

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.

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62% prefer invisibility

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Khorr, H. (2016) Sonova B2C Segmentation 2016, #669 N=2506, USA, GER, FRA, CHN

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**The challenge:
make the discreet even more
discreet**

The challenge with impressions

Ear impressions are **static**
but ear canals are **flexible**



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How can we overcome this?

Introducing the Titanium FitGuide

Indicates **how deep** a
Virtu B-Titanium can be
placed **comfortably**



Introducing the Titanium FitGuide

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

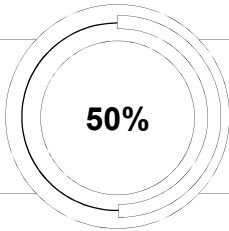


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What are the benefits?



The new Titanium FitGuide gives more than **50%** of people
a deeper fitting Virto B-Titanium
by an average of **2.5 mm**



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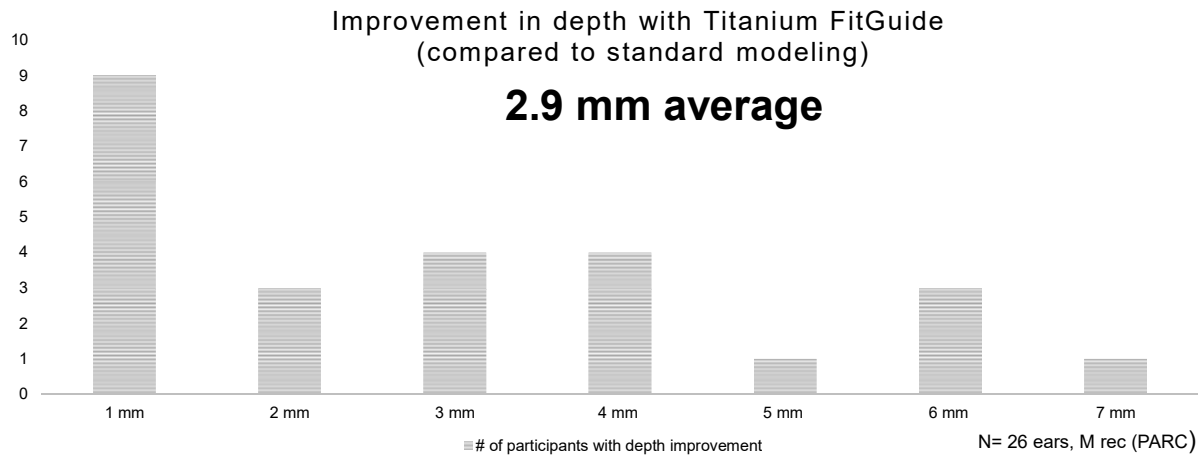
27/08/2018 Phonak Field Study News expected June 2018

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Benefits explained: results from study at PARC



11 27/08/2018 Phonak Field Study News expected June 2018

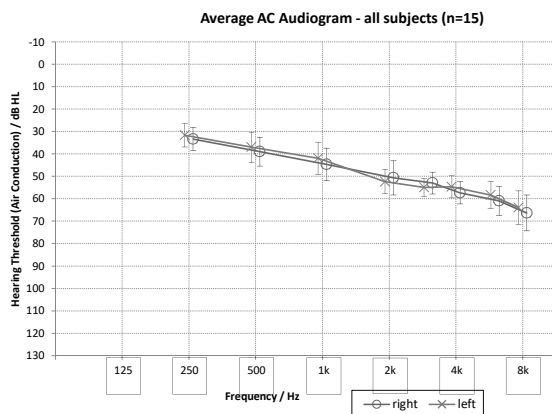
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Benefits explained: Results from Validation

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Subjects

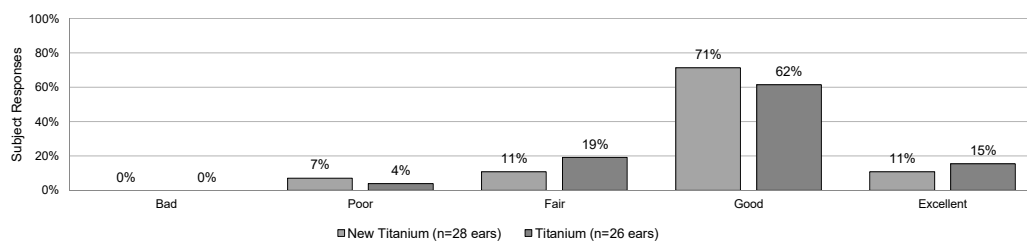


- 15 subjects included in the study
 - 10 male
 - 5 female
 - Average age 70 with range of 52-82 years
 - 6 new hearing aid users
 - 9 experienced hearing aid users

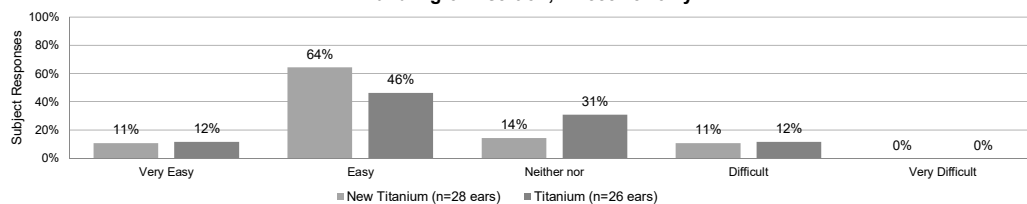
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Results: Comfort

Wearing comfort in general; P-receiver only



Handling of insertion; P-receiver only

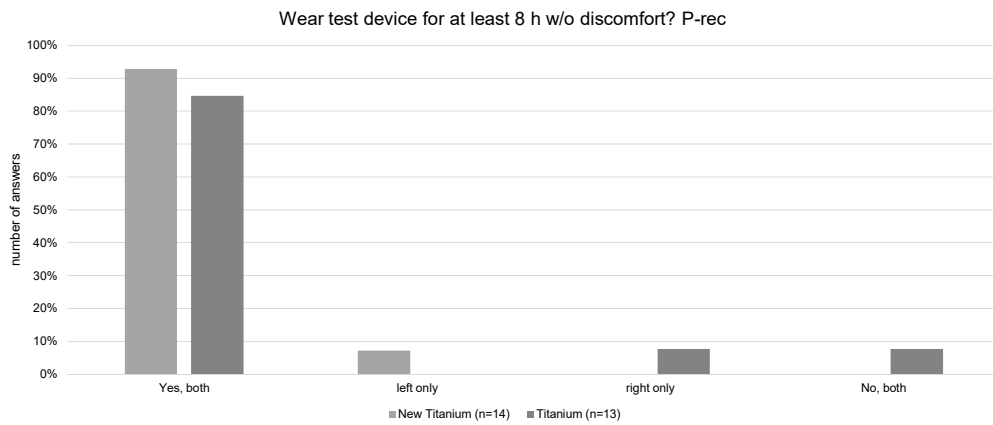


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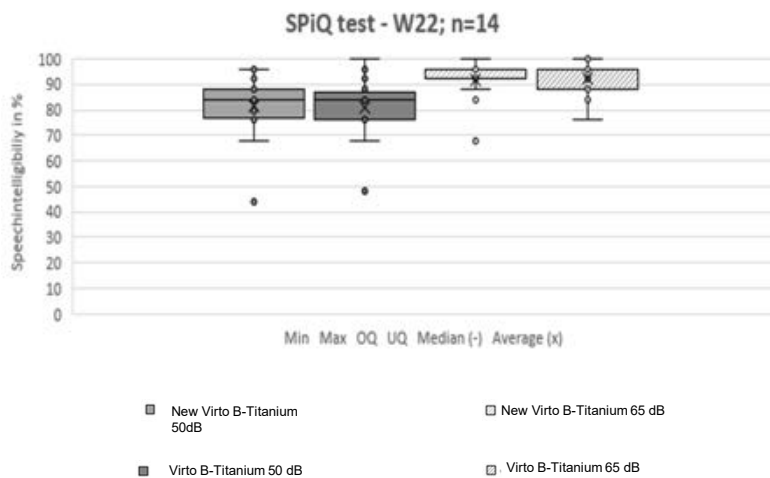
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Results: Comfort Cont'd:



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Speech Understanding

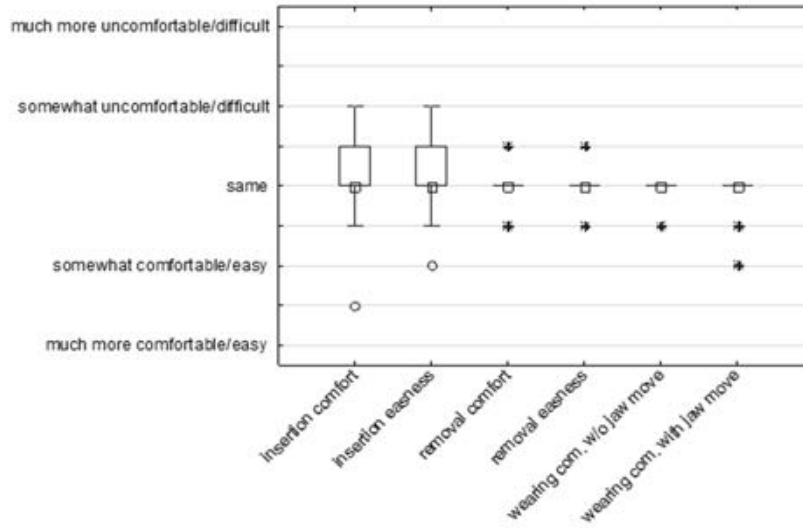


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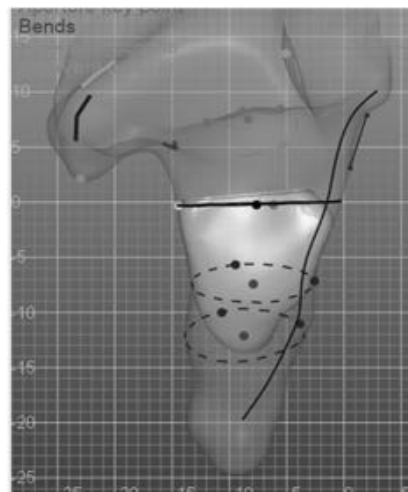
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Extra Retention

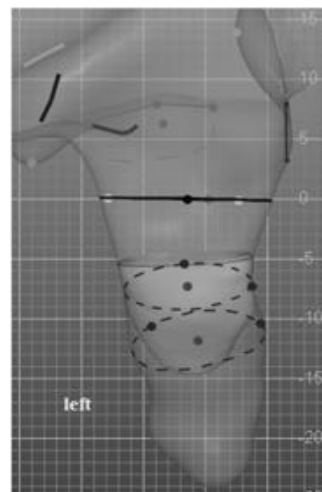


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Benefits of Titanium FitGuide



Before TFG



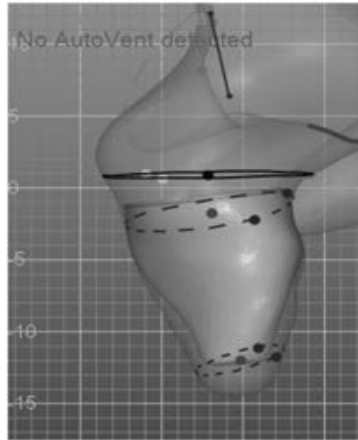
After TFG

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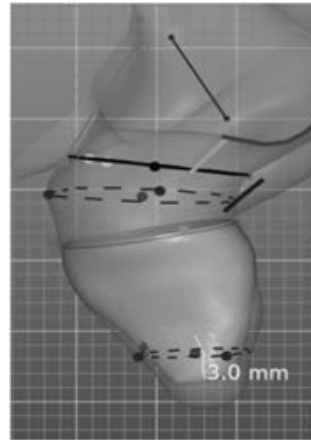
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Benefits of Titanium FitGuide



Before TFG

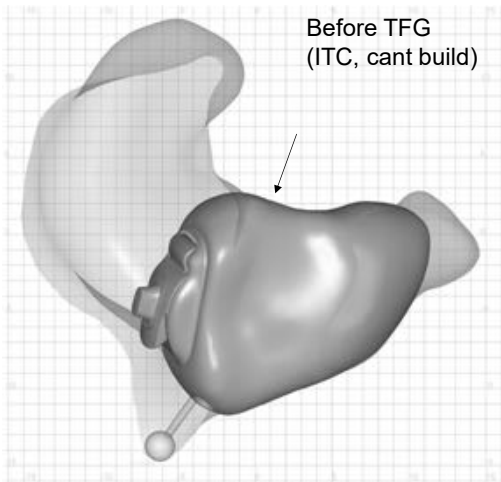


After TFG

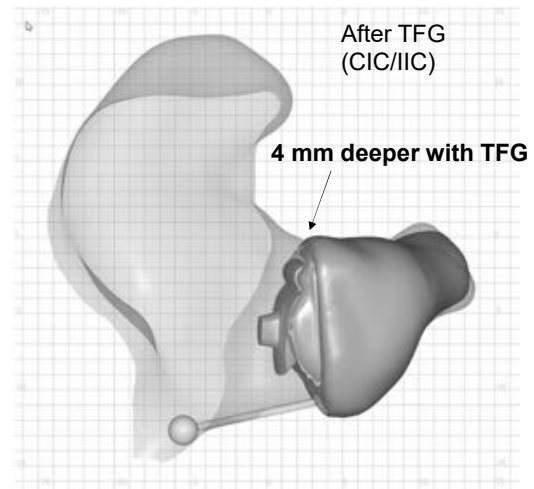
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Benefits of Titanium FitGuide



Before TFG
(ITC, cant build)



After TFG
(CIC/IIC)

4 mm deeper with TFG

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20 27/08/2018 Rapid Shell Modelling outcomes on same impression: before (standard VBT modelling, no TFG) and after (new VBT with TFG), IIC definition is lateral plane beyond the first bend.

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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!



- Patients get the discreet devices they want

- Determine IIC candidacy
- Assess tolerance of deep fitting
- Expectation management for patients before order

- Confident recommendations
- Potentially less trouble with comfort and remakes

Benefits of the Titanium FitGuide
for you

- Smaller, more discreet devices

- In-office indicator of visibility
- Feel for depth of hearing aid
- Expectation and ownership of comfort

- Confident purchase

Benefits of the Titanium FitGuide
for your patients



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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



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How to use the Titanium FitGuide

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Introducing the new even more discreet Phonak Virto™ B-Titanium



reddot award 2018
winner



What else is new?

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Additional new features: You asked and we listened.



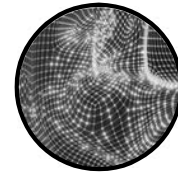
2 additional
module colors



New vent options
and cleaning tool



Optional shell
surface for
Extra Retention



Biometric
Calibration

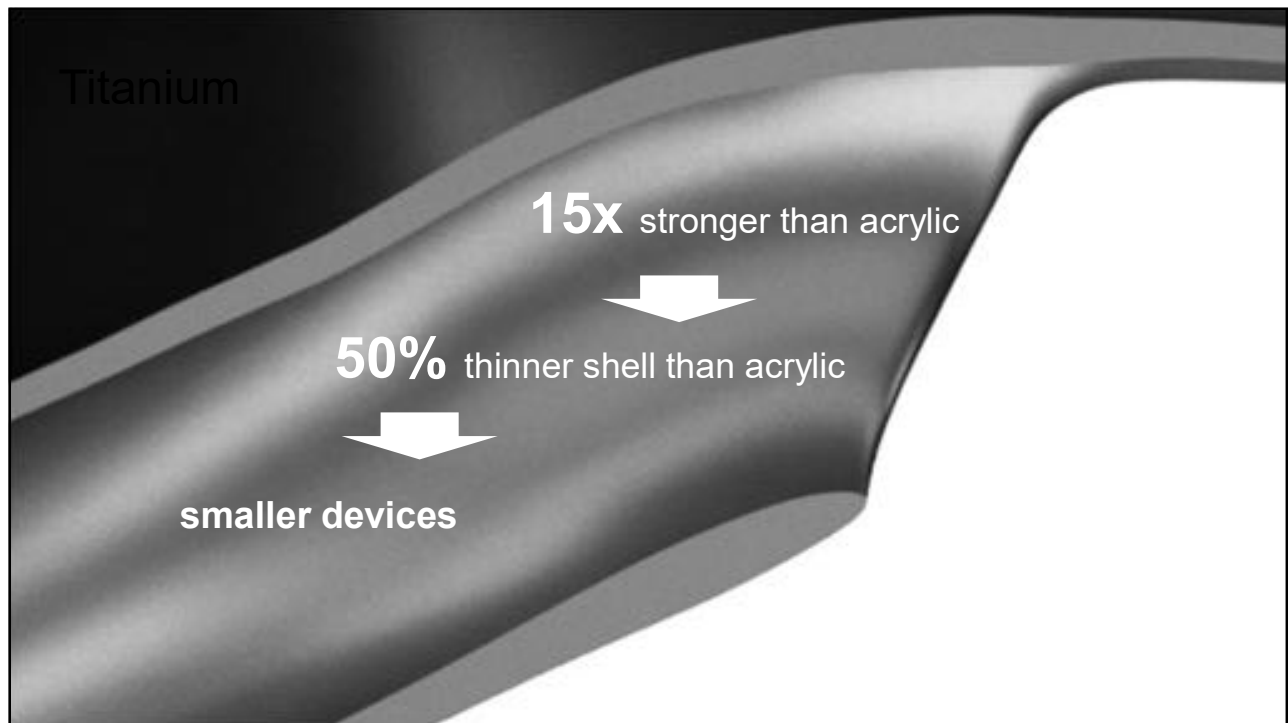
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**What else makes the
Virto B-Titanium so small?**

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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



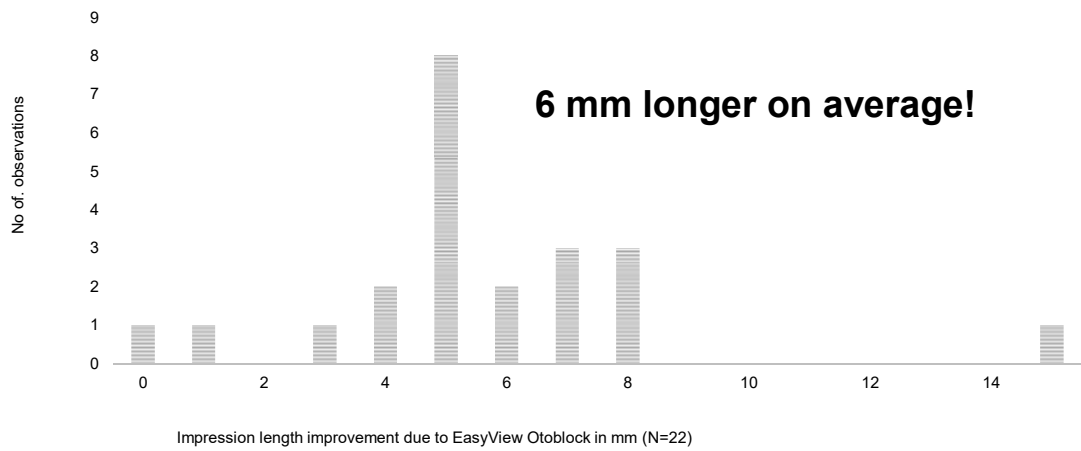
reddot award 2018
winner

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EasyView Otoblock



31 27/08/2018 Schwarzlos Sooprayen, J. (2017). Phonak Field Study News: Deeper ear impressions with EasyView Otoblock

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Virto B: a broad and innovative portfolio

Titanium	B-10 NW O	B-312 NW O	B-10 O	B-10	B-312	B-13

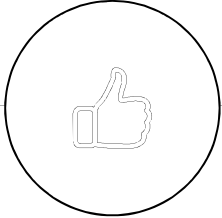
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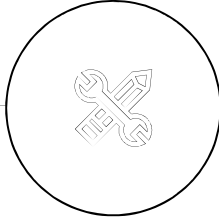
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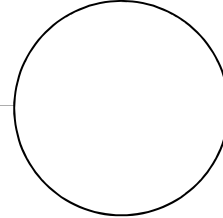
Take home messages



The new Virto B-Titanium is
more discreet
than ever



New features to customize
even more



Titanium FitGuide
+ EasyView Otoblock
= discreet Virto B-Titanium

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Take home messages



EasyView
Otoblock

+



Titanium
FitGuide (TFG)

=

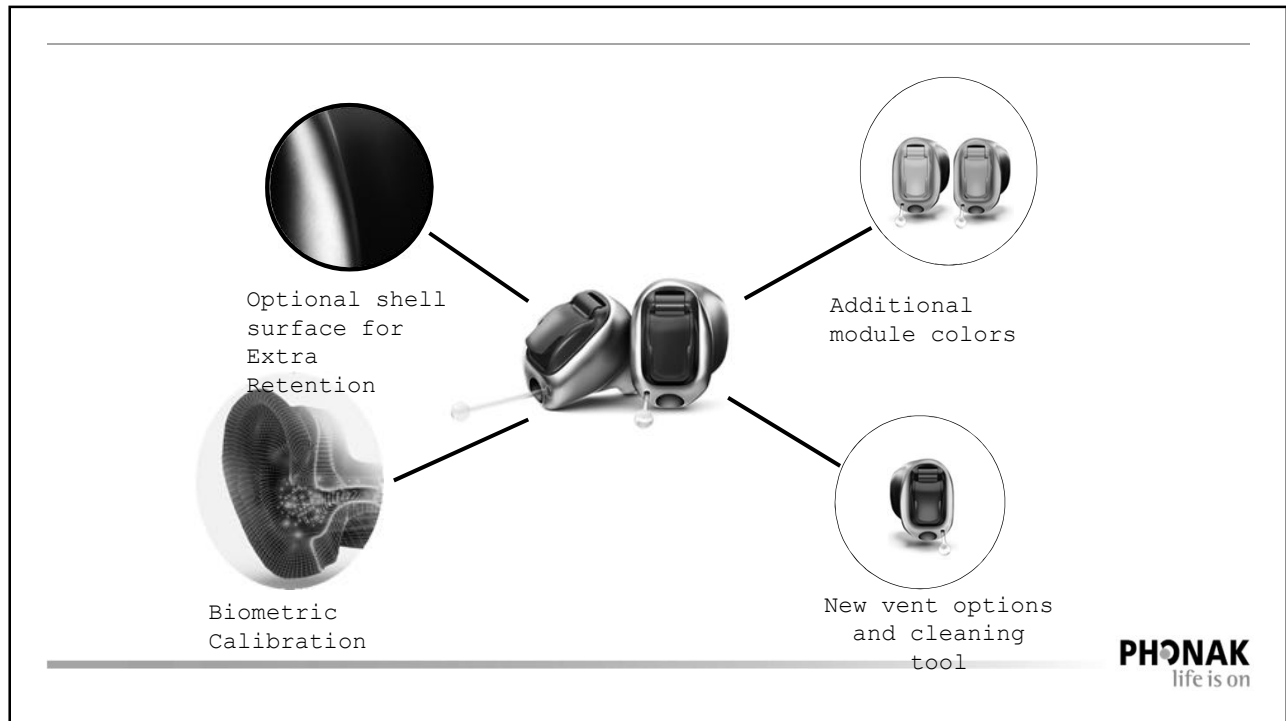


Most discreet Virto
B-Titanium

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**Together,
we change lives**

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