

You Are the Ear Expert

Education & Training

Hear better. Live better.



@StarkeyHearing



Can you hear me?

If you are having technical problems, please stay logged on and call Audiology Online at 1-800-753-2160



This session is available for 1/1 CEU.

Must stay logged on for the full session.

Must successfully complete a short quiz.

Learning Objectives

After this course, participants will:

- Know what custom hearing aids utilize Acuity Immersion for improved spatial hearing
- Know the difference between passive and active hearing protection approaches and what options Starkey offers in both categories
- Know what options are available in the Tunz ear monitors and Bragi Dash Pro customized by Starkey

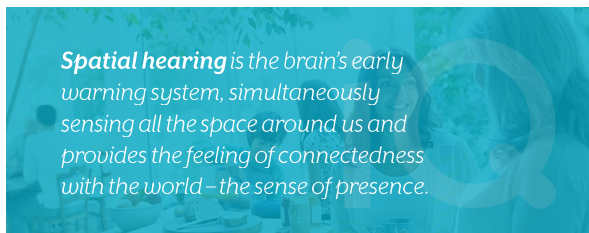


Our core service, better hearing

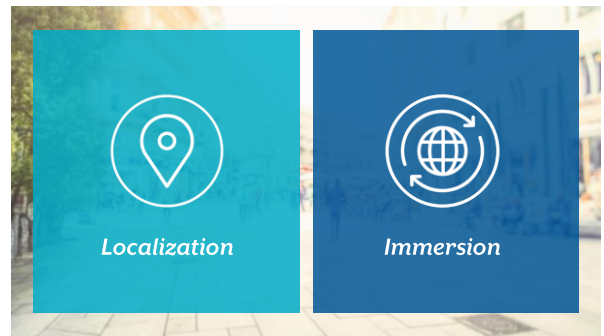


Give patients something they are **unable to get anywhere else...custom!**





Simon Carlile, Ph.D.
Vice President of Research
Starkey Hearing Technologies

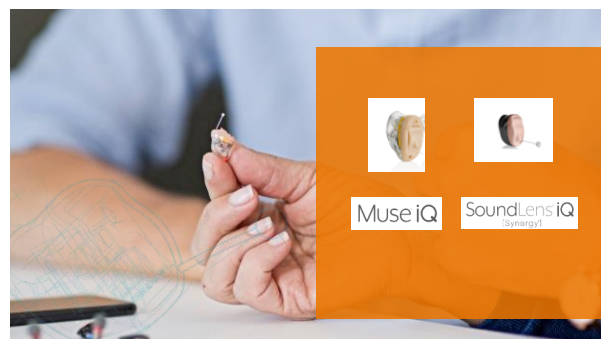


Perceptual Relearning

Over time the brain is able to use these newly perceptible spectral cues to **relearn spatial relationships** and restore the natural sense of presence



Carlile, S. (2014) Frontiers in Neuroscience



ACUITY IMMERSION preferred 4 to 1

in clinical trials over previous technology



For more information:

“A New Dimension in Hearing” recorded course available now on Audiology Online

Muse iQ

SoundLens iQ
[Synergy]

Halo iQ



Hearing Protection

Hearing Conservation
Hearing Protection Devices
Noise Attenuation Earmolds
SoundGear

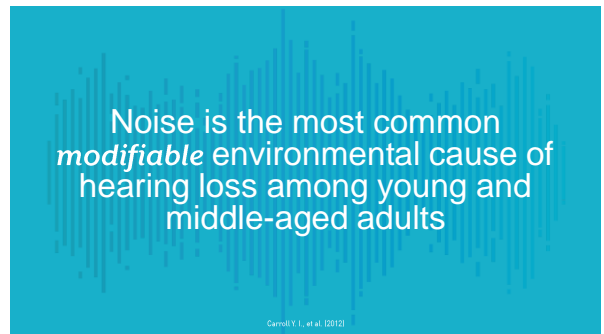
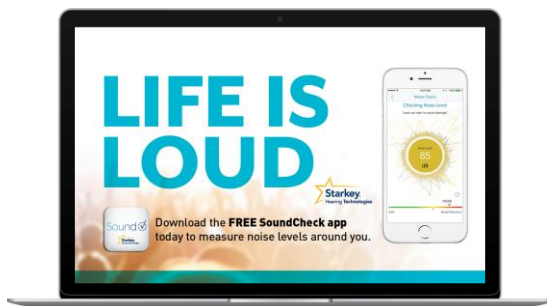
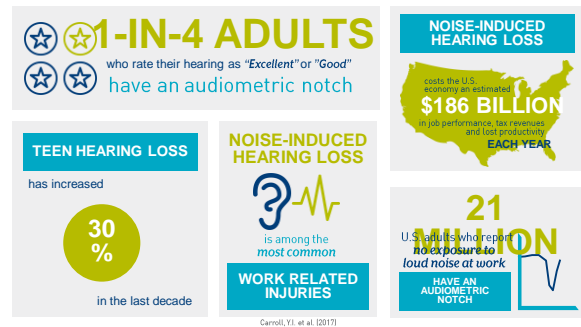


1 IN 4 ADULTS

in the U.S., under 70 years show signs of noise induced hearing loss



Carroll, Y.I. et al. (2017)



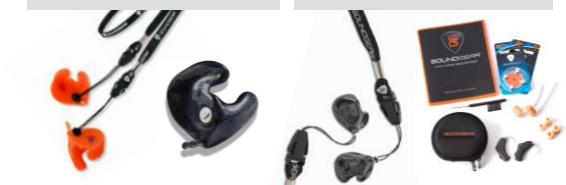
Hearing Protection Devices

Noise Attenuation Earmolds

SoundGear

PASSIVE

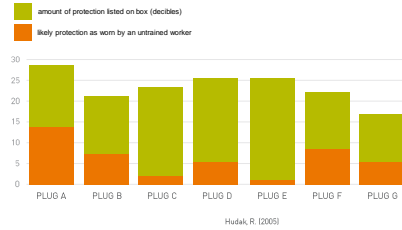
ACTIVE (ELECTRONIC)





Why Custom?

Earplugs are rarely worn effectively



Noise Attenuation Earmolds

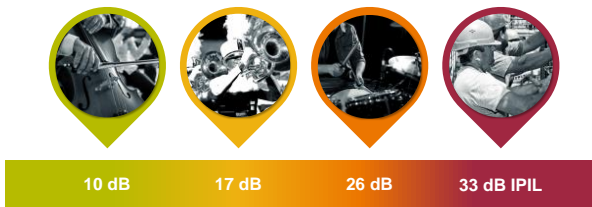
Custom	Custom Mini Filtered Earplugs
	Custom Solid Earplug
Universal Fit	Universal Fit Filtered Earplug
	Universal Fit Solid Earplug



Custom Mini Filtered Earplug

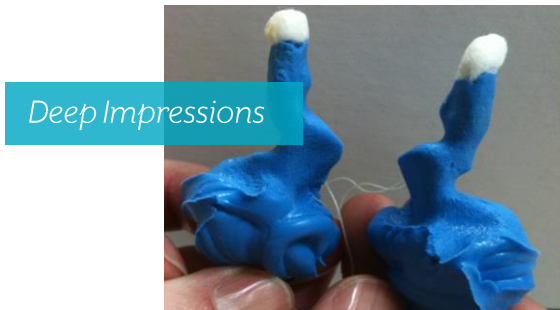


Filters



For **more** than musicians!





Custom Solid Earplug



Recreational or Occupational

NRR: 27dB

Outstanding Noise Protection



Universal Fit Earplugs

Filtered



Solid



SoundGear



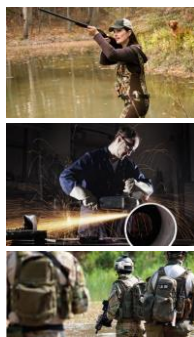
Electronic Protection



Automatic
Noise Suppression



Sound Enhancement



SoundGear Styles

SoundGear
Custom ITE

SoundGear
BTE

SoundGear
Instant Fit



SoundGear Custom ITE

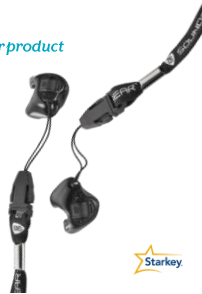
Flagship product and most purchased SoundGear product

NRR: 24 dB

Fixed 95/30 matrix

Technology levels

PLATINUM	SILVER
Volume Control Multiple Digital Listening Modes Normal, HF Boost, Mute	Volume Control 1 Digital Listening Mode Normal



SoundGear BTE

NRR: 26-29 dB

Fixed 95/30 matrix

Technology levels

PLATINUM	SILVER
Volume Control Multiple Digital Listening Modes Normal, HF Boost, Mute	Volume Control 2 Digital Listening Modes Normal, Mute



SoundGear Instant Fit

NRR: 25 dB

RECREATIONAL MODEL	INDUSTRIAL MODEL
Fixed 93/15 matrix Ideal for hunters & shooters, military personnel and tactical	Fixed 80/8 matrix Ideal for industrial workers



Hearing Protection



Personal Audio



Beyond
the Hearing Aid

Ear Health



The Dash Pro



Community Outreach



Personal Audio

Tunz
EarPod Custom Silicon Sleeves



Tunz

2 MODELS



Custom Stage Monitors



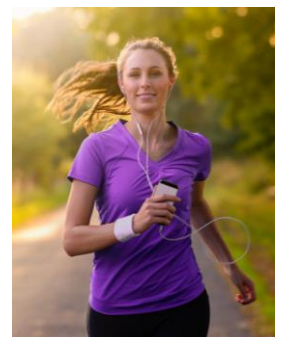
Custom Audio Monitors



Superior Sound Quality



Comfortable Fit



Tunz Custom Stage Monitors

Ideal for musicians



Tunz Duo S
Entry level, singers



Tunz Trio
Keyboard players, singers



Tunz Trio B
Guitar/bass players



Tunz Trio XB
Drummer/bass players
EXTRA BOOST OF BASS



Tunz Custom Audio Monitors

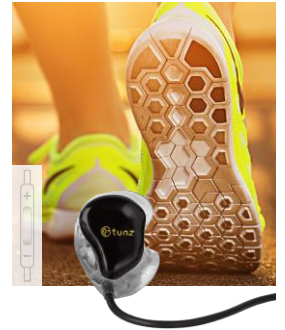
Ideal for audio or fitness enthusiasts



Tunz Solo
Single receiver



Tunz Duo
Dual receiver
FULLER, MORE ROBUST SOUND



EarPod Custom Silicon Sleeves

Attach to existing headphones for enhanced comfort and retention



iPhone 5 or newer EarPods



AirPods



Hearing Protection



Personal Audio



Ear Health



The Dash Pro



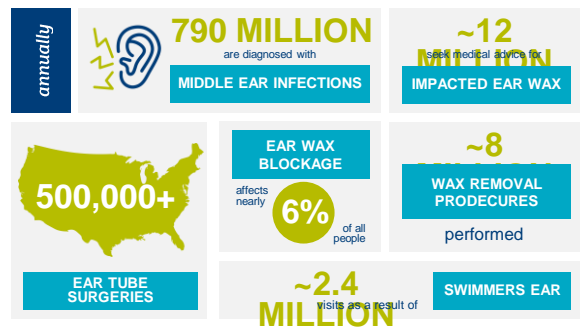
Beyond
the Hearing Aid

Community Outreach



Ear Health

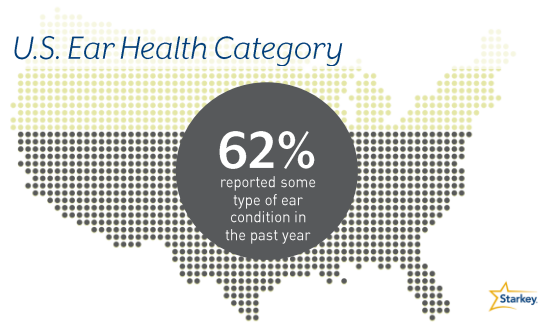
Ear Health Problems
Product Types



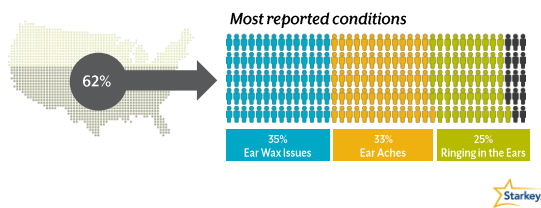
U.S. Ear Health Category



U.S. Ear Health Category



U.S. Ear Health Category



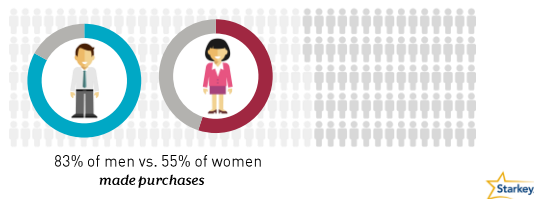
U.S. Ear Health Category

Of those with ear conditions:



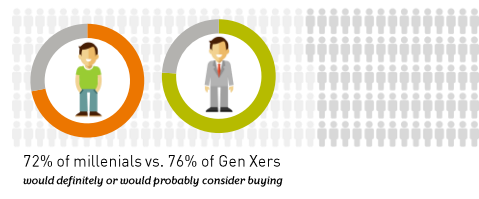
U.S. Ear Health Category

Of those with ear conditions:



U.S. Ear Health Category

Of those with ear conditions:



Why?



Start a conversation with consumers in the early stages of their hearing journey



Hope to *reduce the time* an individual waits to address their hearing loss



Educate consumers on hearing loss



Professionals already recommend these products – now they *can sell them*



Product Types



Ear Drops

Ear Plugs



Ear Ache

Drops

Temporarily relieves the symptoms of *fever, pain, throbbing, irritability and sleeplessness* associated with earaches after diagnosis by a physician.

Relieves common *pain and itching*.



Ear Drying

Drops

Dries water in the ears and relieves water-clogged ears after:

- Swimming
- Showering
- Bathing
- Washing the hair



Ear Wax

Removal Drops

For occasional use as an aid to *soften, loosen, and remove* excessive ear wax

All Natural Drops have Olive Oil and Vitamin E



MiraCell

Comfort Ear Drops

For dry, irritated, itching ears

Helps relieve

dryness, tenderness, itching and irritation

*Stops itch fast
Softens ear wax (moisturizes)
Helps soothe irritations and sores
Eases hearing aid insertion*



Ear Plugs



Informational Package Insert

A package insert is included with every product



Includes information on *hearing loss awareness*



Promotes the full line of SHT *ear health products*



Directs consumers to earhealth.starkey.com



"If you or someone you care about needs hearing help, call 888-929-7865, and we can refer you to a trusted hearing professional"



earhealth.starkey.com

Product/packaging reference

- Drug facts
- Directions
- Warnings
- Images

Educational content

- Healthy hearing tips
- Hearing test
- How hearing works
- Hearing protection



Display Pack(s)



Hearing Protection



Personal Audio



Beyond
the Hearing Aid

Ear Health



Community Outreach

The Dash Pro



The Dash Pro

*tailored by
Starkey Hearing Technologies*

BRAGI
The Dash Pro
Features
Order Process

BRAGI



Brought the first hearable to market



Record-setting
Kickstarter
campaign



Introduced the Dash
in 2014



A partnership
was born

\$260,000 in 2 days
\$3,400,000 in 2 months



Bragi video

The Dash ^{PRO}

Tailored by Starkey®
Hearing Technologies



Listen. Track. Communicate.



One-touch stand alone music player



Live sports assistant



Smartphone companion



Listen. Track. Communicate.

In-ear combination of



Wireless
Headphones



Music
Player



Bluetooth
Headset



Fitness Tracker
& Personal Coach



Real-Time
Heart Monitor




I am the Dash video

Features




Features: Listen.



- Audiophile quality components
- Extended bass range and clarity in the highs
- 4 GB storage or 1,000 songs
- Embedded music player
 - Navigate via touch controls
 - No mobile device required
- Music streaming




Features: Track.



- Monitors heart rate, steps, calories, duration, and more
- Real-time voice feedback
- Activities supported:
 - Running
 - Cycling
 - Swimming








Features: Communicate.



- Audio Transparency
 - Microphone on each faceplate
 - Environmental awareness
- Telephone audio in both ears
- Gestures to answer/decline calls



Bragi Mobile App

-  Adjust volume & audio transparency
-  Adjust settings
-  Fitness tracking
-  User controls guide
-  Video tutorials



The Bragi Consumer

Age 30+
Very active
Tech-savvy
Typically affluent
Fitness is a lifestyle rather than occasional hobby

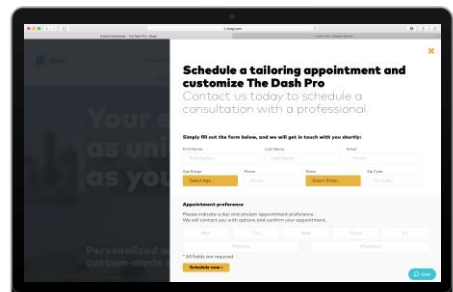
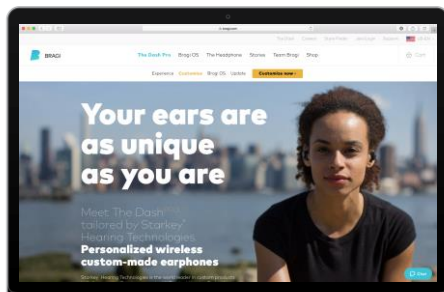
New type of consumer at your doorstep



How do they find you?

www.bragi.com

21,000 VISITORS PER DAY



How It Works: Consumers



Consumers select "Customize Now" on Bragi.com

Contact form is completed

Our call center contacts consumer and local Starkey provider

Appointment for impressions is set



How It Works: Professionals

Impressions are taken

Offer free hearing screening

Offer optional referral forms

Place order in eStore and send in impressions

Starkey ships directly to office

Schedule delivery



Community Outreach: Purpose



Increase visibility
in the community



Meet new
potential patients



Improve awareness
about hearing
healthcare



Position yourself as
your community's ear
expert



Recommendations

In Advance



Download our Health
Fair & Community
Events Program Guide



Find events and contact
organizers to reserve
your spot



Social Media



YOU are the Ear Expert!



@StarkeyHearing

