Virto™ B-Titanium and the New Titanium Fit Guide
The smallest custom product from Phonak got even more discreet

Learning Objectives

- Participants will be able to discuss the new Virto B-Titanium features and options.
- Participants will be able to describe the benefits of the Titanium FitGuide.
- Participants will be able to summarize the insertion steps for the Titanium FitGuide.
62% prefer invisibility
The challenge: make the discreet even more discreet

The challenge with impressions

Ear impressions are **static**
but ear canals are **flexible**
How can we overcome this?

Introducing the Titanium FitGuide

Indicates how deep a Virto B-Titanium can be placed comfortably
Introducing the Titanium FitGuide

Taking this **flexibility** into account enables **deeper fitting** and **more discreet** hearing aids.

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**What are the benefits?**

The new Titanium FitGuide gives more than **50%** of people a deeper fitting **Virto B-Titanium** by an average of **2.5 mm**.
Benefits explained: results from study at PARC

**Improvement in depth with Titanium FitGuide**
(compared to standard modeling)

2.9 mm average

Benefits explained: Results from Validation
Subjects

- 15 subjects included in the study
  - 10 male
  - 5 female
  - Average age 70 with range of 52-82 years
  - 6 new hearing aid users
  - 9 experienced hearing aid users

Results: Comfort

Wearing comfort in general; P-receiver only

Handling of insertion; P-receiver only
Results: Comfort Cont’d:

Wear test device for at least 8 h w/o discomfort? P-rec

Speech Understanding

Speech intelligibility in %

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Extra Retention

Benefits of Titanium FitGuide

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Benefits of Titanium FitGuide

Before TFG

After TFG

Benefits of Titanium FitGuide

Before TFG
(ITC, cant build)

After TFG
(CIC/IIC)

4 mm deeper with TFG
Benefits for everyone!

For your **patients** it is the difference between **discreet** and **super discreet**.

For you this could be the difference between a **sale** and a **return**.

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Benefits for everyone!

<table>
<thead>
<tr>
<th>Benefits of the Titanium FitGuide for you</th>
<th>Benefits of the Titanium FitGuide for your patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Patients get the discreet devices they want</td>
<td>• Smaller, more discreet devices</td>
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<tr>
<td>• Smaller, more discreet devices</td>
<td>• In-office indicator of visibility</td>
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<tr>
<td>• Determine IIC candidacy</td>
<td>• Feel for depth of hearing aid</td>
</tr>
<tr>
<td>• Assess tolerance of deep fitting</td>
<td>• Expectation and ownership of comfort</td>
</tr>
<tr>
<td>• Expectation management for patients before order</td>
<td>• Confident purchase</td>
</tr>
<tr>
<td>• Potentially less trouble with comfort and remakes</td>
<td>• Confident purchase</td>
</tr>
</tbody>
</table>

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[Continued]
Which patient can benefit most from the Titanium FitGuide?

1. New users with a priority on size
2. Stenotic canals
3. Very soft ear texture
4. All existing users who want a more discreet solution

How to use the Titanium FitGuide
Introducing the new even more discreet Phonak Virto™ B-Titanium

What else is new?

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Additional new features: You asked and we listened.

- 2 additional module colors
- New vent options and cleaning tool
- Optional shell surface for Extra Retention
- Biometric Calibration

What else makes the Virto B-Titanium so small?
The patented EasyView Otoblock (EVOB)

- Transparent lens at the end that allows for full visualization during the entire placement
- Vented for comfort
- EVOB comes in three sizes for adults and non-surgical ears

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EasyView Otoblock

6 mm longer on average!

Impression length improvement due to EasyView Otoblock in mm (N=22)

Virto B: a broad and innovative portfolio

<table>
<thead>
<tr>
<th>Titanium</th>
<th>B-10 NW O</th>
<th>B-312 NW O</th>
<th>B-10 O</th>
<th>B-10</th>
<th>B-312</th>
<th>B-13</th>
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</table>

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[Image of partnership logo]
Take home messages

- The new Virto B-Titanium is more discreet than ever
- New features to customize even more
- Titanium FitGuide + EasyView Otoblock = discreet Virto B-Titanium

Take home messages

- EasyView Otoblock
- Titanium FitGuide (TFG)
- Most discreet Virto B-Titanium
Optional shell surface for Extra Retention

Biometric Calibration

Additional module colors

New vent options and cleaning tool

Together, we change lives

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