

Phonak Target:

Navigating Through a First Fit



A Sonova brand

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Eliza Floyd, AuD

Eliza Floyd is an Audiologist and Clinical Trainer with Phonak hearing systems. She started with Phonak in August of 2016 and is currently based in Portland, OR. Dr. Floyd received her BS in Communication Sciences and Disorders from The University of New Hampshire in 2003, followed by her Doctorate of Audiology in 2010 from Northeastern University. Her clinical experience comes from working for 6 years in private practice settings where she provided hearing evaluations and hearing aid fittings for both pediatric and adult patients as well as counseled families and patients through the hearing aid fitting and follow up process.

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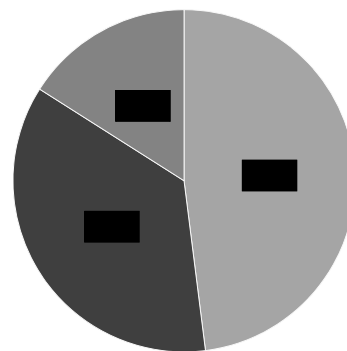
Learner Objectives

- Participants will: be able to identify and describe the latest updates in Phonak Target fitting software and explain why these updates create a more positive patient experience.
- Participants will: be able to explain when SoundRecover2 should be used and how it benefits patients.
- Participants will: be able to explain how to complete a first fit in Target fitting software.



Phonak Target – Simply the best

- Customer Satisfaction Survey 2015 ratings demonstrate yet again that Phonak Target has the highest percentage of first place rankings over the next best competitor.



☐ Phonak Target
☐ Tie
☐ Best Competitor

N = 1624



Simple First Fit

Clients & sessions

Q Search...

Search

Show all

Brady, Tom

8/3/1977

| Client# | Last name | First name |
|---------|-----------|------------|
| 0000002 | Brady | Tom |

No session available

New session

New client...

Clients & sessions

Demonstrator

Media

News

Tools

Updates

Setup

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Simple First Fit

Connect

Client

Brady, Tom

Instruments

Fitting

<

>

Details

Audiogram

REC'D

REUG

Information

Client number

0000002

Last name

Brady

First name

Tom

Address 1

-

Address 2

-

Postal code

-

City

-

Email

-

Home phone

-

Business phone

-

Date of birth

8/3/1977

Age

39 years

Gender

Male

Experience

Usage experience

Short term user

Signal processing

Non-linear

Notes

New session note...

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Simple First Fit

Client: Brady, Tom Instruments: Audéo B90-R Fitting: Calm situation

< > Hearing instruments Acoustic parameters Accessories

① Audéo B90-R (xS) ② Audéo B90-R (xS)

Gain 46 (2cc) MPO 111 (2cc) Receiver xS (Standard) → Acoustic parameters

Gain 46 (2cc) MPO 111 (2cc) Receiver xS (Standard) → Acoustic parameters

Family Styles Features Q Search...

Audéo B

Audéo B90-13 Premium 66/130 (2cc)

Audéo B90-R Premium 66/130 (2cc) ✓

Audéo B90-312T Premium 66/130 (2cc)

Audéo B90-312 Premium 66/130 (2cc)

Audéo B90-10 Premium 57/124 (2cc)

Audéo B90-12 Premium 57/124 (2cc)

Audéo B90-R

POWER LEVELS

xS (Standard) xP (Power) xUP (UltraPower)
46/111 (2cc) 57/124 (2cc) 66/130 (2cc)

DESCRIPTION

Premium WaterResistant external receiver instrument (rechargeable) for mild to severe hearing loss. Wireless.

FEATURES

- AutoSense OS premium
- Speech in loud noise
- Speech in 360°
- Speech in wind
- UltraZoom premium
- DuoPhone
- FlexControl
- SoundRecover2
- SoundRelax
- Tinnitus balance
- Rechargeable

► More information

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Simple First Fit

Client: Brady, Tom Instruments: Audéo B90-R Fitting: Calm situation

< > Hearing instruments Acoustic parameters Accessories

① Audéo B90-R (xS) SN: SW37177054 ② Audéo B90-R (xS) SN: SW1695173

Coupling Enter code...

Receiver xS (Standard) Check

Earpiece Closed dome

Wire length OvS (Standard) R

Color

Housing Silver Gray (P6)

Coupling Enter code...

Receiver xS (Standard) Check

Earpiece Closed dome

Wire length OvS (Standard) L

Color

Housing Silver Gray (P6)

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Simple First Fit

Connect

Client: Brady, Tom

Instruments: Audio 890-R

Fitting: Calm situation

< >

Feedback & real ear test

AudiogramDirect

Global tuning

Fine tuning

Data logging

Device options

No "Feedback & real ear test" measured

Start both

① Ensure that the environment is quiet during the test.

WhistleBlock is off in all programs

Turn all on

Turn all off

WhistleBlock is off in all programs

Turn all on

Turn all off

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Simple First Fit

Connect

Client: Brady, Tom

Instruments: Audio 890-R

Fitting: Calm situation

< >

Feedback & real ear test

AudiogramDirect

Global tuning

Fine tuning

Data logging

Device options

Feedback & real ear test

Successfully finished

More information

Feedback & real ear test

Successfully finished

More information

Insertion gain

Muted

Use estimated RECD & vent

→ RECD

Allow gain to exceed feedback threshold by maximum 5 dB

WhistleBlock is enabled in all programs

Turn all on

Turn all off

Insertion gain

Muted

Use estimated RECD & vent

→ RECD

Allow gain to exceed feedback threshold by maximum 5 dB

WhistleBlock is enabled in all programs

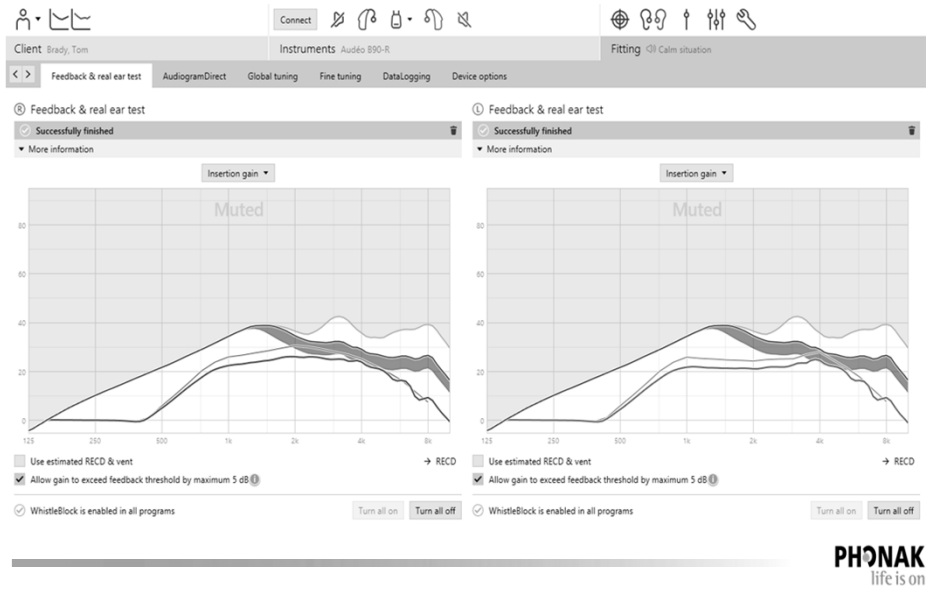
Turn all on

Turn all off

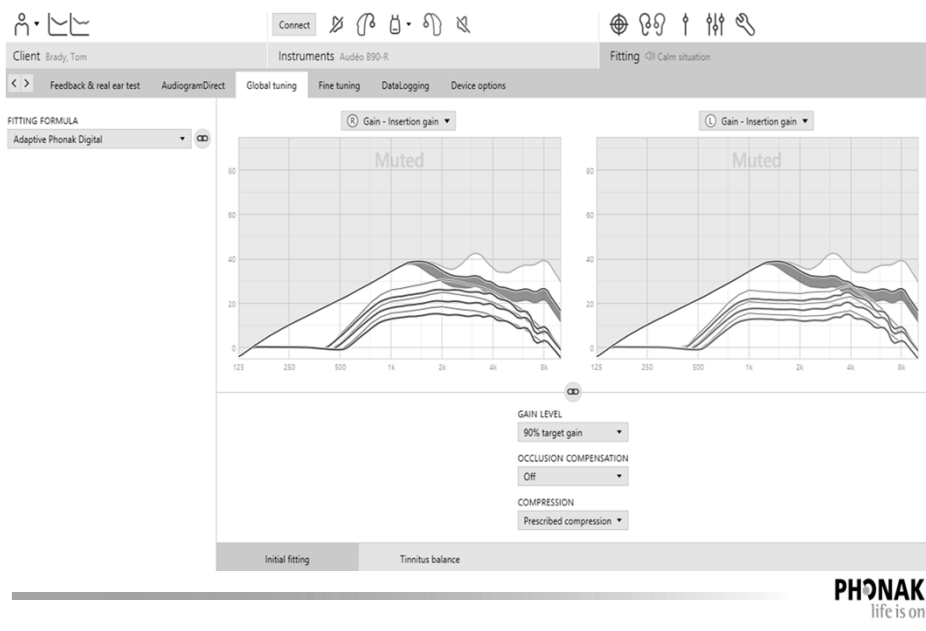
life is on

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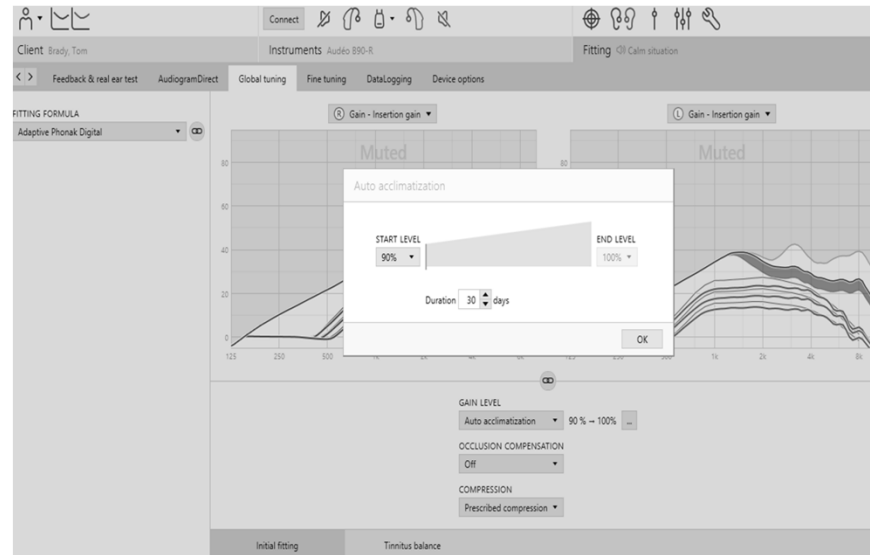
Simple First Fit



Simple First Fit

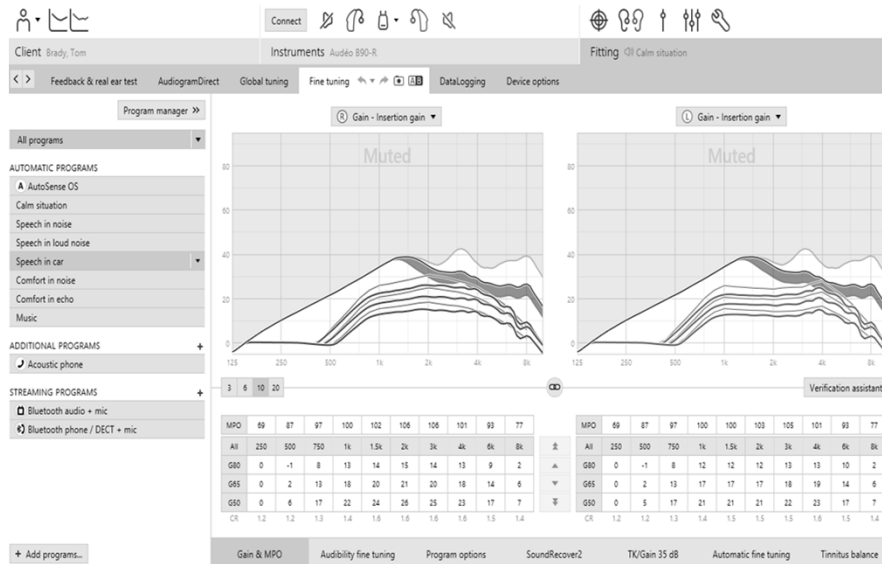


Simple First Fit



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Simple First Fit



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Simple First Fit

Client: Brady, Tom Instruments: Audéo B90-R Fitting: Calm situation

Feedback & real ear test AudiogramDirect Global tuning Fine tuning DataLogging Device options Reports...

Hearing instruments
R: SW37177054
L: SW11695173
Check warranty...

③ Audéo B90-R (XS)
Louder (with QuickSync)
Long press
Power on/off

① Audéo B90-R (XS)
Softer (with QuickSync)
Long press
Power on/off

Support app

FUNCTION
Volume

Push button Volume behavior Signals & alerts Startup DataLogging

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Support app

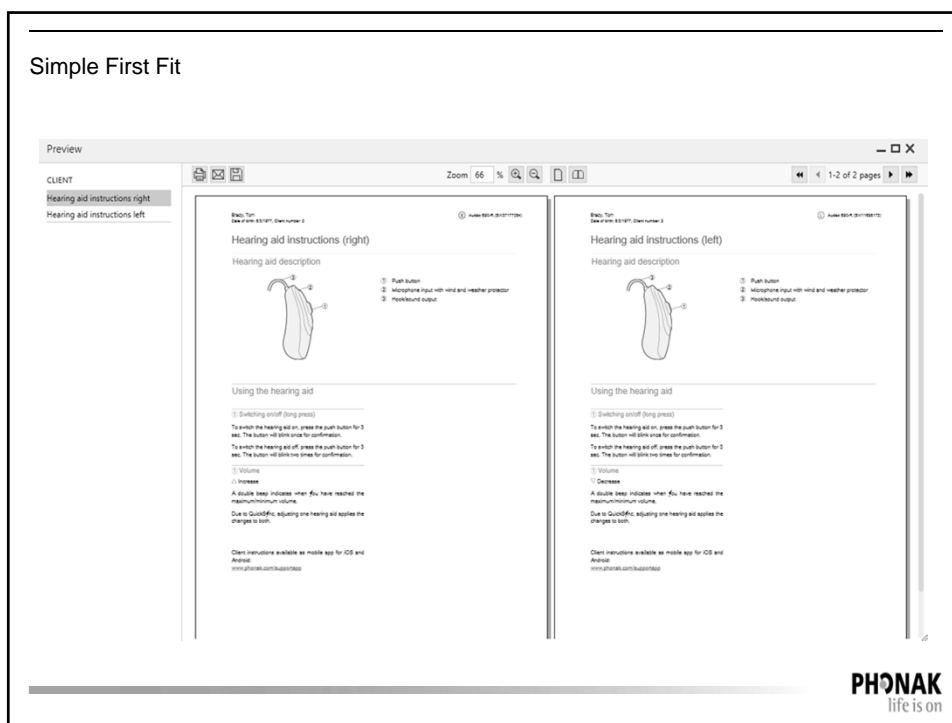
STARTUP PROGRAM
A. AutoSense OS

STARTUP DELAY
No additional delay ☒ Startup melody

Push button Volume behavior Signals & alerts Startup DataLogging

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Simple First Fit



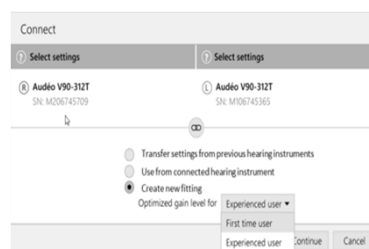
Phonak Target 5.0.1 – New features

1. Benefit demonstration
2. Experience level selection
3. Pre-calculation improvements including:
 - Expansion
 - Amplification approach for asymmetric HL
4. Receiver check
5. Phonak Store Connection
6. Audiogram Direct pulse tones
7. Lyric display options



Experience level selection

- Applies for new fitting sessions
- Accessible in the Connect pop-up
- Experience level is pre-selected based on fitting session information
- Pre-selected experience level can be modified



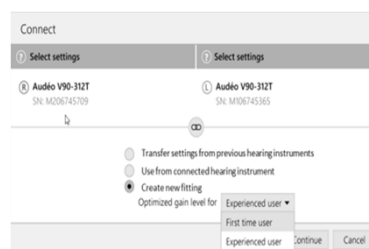
- 2 experience levels
 - First time user or experienced user
 - Applied to NAL-NL2 & APD
- Easy access to transfer settings

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Experience level selection

Benefits

- HCP fitting process and workflow is streamlined
- User gets the appropriate experience level and pre-calculation they need
- Facilitates initial acceptance by having the correct experience level for the user



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Expansion – only where it is necessary.



- Where noise will potentially be audible.
- Calculate expansion as a function of:
 - Hearing loss
 - Current program dependent gain setting
 - Program dependent internal noise level
 - Acoustical coupling (RECD)
- 10% improvement in soft speech understanding

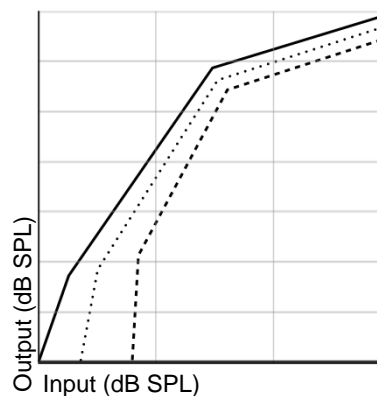
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Expansion

- Hearing loss dependent
- Program dependent – especially alternative sources (i.e. t-coil, streaming)

Benefits

- Increase soft speech intelligibility*
- Reduce internal noise



* Lübeck study (2015) demonstrated a 10% improvement in soft speech intelligibility

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Amplification approach for asymmetric hearing loss

People with differences between the ears or have an asymmetrical hearing loss – asymmetrical gain in each ear

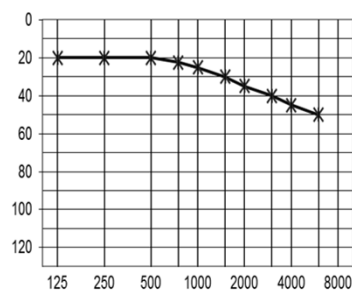
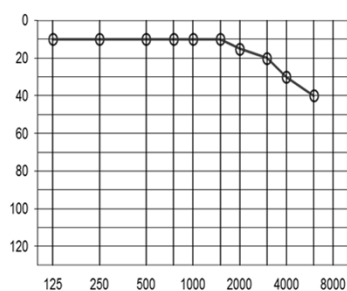
For first-time users

- Discomfort (unbalanced, too loud)
- Reduced intelligibility (high amplification in worse ear can create masking in the better ear)



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Amplification approach for asymmetric hearing loss



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Amplification approach for asymmetric hearing loss

New amplification approach for asymmetric hearing loss (70-80% -first time user)

- Slightly more gain for better ear; less gain for poorer ear

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Amplification approach for asymmetric hearing loss

- More holistic approach to applying gain especially for asymmetric hearing loss
- Symmetric gain:
 - Biggest effect for first time users
 - Effect of symmetric gain is reduced as experience with amplification increases
- Benefits to this approach
 - Less potential for masking effects with larger asymmetries
 - More comfort for first time users with asymmetric hearing loss*
 - These pre-calculation improvements are automatically incorporated into the new AutoSense OS so everyone can benefit



* Sonova Israel study (2016) demonstrated statistically significant improvements in loudness comfort, shrillness, & overall preference

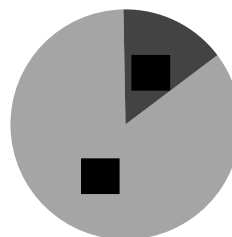
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Receiver check

15% of the attached receiver do not match the receiver stored in the fitting data.



A wrong receiver negatively impacts sound quality and performance.



☐ Correct
☐ Wrong

Internal repair statistics, in percent

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Receiver check

New functionality:

- Read out receiver characteristics
- Information given if there is a mismatch between the receiver attached and what has been selected in the software

Benefits:

- Crosscheck of the receiver attached against to what is selected in fitting software is quick and easy
- Ensures no mismatch of acoustic parameters for best sound quality
- Saves time trouble shooting during the fitting session

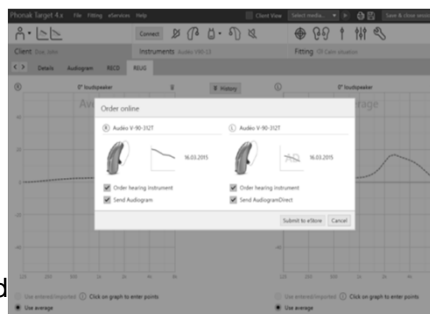
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Phonak Store connection

Start orders out of Phonak Target

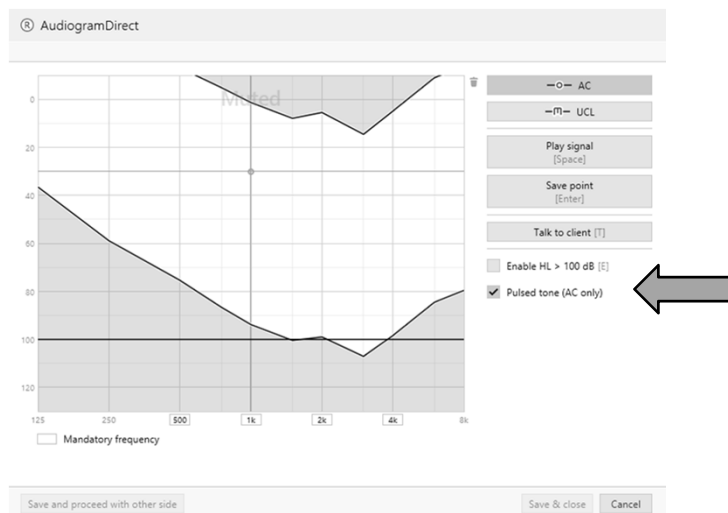
The following data will be transferred to the Phonak Store

- Patient identification and Patient record number
- The selected hearing aids with the article number
- The audiogram (AC, BC, and UCL)



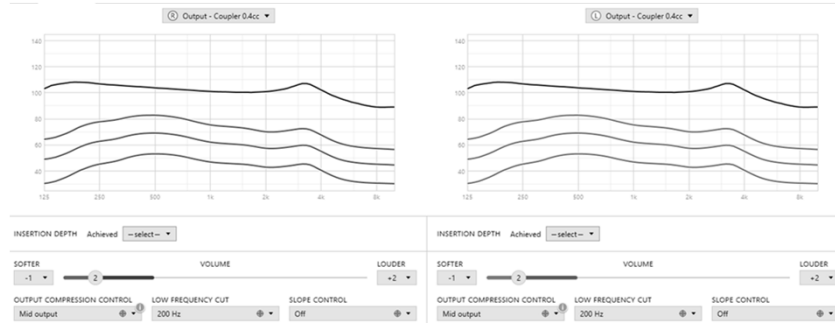
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Audiogram Direct- Pulsed Tone



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Lyric Curves Display



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Top 10 reasons to purchase a hearing aid

HA: Hearing Aid
HL: Hearing Loss

| | |
|--------------------------|----|
| Recognize HL worse | 69 |
| Spouse or relative | 53 |
| Safety concern | 21 |
| Audiologist | 20 |
| ENT | 18 |
| Insurance coverage HA | 17 |
| Price of HA | 14 |
| Media (print, TV, radio) | 13 |
| Family doctor | 12 |
| Received free HA | 11 |

MarkeTrak VIII: The Key Influencing Factors in Hearing Aid Purchase Intent; March 1, 2012

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There is growing recognition among audiologists of the importance of promoting partnership with family members during the hearing rehabilitation process.

Am J Audiol. 2015 Dec 1;24(4):536-48.
Meyer C, Scarinci N, Ryan B, Hickson L

While family members currently have minimal participation in audiology appointments, they display a strong interest in being involved and sharing their experiences of the client's hearing impairment.

Int J Audiol. 2015 Feb;54(2):70-6.
Ekberg K, Meyer C, Scarinci N, Grenness C, Hickson LJ



Benefit demonstration

While home trials with hearing aids or in office demonstration provide insights into the potential benefits to the user, there are several drawbacks:

- Need to have devices available
- The fitter must spend time to program and counsel on the use and care
- Not applicable for significant other

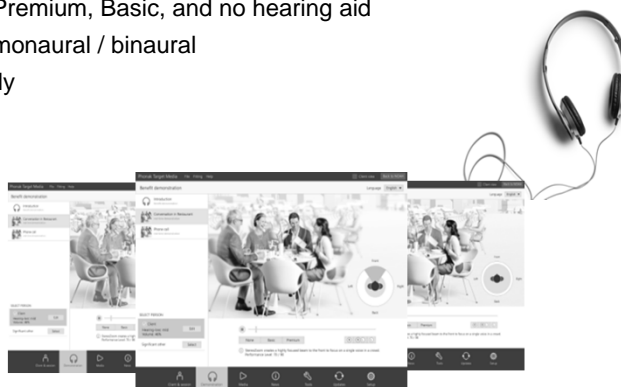


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Benefit demonstration

Counseling tool for preliminary talks with new clients and significant others.

- Comparison of Premium, Basic, and no hearing aid
- Comparison of monaural / binaural
- Headphones only



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Benefit demonstration

- Recordings through real hearing aids
- Recordings for a set of hearing losses: mild, moderate, & sloping
- 2 important scenes: Restaurant and Phone Call
- Hearing loss simulator for significant others
- Integrated calibration



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Benefit demonstration

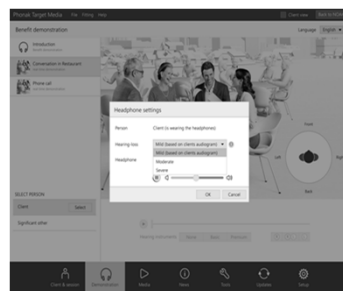
- Select **[Demonstration]** to start
- Hand a set of headphones to the person
- Select the person **[client]** or **[significant other]**



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Benefit demonstration

- Press the play icon
- Adjust the headphone settings to a comfortable level
- Select an alternative hearing loss level (if desired)



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Benefit demonstration

- Select a scene to demonstrate
- Select between **[none]**, **[basic]** & **[premium]** to demonstrate the benefits



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Phonak Target 5.0 – Reminders

1. Verification Assistant
2. Target Match
3. SoundRecover2



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Verification assistant

Use to ensure all adaptive features are disabled including SoundRecover2



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TargetMatch – What is it?

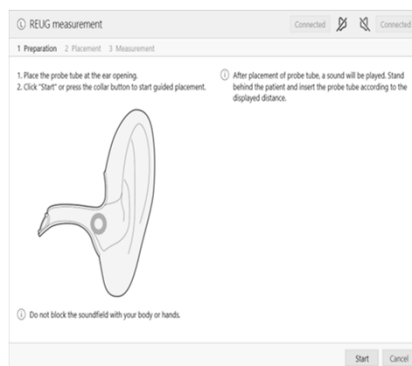
- Seamless step by step workflow, aligned with common REM verification protocols
 - Preparation
 - Probe tube placement & REUG measurement
 - Acoustic transformation measurement
 - Target matching



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TargetMatch - Benefits

- Guided Probe tube placement
- Fully controls AURICAL FreeFit
- Reproducible measurement results
- Automatic use of acoustic transformations
- Automatic or manual target matching
- Available for NAL, DSL, and Adaptive Phonak Digital fitting formulas



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TargetMatch – Requirements

Requires:

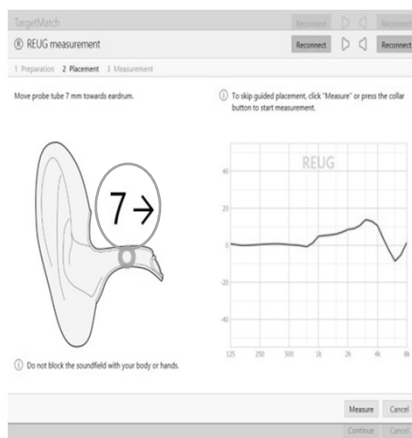
- Fitting computer
- Phonak Target 4.3 or newer
- GN Otometrics Otosuite 4.78
- AURICAL FreeFit Hardware



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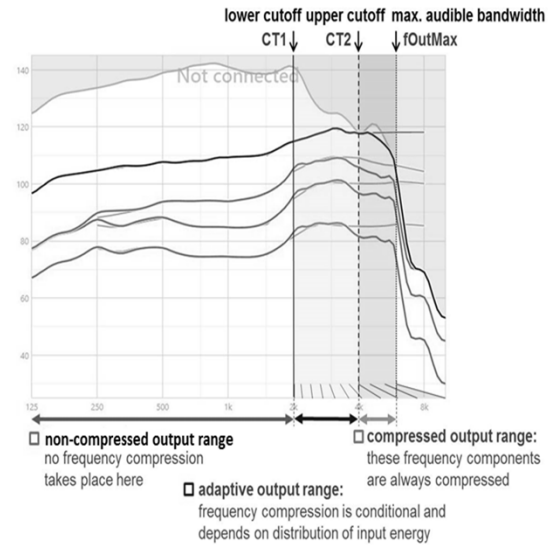
Probe tube placement

- Move probe tube towards the eardrum as indicated
 - Values are presented in millimeters
 - Fit to the scale on probe tubes
- Unclear
- No reliable detection
- Correct position



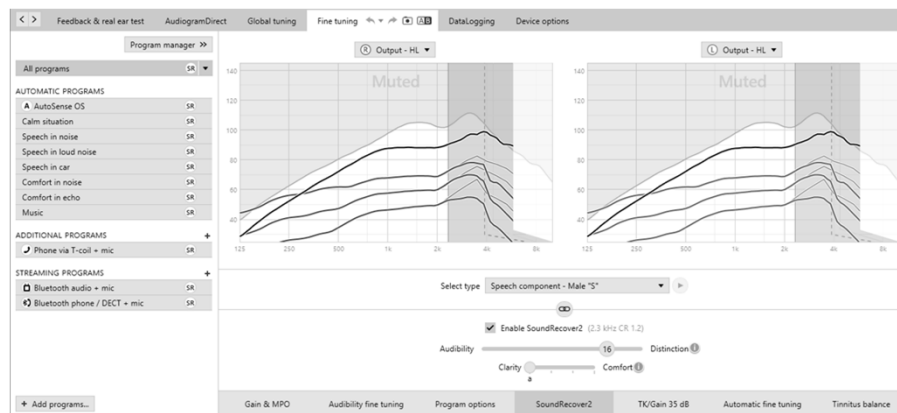
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SoundRecover2 - intelligent adaptive frequency lowering algorithm



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Locating SoundRecover 2



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SoundRecover2 on or off?

| Step | Audiogram dB | Default |
|------|--|---------|
| 1 | Normal high frequency hearing (8kHz HL<=25 dB) | OFF |
| 2 | Reverse slope. (HL at 8kHz is >=30dB better than at 3kHz) | OFF |
| 3 | Reverse slope but poor high frequency hearing (HL at 8kHz >= 45dBHL) | ON |
| 4 | None of the above (calculation based on HL at 3kHz to 8kHz) | ON/OFF |

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Phonak Target 5.0 – Simply the best

- Benefit demonstration
- Experience level selection
- Pre-calculation improvements including:
 - Expansion fading to off
 - Amplification approach for asymmetric HL
- Receiver check
- Lyric display options: gain and output curves
- eStore connection
- Audiogram Direct - Pulsed tones



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Thank you

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