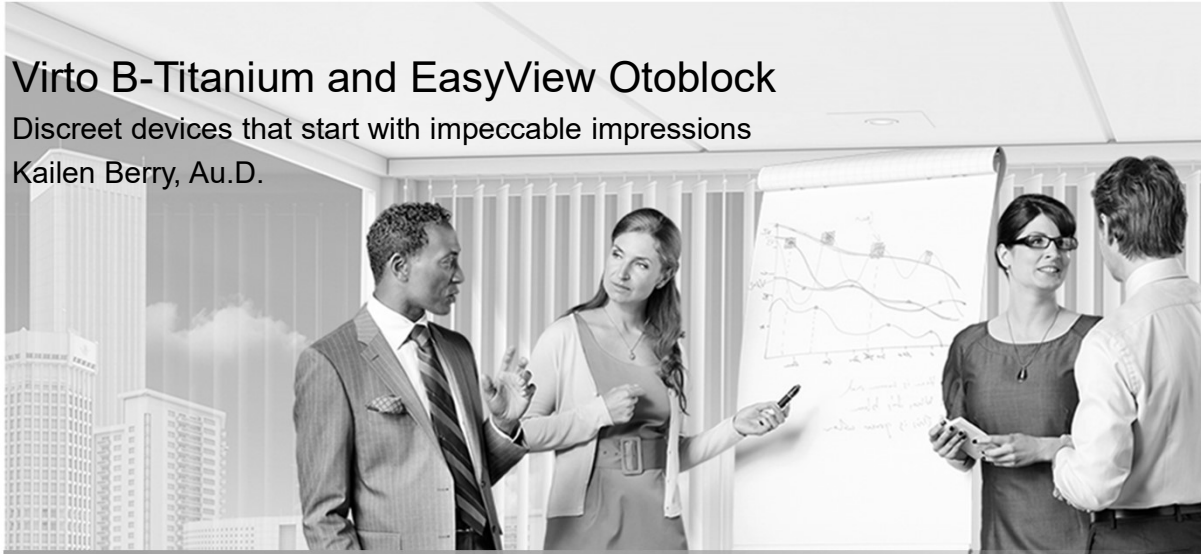


Virto B-Titanium and EasyView Otoblock

Discreet devices that start with impeccable impressions

Kailen Berry, Au.D.



A Sonova brand



Housekeeping

Disclosures:

- Financial-
 - Employee of Phonak

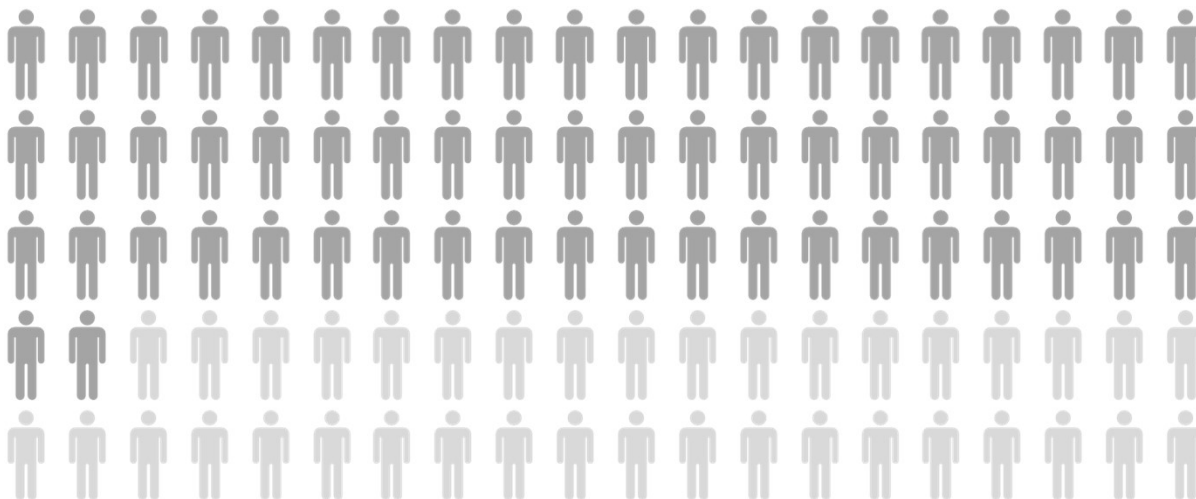
Learning Objectives:

- 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.



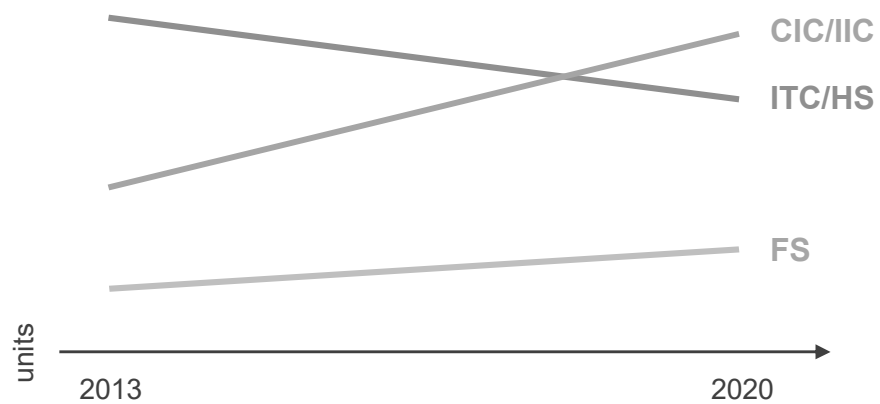


62% of client's first choice is an invisible device



Phonak needs survey, Project #862, March-April 2016, N=160

...and the market tells us so: small is trending upwards



Sonion Market Model 2016-2020

5

PHONAK
life is on

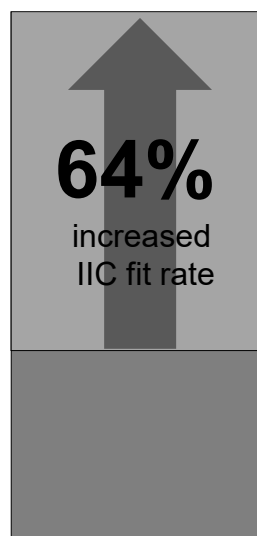
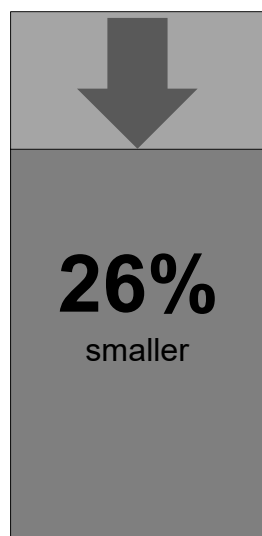
Introducing the super discreet
Phonak Virto™ B-Titanium custom hearing aid



7

PHONAK
life is on

How discreet is discreet?



8

PHONAK
life is on

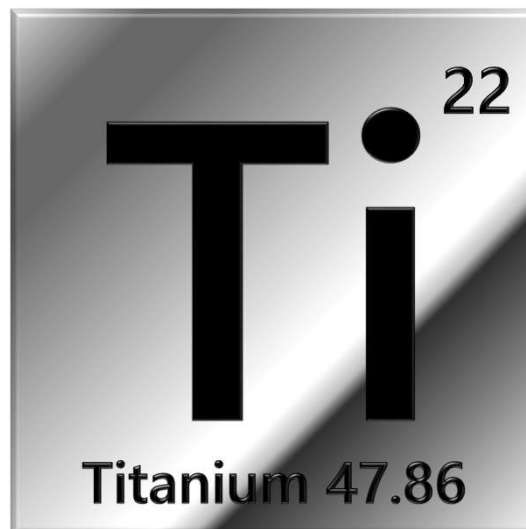


Thanks to the properties of titanium

- 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



11

PHONAK
life is on

What does titanium enable us to do?

15x stronger than acrylic

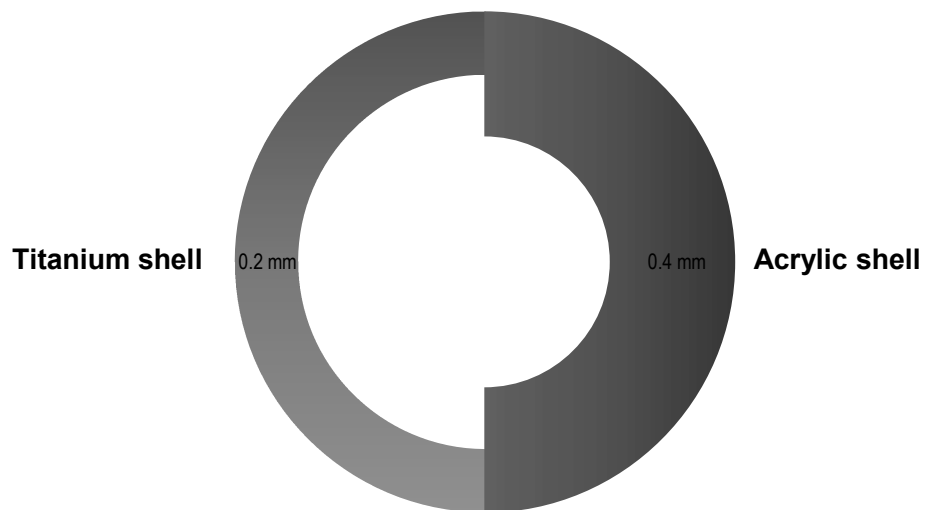


50% thinner shell than acrylic IIC = only 0.2 mm



30% more interior space = size of P receiver

50% thinner shell



13

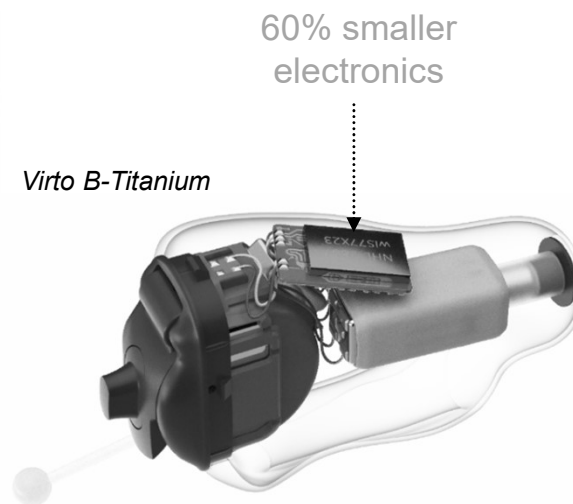
PHONAK
life is on

As small as it gets

Virto V-nano



Virto B-Titanium



15

PHONAK
life is on

Microphone integrated battery module saves even more space

no more
MicGuards

microphone



16

PHONAK
life is on

Virto B-Titanium: Space saving innovations at a glance



Titanium shell



Smaller electronics



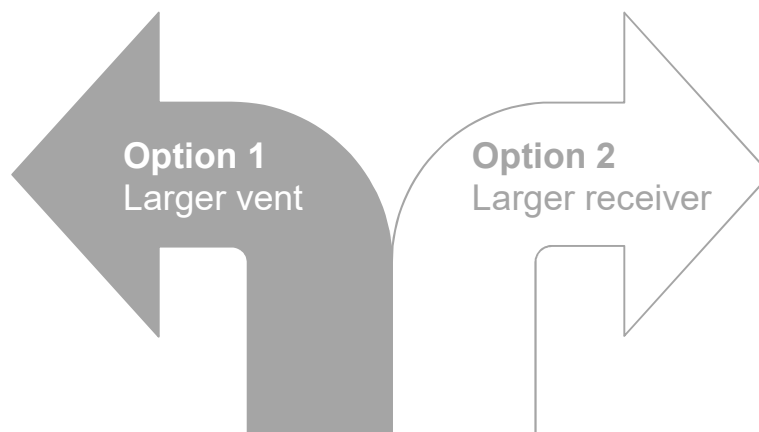
up to 26% smaller
64% increased IIC fit rate



Module with
integrated
microphone

PHONAK
life is on

Options for fitting



Without an increase in size vs. current IIC solutions

19

PHONAK
life is on

More venting without an increase in size



Virto B-Titanium



Virto V-nano

20

PHONAK
life is on

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**

21

PHONAK
life is on

More power without an increase in size



60%
IIC fit
rate with SP
receiver

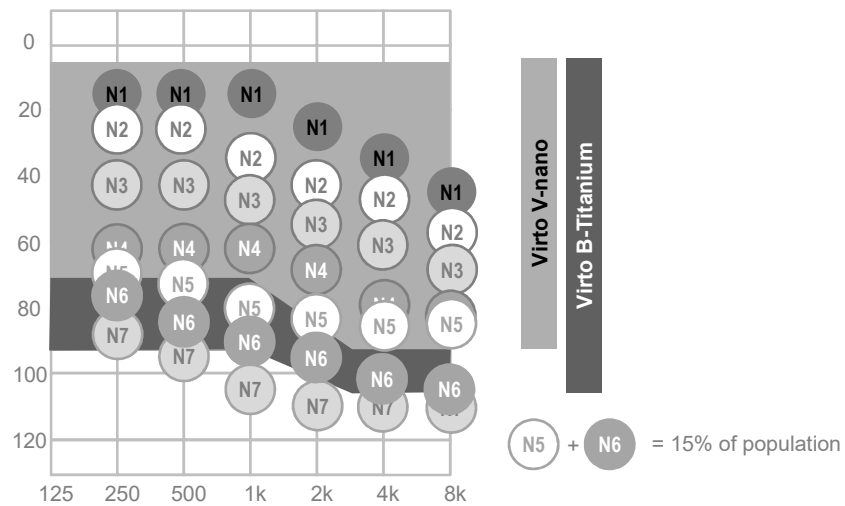
Virto B-Titanium

Virto V-nano

22

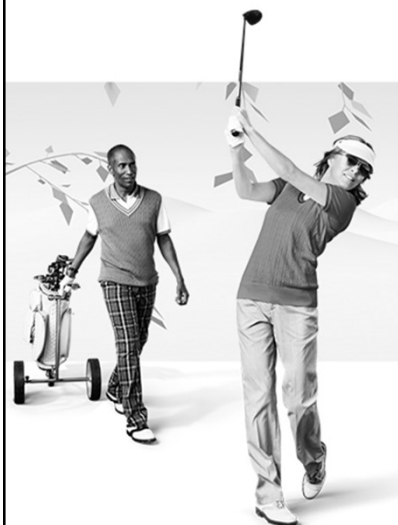
PHONAK
life is on

M, P and SP receivers available

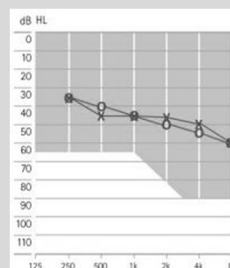


Source: International Society of Audiology

For clients who want small



First time user



Super discreet!



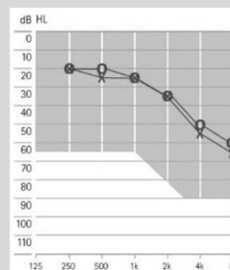
25

PHONAK
life is on

For clients who want small



First time user



Super discreet!



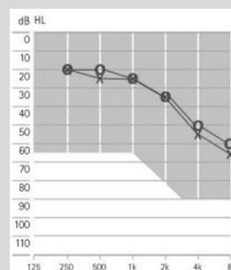
26

PHONAK
life is on

For clients who want small



Existing user: RICs



Larger vent!



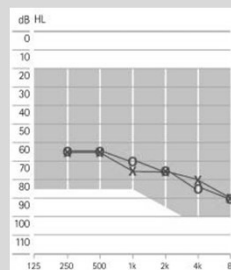
27

PHONAK
life is on

For clients who want small



Existing user: super power ITEs



Super Power!

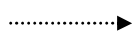


28

PHONAK
life is on

Advantages of deep fitting IICs

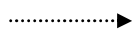
Lifestyle



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



Performance



- Pinna effect
- Less occlusion
- Avoids wind noise

29

7/24/17
7**PHONAK**
life is on

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

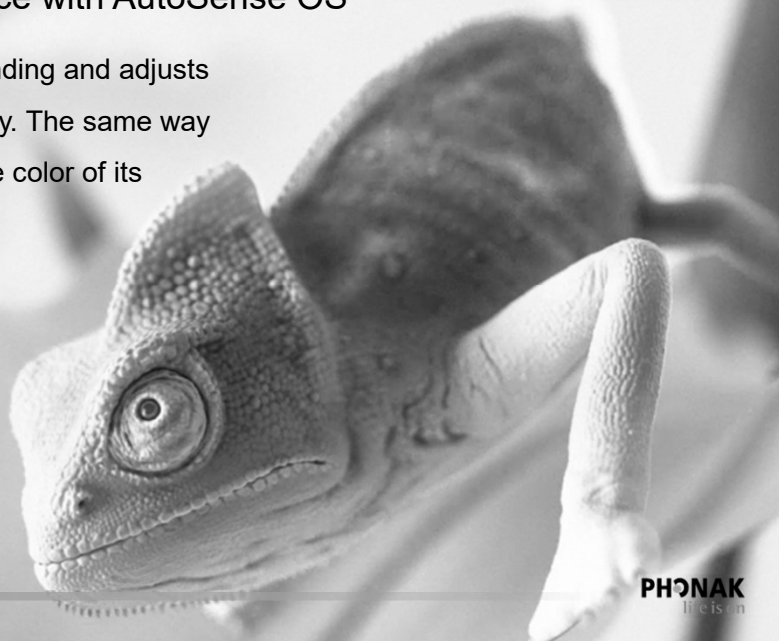
Surface

- Optimized for retention
- No laquering
- 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





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

37

PHONAK
life is on

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

38

PHONAK
life is on

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)

39

PHONAK
life is on

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

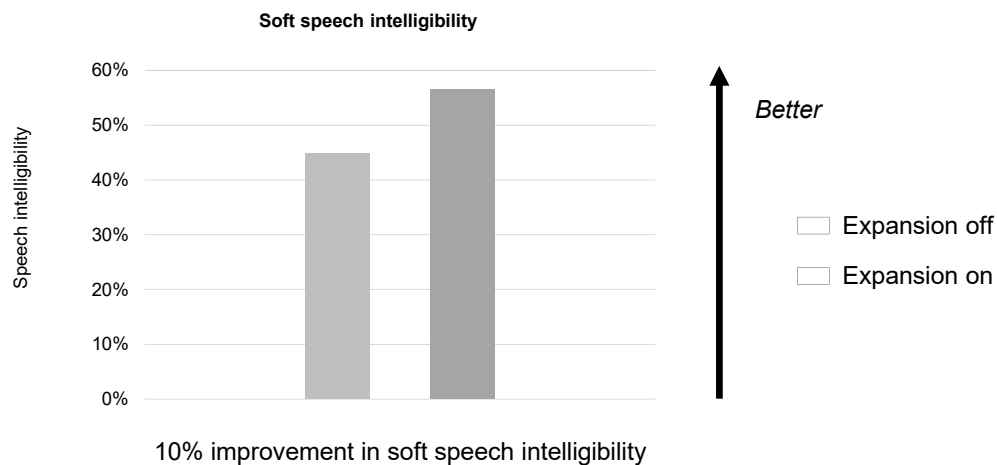
Study results have shown:

- 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.

40

PHONAK
life is on

Hearing quiet voices - WAKO speech test



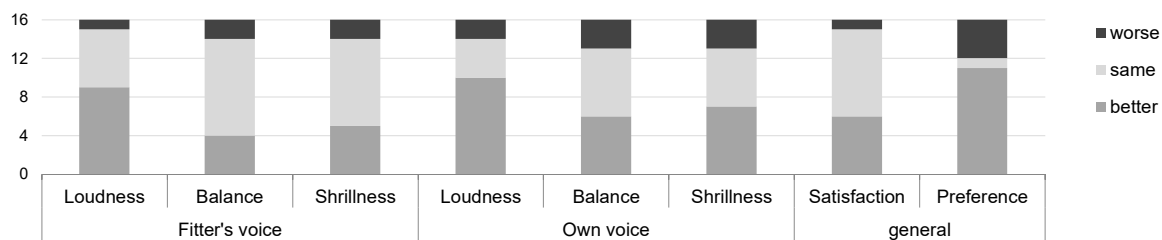
Internal Phonak report, Feb 2016

41

PHONAK
life is on

Spontaneous acceptance

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



→ Significantly more ratings for new setting

Phonak Internal Report, Feb 2016. Symmetric Gain Study.

42

PHONAK
life is on

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

43

PHONAK
life is on

Longer battery life

 **+ 20%**



Virto V-nano



Virto B-Titanium

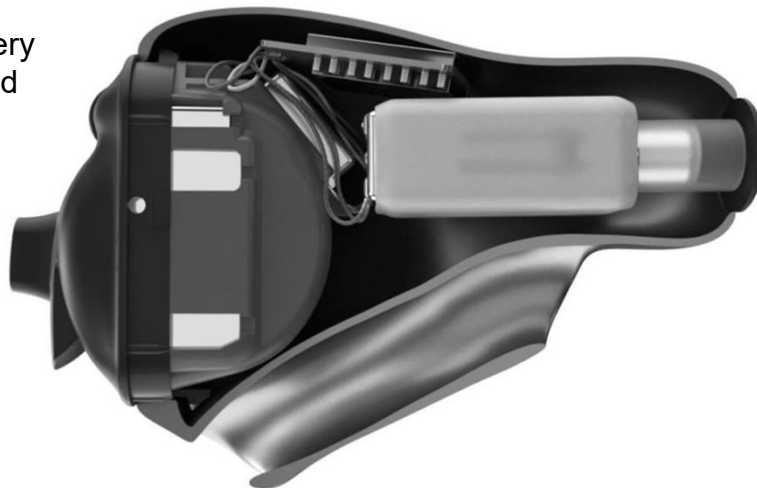
44

PHONAK
life is on

Smart details

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

More durable microphones



45

PHONAK
life is on

Phonak Virto B-Titanium Order Form

Additional Information

PHONAK
life is on

Step 1: Customer and Patient Information

Please fill in the following sections:

- Account information
- Patient information
- Audiometric data (mandatory for AOV)
- Select left/right side
- Select warranty information

Shell styles

IIC



Without push button

CIC



With Telecoil – device will be larger

Step 2: Performance Level

Select performance level:

- B90 Premium
- B70 Advanced

Step 3: Product Options

Select the custom product options:

- Use the "smallest possible" track for fast ordering
- The shaded box options will increase device size
- All faceplates are black and shells are titanium

AOV = Acoustically Optimized Venting – Phonak will set the correct vent diameter and style in relation to Audiogram/shell geometry/feedback canceler and required low frequency gain – this is the recommended vent type.

AOV-O = Acoustically Optimized Venting – Open. This specific venting is more open and recommended for first time users and clients who are sensitive to occlusion.

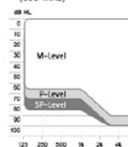
Cosmetic aspect:
Human ear canals are not fully symmetrical. Therefore binaural custom in-the-ear devices cannot always be built in the same size and position in the ear.

As an option, we can design the two devices to look similar in the ear. As a result, one device may not be as small as possible.

Please request this with the "symmetrical build (SY)" check box.

Power level:

- Virto B-Titanium is designed for smallest device size
- Power level P/SP may increase device size
- AOV-O to be used for hearing loss up to 40dB in the low frequencies (500-1KHz)



Recommendation for taking impressions:

- Use EasyView Otoblock
- Always fill the complete concha with impression material

EasyView Otoblock – A Phonak invention

Size

Sr 054-0769 – 20pcs | Mf 054-0768 – 20pcs | Lf 054-0767 – 20pcs

46

7/24/17

PHONAK
life is on

Phonak Virto B-Titanium Order Form

PHONAK
 life is on

Step 1: Customer and Patient Information

Ship To Account:	Bill To Account:
Third Party Patient Number:	Purchase Order Number:
Contact Name:	Phone Number:
Patient Last Name:	Audiogram (Required for AOV):
Patient First Name:	
Age:	Gender:
HL Warranty: <input type="checkbox"/> +1 year <input type="checkbox"/> +2 years	*Rushes are not available

	Hz	250	500	1K	2K	3K	4K
Left:	AC						
Right:	AC						

Step 2: Performance Level

☐ Virto B90 ☐ Virto B70

Step 3: Product Options*

	Smallest Possible – <input checked="" type="checkbox"/> Standard	Options in shaded field may increase device size
Power level	<input checked="" type="checkbox"/> M (40/109)	<input type="checkbox"/> P (50/115) <input type="checkbox"/> SP (60/119)
Wax system	<input checked="" type="checkbox"/> Cerustop (CS) <input type="checkbox"/> Ext. Receiver Tube (ER) <input type="checkbox"/> No Wax Guard (X) <input type="checkbox"/> Wax Spring (WS)	<input type="checkbox"/> SmartGuard (SG) – \$19.95 *N/A with SP receiver
Vent type	<input checked="" type="checkbox"/> AOV – Acoustical Optimized Venting (AO)	<input type="checkbox"/> AOV-O; Open – focus occlusion reduction (OO) Other: Left _____ Right _____
Cosmetics	<input checked="" type="checkbox"/> As small as possible – regardless of symmetry (SK)	<input type="checkbox"/> Symmetrical build (SY)
Input option		<input type="checkbox"/> Telecoil (TP) – shell style will be changed to CIC
Removal line	<input checked="" type="checkbox"/> Clear Removal Line (RL) <input type="checkbox"/> Extend Removal Line	
User controls	<input checked="" type="checkbox"/> Push Button with EasyPhone (DT6) <input type="checkbox"/> No Push Button Mini Control included (DT5)	

*All products are non-wireless

Step 4: Special Instructions and Notes – please use back if needed

- ☐ Call if changes are required
☐ No phone call required to make changes

A Sonova brand

Phonak LLC | 4520 Weaver Parkway | Warrenville, IL 60555 | Phone 800-777-7333 | Fax 630-393-9858

Internal use only: S B R1 R2 L1 L2
PHK BLU TSW TCS GRN PFP WHF TRQ

47

7/24/17

PHONAK
 life is on

Simple ordering

Step 4 – Product options


☒ EasyPhone
w/ Push Button

OR


☐ MiniControl
w/o Push Button


Input option:

Wax system:

- ☒ Cerustop ☐ Tube only
☐ Ext. Receiver tube
☐ Wax Spring
☐ HF4

Gain: Broadband gain reserve

- ☒ 6dB ☐ 12dB

Vent type:

- ☒ AOV – Acoustical Optimized Venting

Removal line:

- ☒ ☐ Extend Removal Line +5mm

Special instruction:

- ☐ Call-back requested

options could increase device size

- ☐ Push Button accessibility very important
☐ Telecoil (shell style will be changed to CIC)

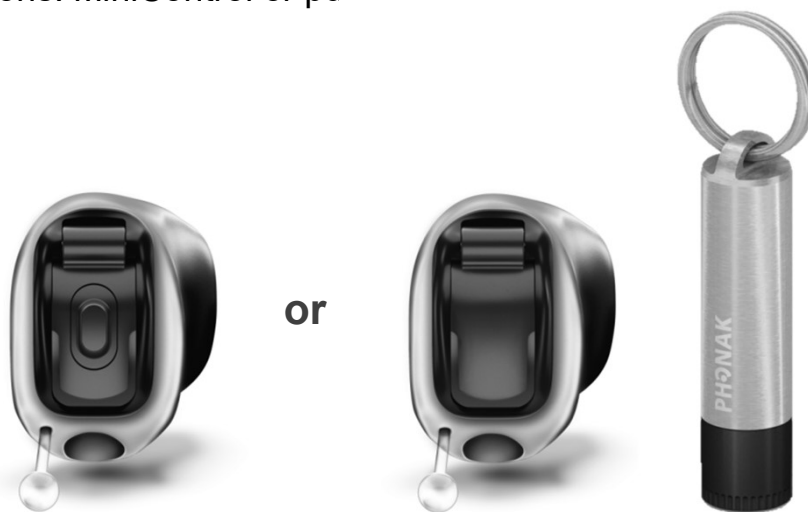
- ☐ SmartGuard
☐ Wax Buster
☐ HF3

- ☐ AOV-O Open – (occlusion reduction)

48

PHONAK
 life is on

Ordering options: MiniControl or push button



49

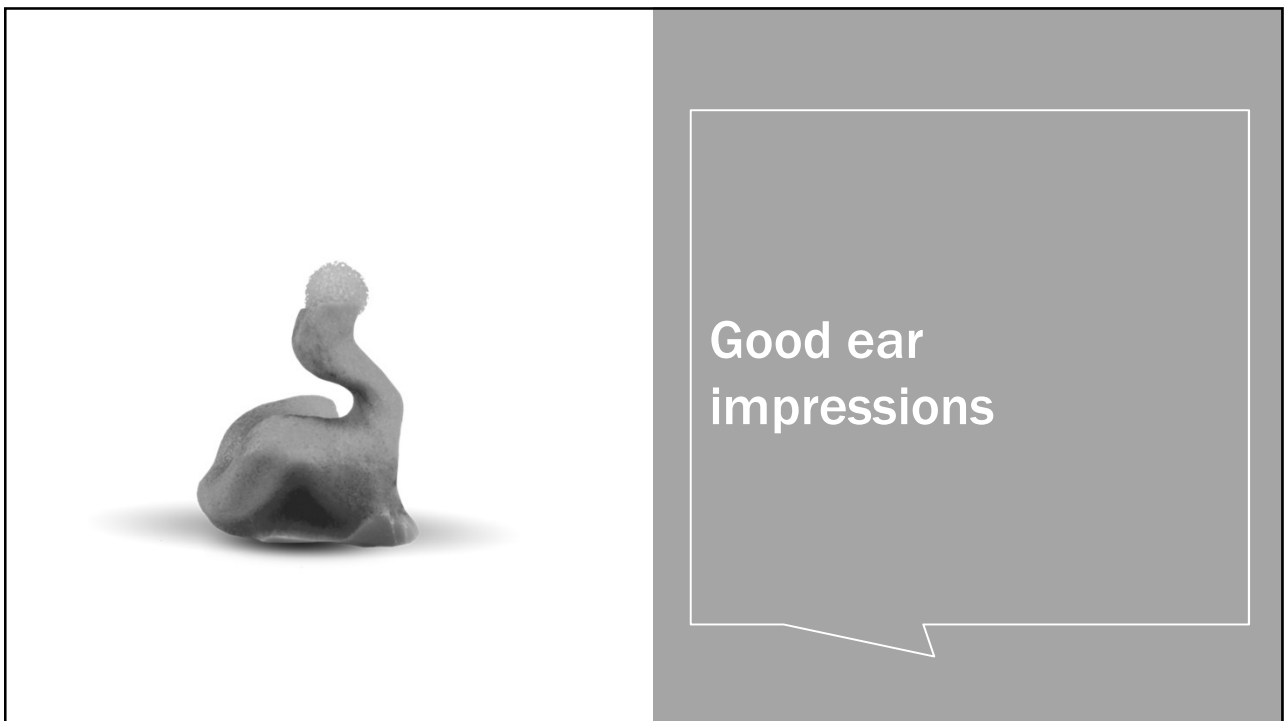
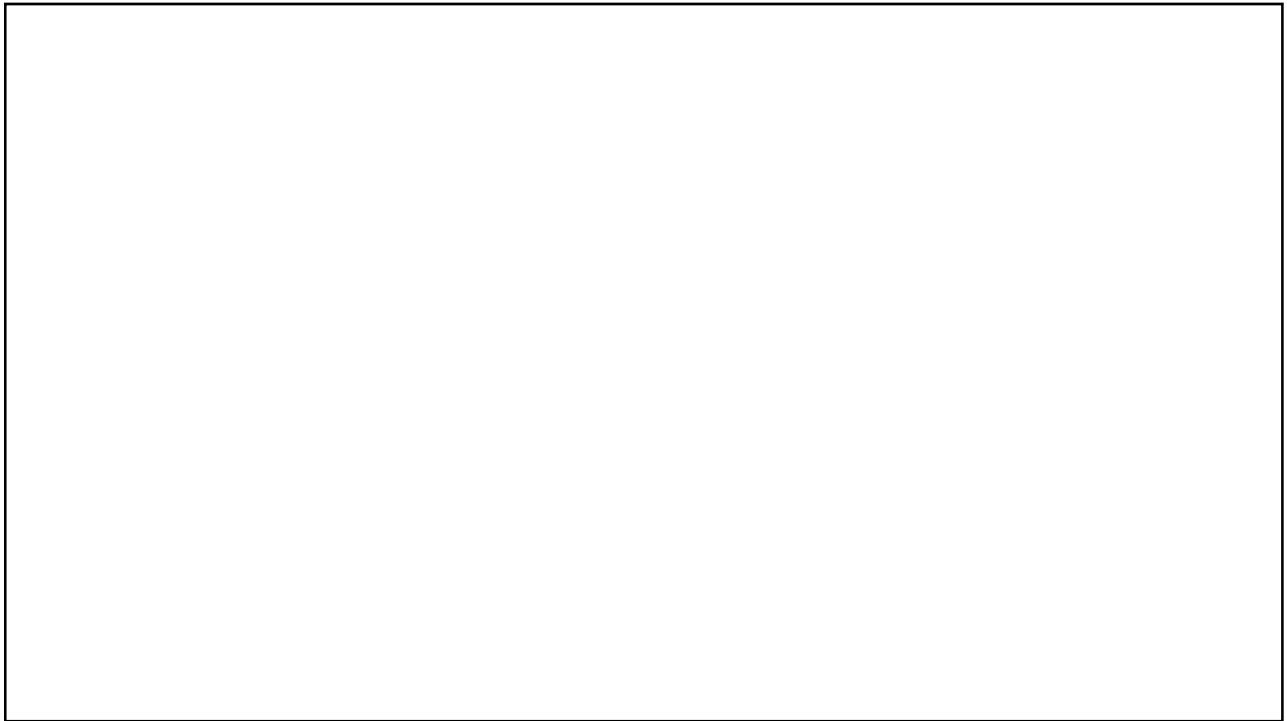
PHONAK
life is on

New packaging

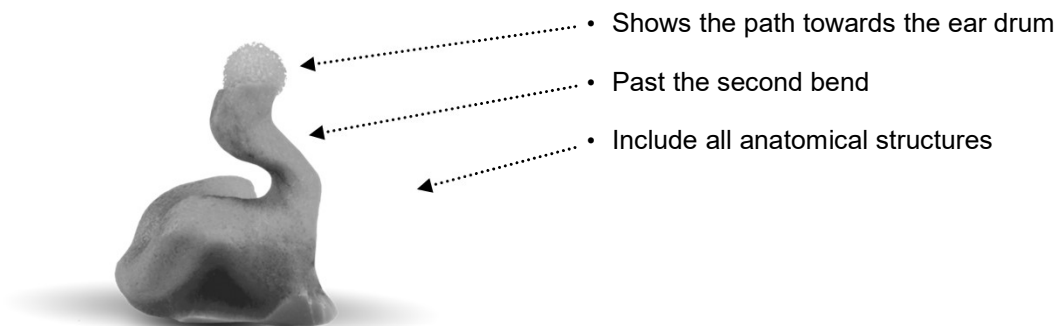


50

PHONAK
life is on



Good impressions



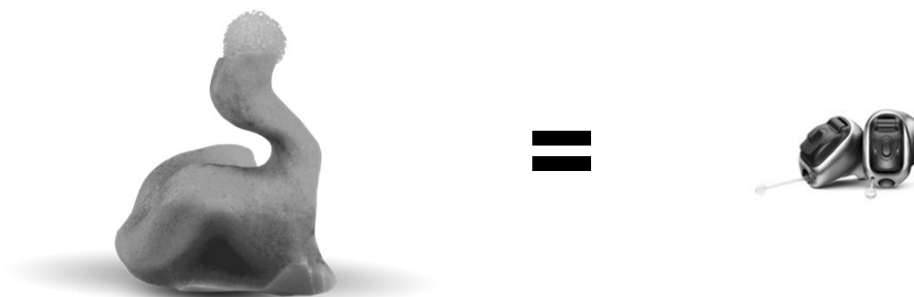
53

PHONAK
 life is on

Ear impressions: the starting point of customization

Better anatomical information
for modeling expert

More discreet and better fitting
custom products



54

PHONAK
 life is on



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

57

PHONAK
life is on

Deep canal impressions in the past

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

What have you tried?



58

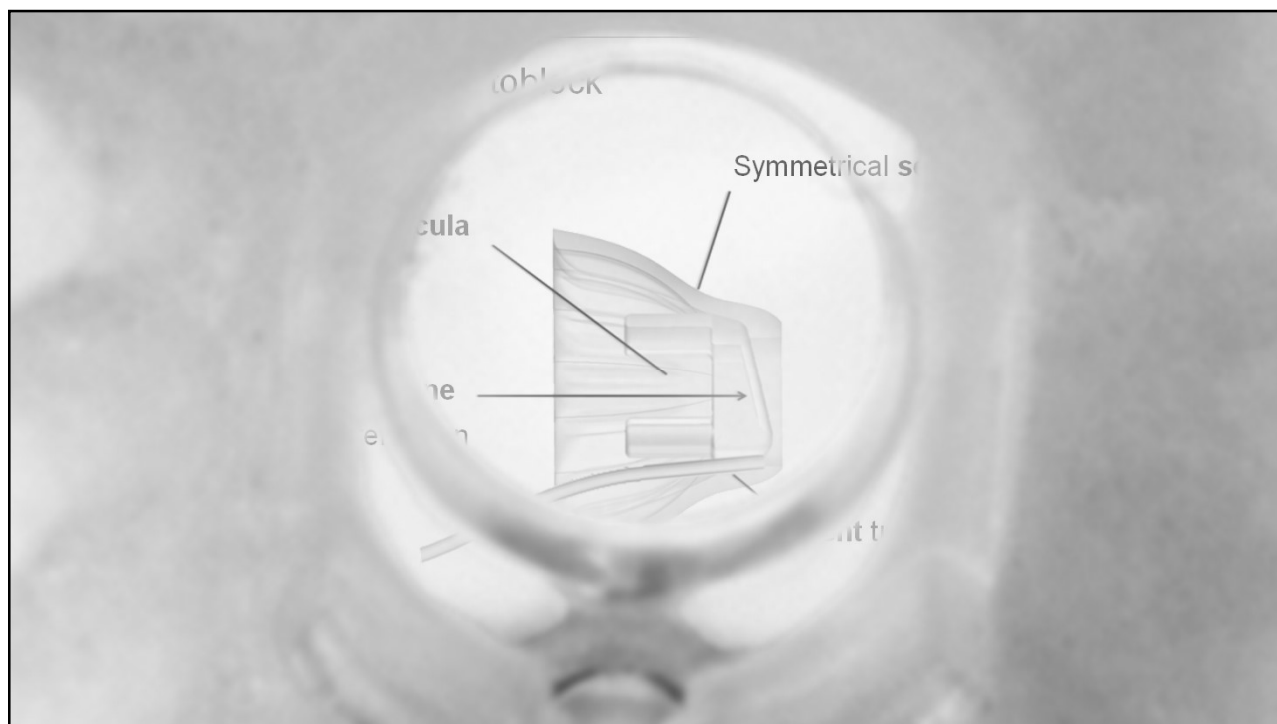
PHONAK
life is on



Characteristics of the EasyView Otoblock

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





EasyView Otoplasty 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)



63

PHONAK
life is on

Impression taking with EasyView

1. Select size (S, M, L)

2. Attach to speculum

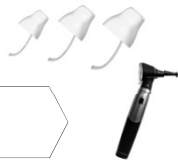


64

PHONAK
life is on

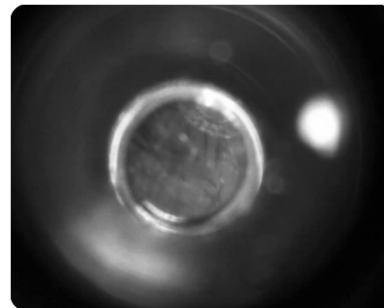
Impression taking with EasyView

1. Select size (S, M, L)



2. Attach to speculum

3. Place Easyview and check the seal



65

PHONAK
life is on

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



66

PHONAK
life is on

Recommendations

Material | **Otoform A softX**

Viscosity | **low**

Shore value | ≤ 25 shore A

Curing time | ≤ 4 min



67

PHONAK
life is on

Recommendations

Specula

Compatible with **all specula**

Ø 2.4-3 mm

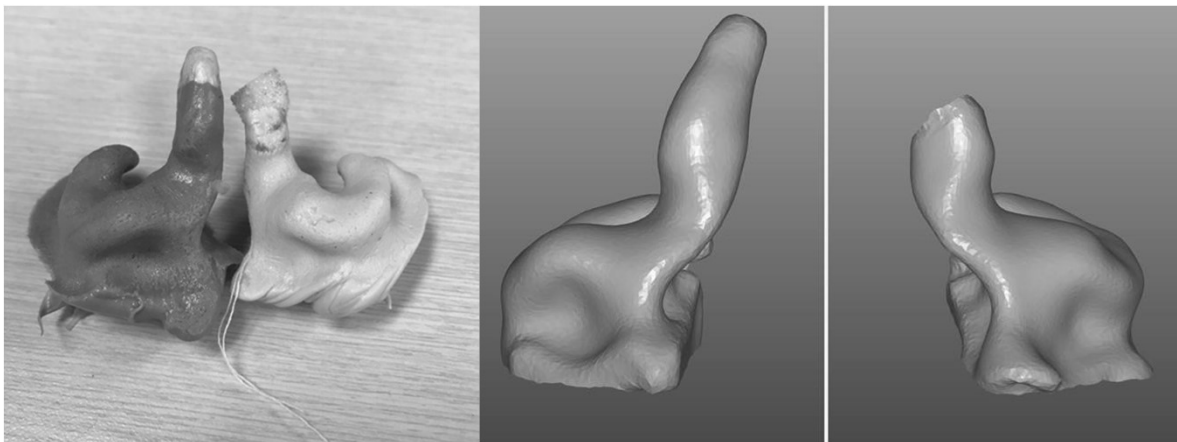
Best used with **pediatric** speculum



68

PHONAK
life is on

How much of a difference can EVOB make?



69

7/24/17

PHONAK
life is on

EasyView Otoplasty
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

71

PHONAK
life is on