

# REAL LIFE HEARING AND TINNITUS MANAGEMENT WITH EVOKE

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



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# 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



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# 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



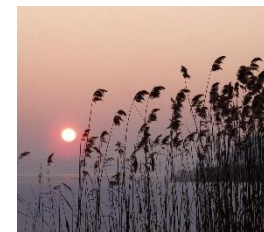
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# WIDEX **ZEN** THERAPY

## PIONEERING TINNITUS MANAGEMENT

- 2008 - **ZEN** – an Industry 1<sup>st</sup>
- 2010 - InterEar ZEN and **ZEN** as an applied feature
- 2012 - Widex ZEN Therapy – 4 Pillars
- 2015 - **ZEN** & Sound Class Technology
- 2018 - **ZEN** & **EVOKE**



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# WIDEX **ZEN THERAPY**

AN INNOVATIVE HOLISTIC APPROACH TO  
HEARING TECHNOLOGY AND TINNITUS MANAGEMENT

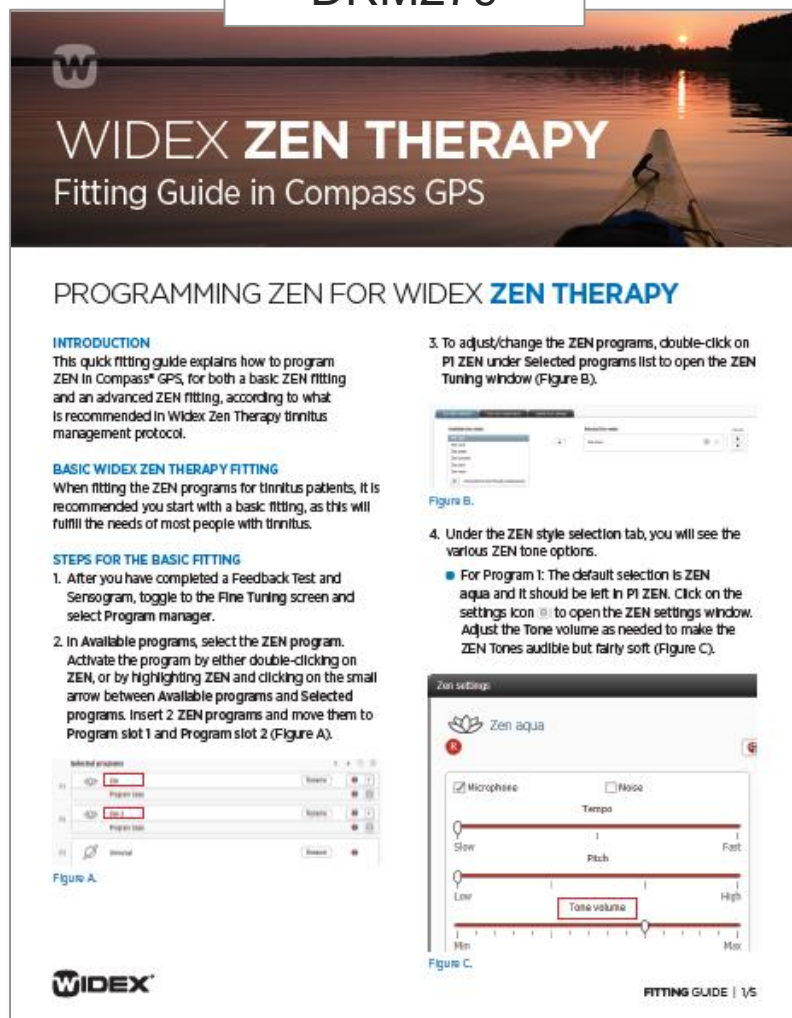


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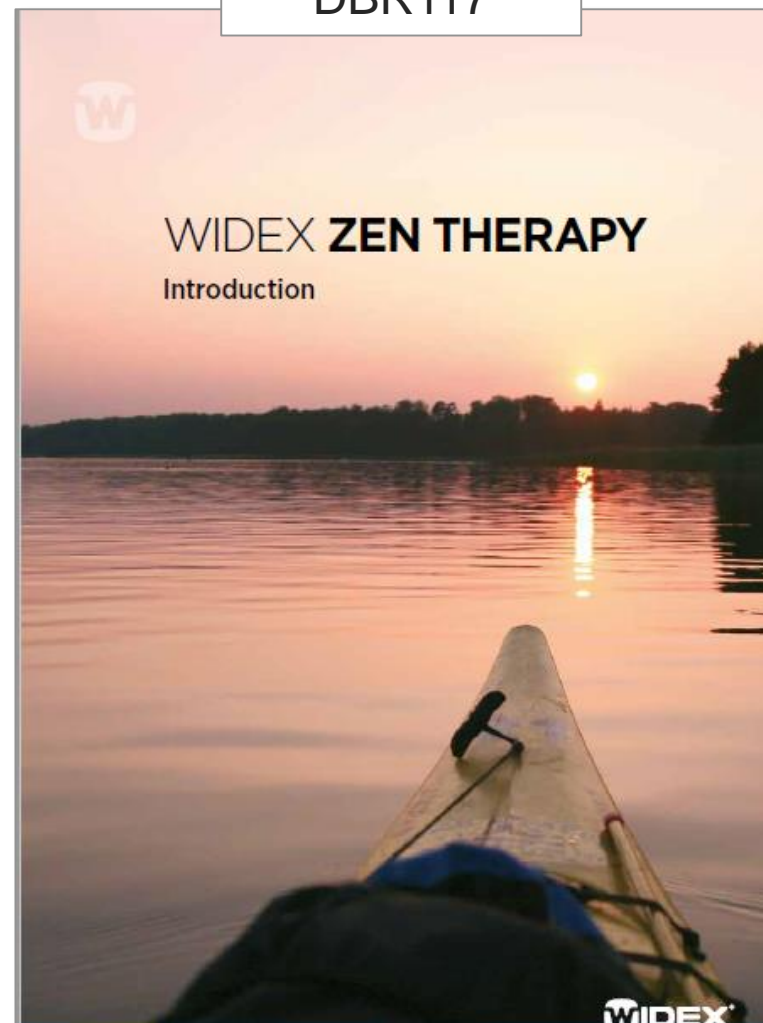


# WIDEX ZEN THERAPY RESOURCES

DRM279



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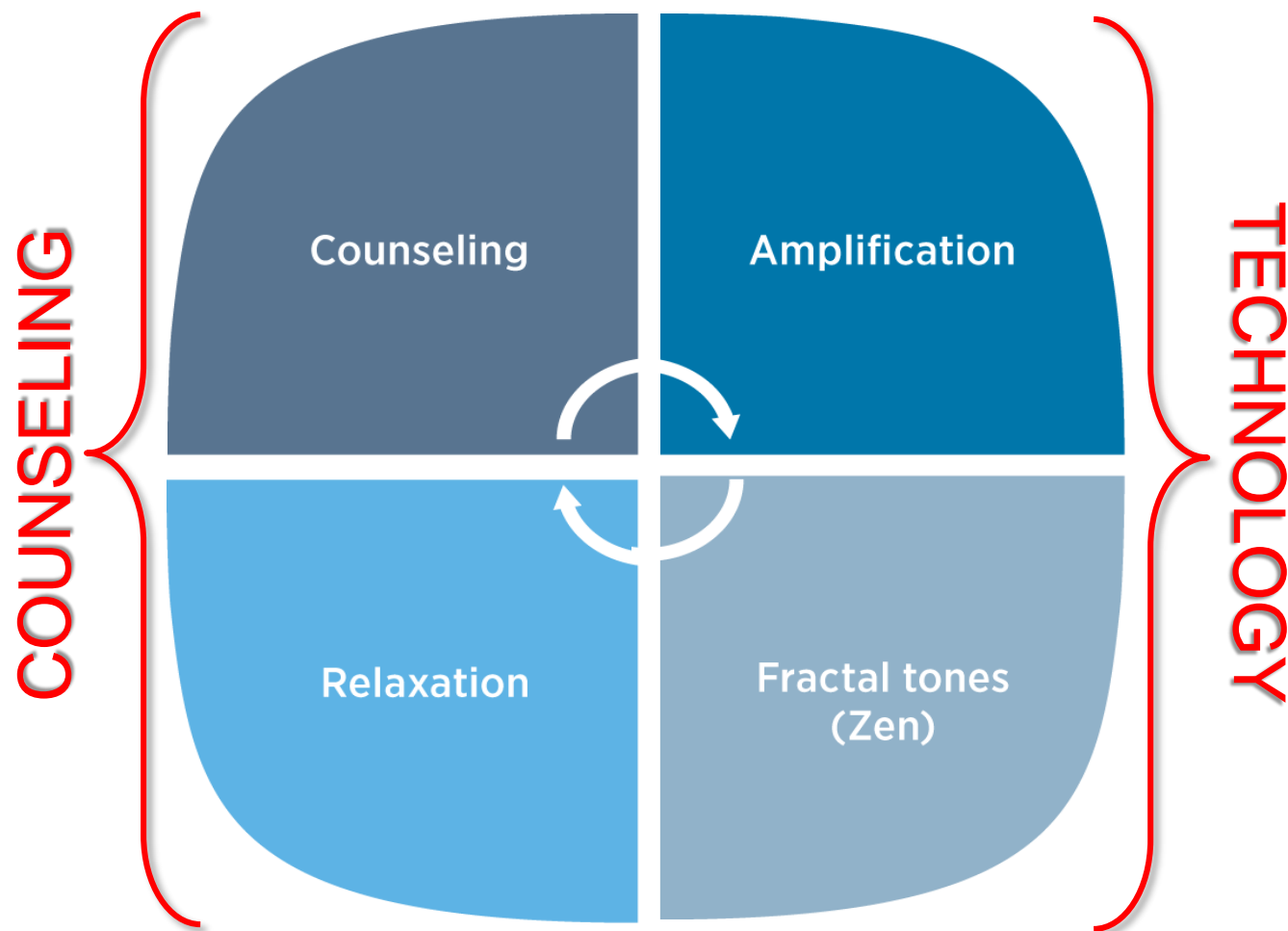


Available on [www.widexpro.com](http://www.widexpro.com)



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# COMPONENTS OF WIDEX ZEN THERAPY





# WIDEX ZEN THERAPY

## ■ Habituation:

- The process of “ignoring” a stimulus without exerting any conscious effort.
- Ensuring that tinnitus does not negatively impact patient’s quality of life.



# WHAT ABOUT MUSIC FOR TINNITUS?



Music offers greater benefit compared to noise generators.

- 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**



# EVOKE

INTELLIGENT TODAY  
SMARTER TOMORROW












Real Life Hearing and Tinnitus Management



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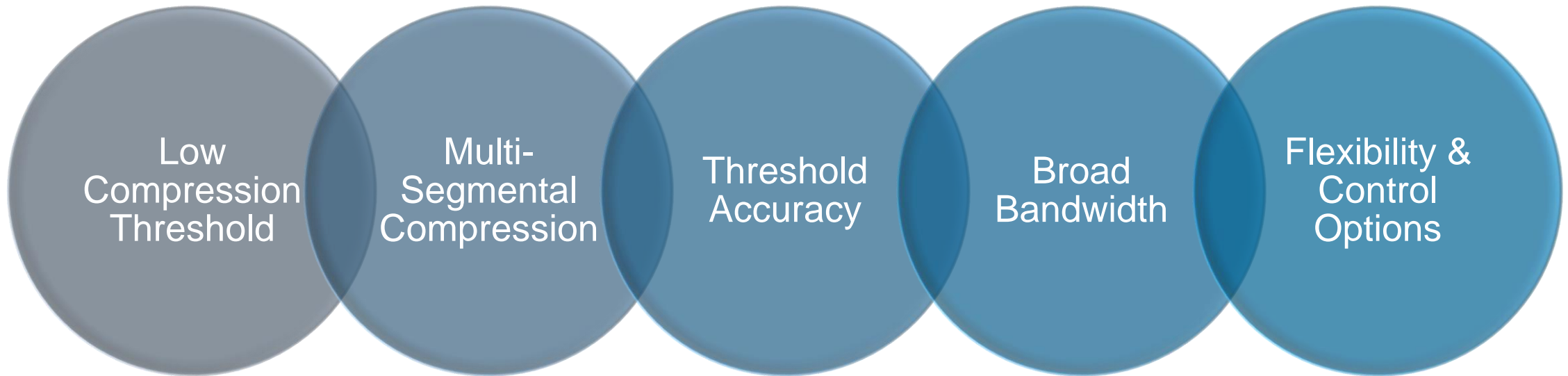


# MAY 2018 - INTRODUCING EVOKE

										
Evoke Fusion 2	Evoke Fusion 2Z	Evoke Fusion	Evoke Passion	Evoke Fashion Mini	Evoke Fashion	Evoke Fashion Power	Evoke XP	Evoke Custom	Evoke CIC	Evoke CIC Micro
312 RIC2.4	312 RIC2.4 Z Power**	312 RIC	10 RIC	<b>QUICK NAMING SYSTEM</b> 312 BTE mini			312 Custom Flip door	312 Custom Swing door	10 CIC	10 CIC micro

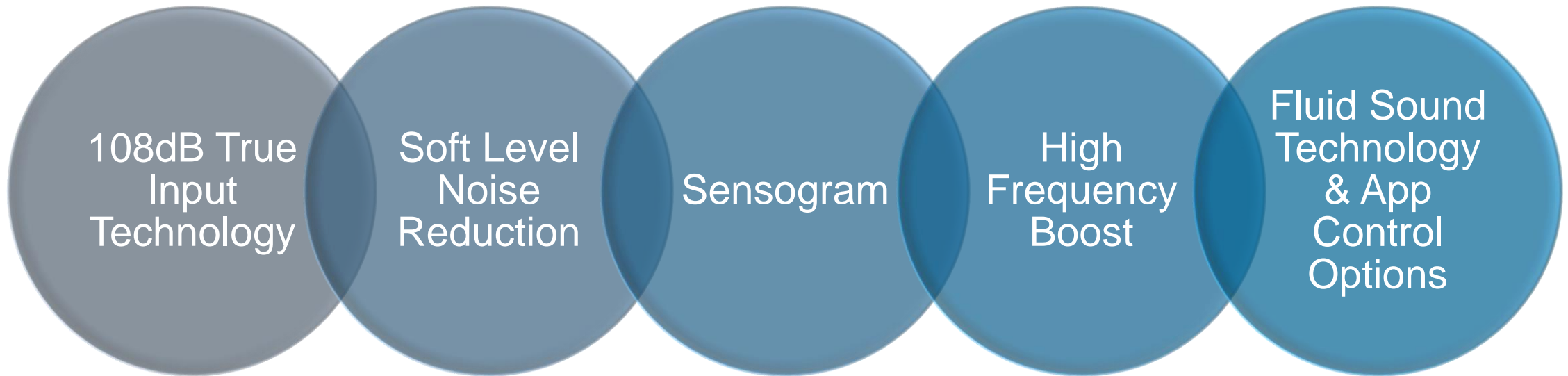


# IDEAL CHARACTERISTICS OF AMPLIFICATION





# EVOKE SIGNATURE FEATURES



# 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

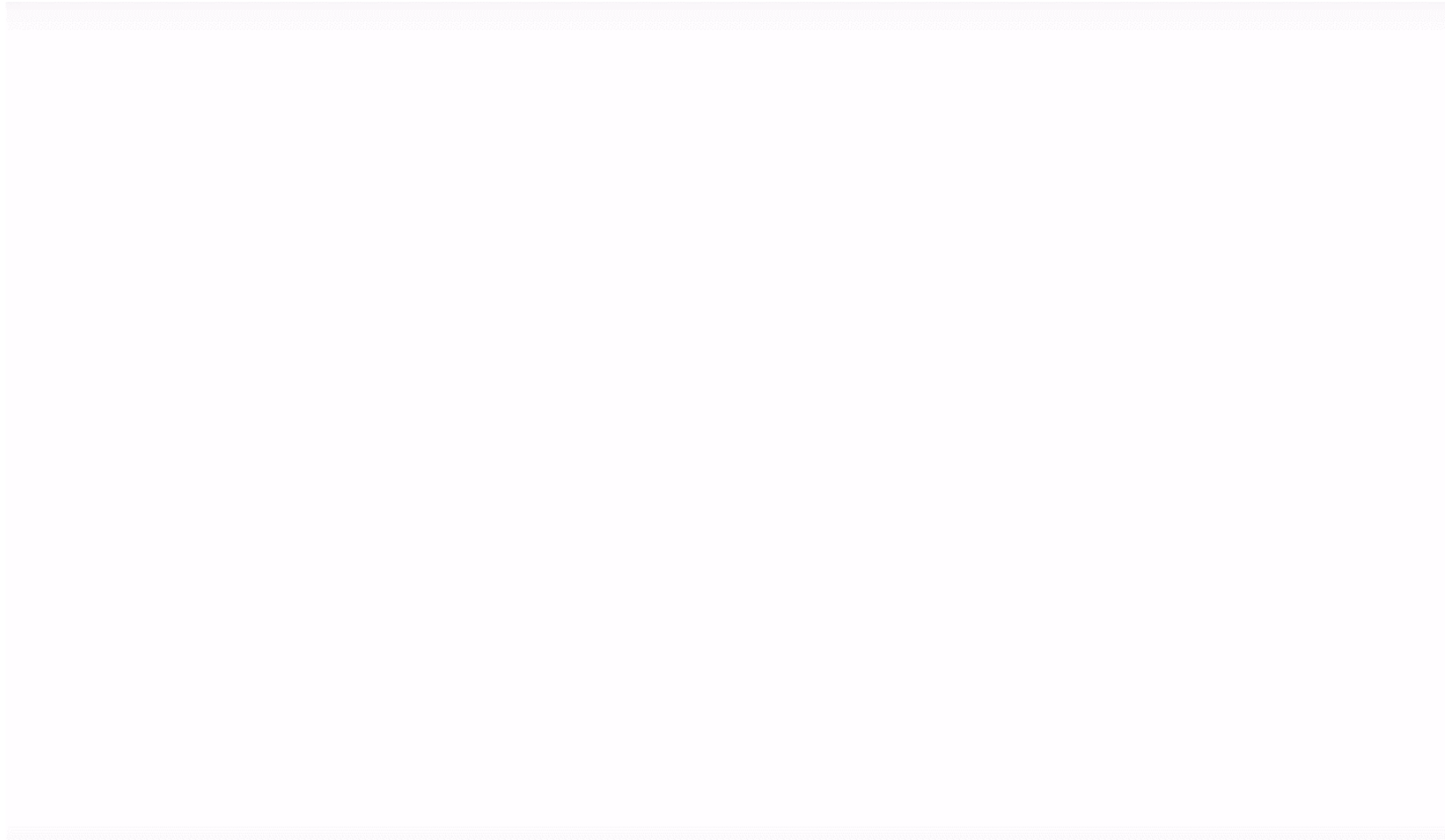
## EVOKE Streaming

- 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*)



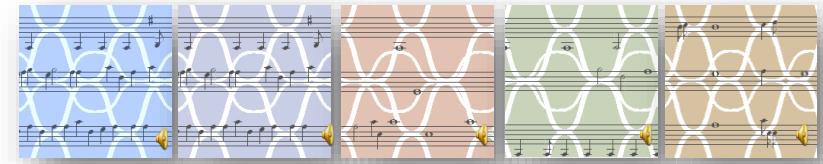


# PROGRAMMING **EVOKE** WITH **ZEN**

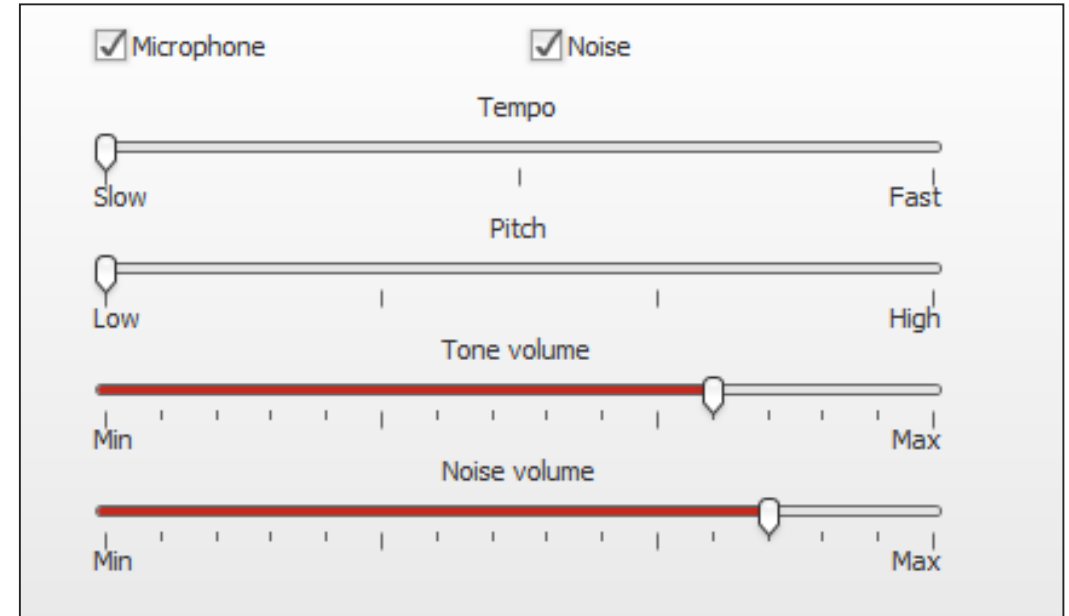


# EVOKE AND ZEN

## 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





# ZEN TONES

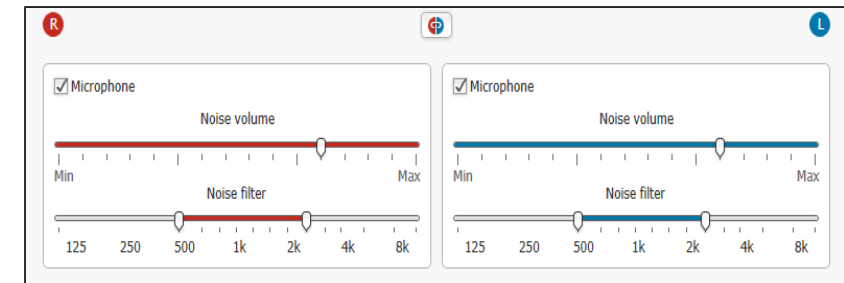
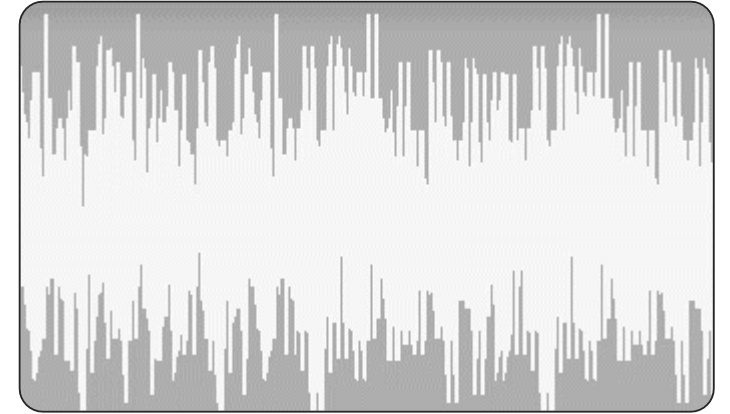
The pitch, tonality, dynamic range and default tempo of the five Zen styles.

	DEFAULT PITCH				TONALITY		DYNAMIC RANGE		DEFAULT TEMPO		
Fractal Style	Low	Medium Low	Medium High	High and Reverberant	Major	Minor	Restricted	Broad	Slow	Medium	Fast
AQUA											
CORAL											
LAVENDER											
GREEN											
SAND											



# ZEN NOISE: KEY POINTS

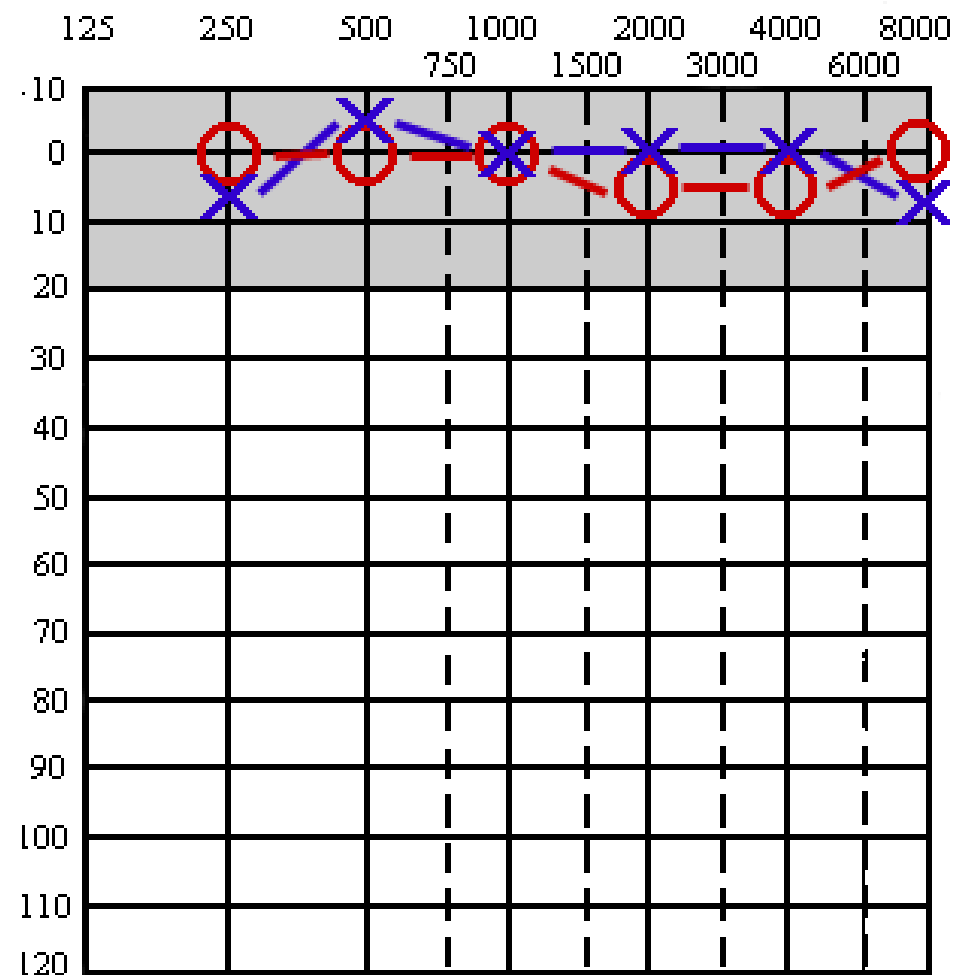
- Zen noise: White Noise modified by Sensogram and ear canal acoustics
  - Can be presented in any combination
    - With or without Zen Tones
    - With or without amplification
    - Zen noise & Zen tones & amplification
- Zen Shaped Noise in ZEN+
  - Frequency response from 90 – 10,000Hz is controlled 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

## BINAURAL FITTING CONSIDERATIONS

Tinnitus and HL in both ears

Tinnitus in one ear, HL in both

Tinnitus in both ears, HL in one

Tinnitus but no HL

Tinnitus and HL in one ear

- 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](http://www.widexpro.com)



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**W**

## A COMPILATION OF **WIDEX ZEN THERAPY** EVIDENCE

BY DITTE BALSLEV, M.A. IN SPEECH AND HEARING SCIENCES  
AUDIOLOGICAL AFFAIRS SPECIALIST

### INTRODUCTION

Approximately 15% of the world population experiences tinnitus. As many as 70-90% of these individuals also suffer from some degree of hearing loss. For the majority, the attention paid to tinnitus decreases over time, and no treatment is needed; however, 10-20% will seek professional attention (Tyler, 2000).

There are various approaches designed to help sufferers cope with tinnitus. Widely used strategies include Tinnitus Retraining Treatment (TRT) and Cognitive Behavioral Therapy (CBT). TRT entails sound therapy and educational (directive) counseling (Jastreboff, 2000), while CBT focuses on managing the negative thoughts, emotions, and behaviors associated with the individual's tinnitus and how to potentially change those reactions (Hyung and Moo, 2013). Since tinnitus can be a complicated source of distress affecting areas such as emotional state, concentration, anxiety, sleep etc. (Tyler, 2000), a strategy that targets multiple areas may be quite effective.

In 2012, Widex launched Widex Zen Therapy (WZT). This article offers a brief explanation of the therapeutic concepts underlying WZT and summarizes studies investigating efficacy.

### DESCRIPTION OF WIDEX ZEN THERAPY

WZT consists of four therapeutic strategies or components, each of which have been proven effective, either in combination or singularly, for certain individuals in the management of tinnitus distress. Not every component is necessary for each individual. However, by employing an integrated strategy, the hearing care professional has the opportunity to personalize treatment. The WZT components can be seen in Figure 1.

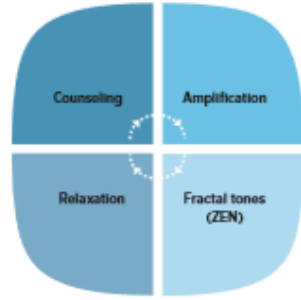


Figure 1 The components of Widex Zen Therapy

To individualize treatment, WZT stresses the importance of getting to know the individual. In order to do so an intake process is performed prior to treatment to gather information on the nature of the tinnitus and the distress experienced by the individual. This process includes a comprehensive intake questionnaire and personal interview, subjective scale measures, and audio-

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# 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

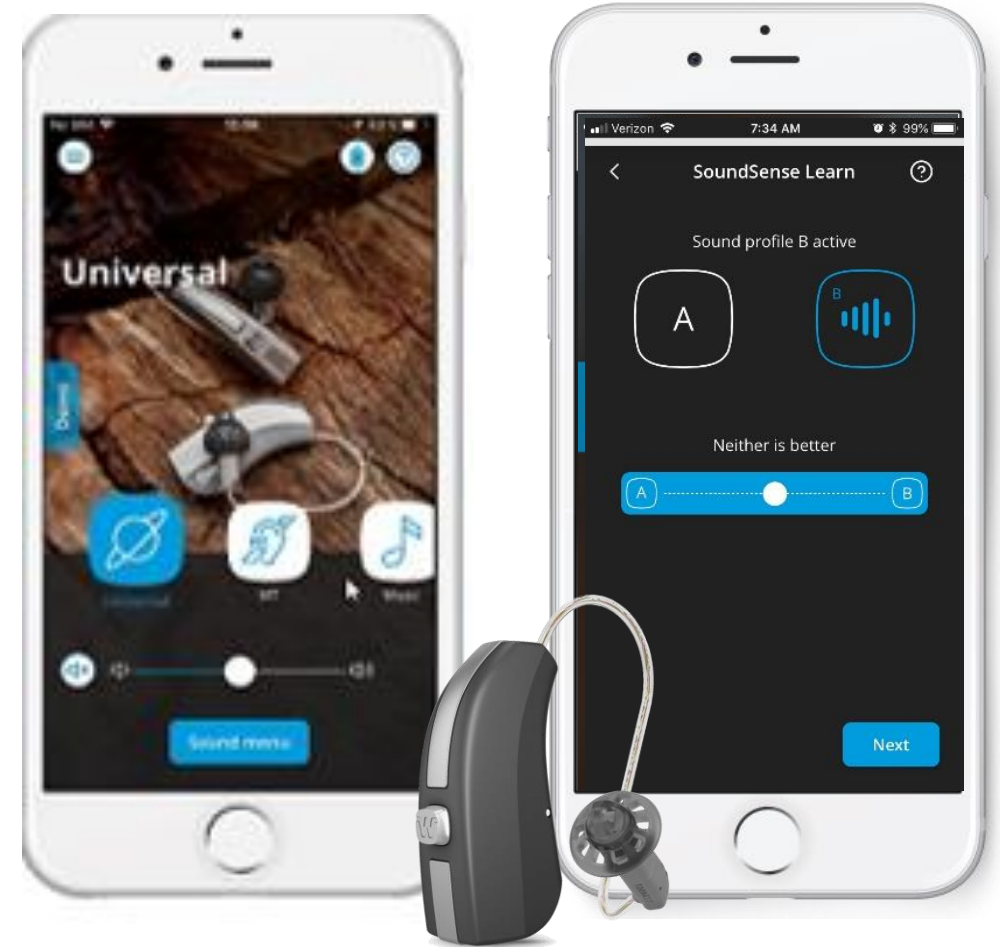


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# EVOKE APP – FUSION2 312RIC2.4

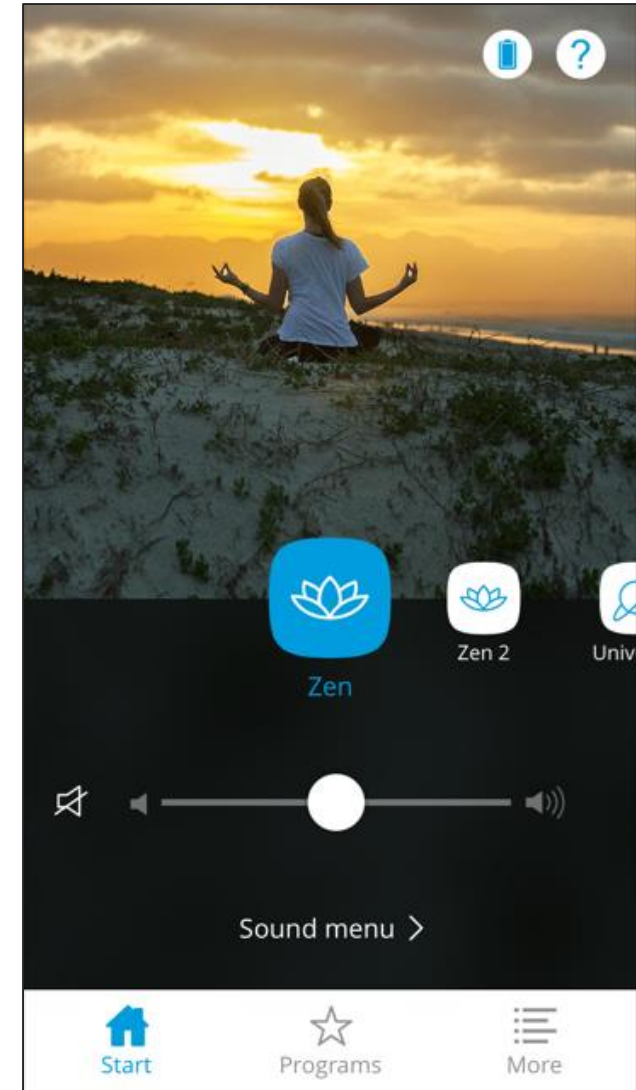
- SoundSense Learn
- Firmware Updates
- Personal Programs
- Find My Hearing Aids
- Equalizer
- Sound Mixer
- SoundSense Adapt
- R/L Preference Control
- Directional Focus
- Program Change
- Mute
- Android and iPhone compatible

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



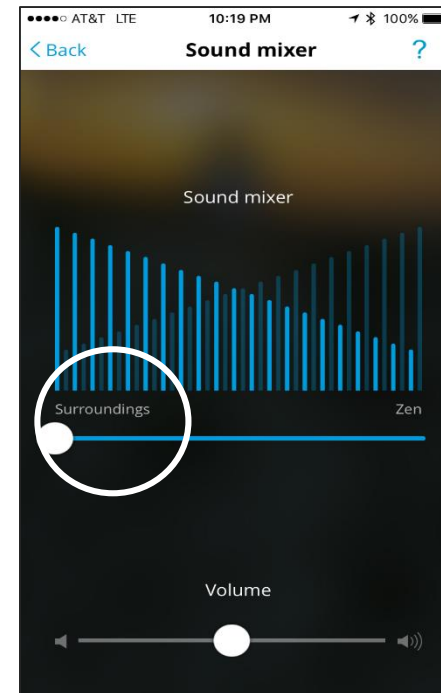
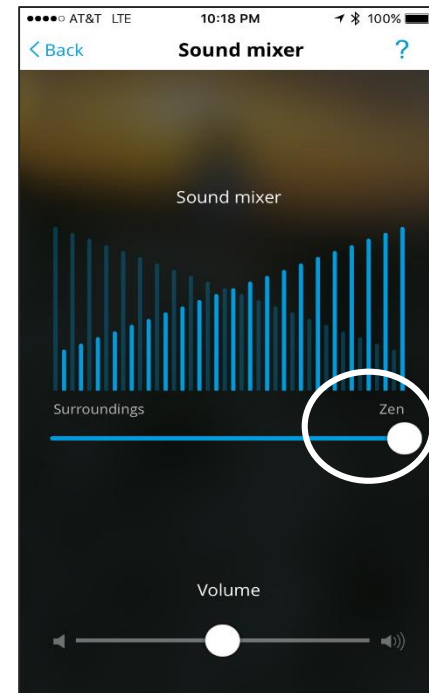
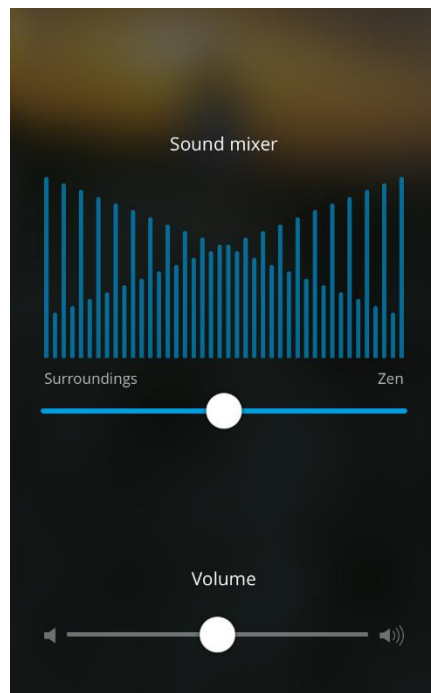
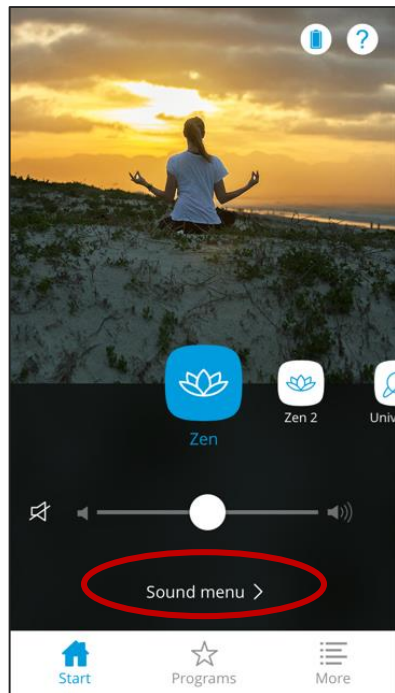
# EVOKE APP

- 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



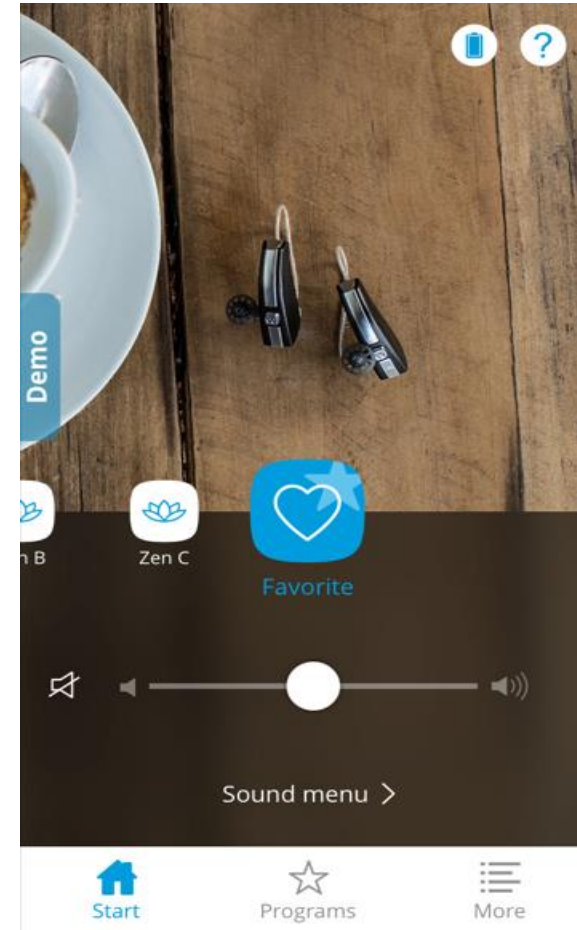
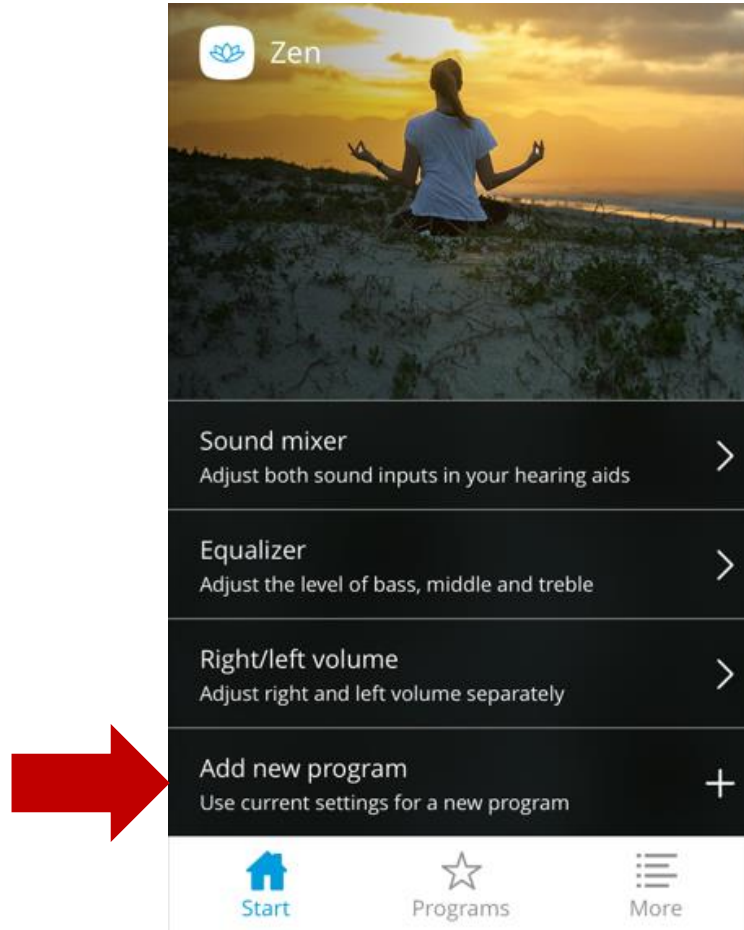


# USING SOUND MIXER AND EQUALIZER



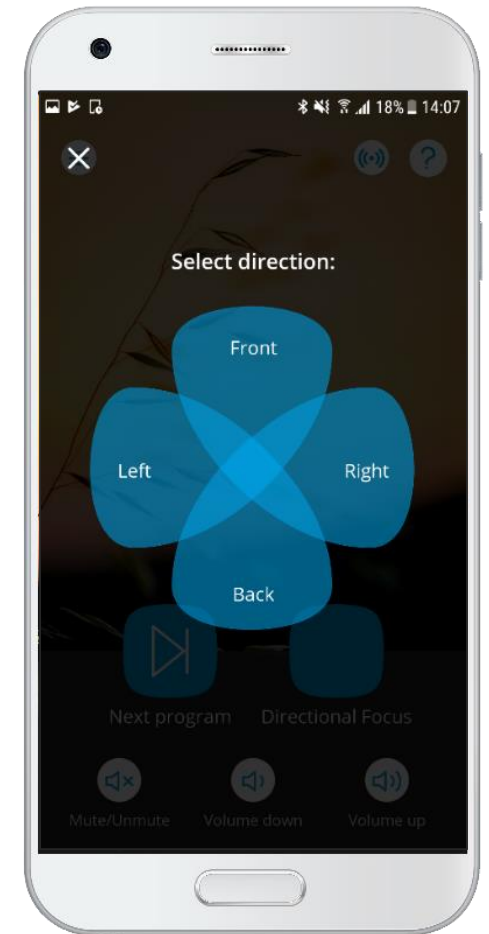
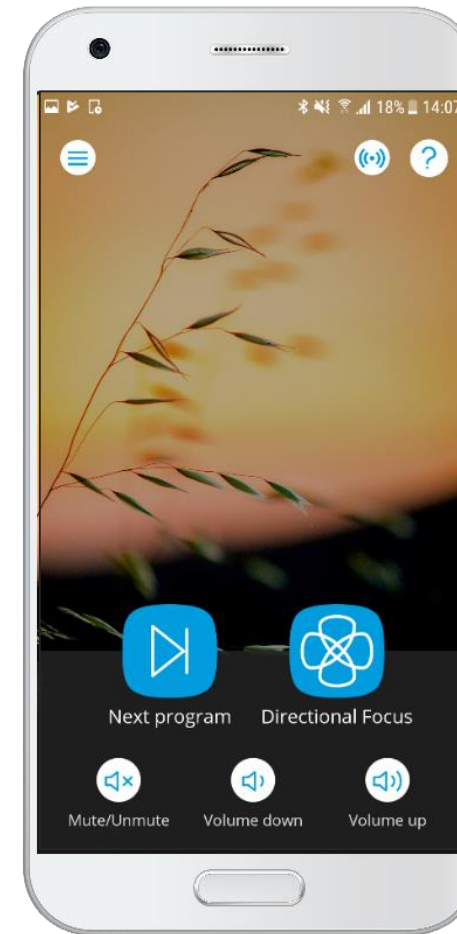
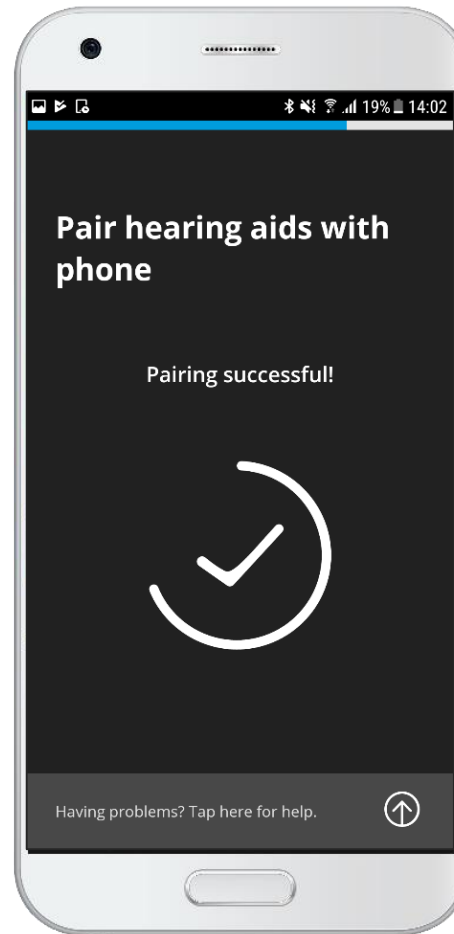
- More control for the patient
- Allows easy fine tuning to Zen emphasis without needing additional programs
- Not available with Zen+ default volume setting

# ADDING A PROGRAM



# 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*



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# WIDEX **ZEN** TINNITUS MANAGEMENT APP

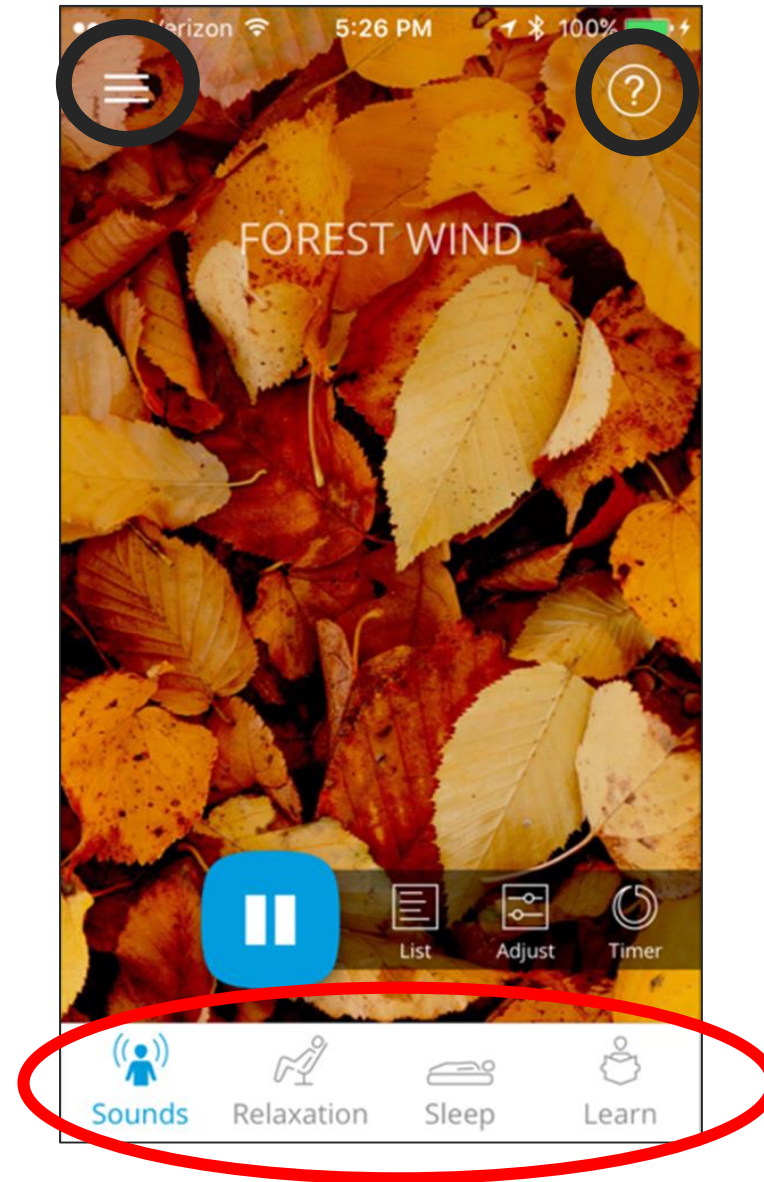




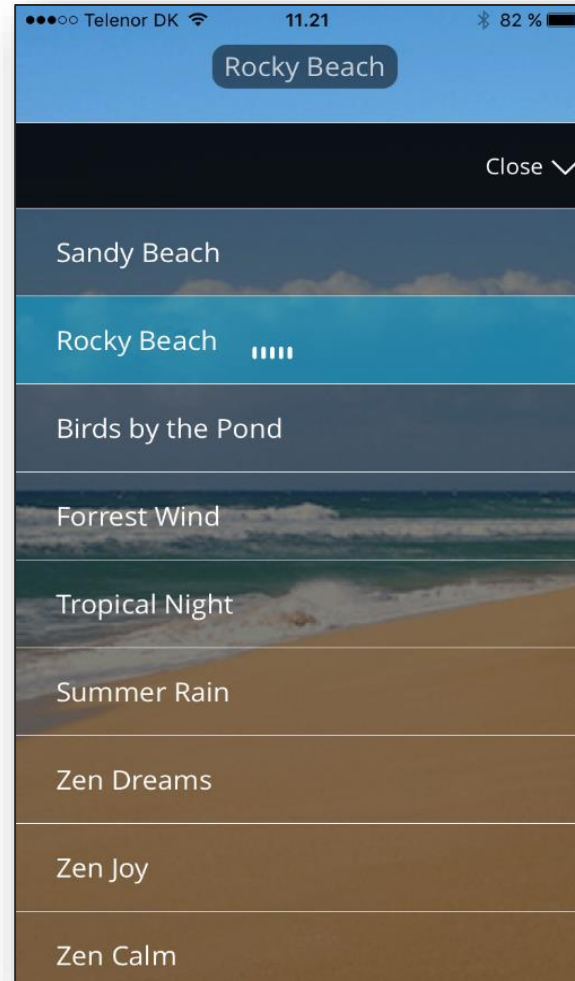
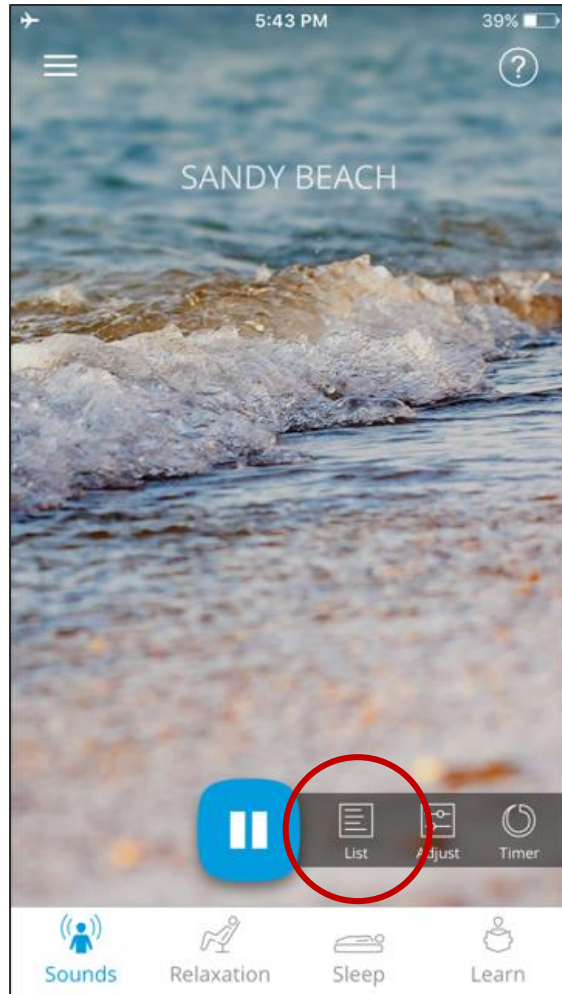
# ZEN TINNITUS APP CONTENT

- Six main navigation points:

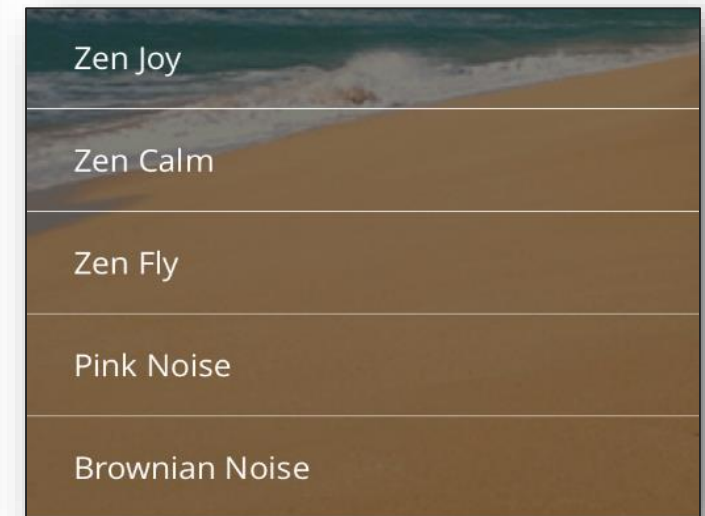
1. Easy menu
2. Content-specific help
3. SOUNDS
4. RELAXATION
5. SLEEP
6. LEARN



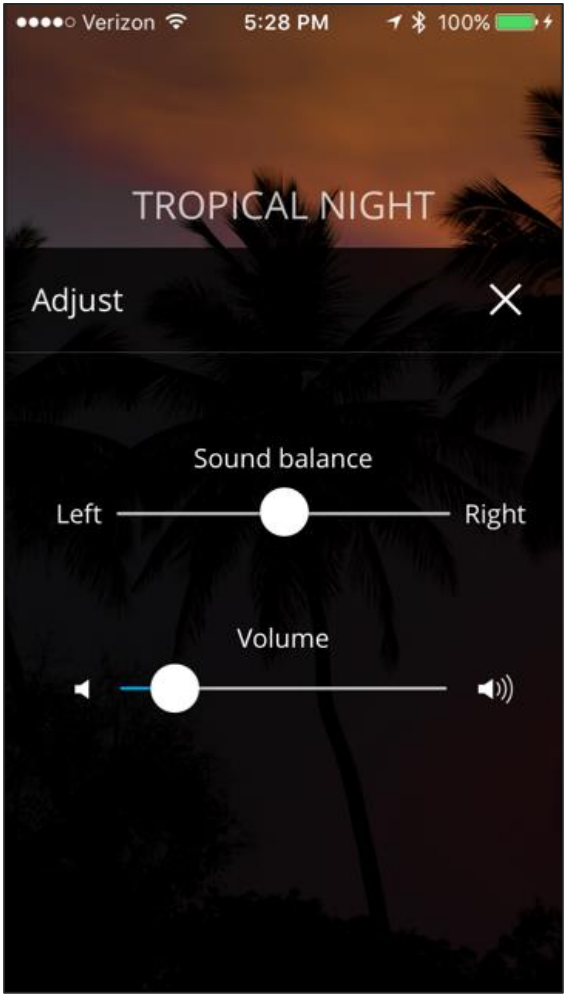
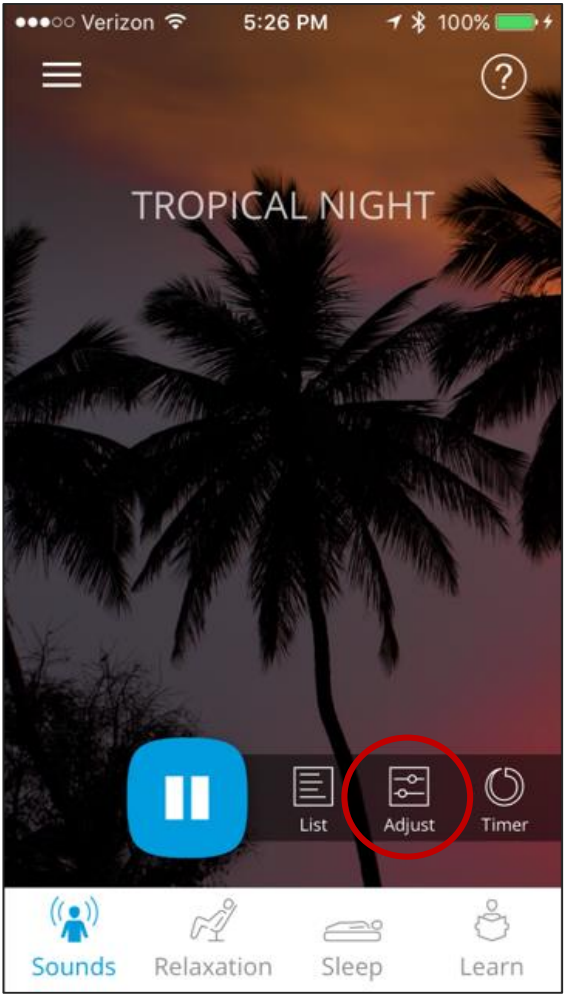
# SOUNDS FOR RELAXATION



- Variety of sounds based on patient preference
- App remembers last sound used

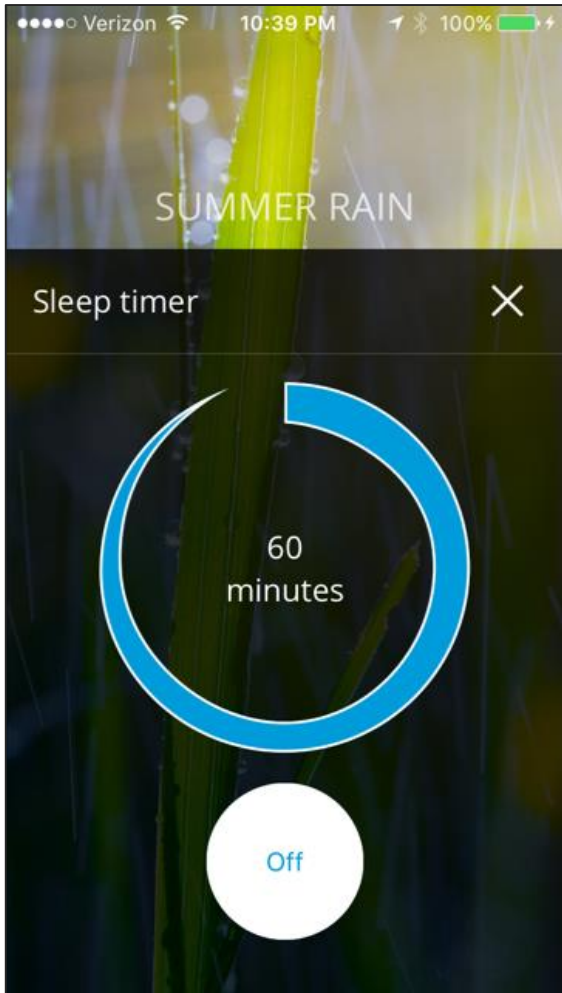
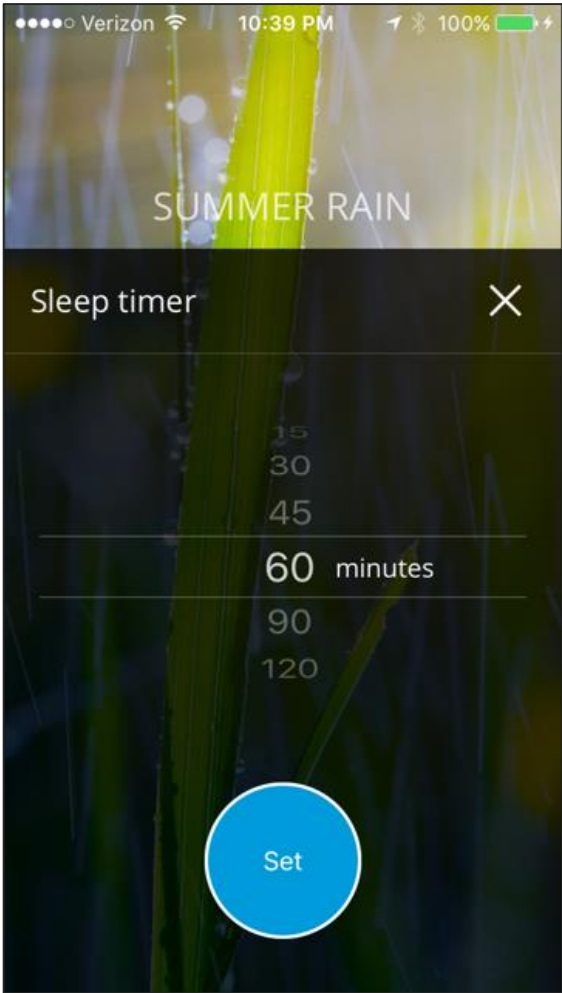
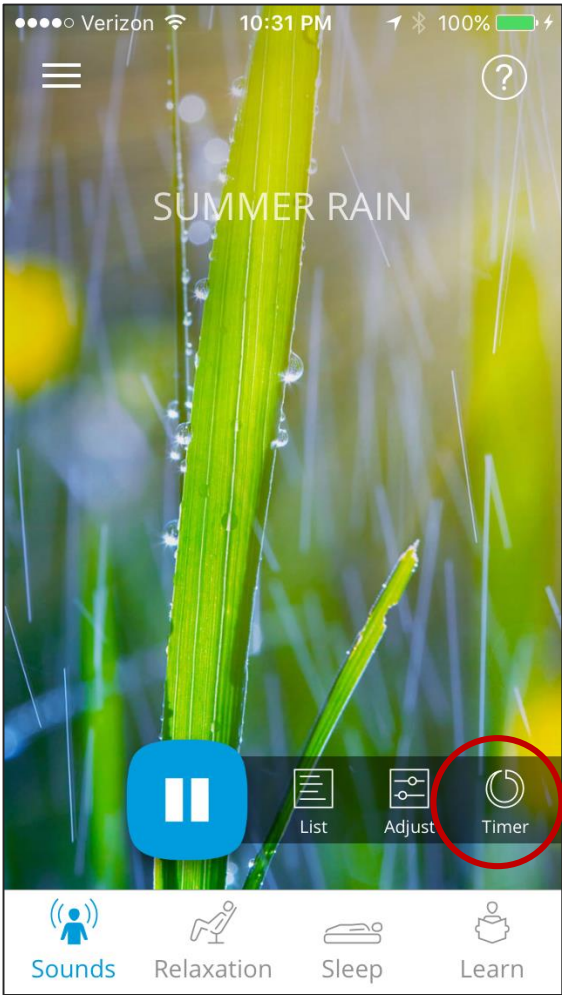


# SOUND ADJUSTMENTS



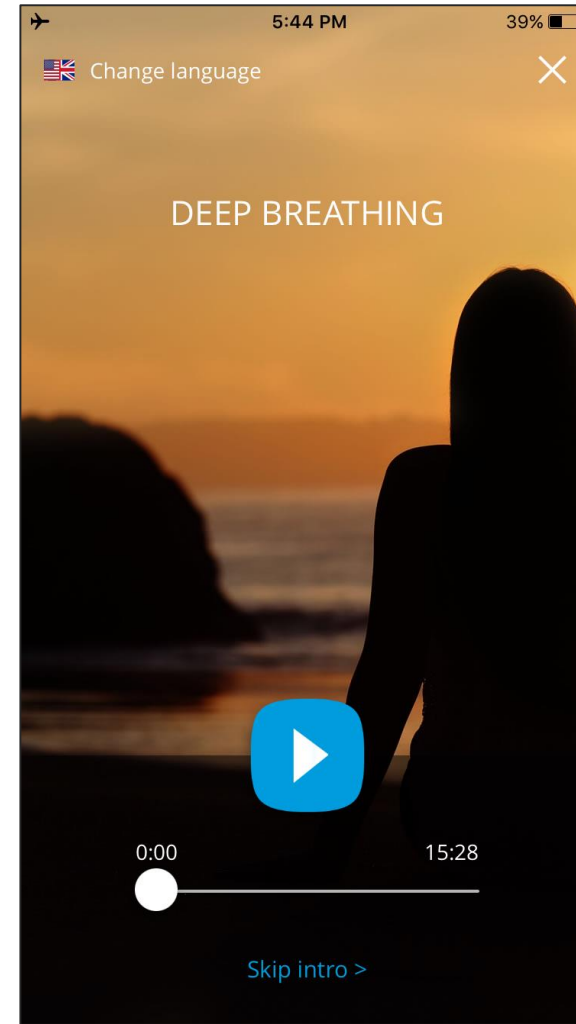
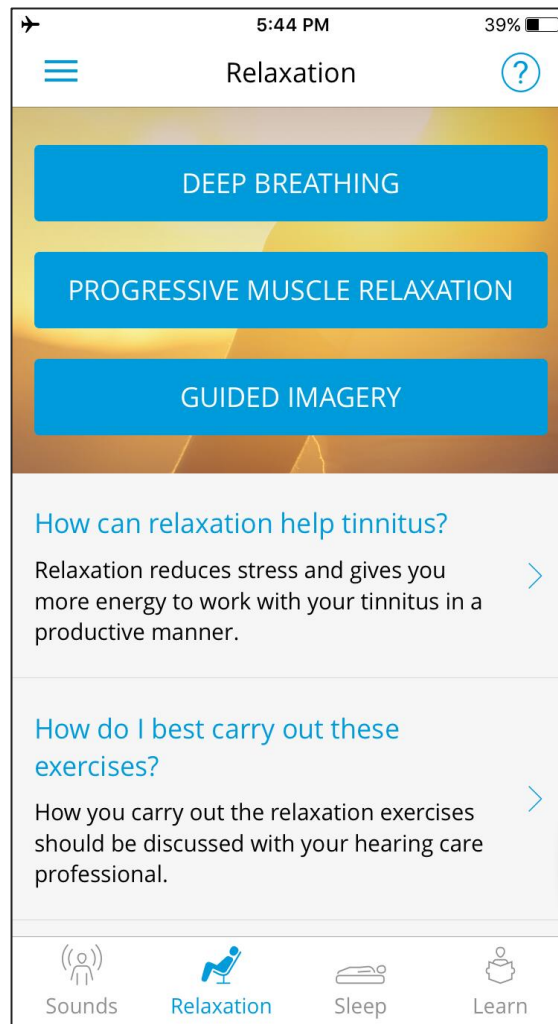
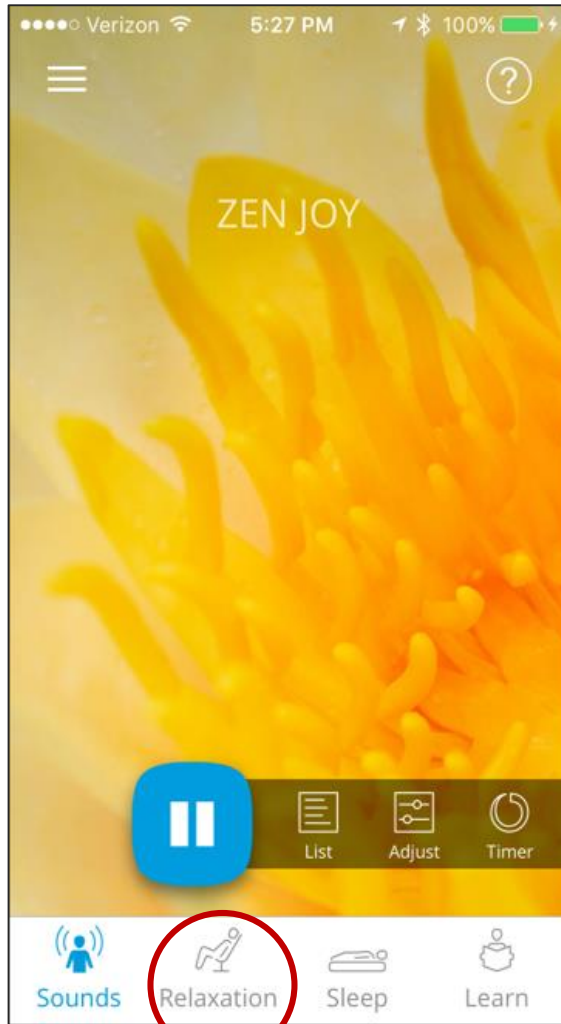


# SLEEP TIMER





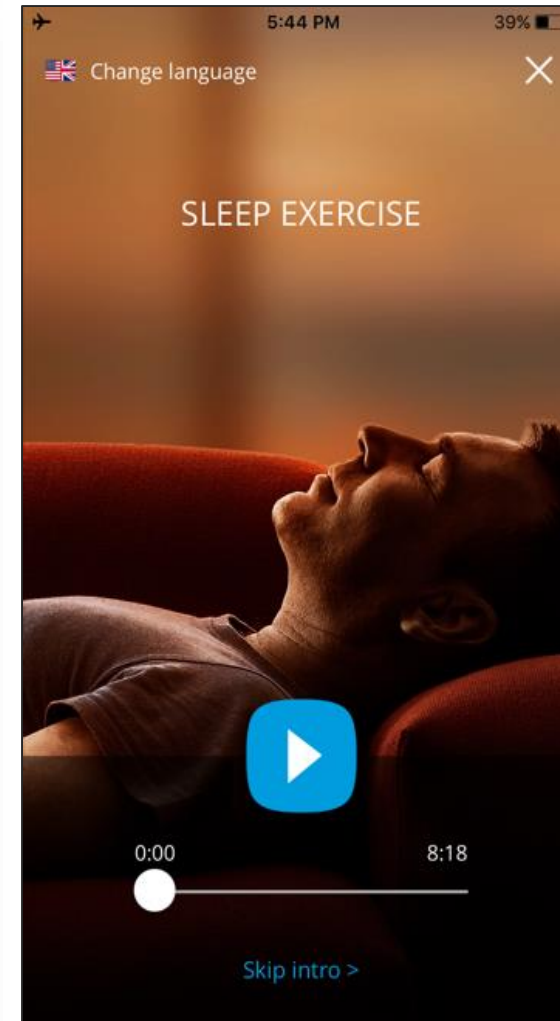
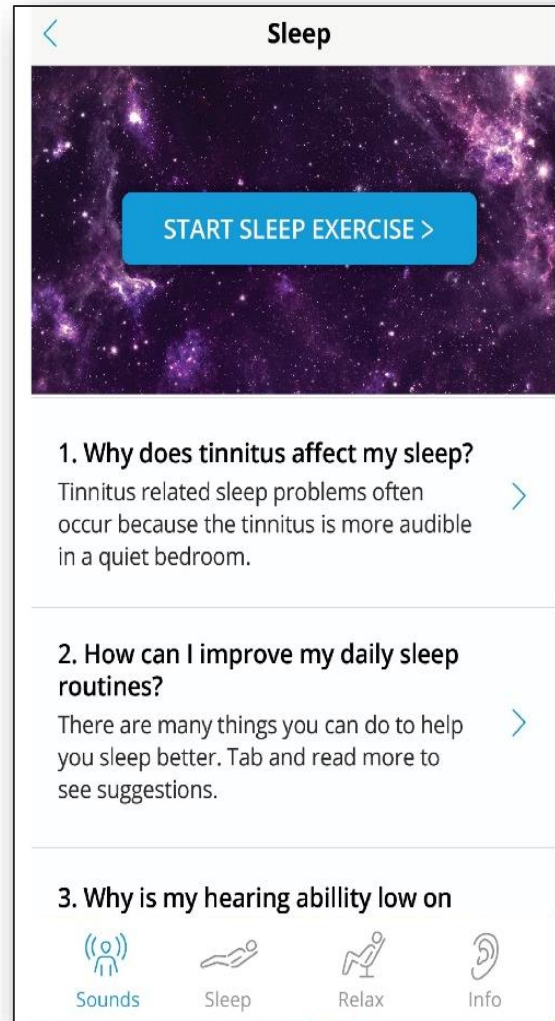
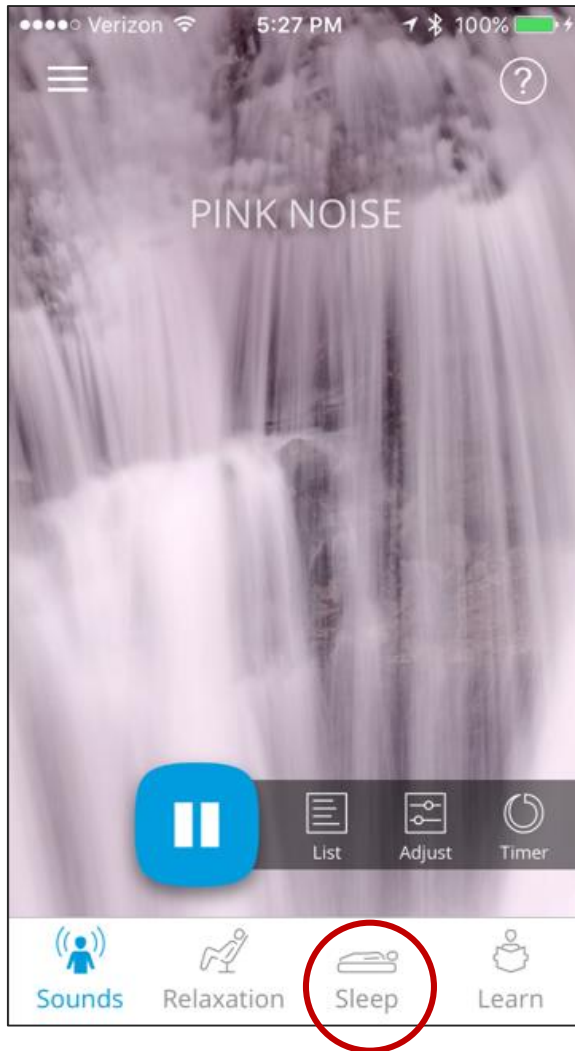
# RELAXATION



- 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



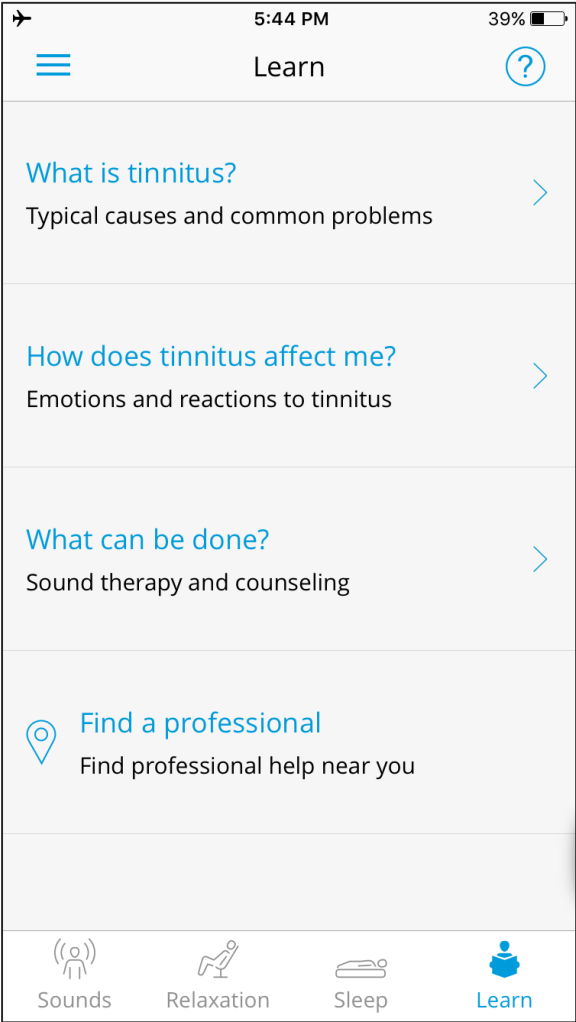
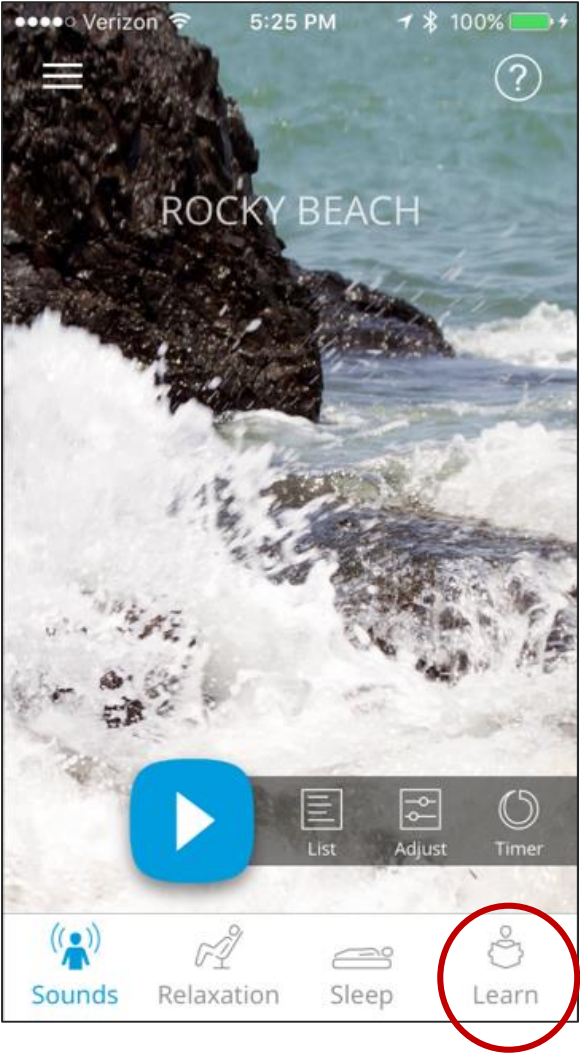
# SLEEP



- Consists of a sleep exercise and Q and A on quality of sleep and tinnitus.
- Dr. Robert Sweetow recording



# LEARN



# RECOMMENDATIONS FOR ZEN MANAGEMENT APP

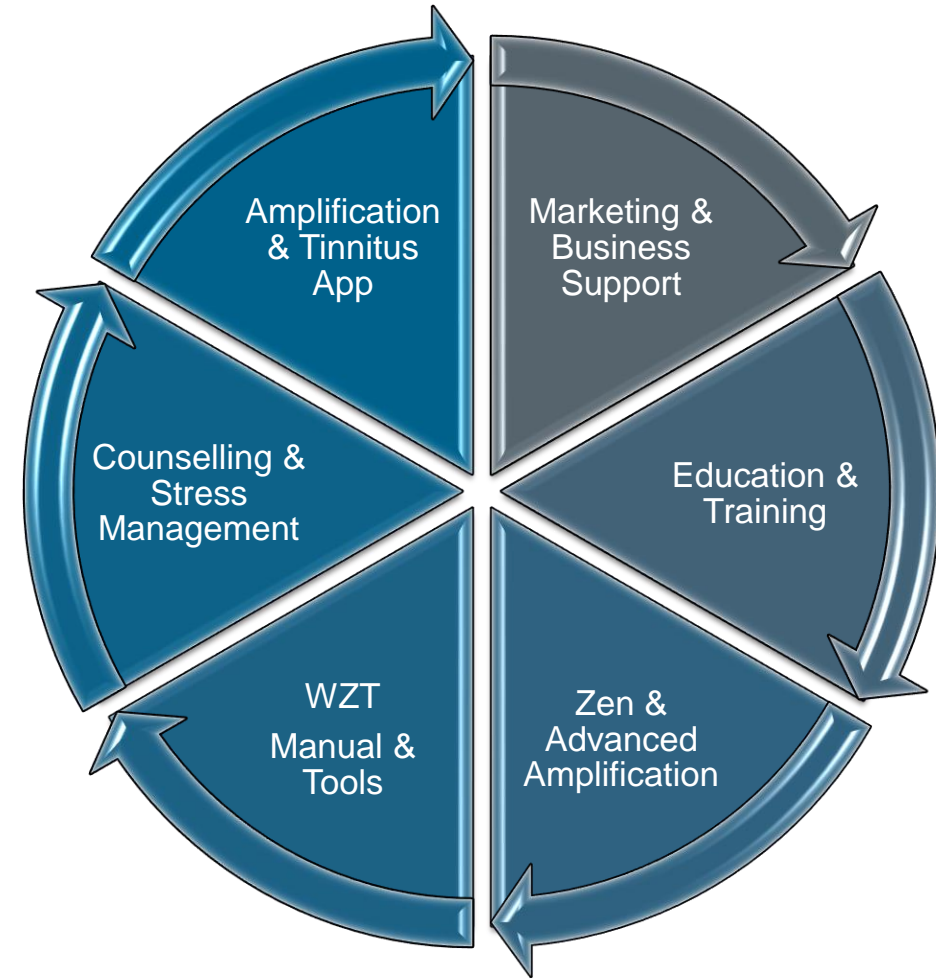
- **STEP 1:** Fit Hearing Aids with Zen
  - Counsel on benefits of Zen Fractal Tones
  - Explain habituation process
- **STEP 2:** Show flexibility of **EVOKE** app for Zen control
- **STEP 3:** Introduce Widex Zen Tinnitus Management App
  - Explain supplement for sleep and/or quiet situations
  - Designed 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



# THANK YOU!

For any questions, please email:

[AQInquiry@widex.com](mailto:AQInquiry@widex.com)



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