Virto B-Titanium and EasyView Otoblock
Discreet devices that start with impeccable impressions
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Housekeeping
Disclosures:
- Financial-
  - Employee of Phonak

Learning Objectives:
- After this course learners will be able to…
  - describe how titanium allows smaller custom devices to be built.
  - explain why patients may choose a custom product over other styles.
  - describe the benefits of EasyView Otoblock to both patients and other providers.
62% of client's first choice is an invisible device

Phonak needs survey, Project #862, March-April 2016, N=160
…and the market tells us so: small is trending upwards
Introducing the super discreet Phonak Virto™ B-Titanium custom hearing aid

How discreet is discreet?

- 26% smaller
- 64% increased IIC fit rate
Thanks to the properties of titanium

- Super strong and light
  - highest strength to weight ratio
- Medical grade
- Non-corrosive
Where else is Titanium used?

- Medical devices
- High performance vehicles
- High-tech sports goods
- Luxury timepieces and jewelry

What does titanium enable us to do?

- 15x stronger than acrylic
- 50% thinner shell than acrylic IIC = only 0.2 mm
- 30% more interior space = size of P receiver
50% thinner shell

Titanium shell

0.2 mm

Acrylic shell

0.4 mm

But it's not only about the shell material…
As small as it gets

Virto V-nano

60% smaller electronics

Virto B-Titanium

Microphone integrated battery module saves even more space

no more MicGuards

microphone
Virto B-Titanium: Space saving innovations at a glance

- Titanium shell
- Smaller electronics
- Module with integrated microphone
- Up to 26% smaller
- 64% increased IIC fit rate

Options for fitting
Options for fitting

Option 1
Larger vent

Option 2
Larger receiver

*Without an increase in size vs. current IIC solutions*

More venting without an increase in size

*Virto B-Titanium*  
*Virto V-nano*
Additional venting options

- **Default** venting
  - Optimized for size and performance
  - Best for **size priority**

- **Additional** ordering option
  - Optimized to reduce occlusion
  - Best for **comfort priority**

More power without an increase in size

- **Virto B-Titanium**
- **Virto V-nano**
M, P and SP receivers available

Source: International Society of Audiology

Virto V-nano
Virto B-Titanium

N5 + N6 = 15% of population
For clients who want small

Super discreet!
For clients who want small

Existing user: RICs

Larger vent!

For clients who want small

Existing user: super power ITEs

Super Power!
Advantages of deep fitting IICs

Lifestyle

- Super discreet
- More protected from sweat
- Better for active lifestyles

+ 

Performance

- Pinna effect
- Less occlusion
- Avoids wind noise

What else is great about the titanium in Virto B-Titanium?
IP68 rated custom hearing aid

11% acrylic shell repairs

Custom products made in 2013: Remakes up until now due to broken shell
Surface

- Optimized for retention
- No lacquering
- Comfortable temperature
- Note: IIC/CIC shell styles

Excellent hearing performance with AutoSense OS

AutoSense OS senses your surrounding and adjusts the hearing aid every step of the way. The same way the skin of a chameleon adapts to the color of its environment.
When your hearing aids adapt to every sound automatically, life is on.

Consumer needs
Understanding in multiple situations
Easy to use hearing aids
New AutoSense OS

Fully automatic operation that delivers better speech understanding over clients’ manual selection

Hearing high frequency sounds

• SoundRecover2 improves high frequency speech audibility
• Mid and low frequencies are maintained, high frequency sounds are audible

Hearing quiet voices

• A new way to treat expansion provides a 10% improvement in soft speech intelligibility

Improved hearing comfort

• An algorithm that takes into account the difference in hearing between each ear when a client has asymmetrical hearing loss

Hearing high-frequency sounds

SoundRecover2

• Improves high-frequency speech audibility by utilizing its adaptive frequency lowering algorithm
• Applies only when the level of hearing loss requires it
• Sound quality of mid and low frequencies is maintained
Hearing quiet voices - Expansion

Finding the right balance between comfort and clarity is a challenge especially where noise will potentially be audible

Expansion reduces internal noise and is calculated as a function of:
- Hearing loss
- Current program dependent gain setting
- Program dependent internal noise level
- Acoustical coupling (RECD)

Signal processing - Expansion

- Phonak Belong signal processing is able to individualize the amount of expansion
- Maximizing soft speech intelligibility without sacrificing sound quality or comfort

Study results have shown:
- 10% improvement in soft speech intelligibility
- None of the subjects heard noise, with expansion off or with expansion on.
- With expansion off, gain had to be increased on average by 12 dB until noise became audible.
Hearing quiet voices - WAKO speech test

Soft speech intelligibility

Speech intelligibility

Better

- Expansion off
- Expansion on

10% improvement in soft speech intelligibility

Internal Phonak report, Feb 2016

Spontaneous acceptance

Number of people who rated new/same/worse than former setting

Significantly more ratings for new setting

More hearing performance in most needed situations

- 20% better speech understanding
- 37% reduction in effort
- 10% improvement in soft speech understanding

Top rated hearing aid

For more information visit www.Phonakpro.com/evidence

Longer battery life

+ 20%

Virto V-nano  Virto B-Titanium
Smart details

Colored module and battery door: easy for patients and programming!

More durable microphones
Simple ordering

Step 4 – Product options

Options could increase device size
- Push Button accessibility very important
- Tintolar (shell style) will be changed to CK3
- SmartGuard
- Wax Bumper
- WVP

Input Options: SimTrack

Wax system:
1. hearing aid
2. tube only
3. Ext. Receiver tube
4. Wax Spring
5. Mfs

Gain:
1. Broadband gain reserve
2. 65dB
3. 125dB

Vent type:
1. ADV = Acoustical Optimized Venting
2. ADV-O Open = (fabric reduction)

Removal line:
1. Extend Removal Line +5mm

Special instructions:
1. Call-back requested
Ordering options: MiniControl or push button

New packaging
How to get the best fitting custom hearing aid

Good ear impressions
Good impressions

- Shows the path towards the ear drum
- Past the second bend
- Include all anatomical structures

Ear impressions: the starting point of customization

**Better anatomical information** for modeling expert  
**More discreet and better fitting** custom products
Challenges with deep ear impressions

Lack of visualization
Discomfort
Feeling of unease

Low quality impressions
Challenges with deep ear impressions

- Lack of visualization
- Discomfort
- Feeling of unease
- Low quality impressions
- Poorly fitting devices
- Not as small as possible

Deep canal impressions in the past

- Open jaw impressions
- Vented otoblocks
- Modified foam otoblocks
- Cotton blocks with lubrication

What have you tried?
Characteristics of the EasyView Otoblock

- Attaches to otoscope specula
- Lens provides visual feedback during insertion
- Placed directly in front of the ear drum
Anatomy of the EasyView Otoblock

Symmetrical seal cavity for specula

Transparent membrane angled to prevent reflection

Vent tube

EasyView Otoblock benefits

- **Pathway** towards ear drum
- Improves canal **length** information
- **Vented** for comfort
- **Stays on the impression** while scanning
- **Used** with your impression material and specula
- For **any type** of custom impression
Impression taking with EasyView

1. Select size (S, M, L)

2. Attach to speculum
Impression taking with EasyView

1. Select size (S, M, L)
2. Attach to speculum
3. Place Easyview and check the seal
4. Insert impression material
## Recommendations

### Material

<table>
<thead>
<tr>
<th>Material</th>
<th>Otoform A softX</th>
</tr>
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<tbody>
<tr>
<td>Viscosity</td>
<td>low</td>
</tr>
<tr>
<td>Shore value</td>
<td>≤ 25 shore A</td>
</tr>
<tr>
<td>Curing time</td>
<td>≤ 4 min</td>
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</tbody>
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## Recommendations

### Specula

- **Compatible with** all specula
- Ø 2.4-3 mm

Best used with pediatric speculum
How much of a difference can EVOB make?

EasyView Otoblock and Virto B-Titanium
EasyView Otoblock and Virto B-Titanium

Deepest impression possible = comfortable and discreet hearing aids

Optimization of Virto-B Titanium technology!

…also optimizes all types of custom products and earpieces