

Phonak Belong: a Portfolio of Perfect Solutions



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Phonak Clinical Trainer
Pacific Northwest

A Sonova brand

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Introductions & Disclosures



- Clinical Trainer for Phonak since August 2016
 - Representative of Phonak and am paid a salary to be here
- B.S. from University of New Hampshire, 2003
- Au.D from Northeastern University, 2010
 - Loved language & language acquisition
 - Speech perception lab @ NEU

Phonak to me:

- Constant learning
- Never bored!
- Community of passionate people/friends who love what they do

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Learning Outcomes

1. Participants will be able to identify which solutions would be best for their patients needing streaming and hands-free calls.
2. Participants will be able to identify appropriate solutions for their patients who are prioritizing convenience.
3. Participants will be able to identify appropriate solutions for their patients who prioritize hearing in background noise and over distance.

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Agenda

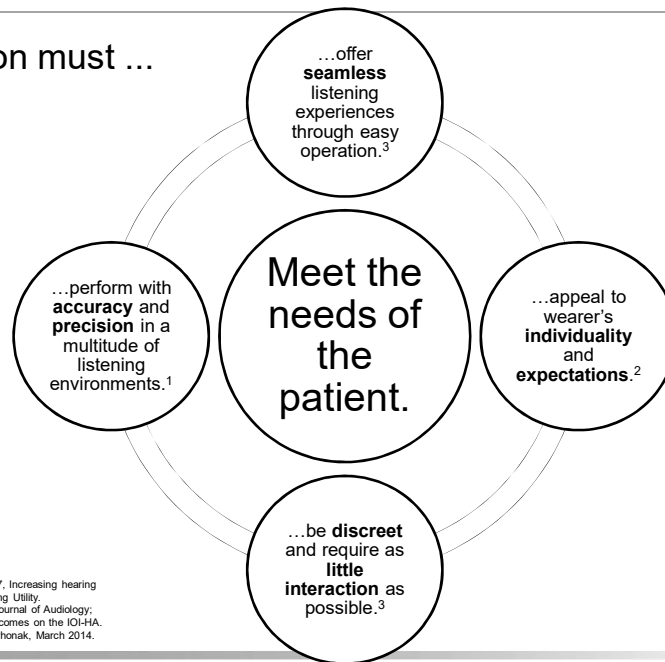
- 1) Uncovering Patient Needs
- 2) Portfolio of Products Based on Patient Priority
 - Tips and Tricks
- 3) Relating Benefits to Patient Lifestyle

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A hearing solution must ...



1. Kochkin S. The Hearing Journal, November 2007, Increasing hearing aid adoption through Multiple Environmental Listening Utility.
2. Hickson L, Clutterbuck S, Kahn A; International Journal of Audiology; 2010, Factors associated with hearing aid fitting outcomes on the IOI-HA.
3. Consumer needs survey, n =1800, March 2014 Phonak, March 2014.

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Features vs. Benefits

fea*ture /fēCHər/:

noun A distinct attribute or aspect of something

ben*e*fit /benəfit/:

noun An advantage or profit gained from something

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How do we inspire patient behavior?

- Your journey begins from the first time you interact with a patient
- Provide information throughout the entire process
 - In case someone is too nervous to ask or still not sure yet
 - Materials available for them to take home
- Make the appointment a conversation
 - Ask questions often
 - Observe body language
- What role does family play in the hearing journey?

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Open Ended Questions

- Get more than a 2-word answer
- Start / continue a conversation
- Uncover the *real* reason they are in your office

Question starters:

How | Why | What | Tell me | Describe

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What can I say?

~~Do you go out on weekends? Yes.~~

How do you spend your weekends?

~~Do you spend a lot of time in noisy situations? No.~~

Tell me what you do outside of the house.

– What's it like in those situations?

~~Do you think you have a hearing loss? Maybe.~~

Describe your hearing – what works well and what are areas you would like to improve?

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If someone is looking for...

Convenience

- Confidence – no unexpected power loss
- No battery hassle
- Easy to charge and use

Audéo B-R



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Phonak Lithium-ion The industry standard in rechargeability

- Safe, well-known battery technology used in many consumer electronic devices
- No memory effect, can charge at any time
- Tested to last 6+ years



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Phonak Lithium-ion The elegant rechargeable solution

- Fully integrated in the hearing aid
- No battery doors to open or allow moisture/debris inside
- No 3rd party after-market parts
- No yearly battery changes required



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Lasts Longer

Full day of hearing with unlimited streaming

Lab testing indicates battery capacity up to **36 hours** of use
Includes unlimited streaming

Battery lasts the **lifetime** of the hearing aid
Battery replaced under HI warranty or with standard repair charge

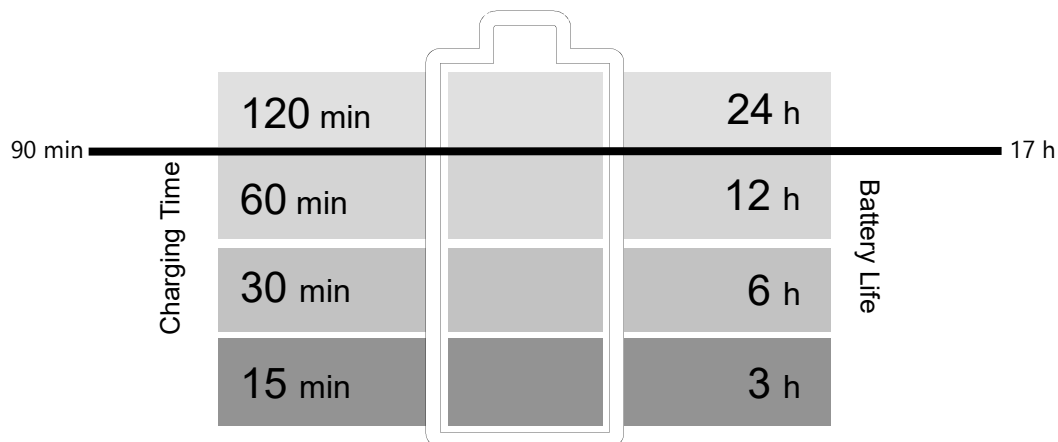
No need for yearly battery exchange
Accelerated capacity lab testing shows battery tested to last 6 years



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Charges Faster

Full day of hearing in 90 minutes



98% of patients wear their hearing aids 17h or less each day

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More Reliable Integrated battery increases reliability



Repairs due to moisture

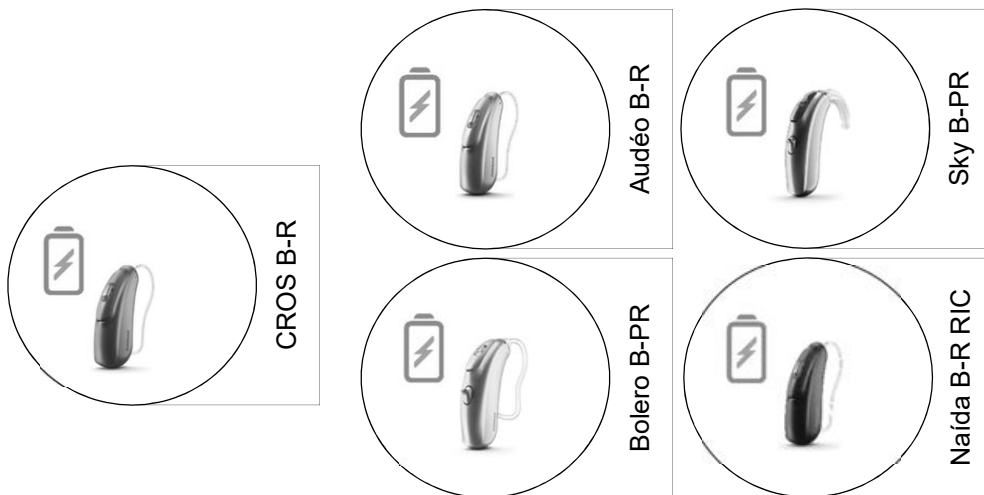
Standard battery products: 8.3 in 50 devices

Rechargeable products: 0.9 in 50 devices

Enjoy peace of mind for you and your patients with Phonak lithium-ion rechargeable products

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The Phonak Lithium-Ion Rechargeable Family A complete portfolio for all your patients



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The proven performance of Phonak CROS
Now rechargeable



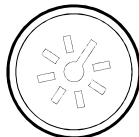
Phonak CROS B-R



Full day of hearing from both sides with
no battery hassles



Excellent speech understanding in noise
thanks to Binaural VoiceStream Technology™



Easy to fit and demo

Phonak CROS B-R



Phonak Audeo B-R

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The perfect match for single-sided deafness Phonak CROS B-R & Phonak Audéo™ B-R



19 22/06/2018 Footer

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CROS B Coupling Options



20 22/06/2018 Footer

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CROS B Compatibility

	Audéo B Bolero B Naída B Sky B	Audéo B-R	Virto B
CROS B (312, 13) 			
CROS B-R 			
CROS B Custom 			

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Excellent speech understanding in noise thanks to Binaural VoiceStream Technology

- 3.8 dB improvement in speech intelligibility in noise* compared to 'no Binaural VoiceStream Technology'

* Binaural VoiceStream Technology™ in Phonak Belong™ is equivalent to that in Phonak Venture;
Ebbing, S., & Omisore, D. (2015). Phonak CROS II – Improved speech understanding thanks to binaural beamforming. *Phonak Field Study News*, retrieved from www.phonakpro.com/evidence, accessed March 26th, 2018



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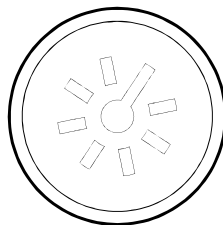
Easy to fit and demo

- Streamlined fitting process that is easy and intuitive
- CROS is active during fitting
- Instant benefit experience allows for client feedback during fitting



Fitting CROS B-R

- Requires Target 5.3.3 software (download the update in your existing version!)
- Firmware upgrade required for Audéo B-R devices
- Fit via iCube II only



If someone is looking for...

Direct connectivity to cell phone/ TV Streaming

- Hands-free calls
- Direct connectivity to TV
- Easy to connect and use

Audéo B-Direct



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Introducing Phonak Audéo B-Direct - Made For All



Direct connectivity
to any cell phone*

Answer calls with a touch
of the hearing aids

TV streaming plug and play




Hands-free phone calls

* with Bluetooth® 4.2 wireless technology and most older Bluetooth® phones

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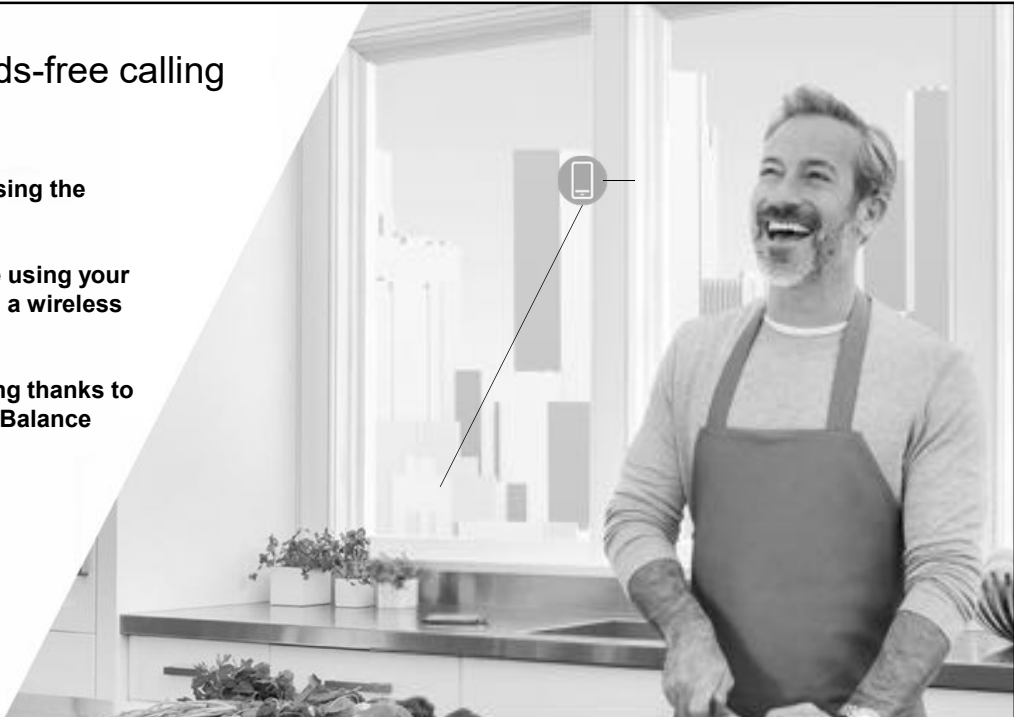
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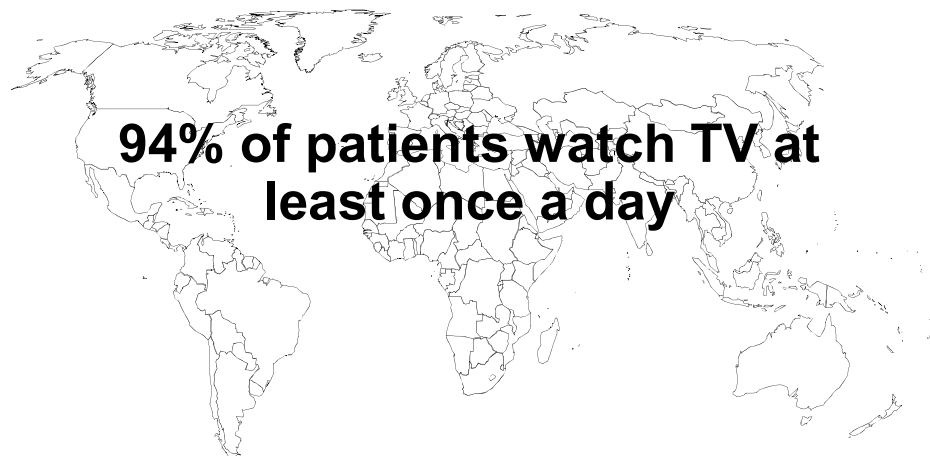


True hands-free calling

- Answer calls using the push button
- Talk hands-free using your hearing aids as a wireless headset
- Optimal listening thanks to Environmental Balance



Watching TV is a popular leisure activity



Source: no. 669 Sonova B2C Segmentation 2017

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How important is television to our patients?

Aspiration

85%

consider hearing well when watching TV as
“very important” or “extremely important”


Reality

60%

of hearing aid wearers are less than
satisfied with how they hear the television

Source: Strelcyk, O., Singh, G., Standaert, L., Rakita, L., Derleth, P., and Launer, S. (2010, August). *TV/media listening and hearing aids*. Poster session presented at the International Hearing Aid Research Conference, Lake Tahoe, CA.

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Plug and play TV streaming

Experience excellent TV sound quality

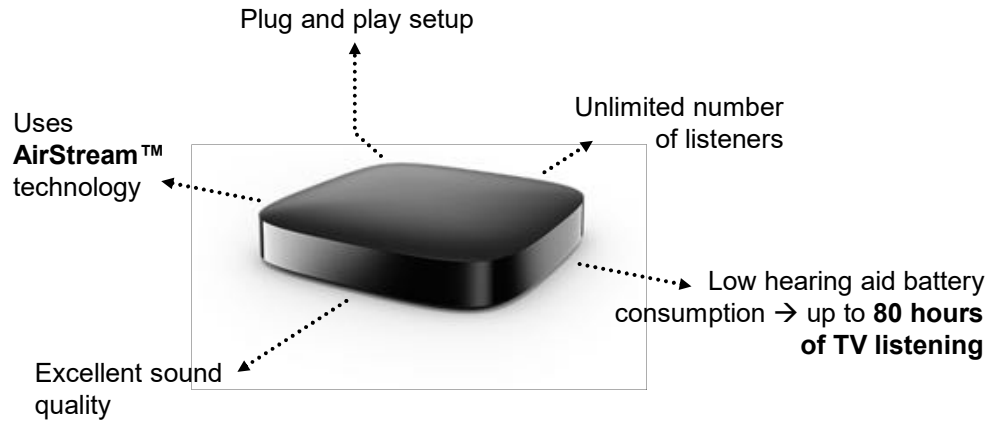
Turn your hearing aids into wireless headphones

6/22/18

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TV Connector the easy connection



The new proprietary **2.4 GHz streaming protocol** compatible with **Audéo B-Direct**

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Phonak Remote app

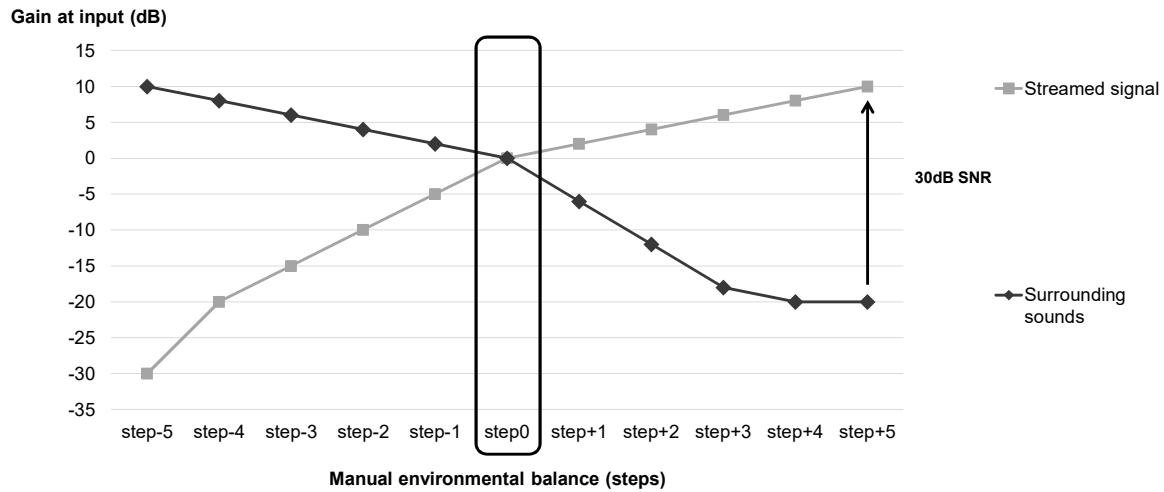


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Up to 30 dB SNR improvement when streaming



Please contact claims@phonak.com if you are interested in further information.

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33

3 ways to access environmental balance when streaming

Phone volume buttons



Hearing aid push button



Phonak Remote app



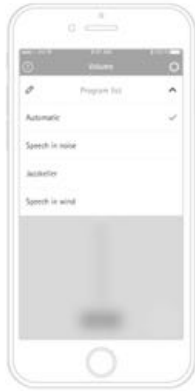
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New Features

Advanced program settings



Environmental balance



Wearing Time



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If someone is looking for...

Discretion & Durability

- Small device that still provides audibility
- When invisibility is a requirement for HA adoption

Phonak Virto B Titanium



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Discover the benefits



High-tech titanium custom hearing aids

- The **smallest** Phonak custom products ever
- Made from **medical grade titanium** using sophisticated 3D printing technology
- **64% increased** IIC fitting rate¹

¹Field Study: Reducing Occlusion with Verto B-Titanium. Anticipated April 2017

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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

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As small as it gets

Virto V-nano



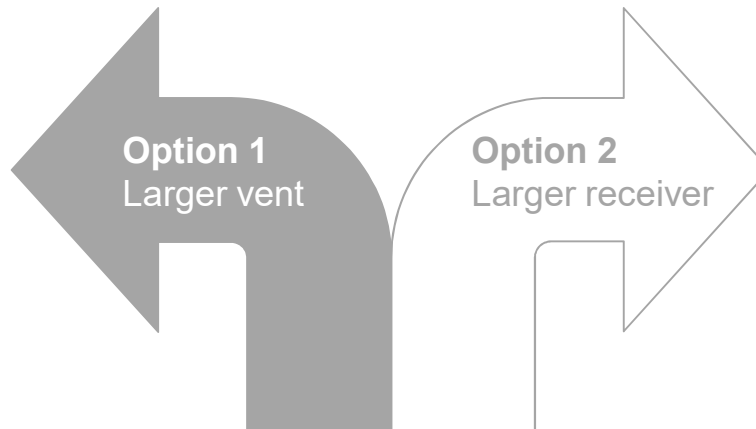
Virto B-Titanium



60% smaller
electronics

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Additional space = Options for fitting



Without an increase in size vs. current IIC solutions

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More venting without an increase in size



Virto B-Titanium



Virto V-nano

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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**

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More power without an increase in size



60%
IIC fit
rate with SP
receiver

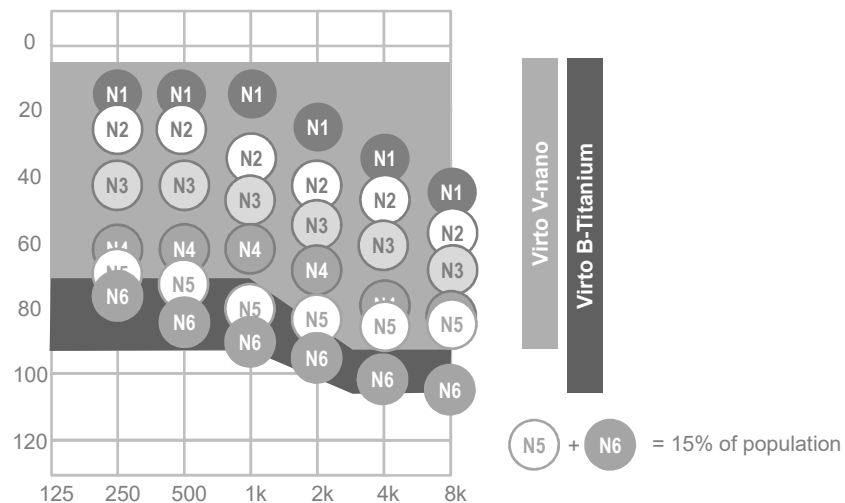
Virtio B-Titanium



Virtio V-nano

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M, P and SP receivers available



Source: International Society of Audiology

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If someone is looking for...

Understanding in Noise & Distance
- a seamless solution for the most
challenging environments



Combine outstanding BVST
technology in the nearfield
with Roger technology in
the farfield

A Roger microphone
completes the hearing
solution for people who
don't want to be limited by
distance and background
noise.



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Patients want to hear in background noise

Challenge - hearing

**31% of hearing aid wearers
report they continue to have
challenges hearing in
background noise¹**

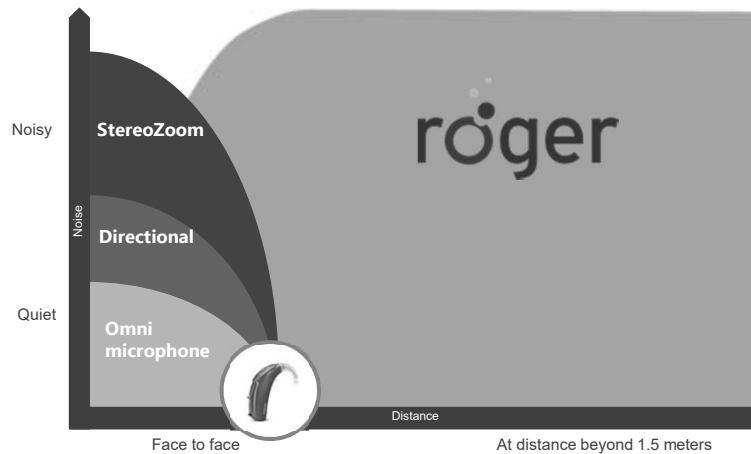
¹ Abrams, H. B., & Kihm, J. (2015). An Introduction to MarkeTrak IX: A New Baseline for the Hearing Aid Market. *Hearing Review*, 22(6), 16.

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A complete solution for the near field and far field



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What do you see as a key indicator during your audiological assessment?

Problems hearing at distance

Poor word discrimination skills

Poor speech-in-noise results



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Key indicators on a case history or need assessment



Express hearing challenges at work in meetings and lectures



Lead active lifestyles



Experience challenges in small groups or restaurants



Are withdrawing socially



Like increased clarity on TV, cellphone, landline phone or multimedia

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Two new Roger microphones with MultiBeam Technology

Roger Select™

**Shipping
Spring
2018**

Roger Table Mic II



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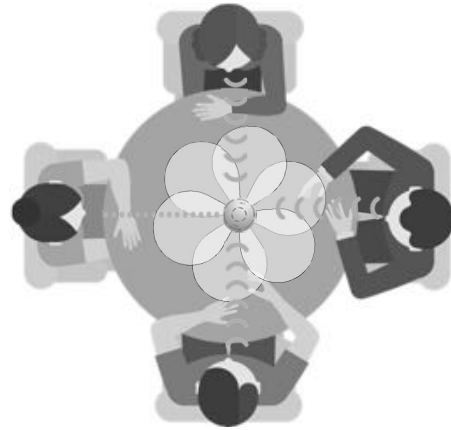
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MultiBeam Technology addresses loss of signal-to-noise ratio (SNR) in far field

Creates beams in six directions

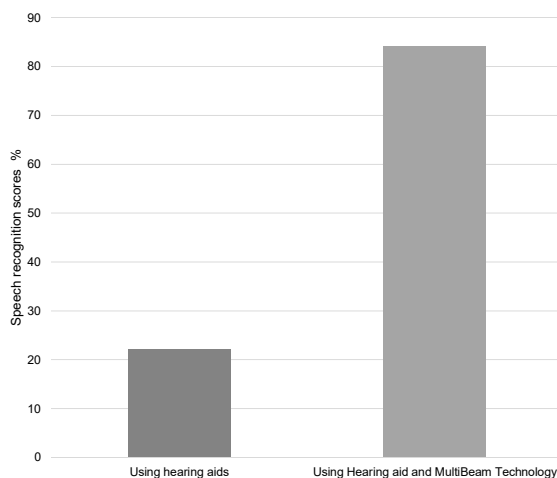
Automatically selects the beam with the best SNR

Speech understanding improves up to 61% in a group conversation in 75 dBA of noise compared to using hearing aids alone



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MultiBeam Technology



- 12 test subjects with moderate to severe binaural hearing loss
- Speech understanding tested with HINT sentences
- Speech recognition **improves up to 61%** in a group conversation in 75 dB(A) of noise compared to hearing aid alone¹

Test performed at University of Texas By L Thibodeau

¹ Based on preliminary data. Peer-reviewed article and Field Study News in preparation, available end of 2018 at www.phonakpro.com/evidence

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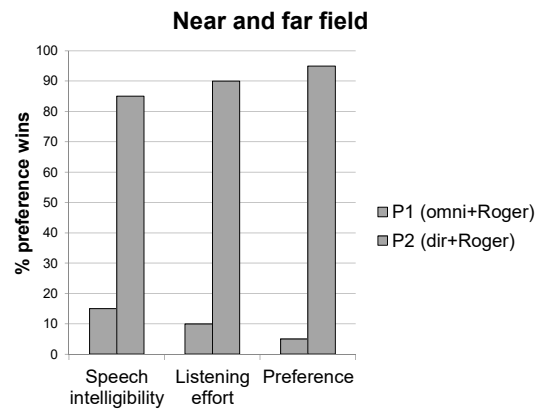
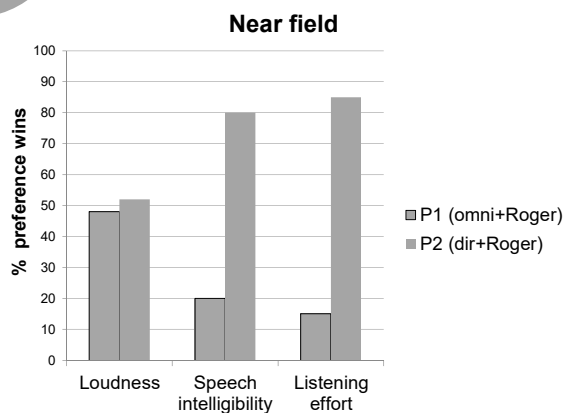
Need for better signal-to-noise ratio

Roger microphone technology improves the signal-to-noise ratio and increases speech understanding in noise and over distance



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Roger and directional is strongly preferred



Latzel, M., Wagener, K. C., Vormann, M., Milder, H.E. (2017). Speech Intelligibility in Dual Task with hearing aids and adaptive digital wireless microphone technology. In ISAAR proceedings.

54

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Roger Select key features and benefits

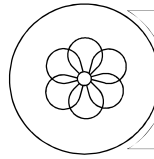
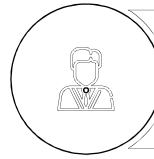
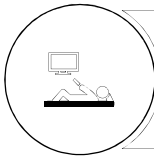


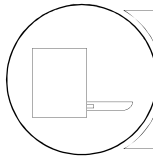
Table mode and
Selection mode with
MultiBeam
Technology



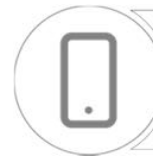
Lapel mode



Listening to TV



Audio input for
multimedia



Bluetooth®
connectivity for
phone use

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Roger brings the far field experience closer

Roger

Roger microphones

Roger receivers



Roger Select



Roger Pen/Roger EasyPen



Roger design-integrated



Roger Table Mic II



Roger Clip-On Mic



Roger X

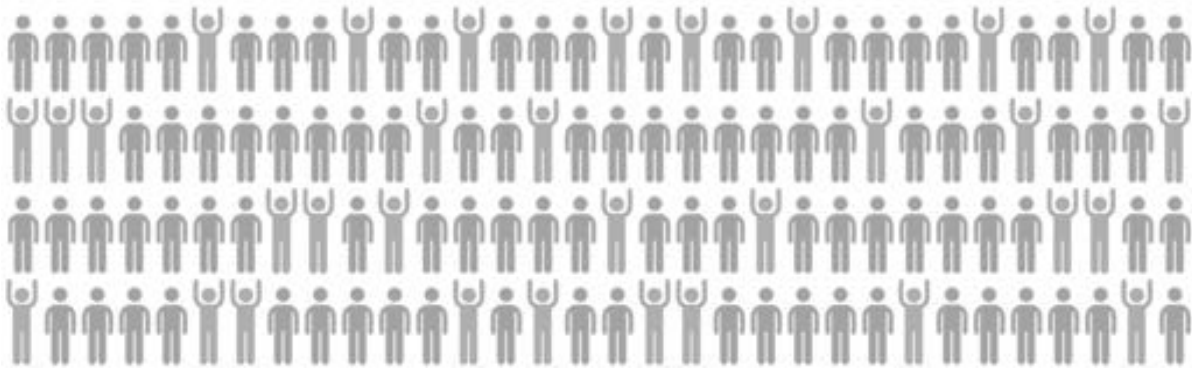


Roger MyLink

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25%

of people who could benefit from hearing healthcare actually seek a solution.

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seven

is the average length of time an individual takes before they act.

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Together, we change lives

continued®



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