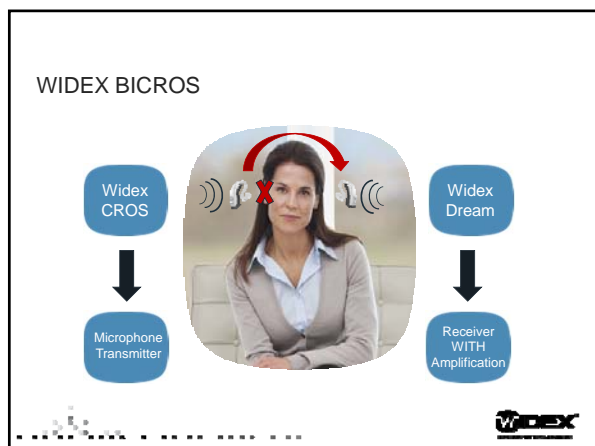
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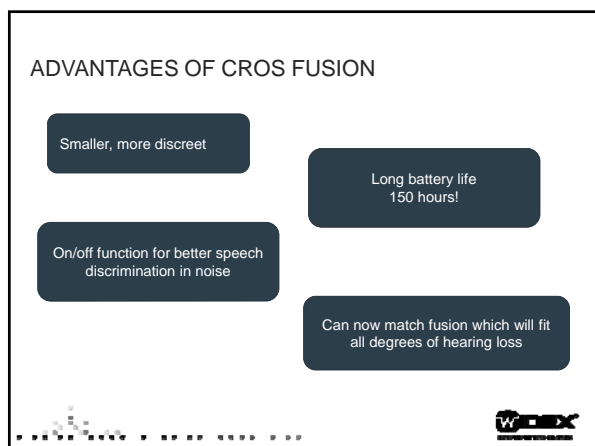
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## EAR TIPS

- Fusion can be used with a variety of ear tips including:



Custom open ear-tip



Custom hard ear-tip



Instant open ear-tip



Custom soft ear-tip



Instant tulip ear-tip



Instant double ear-tip



## WIDEX CROS PORTFOLIO

CROS-FS

CROS-FA



WidexLink technology

Turning on/off transmission

Extremely long battery life

\*\*Volume control



## WIDEX CROS AND WIDEXLINK

Free of  
distortion and  
artifacts

Broad  
bandwidth

Long  
battery life



### ON/OFF TRANSMISSION

- There may be times the patient does not want their CROS active.
- Widex gives the patients a choice!



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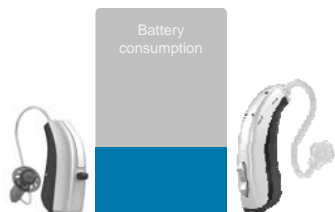
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### WIDEX CROS AND BATTERY LIFETIME

Uses three times less battery power than main competitor's wireless CROS solutions

Battery Life on the CROS Fusion 150 hours!



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### PROGRAMMING CROS

- Use Compass GPS Version 1.5
- Need USB Link or NearComm with Widex Module



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## CROS FITTING MADE EASY



- 1 Select receiving hearing aid
- 2 Fit receiving hearing aid if needed
- 3 Match WIDEX CROS to the receiving hearing aid
- 4 Fine-tune WIDEX CROS if needed




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## SELECTING AND CONNECTING



Only the receiving hearing aid will be shown on the screen




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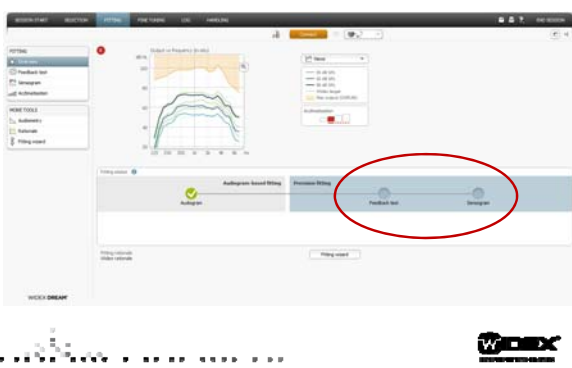
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## COMPLETE FEEDBACK TEST AND SENSOGRAM




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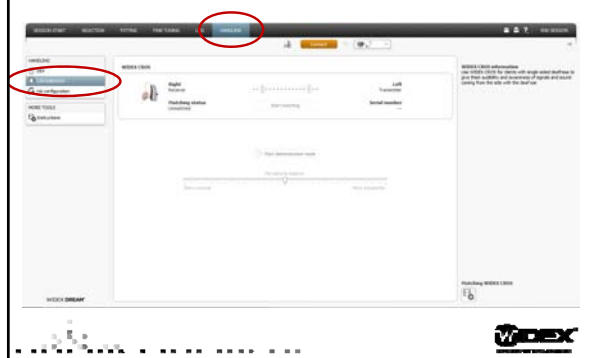
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## MATCHING CROS




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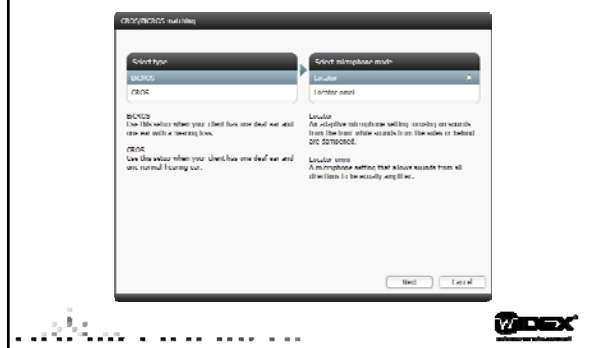
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## MATCHING THE WIDEX CROS AND THE RECEIVING HEARING AID




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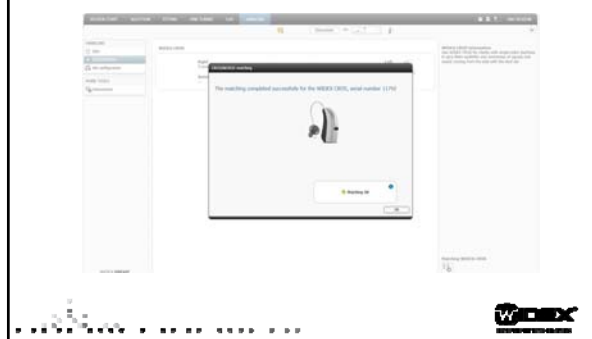
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## MATCHING THE WIDEX CROS AND THE RECEIVING HEARING AID




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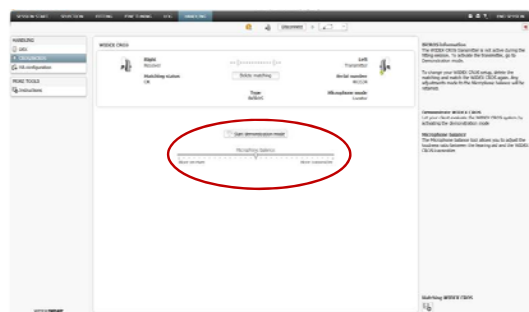
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## USING THE MICROPHONE BALANCE HANDLE




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## CROS DEMO MODE




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## PROGRAMMING REVIEW

Compass GPS 1.5

NearComm or USB Link

Program the hearing aid first

Use the slide bar to achieve optimum balance between the CROS and the hearing aid

Dex devices can be matched and will be transmitted through just the hearing aid

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### MODELS AND COMPATIBILITY

WIDEX DREAM 440  
WIDEX DREAM 330  
WIDEX DREAM 230  
WIDEX DREAM 130

Widex

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### GREAT CHOICE OF COLORS

021	068	069	070	071	072	073	074	075	076	077	078	081	090
Warm Beige	Tan Silk	Summer Gold	Cooper Brown	Capp. Brown	Winter Silver	Titan Grey	Midnight Black	Lime Green	Sporty Red	Shocking Pink	Med. Turq.	Tan Silk	Pearl Blue

Widex

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### WHICH CROS?

Fusion

Fashion

Let's look at some case studies:

Widex

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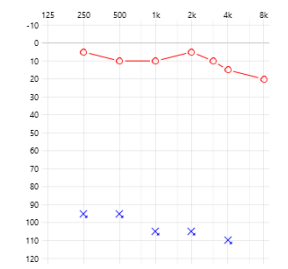
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## CASE # 1

- 30 year old male
- Normal hearing on his right ear
- No measurable hearing on his left due to trauma
- Works at LAX and he needs to hear from both ears, otherwise he wouldn't pursue a CROS



## AUDIOGRAM



## SELECTION:

- He was fit with a Dream Fashion 110 in his right ear
  - Open dome with no occlusion
- He was fit with a Fashion CROS in his left ear
  - Matches the hearing aid
  - Has a VC so he can change the volume in noisier situations
- He purchased the Uni-Dex
  - Can use his phone hands f
  - Can plug into his radio at w



## FOLLOW-UP VISIT

- Although he was reluctant to wear the aid and the CROS, he tried it at work and really loved his results
  - He can perform his job duties without having to make special accommodations
  - He no longer has difficulty hearing from his left side
- He has also started using it at home
  - He didn't intend to use it at home but does really well
  - His wife is happy that she doesn't always have to sit to his right and repeat everything for him
- He Loves the Uni-Dex
  - Uses it exclusively for hands-free phone calls
  - Listens to music during his break and "mutes" the hearing aid
  - Can plug it into his 2-way radio at work

I ♥ LAX

Happy Wife &  
Happy Life!



## CASE # 2

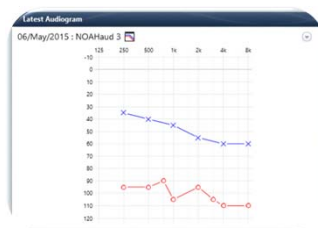
- 55 year old shop owner
- Previous binaural hearing aid user
- Sudden hearing loss in her right ear and her hearing aid no longer helps
- She likes her current aids because she can put them on and forget them



## AUDIOGRAM

92% Speech discrimination in her left ear

0% Speech discrimination in her right ear



## SELECTION

- Dream 440 Fusion with S receiver in her left ear
  - She has a lot of demands on her better ear
  - Wants to set it and forget it
  - Doesn't care for a VC
  - Currently wearing a RIC product
- Fusion CROS in her right ear
  - She was unconcerned about a VC
  - Wanted to "match" her hearing aid ear
- No accessories were purchased




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## FOLLOW UP

- She liked the sound quality of the hearing aid
  - She was used to the RIC product
- She loved the simplicity
  - No VC or program buttons
  - She was able to set it and forget it
- She did report that she wished the CROS would automatically turn on
  - We explained that there may be times she would want to turn it off
    - Noisy restaurants
    - In the car with windows down
  - We showed her to just shut the battery door and push the button
    - Then she never has to push it again if she doesn't need to




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## CASE # 3

- 72 year old retired police officer
- Patrols on his neighborhood watch
- Has a part time job as a security officer at the local arena
- Long standing hearing loss in his left ear with no hearing in his right as a result of trauma to that ear
- Wears a power BTE in his left ear with a size 13 battery
- Has resisted a CROS because of the battery life and smaller battery size




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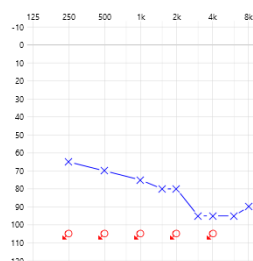
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## AUDIOGRAM

Saw his Audiologist for an upgrade to his left hearing aid

She had talked to him about CROS before but he didn't want to wear two different styles of hearing aids

He decided to try CROS because of his position as a security guard




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## SELECTION

- Dream 440 Fusion with P receiver for his left ear
  - He has always worn a power BTE
  - He was impressed with the size of the Fusion RIC



- Fusion CROS for his right ear

- He also purchased the M Dex because he wanted hands free phone options, but didn't want to wear anything around his neck.




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## FOLLOW-UP

- Initially he only wore the CROS at times because he was used to one hearing aid
- He started wearing it more and noticed the benefit of hearing from all sides
- Loves the size of the Fusion with a power receiver
- Now wearing both full time
- Loves the battery life of both the aid and the CROS




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## WIDEX CROS WRAP UP



WIDEX CROS offers two models for CROS and BiCROS solutions

VC with FASHION. Discrete with FUSION. ON/OFF function and changeable ear-set

Built on WidexLink technology for easier speech understanding and low battery consumption

Can be matched with all DREAM models in all price points




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## DO YOU WANT TO LEARN MORE?





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# Thank You!

For Additional Questions, Please Email [AOInquiry@widex.com](mailto:AOInquiry@widex.com)




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