REAL LIFE HEARING AND TINNITUS MANAGEMENT WITH EVOKE

Using EVOKE and WIDEX ZEN THERAPY for relaxation and tinnitus relief
**SPEAKER DISCLOSURE**

**SUSAN DE BONDT, AUD**

- **Relevant Financial Relationships:**
  - Is an employee of Widex USA and receives financial compensation.

- **Relevant Nonfinancial Relationships:**
  - There are no nonfinancial relationships.
LEARNER OBJECTIVES

After this course, participants will be able to:

- describe how Widex ZEN Therapy is different from other manufacturer's tinnitus management features
- list and differentiate the EVOKE products offering ZEN
- describe how to program ZEN and ZEN+ features in EVOKE using Compass GPS 3.0
AGENDA

- Introduction
- History of Widex ZEN Therapy
- Review of EVOKE and ZEN features
- Programming EVOKE and ZEN features in Compass GPS 3.0
- Summary & Questions
WIDEX ZEN THERAPY
PIONEERING TINNITUS MANAGEMENT

- 2008 - ZEN – an Industry 1st
- 2010 - InterEar ZEN and ZEN as an applied feature
- 2012 - Widex ZEN Therapy – 4 Pillars
- 2015 - ZEN & Sound Class Technology
- 2018 - ZEN & EVOKE
WIDEX ZEN THERAPY
AN INNOVATIVE HOLISTIC APPROACH TO HEARING TECHNOLOGY AND TINNITUS MANAGEMENT
WIDEX ZEN THERAPY RESOURCES

PROGRAMMING ZEN FOR WIDEX ZEN THERAPY

INTRODUCTION
This quick fitting guide explains how to program ZEN in Compass™ GPS, for users with a basic ZEN fitting and an advanced zet fitting, according to what is recommended by WIDEX Zet Therapy support management protocol.

BASIC WIDEX ZEN THERAPY FITTING
When fitting the ZEN programs for hearing aids, it is recommended you start with a basic fitting. This will suit the needs of many people with hearing loss.

STEPS FOR THE BASIC FITTING
1. After you have completed a feedback test and source program, toggle to the time management screen and select Programs manager.
2. In available programs, select the ZEN program.
3. Select the program by either double-clicking on ZEN or by highlighting ZEN and clicking on the scroll button between available programs and selected programs. Then click on the ZEN program and move to Program and 1st Program and 2nd (fig A).

4. Under the ZEN style selection tab, you will see the selected ZEN style options.
   - [ZEN option]: This option selection is ZEN again and it needs to be off in Program 1 style on the settings icon. If you open the ZEN settings window, select the new variable as needed to make the ZEN option activate but not activate (fig B).

Available on www.widexpro.com
COMPONENTS OF WIDEX ZEN THERAPY

COUNSELING
- Counseling
- Relaxation

TECHNOLOGY
- Amplification
- Fractal tones (Zen)
Habituation:
- The process of “ignoring” a stimulus without exerting any conscious effort.

- Ensuring that tinnitus does not negatively impact patient’s quality of life.

- Reduce annoyance
- Improve relaxation and sleep
- Improve ability to concentrate
- Decrease sense of helplessness over their tinnitus
Kochkin, Tyler, and Brown (2011) concluded that amongst various treatment methods, the two that revealed substantial tinnitus amelioration were hearing aids (34%) and music (30%).
WIDEX ZEN TONES

- Provides a relaxing sound background:
  - Reduce the annoyance of tinnitus
  - Increase ease of relaxation
  - Improve concentration
  - Provide distraction
  - Reduce stress

- Can be used with or without amplification.

- Various adjustments and options available.
WIDEX ZEN TONES – FRACTAL TONES

- Continuous “chime-like” musical tones
- Patented by Widex

**FRACTAL ALGORITHMS**
- Never ending pattern
- Ensure predictability without repetition
- Random patterns
- Musical characteristics optimized for relaxation
- Element of uncertainty

- Recognizable pattern that never repeats itself
BENEFITS OF ZEN FRACTAL TONES

- Randomized tones based on the relaxing properties of music
- Activate many neural structures
- Promote passive listening
- Facilitate habituation
- Have a calming rather than alerting effect

BOTH AUDITORY STIMULATION AND STRESS MANAGEMENT CAN BE ADDRESSED
Real Life Hearing and Tinnitus Management
### MAY 2018 - INTRODUCING EVOKE

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IDEAL CHARACTERISTICS OF AMPLIFICATION

- Low Compression Threshold
- Multi-Segmental Compression
- Threshold Accuracy
- Broad Bandwidth
- Flexibility & Control Options
EVOKE SIGNATURE FEATURES

108dB True Input Technology
Soft Level Noise Reduction
Sensogram
High Frequency Boost
Fluid Sound Technology & App Control Options
# EVOKE – REAL LIFE HEARING AND TINNITUS SOLUTION

## Zen Tinnitus Therapy
- Music therapy to promote relaxation and habituation
- Fractal tones to keep brain stimulated without distraction
- Available in all levels and styles *(except CICm)*
- Inter-Ear ZEN in all levels

## EVOKE Features Ideal for Tinnitus Management
- Improved automatic hearing to help reduce hearing loss-induced stress
- SoundSense Learn to optimize listening and environment sounds in real time
- New Comfort program ideal for hyperacusis
- Faster feedback test to reduce testing annoyance
- Industry-leading soft-sound access
- High frequency boost up to 10,000 Hz

## EVOKE Streaming
- Binaural music and speech template for easy streaming (ideal for misophonia)
- Sound Mixer for streaming can be used with Zen
- Fusion2 EVOKE app
- TONELINK app for all styles *(except CICm)*
PROGRAMMING EVOKE WITH ZEN
EVOKE AND ZEN
FLEXIBILITY IN PROGRAMMING

- 2 ZEN Programs - available
  - Mics on/off
  - Noise on/off

- Modification Options
  - Tempo: Slower = Calmer, Faster = Active
  - Pitch: Low = Soothing, High = Alerting
  - Volume: Softer to Louder

- ZEN+ = 3 additional ZEN Programs
  - Timer
  - Frequency Shaped Noise
  - Independent Volume Adjustment of ZEN
The pitch, tonality, dynamic range and default tempo of the five Zen styles.

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**ZEN NOISE: KEY POINTS**

- Zen noise: White Noise modified by Sensogram and ear canal acoustics
  - Can be presented in any combination
    - With or without Zen Tones
    - With or without amplification
    - Zen noise & Zen tones & amplification

- Zen Shaped Noise in ZEN+
  - Frequency response from 90 – 10,000Hz is controlled by Hearing Health Professional
  - High pass, low pass or narrow notch filter responses
  - Automatic loudness equalization when frequency bandwidth is changed
ZEN FOR NORMAL HEARING

- Binaural Zen recommended
- Set Sensogram to a flat 15 or 20dB response, regardless of thresholds
- Uncheck “microphone” in all Zen Settings
ZEN PROGRAMMING

- **Program 1**: Zen Aqua with Microphones ON
- **Program 2**: Zen Aqua with Microphones and Noise ON
- **Program 3**: Universal
ZEN+ PROGRAMMING

- **Zen A:** Aqua & Microphone
- **Zen B:** Aqua & Microphone & Noise
- **Zen C:** Microphone & Noise
- **Zen+** - offers Sleep Timer and Shaped Noise options
VERIFYING ZEN

1. Zen tones should be audible, but relatively soft
2. Zen tones should not interfere with conversational speech
3. Zen tone volume is sufficient to just begin to decrease annoyance level of tinnitus
TINNITUS & FITTING CONSIDERATIONS

- Monaural only appropriate when there is a dead ear.
- No matter where tinnitus originates, it almost always becomes a central nervous system issue.
WHEN TO FINE TUNE ZEN PROGRAMS

- **Initial Fitting:**
  - Zen volume
  - Turn mic off for relaxation or sleep
  - Focus should be more on counseling than fine tuning

- **Follow Up Visit:**
  - Based on patient reports & datalog
  - Remove or add Zen programs
  - Add relaxation program
  - Change Zen style
  - Turn Microphone “on” or “off”
  - Add Noise
  - Change pitch or tempo
  - Change bandwidth of noise
ZEN HOLISTIC APPROACH

- Overcome Auditory Deprivation
- Amplification
- Sound Therapy
  - Acoustic Distraction
- Counseling
- Relaxation Exercises
- Sleep Improvement
- Mindfulness
- Lifestyle Changes
- Sleep Improvement Strategies
- General Health & Wellness
WIDEX ZEN THERAPY
A COMPREHENSIVE PROGRAM

Most Effective Amplification
- Low compression threshold
- Broad frequency response
- Precise gain

Multiple Sound Stimulation Options
- Adjustable Zen Fractal Tones
- Zen Broadband Noise
- Use with or without amplification

Affordable, Flexible & Wearable
- All price point
- All styles

Fitting and Counseling Tools
- WZT Manual
- WZT step by step overview
- WZT fitting guide checklist
- WidexPress #37
WIDEX ZEN THERAPY
EVIDENCE REVIEW

• Benefits from ZEN alone
• Benefits from WZT approach
• Recommended Fitting Process

DAR168/0517
Available on www.widexpro.com
WIDEX ZEN TONES...PROVEN PERFORMANCE

- ZEN promotes relaxation
- ZEN tones reduce tinnitus annoyance
- ZEN tones reduce tinnitus disturbance
- 100% - report decrease in tinnitus symptoms
EVOKE APP AND STREAMING FOR TINNITUS MANAGEMENT
EVOKE APP – FUSION2 312RIC2.4

- SoundSense Learn
- Firmware Updates
- Personal Programs
- Find My Hearing Aids
- Equalizer
- Sound Mixer
- SoundSense Adapt

- R/L Preference Control
- Directional Focus
- Program Change
- Mute
- Android and iPhone compatible

Binaural Streaming Made-for-iPhone Connectivity with Music and Speech Templates
EVOKE APP

- Available with both iPhone and Droid
- Allows gain adjustments between Zen and Mics
- Patients can add personal programs
- Easy Mute access
  - Hyperacusis / Misophonia
- Easier visual/access to Zen programs
  - Easy view of programs
  - Picture cues
USING SOUND MIXER AND EQUALIZER

- More control for the patient
- Allows easy fine tuning to Zen emphasis without needing additional programs
- Not available with Zen+ default volume setting
ADDING A PROGRAM

- Sound mixer
  Adjust both sound inputs in your hearing aids

- Equalizer
  Adjust the level of bass, middle and treble

- Right/left volume
  Adjust right and left volume separately

- Add new program
  Use current settings for a new program
TONELINK APP – ALL STYLES*

- High frequency tone communication
- Easy App control
  - SoundSense Adapt Preference Control Learning
  - Program Change
  - Directional Focus
  - Preference Control
  - Mute Hearing Aids
- Android and iPhone compatible

*Except CICm
WIDEX ZEN TINNITUS MANAGEMENT APP
Six main navigation points:

1. Easy menu
2. Content-specific help
3. SOUNDS
4. RELAXATION
5. SLEEP
6. LEARN
SOUNDS FOR RELAXATION

- Variety of sounds based on patient preference
- App remembers last sound used
SOUND ADJUSTMENTS
SLEEP TIMER
RELAXATION

- Consists of 3 different relaxation exercises and a Q and A.
- Dr. Robert Sweetow recordings
- Very popular section
- Encourage to use regularly until can mimic pace and process
Consists of a sleep exercise and Q and A on quality of sleep and tinnitus.

Dr. Robert Sweetow recording
LEARN

What is tinnitus?
Typical causes and common problems

How does tinnitus affect me?
Emotions and reactions to tinnitus

What can be done?
Sound therapy and counseling

Find a professional
Find professional help near you
RECOMMENDATIONS FOR ZEN MANAGEMENT APP

- **STEP 1:** Fit Hearing Aids with Zen
  - Counsel on benefits of Zen Fractal Tones
  - Explain habituation process

- **STEP 2:** Show flexibility of EVOKE app for Zen control

- **STEP 3:** Introduce Widex Zen Tinnitus Management App
  - Explain supplement for sleep and/or quiet situations
  - Designed for additional relaxation
  - Zen is still primary focus

- The app is NOT the same as Zen,
  - Zen is designed for their hearing loss with a goal of habituation

- Encourage them to stream through hearing aids when using a speaker or at night

- Encourage as a counseling tool

- Focus on relaxation benefits
  - Give examples of when to use it to help differentiate
WIDEX ZEN THERAPY
COMPLETE TINNITUS MANAGEMENT

Amplification & Tinnitus App
Marketing & Business Support
Counselling & Stress Management
Education & Training
WZT Manual & Tools
Zen & Advanced Amplification
THANK YOU!

For any questions, please email:

AOInquiry@widex.com