

Spring 2017

**Oticon Opn™**

## Meeting Even More Audiological Needs



Donald J Schum, PhD  
Vice President, Audiology

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### Learning Objectives

- ▶ After this course learners will be able to discuss reasons why there would be a potential increase in fitable patients by the inclusion of the BTE PP and T-coils in the Opn family.
- ▶ After this course learners will be able to identify patients who can benefit from the inclusion of Tinnitus Sound Support in the Opn product line.
- ▶ After this course learners will be able to describe the audiological conditions under which Speech Rescue can bring additional benefit to Opn users.
- ▶ After this course learners will be able to describe the overall patient benefit of the Opn product family.

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Open up to more people

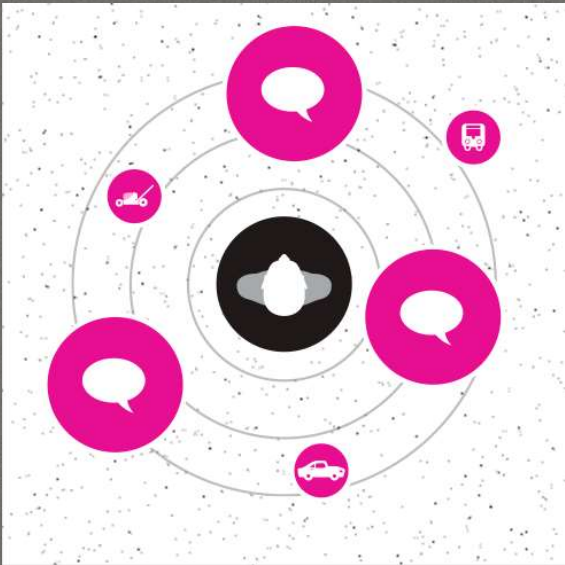
- ▶ New OpenSound paradigm
- ▶ New Velox™ Platform – Power and Speed
- ▶ Proven BrainHearing™ benefits: 20%\*-20%\*-30%\*
- ▶ Opn 1, 2 & 3
- ▶ World's first hearing aid with TwinLink™



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\* Le Goff et al. 2016, Opn Clinical Evidence, White Paper, Oticon, Inc.

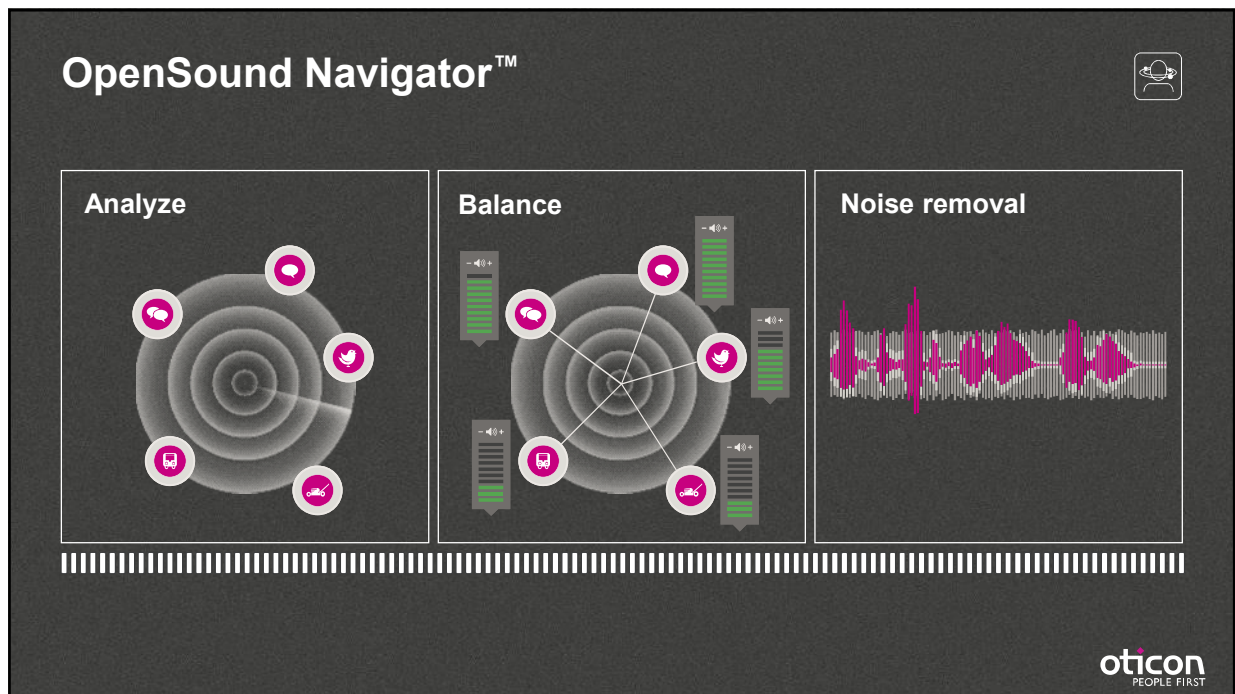
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## Improving Speech in Noise

- ▶ You have to find a way to differentiate target (speech) from noise
- ▶ You need data to make decisions
- ▶ You can only respond as quickly as the data allows

***Open Sound Navigator:  
significant improvement in all three of these areas!***

## How Different is Our OSN Approach?

- ▶ We can leave the sound scene open because we are far more effective at eliminating noise
- ▶ We have an absolutely unique way to define speech and noise
- ▶ We gather a huge amount of data about the environment
- ▶ We use this data to drive extremely rapid updates

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## BrainHearing™ benefits

Oticon Opn™ helps people hear better with less cognitive load

- ▶ **20%**  
less listening effort\*
- ▶ **20%**  
better recall of conversations\*
- ▶ **30%**  
better speech understanding\*

\* Le Goff et al. 2016, Opn Clinical Evidence, White Paper, Oticon, Inc.

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## Oticon Opn: New Styles



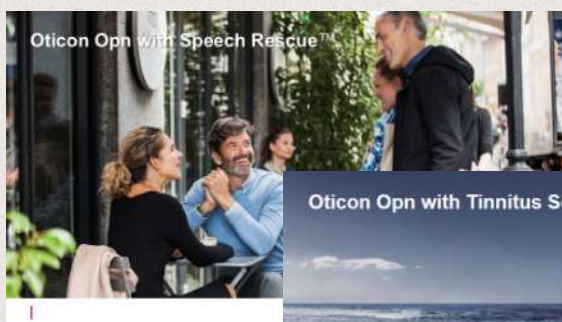


# Opn™ miniRITE is now rechargeable!

Make any Opn miniRITE rechargeable



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Oticon Opn with Speech Rescue™



Oticon Opn with Tinnitus SoundSupport™



Meeting the needs of the connected generation

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## More options to satisfy patient needs:



OPN 1

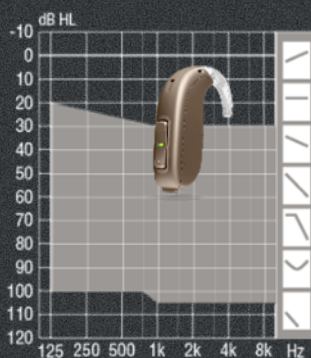
OPN 2

OPN 3

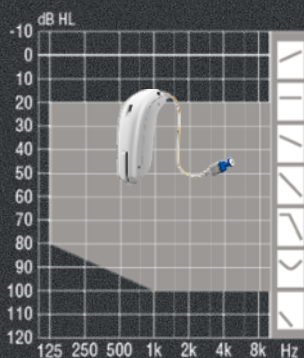


## Fitting Range

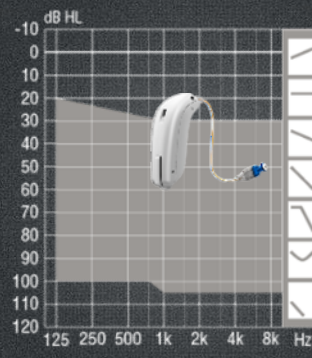
BTE PP



100 Speaker



105 Speaker





## Opn is Now Rechargeable



No streaming

**18-19.5 hours**

90 minutes of iPhone streaming

**16-17 hours**

4 hours of TV + 1 hour of iPhone streaming

**15-16 hours**

CONVENIENT

EASY TO USE

REASSURING

ECO FRIENDLY

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## Opn miniRITE Rechargeable – A Powerful Combination

*The only rechargeable hearing aid with an **open sound experience***

***Hybrid battery technology** for maximum flexibility – powered by ZPower*

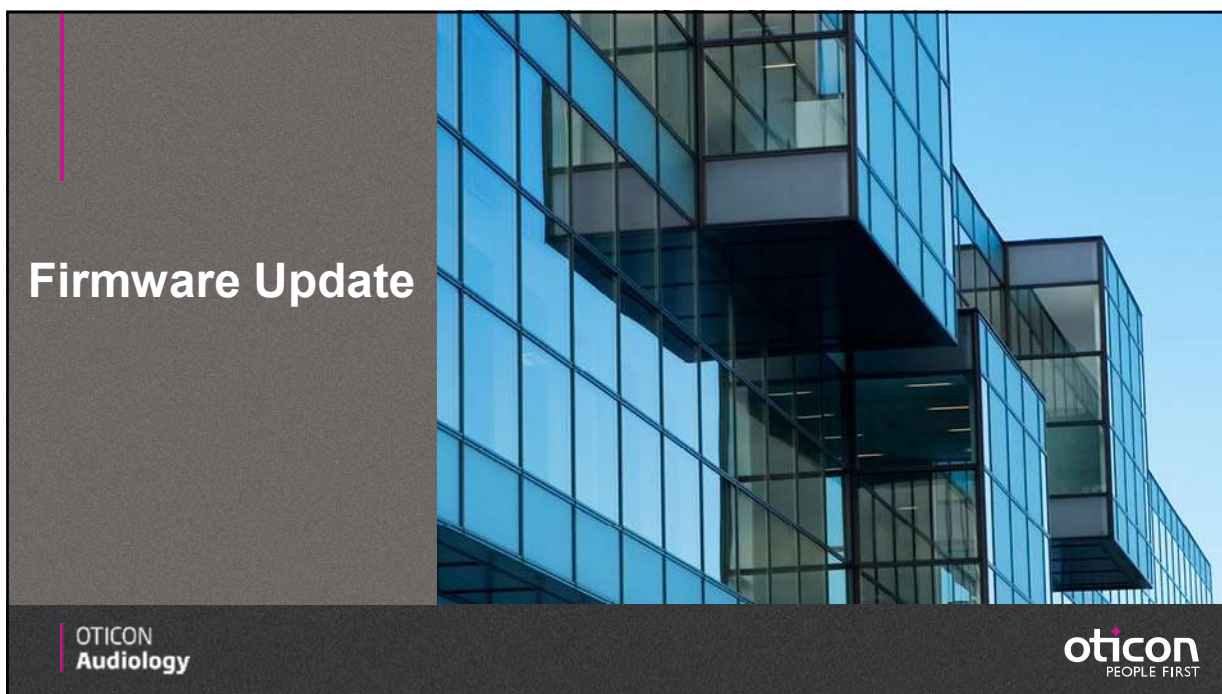
*The world's first rechargeable hearing aid with **2.4 GHz** direct streaming*

***Upgradable solution** turn any Opn miniRITE into a rechargeable hearing aid*

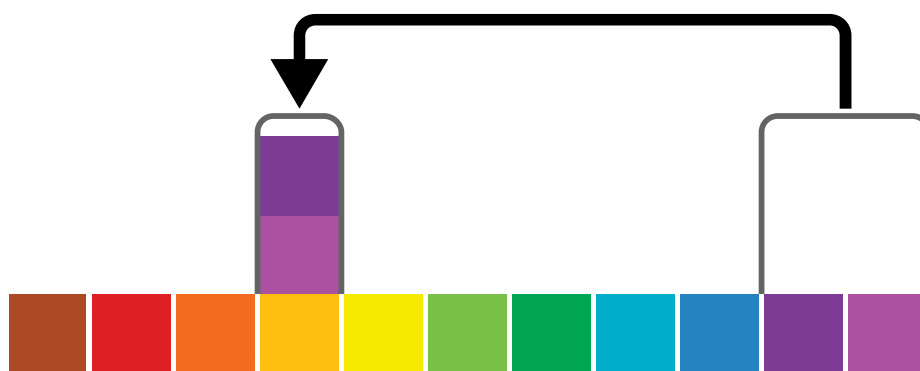
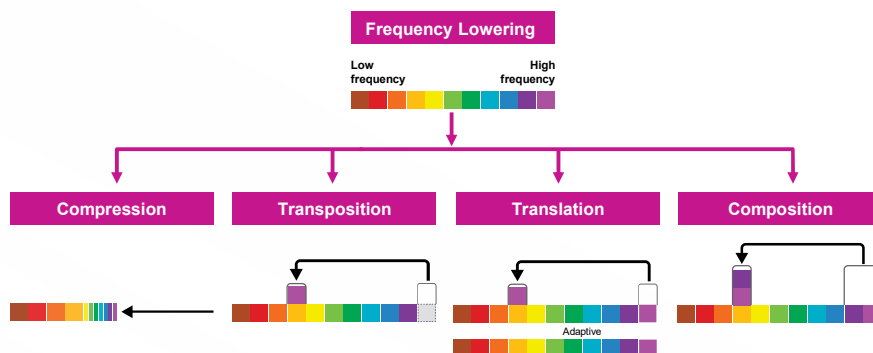


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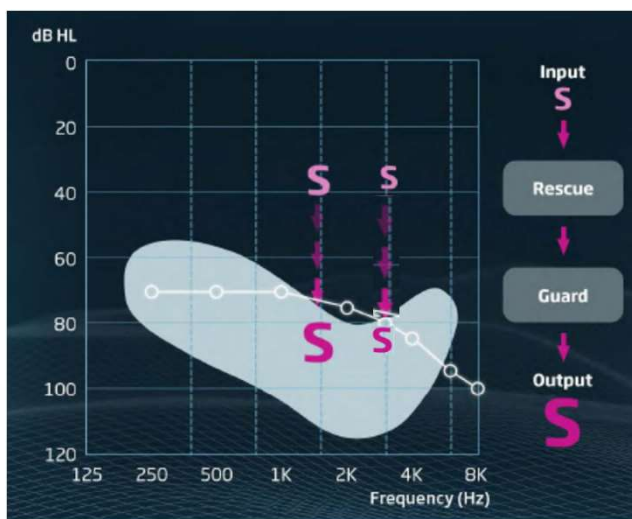
## Frequency Lowering Approaches



Frequency Composition



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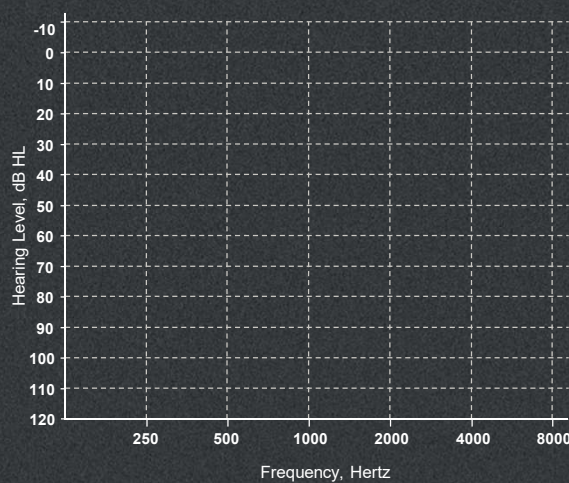


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## Speech Rescue LX Candidates

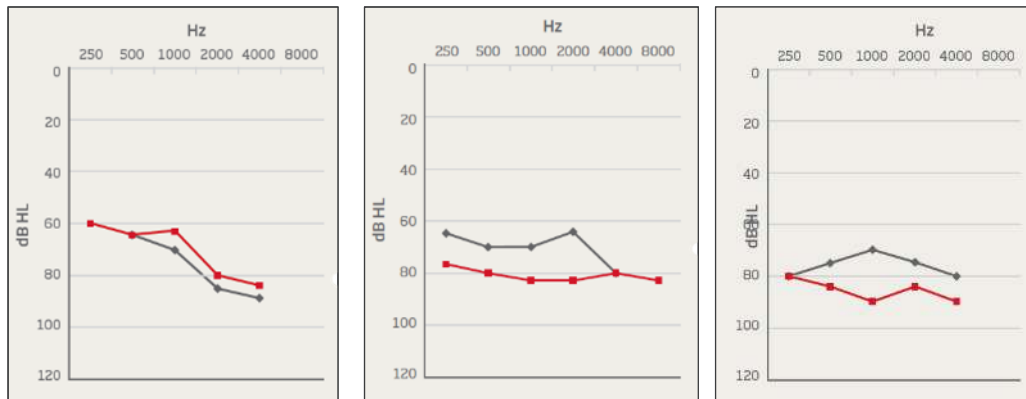


- ▶ Severe & Severe-to-profound losses
- ▶ Steeply sloping losses
- ▶ Progressive hearing loss

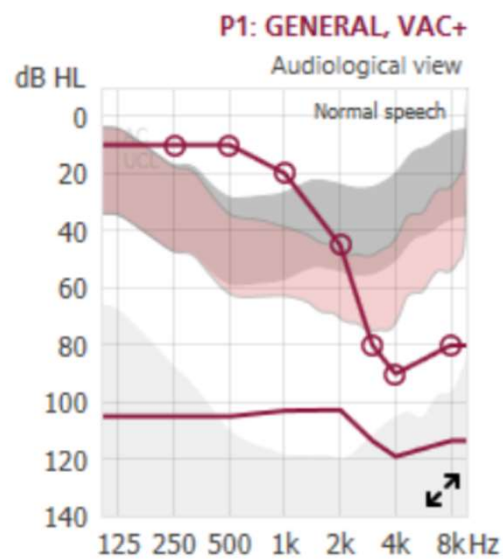


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## Example Audiograms: Severe SNHL



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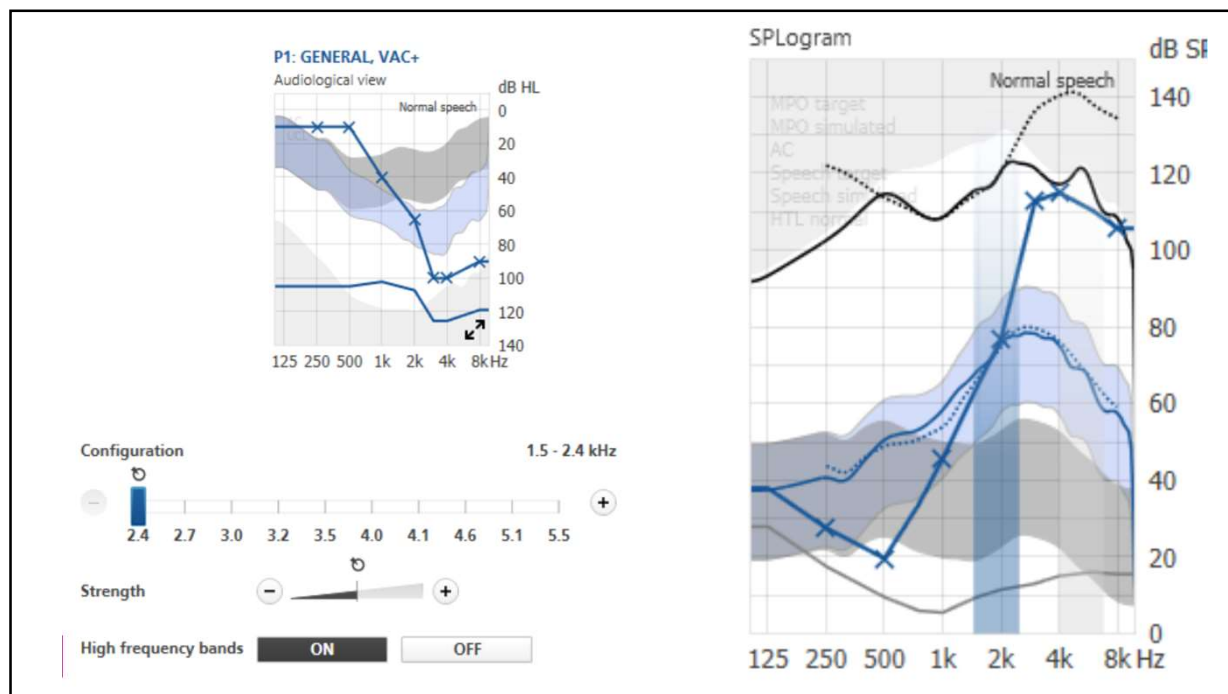
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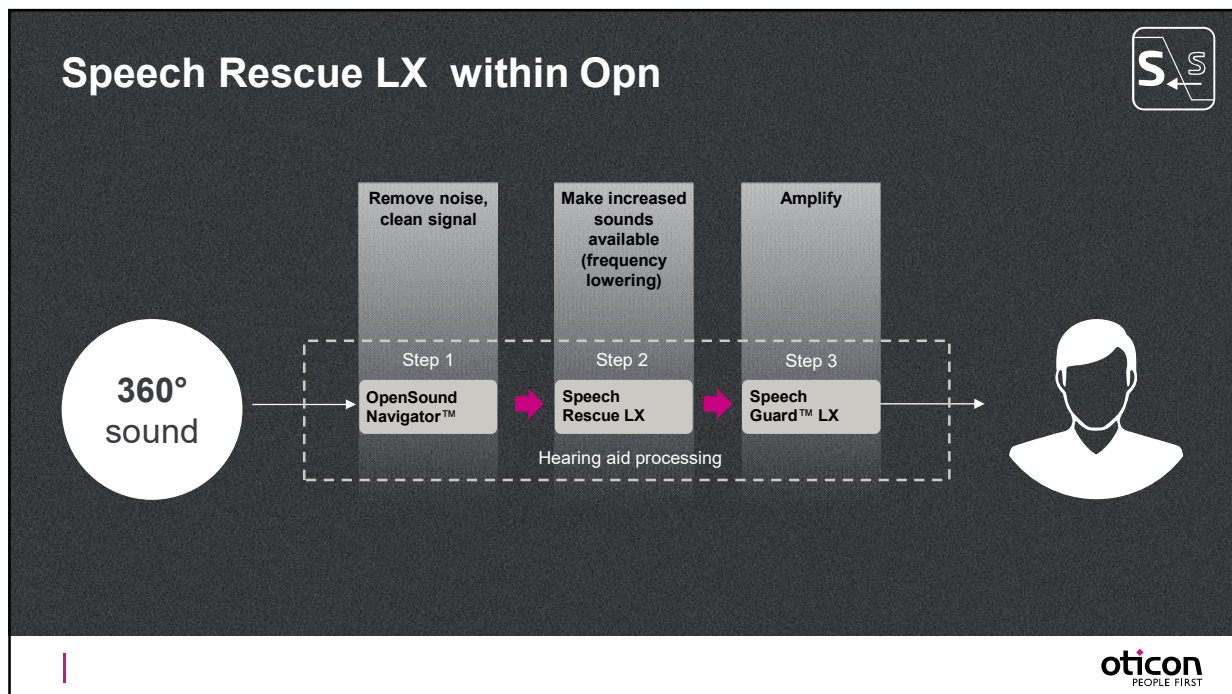


## Goals of Ski Fitting

- ▶ Maintain comfort
- ▶ Maintain acceptable sound quality in quiet
  - ▶ no dramatic frequency responses
  - ▶ vented fitting
- ▶ **Modest audibility enhancement**
  - ▶ ***focused on transition region***
  - ▶ will be appreciated in quiet
  - ▶ may be quite helpful in noise

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Recall previously fit patients?





## Tinnitus SoundSupport

Flexibility and variation is key



**Three ocean-like  
sounds**

First introduced  
by Oticon

**Four broadband  
relief sounds**

**Modulation**

**Synchronisation  
of relief sounds**

**Adjustment  
of broadband  
sounds**

**Automatic Level  
Steering™**

**Separate volume  
control**

**Wireless  
streaming**

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## A complete support package

For both clinicians and patients



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**Recall previously fit patients?**



## 8 new listening programs- For all performance levels

### Listening Programs

- ▶ Comfort
- ▶ Music
- ▶ Speech in Noise
- ▶ Lecture
- ▶ T-coil
- ▶ Mic & T-coil

### Phone Programs

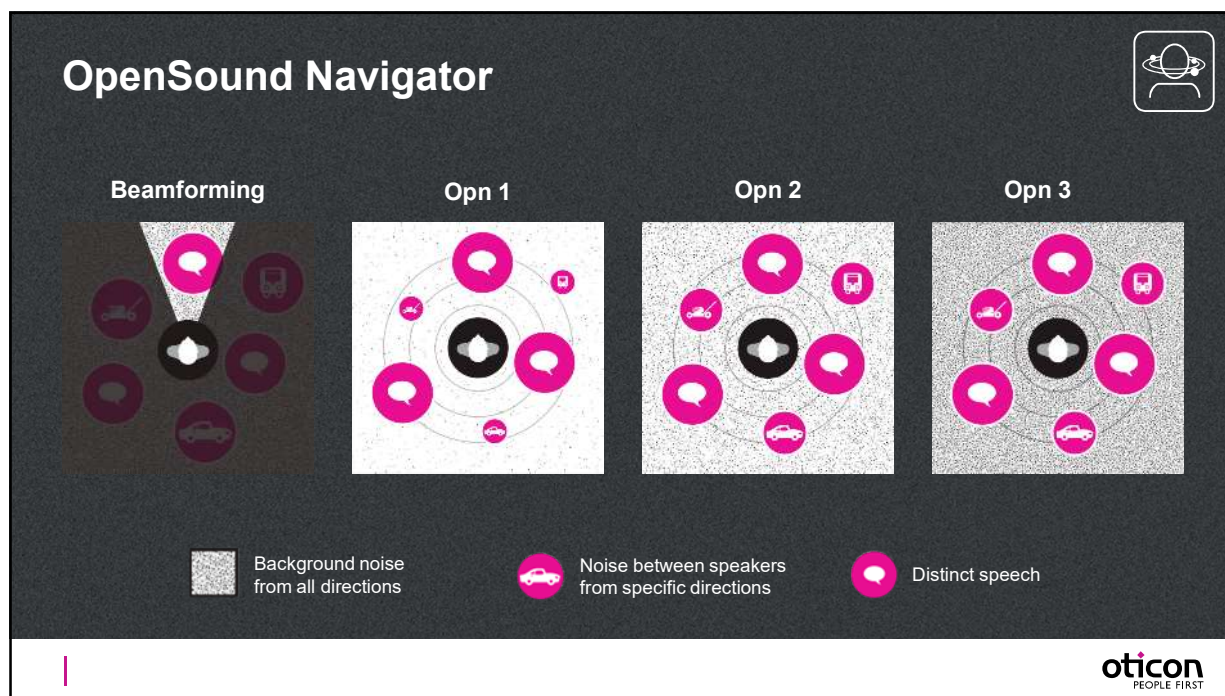
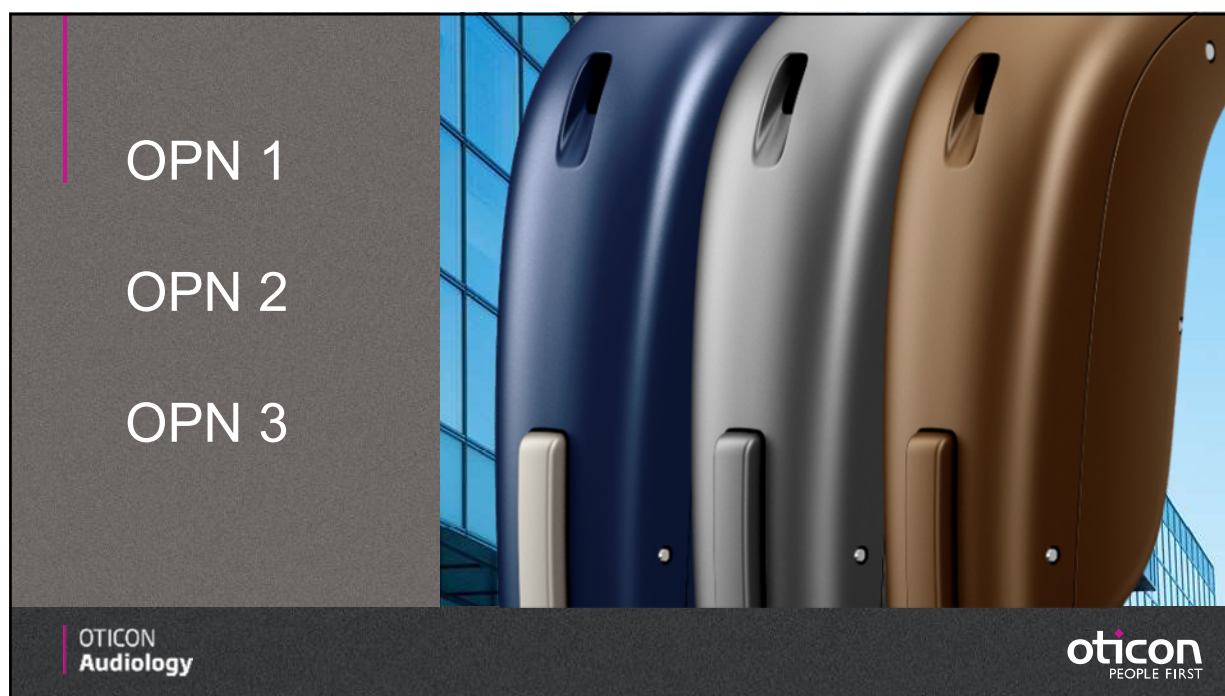
- ▶ Phone T-coil
- ▶ Phone Mic & T

Tinnitus SoundSupport™ can be added to all Listening Programs

News in Genie 2 | 2017.1

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## Differences to the Patient:

- It is all OPN, which is different than anything else in the market
- Effectiveness in Challenging Environments
- Sound Quality
- Ability to Personalize

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OPN 1

OPN 2

OPN 3

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**Oticon Opn™**

**Bringing Opn to  
Even More Patients**



Donald J Schum, PhD  
Vice President, Audiology

[D.Schum@Oticon.com](mailto:D.Schum@Oticon.com)

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