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## The FLEX Experience

Recorded August 2, 2019

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AudiologyOnline.com Course #33634

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- [Kristina] Well, hello everyone. My name is Kristina Petraitis and I do welcome you to today's seminar, the FLEX experience. This discussion will focus on tools that supports the robust product family that Unitron offers to deliver one kind hearing healthcare, one of a kind actually, sorry, hearing healthcare experience. After today's course, the first thing that you'll be able to do is identify the benefits of FLEX:TRIAL, FLEX:UPGRADE, and Insights to enhance your patients experience. We absolutely wanna be able to provide that better patient interaction that results in collaborative engagement and confident choices. You'll also be able to identify the components of Insights and how to use these tools to complement FLEX:TRIAL and FLEX:UPGRADE. We will also dive into certain conversations that maximize sharing and learning and minimizing that sales aspect. And lastly we'll be able to identify how to use the above tools at different stages of the patient's journey which is perfect for today's changing patient.

So, before we get into the wondrous benefits using FLEX, let us take a look at how Unitron innovatively developed these tools to use in your clinic with your patients. The developmental FLEX which has been around for pushing over seven years was driven behind that data that you see in front of you. So, we all are aware that out in the U.S. there's 80% of people with hearing loss and that magical number of where it takes about seven years for those patients to do something about it. When they actually come through your doors the statistics are a little alarming where 35% of those who've come in even having gone through the process of having a hearing test and having a discussion will actually go against amplification. 10% of those who've gone in and had the hearing test and discussion with you will make a purchase but then they'll actually returned back for a refund. And lastly, which is where we are driven where more than 20% of patients who then proceed with hearing amplification they actually would not repurchase from the same provider.

So, let's talk about patient experience and what it means. Around 2017 a survey went out to ask providers to rank in order what providers, that's you, think is most important

factors when providing an exceptional patient experience. Hands up, or even feel free to submit a response in that chat box. Would you all agree that as a provider these responses are what you would want to provide for your patients? So, as a presenter or as a clinician myself in the past these are absolutely areas that I would always want to be able to deliver for my patients, that there are friendly and accommodating staff, that scheduling was easy, that they don't have to wait, that we communicate well, and of course just on the actual cosmetics and appearance, that there would be clean and modern facilities. Well, this survey also asked patients to rank their desires and as you can see providers and patients disagree on what makes a great patient experience.

So, who's right? Truly by definition we would say patients are right, correct? If patients don't feel like your care is patient-centered, then your care isn't patient-centered. So, when I look at that second column of what patients are wanting, patients are really wanting respect. They want you to be respectful of their time. They want pricing transparency. They want your expert undivided attention. That's what I take away from the survey. So, as this hour goes on, we'll talk about how you can use FLEX and other Unitron tools to address the specific patient expectations. We also need to understand the consumer, the patients, that are already knocking on your door seeking help. What are the characteristics of this generation, our Silent Generation, who are fading away?

So, if you can write in the chat box what you have found the personality, the characteristics of these type of patients that have been through your clinics. So I know that we, oh perfect. Thanks Andrea for getting the ball started. So, Andrea Page nicely provided insight. So, the Silent Generation's willing to take expert advice at face value. Any one other person willing to share what their sort of experiences are with the Silent Generation? So, if there's anyone who cares to share, but we do realize that these patients were born in the mid-1920s to mid-1940s so they're kind of currently in their 70s and 80s. They're born in that Depression Era so they're definitely a little bit maybe more frugal. They've lived during that times have been hard. They're actually as sort of

like Andrea sort of also says is looking for that expert, that position of authority where you know it's respected and advice is adhered to. And they don't sort of question authority. So, really in the eyes we look at this Silent Generation that is fading away to be true patients.

So now, we are absolutely seeing this a new wave of the Baby Boomer Generation. They're already knocking. So, if you can also take a moment again think about it and then share your views of what characteristics are present with this Baby Boomer Generation. So, if anyone comes up and cares to share just something to be aware with this Baby Boomer Generation who as I said is already knocking on your door. They're the ones that we have classified that are born within 1945 to 1964. So, your oldest boomers are now in the over 65 category with the large number being 55 to 65 years of age. They grew up in sort of civil war. There's all this sorts of revolution. Things like space travel even. So, all of the sort of futuristic things that possibly were never thought to be possible has happened. So, they believe in anything that is possible, the involvement, they're optimistic, and of course they question a lot of things. So, when you kinda evaluate this generation, they're definitely consumers. Think about how is the changing patient profile affecting your practice and more generally the hearing healthcare profession. It's absolutely time for a new approach to hearing healthcare and we think you agree or you wouldn't be here with us today. It's time to rethink and design new strategies, tactics, and tools for achieving clinical and business success.

We understand there is a new type of patient which we just earlier discussed who is already knocking with new expectations. They are immersed into new things that make it easy, convenient, positive, and empowering. At Unitron we have designed and already prepared for this change through product innovation and today I'll be going deeper into the experience innovation. At Unitron we are unique with our ability to have an open ship. Welcome to FLEX. FLEX is a tool that is embedded into our products,

offering your patient a superior experience. Let us take a look at the components of FLEX which will continue to grow and offerings as we embark into further technology. At the bottom Unitron offers tools that enable you to offer evidence-based hearing instrument personalization, delivering enhanced experience to your patient. What tools do we currently offer under the FLEX ecosystem?

So, the solutions that we offer, Unitron has FLEX:TRIALs, we have Insights, and we offer up FLEX:UPGRADEs. The first layer FLEX:TRIAL is allowing your patient to try hearing instruments in their own listening environments. The second layer is evidence-based data that is collected through our patient insights that includes Log It All usage and ratings. The third layer is providing continuous care through temporary or permanent upgrade. So, let's take a little closer look at all these tools. FLEX:TRIAL is a hearing instrument. It's your test drive instrument that can be set to any technology level and allows your patient to use them for a set amount of time outside of the clinic. The trial duration can be set anywhere between one to six weeks and begins once the session is saved. If your patient exceeds the trial duration, your patient will hear an alert alternating between each instrument which makes the actual FLEX:TRIAL instrument unwearable. These instruments are easily identified with FLEX:TRIAL branded on the outside of the instruments.

Unique innovation at Unitron is Log It All. Regardless of the technology level worn, it captures your patient's hearing experience across the seven different listening environments, capturing real world data, what type, and how long your patients are in those particular environments. This to me is a cool feature, Ratings, to allow your patients to be connected with you at their fingertips. Accessing and making Ratings is done through the Remote Plus app. A Rating provides the ease of communicating, performance, or functionality through simple steps within the app. Once a Rating is submitted, not only do you gain insights from your patient, it also provides in the moment data of what program, what environmental classifier it's in, volume level, level

of adaptation manager, at that specific time which of course provides you with greater detail if needed for troubleshooting.

And a special tool only offered by Unitron. We are the world's only upgradeable hearing instrument. Continuous care is provided for your patients, offering in their own purchased instruments the ability to temporarily or permanently upgrade their instruments. Usage of these tools in an efficient way is supported through Unitron's FLEX formula, a proven formula that guides you through the efficient usage of FLEX tools to deliver an exemplary experience. Understandably, there is a lot of information to conduct such method and therefore Unitron has created these step-by-step guide books that are available. If you would like copies of these books or PDF versions, please feel free to email me or contact your local regional sales manager. Book one provides an introduction and also goes into understanding your current work flow, inputting baseline key performance indicators or as you might see it noted as KPIs such as referral rate, return for credits, conversion rate, product mix. Book two breaks down by appointment, providing a checklist inclusive of suggestive marketing materials, top tracks that are identified in blue boxes, possible patient objections, and how to approach them. Book three captures screenshots within Unitron TrueFit fitting software to provide the how-to of when using the FLEX tools within our software.

We will all take a look at how the FLEX work flow looks like which is summarized in book two. FLEX is designed to make the experience of buying and wearing hearing instruments feel easy, flexible, and empowering. FLEX impacts every step of the hearing care journey, starting from the very first appointment. It promotes better interactions that result in positive patient emotions and successful hearing care experiences. And this experience is enabled and supported by the products, tools, and services that Unitron delivers. Let's pass over to Lilika Beck, VP of marketing, who offers insights about the FLEX experience.

- I'm Lilika Beck. I'm the VP of marketing and my favorite sound is the pop of a champagne cork. I often described Unitron as the challenger brand of the industry. We've got ambitions that are bigger than just being a large hearing solution brand. We really want to disrupt the conventions of this industry particularly that first experience, or the first steps the consumer takes in their hearing healthcare journey. The consumer's journey is not an easy one. In fact, it could be described as very emotional even risky. In the space of one appointment which is often just an hour, a consumer learns that they have a hearing loss, they learn about different hearing solutions, and they need to make a decision on how to proceed which can cost thousands of dollars. Despite significant advances in technology and great clinical care, it still takes a person an average of seven years to address their hearing loss. Over 35% of them who walk into a clinic walk out without a solution and of the group that purchase a solution, more than 10% of them return it for a refund.

So, there's definitely a problem here that isn't fully understood and certainly not resolved. We've done a lot of work to understand what are the pain points in that traditional journey and we've created an ecosystem of technologies and processes that are really designed to reinvent that experience. The FLEX experience offers something that we call a real world assessment and that means they get to experience amplification out in the real world in their home and in their real life. The consumer is changing. They're motivated really differently now. They're looking to be a little more in control, more informed, more engaged through the process and consumers really want to see the use of that objective data in their clinical consultation. We most definitely use the opportunity to collect data that's personalized to the consumer.

So, what are their listening preferences? What are the acoustic environments they actually spend time in? And we make that data accessible to the hearing healthcare professionals to make the decision on which solution to go for. And I think another really cool thing about the FLEX experience is it offers the consumer the ability to

upgrade at a later date. So, they get to access more advanced features in their hearing devices should their lifestyle change. We always say in the office that people don't always remember what you did or what you said but really how you made them feel and so we're determined to help them love the experience.

- [Kristina] After each hearing test, do not let that opportunity pass to offer a no-obligation one to two week test drive with amplification that is personalized to your patient's hearing loss. Empower your patients by expressing it's a real world assessment as we will be collecting data to have a better understanding of your type of listening environments and the amount of time spent in those environments so that when you return back, we can work on determining the most suitable solution for you. Conveying this message motivates your patient to wear their FLEX:TRIALs and they will be eager to return back to uncover what data was captured. It is important to have your FLEX:TRIALs ready to go. Our Discover FLEX:TRIALs are shipped at the 9 premium level. Best practice is to let your patient try them with all the features unlocked; therefore at the 9 level. A personal tip for time efficiency, consider having your FLEX:TRIALs already attached with certain lengths of receivers so therefore all that is required is to measure ear size during otoscopic inspection and gauge what dome size.

So, I will walk you through this video in conducting a first time fit with a pair of Discover Moxi Jump R FLEX:TRIALs. Our Discover products are programmed using the Noahlink Wireless. Make sure you select that from the drop down menu. Once selected, then you would click Detect. There are two options to assign the instruments. The standard method which a lot of you are used to is clicking Play beep and putting the aid up to the ear. Or the more simple version with our Discover products is with the rocker switch. You would press it on the aid and it will flash which one is pressed. You would look at the color chip or the receiver color and assign right or left. A detection

warning notice will pop up just to remind that these aids can exceed a certain dB SPL. You would just hit continue.

And then, being a first fit, you would select Create that new fitting or as this illustrates, it's already selected and you would hit Continue. Once it's detected and successfully detected, the initial configuration wizard will then pop up. This is the new simplified five clicks or less work flow for a first time fit. So, step one the instruments are muted. As these are FLEX:TRIALs you have the ability to actually change the technology level desired. Remembering this one instrument, our FLEX:TRIALs, can be programmed to any technology level. Discover FLEX:TRIALs are shipped already at the 9 technology level. When you've selected your desired technology level, you would then click Next. In step two, still muted, you're confirming your patient's information. And that is date of birth. And then, you also want to make sure that the audiogram matches. And if the experience is left at first time, the parameters of date of birth in the audiogram will configure where the automatic adaptation manager as a percentage will start. If long term is selected, the automatic adaptation manager defaults to 100%. So, once you've confirm that, you will click Next.

Step three which the instruments are still muted, you're confirming your patients acoustics which is vital for sound quality. So, you wanna make sure that the receiver and ear piece match what your patient is wearing. There is also a check button which is new for our Discover products which for when they don't match, as this illustration will show, an alert will pop up to indicate that there is a mismatch. So, then from the drop down menu, you select the correct receiver and by clicking the Check again button, a pop up will verify that it is correct. Wire length and dome size is just for data record keeping purposes only. It has no bearing with the acoustics. Once that's all confirmed, you would then go over and click Next.

So, now step four is when the hearing instruments are now unmuted. So, if there is a need to mute the hearing instruments again for any reason, you would click the center button there on the top right for both ears which would mute the both ears. If you need to mute individually, you would click the speaker associated to which ear you'd want to mute or unmute. If required, you can absolutely change the industry standard fitting formula but a side note with our new Discover products, you can learn a little more as well from viewing some other AOs but it is designed with a flatter frequency response for your first fit which delivers a more pleasant, natural sound for your patients.

Adjusting the adaptation manager would be next with 1% increments now to find your patient's comfortable loudness level. If adjusted, you'll see that there is a solid marker that remains to let you know where the recommended original starting value was. You can also adjust the desired rate of speed from the drop down menu. By selecting whichever desired speed, it will automatically calculate how much time remaining from where you have it set to 100%. Lastly, if you're patient is experiencing notable feedback and the acoustics match, there's no physical occlusion, then would it be suggested to run feedback. We primarily do not recommend it because we know it cuts the highs so therefore we have enabled our phase canceler which is very aggressive and it runs all the time in the background to minimize the occurrence of the feedback. Once that's done, you click Next and this is your last step, you're done.

We've provided quick links based on your desired choice of what you tend to do next but following the first fit recommendation, you would actually want to click Fitting Summary. Fitting Summary takes you directly to our end fitting menu and straight to our Fitting Summary tab. The Getting Started Guide, down at the bottom right, is already automatically checked and ready to print. Highly, highly recommended to be used in lieu of the user guide manual that is shipped with the purchase instruments. It's a condensed personalized summary of the instrument programmed available in several languages. It even too can be emailed as an attachment via the software.

So, I'll take a moment to pull up a preview so that you can see how it is a much more simplified version and personalized to the and tailored to your patient's instruments. So, you'll see that the necessary details with even simple images of how to operate and use a hearing instruments is shown. It lists your patient name, the make and model of the hearing instruments, and then provides the instructions of usage, operation, and even other images with this being a Discover Moxi Jump, our lithium ion rechargeable. It shows you the screen of being able to put them in and out and then also instructions because it is our hands-free made for all direct to connectivity, how to operate it when it's paired to the phone. Once you're done, you basically click Save at the bottom which will then save it to the hearing instrument, the session. It'll save the session to the database and if you do have it enabled, it will save it to your Flex:tracker which there will be more details to come and then you would naturally close out of the session.

So, with the second appointment your patient returns back from their test drive and you connect the instruments to read off their real world assessments, providing the personalized one of a kind solution for your patients. Every returning patient that is connected to TrueFit will go directly to our Insights page. We find this information to be very, very useful. You can evaluate if your patient was compliant in wearing the instruments, so that's looking at hours per day seen in usage, and the Log It All may uncover challenges that were not discussed during the initial meeting, or your patient is active in conversation-based and/or noise-based environments thus validating the recommendation of purchasing higher end technology. Further more, if they underpurchased because of their limitations, this will provide how to best program the instruments, for example, what manual programs to add to better support their needs.

The core tools of Insights are usage, Log It All, Ratings, overall satisfaction. Each has a critical role to play in giving you the information that you need to provide the most

personalized hearing solution for your patients. You can view all of this great detail in TrueFit or you can also view some of this detailed via myInsights which needs a myUnitron account. Usage refers to our data logging. How often is your patient using the hearing instrument? On the left, how complaint has your patient been wearing this hours per day and how many days? In the center, the general distribution of time in the automatic program SoundNav versus streaming verses wireless program use. Volume adjustment is recorded if the volume control is enabled via ear level or the Remote Plus app. Based on your discussion, if adjustments support their environmental needs, you can click Apply on that right hand side and it will automatically adjust the gain.

The next tab Log It All is unique to Unitron. It displays all seven listening environments regardless of the technology worn. Unitron supports your patients to be at their best in conversations with four of the listening environments to be in conversations. We understand your patients are not in one style of conversation and one type of environment. The blue bars represents that all environments were fully supported providing optimal outcomes for all listening situation. You are also given total time spent in the course of the week displayed in hours or percentage. The dotted line box above those solid blue bars is displayed if you checked the comparative listening data on that left side. This displays normative data for a specific age range to highlight if you're patient is similar or be it different to the average individual within that age group. You can view the features within the specific technology level. It also calculates the sum of the two most challenging conversation-based environments, conversation in a crowd and conversation in noise, to highlight the advantage of needing a more aggressive feature like SpeechPro to support better understanding in noise with ease and less effort.

Lastly, a powerful tool within Log It All is to compare the different technology levels. This is useful for when your patients are reserved with needing certain features to support their lifestyle or possibly hint financial limitations. When you click on either of

the desire technology level to compare, the Log It All adjusts to display the environments and features sacrificed. So, for example, let's compare the technology level from a 9 to a 5. The biggest visual change is the blue bars lessen. They're removed in color showing that that environment will no longer be fully supported automatically. Under the features column, in red, it will list the missing features from the technology level that they were wearing. Under the last column, Ratings. This is our last Insight tool. Through TrueFit this is where you would find the Ratings submitted in a timeline view by your patient. Remembering the Ratings were submitted via the Remote Plus app. By clicking on a specific date, all Ratings for that date will pop up, providing you with a detailed summary of the description, situation, program, and classification setting. Details with setting up the Ratings will be discussed a little later. From the second appointment you would be entering into the third appointment and this is where you're directing your conversation with presenting a solid recommendation and moving with the selection of make, model, and level of technology. As you are not a warehouse of all types of stock, we recommend you to continue allowing your patient to listen through FLEX:TRIAL instruments while you order their specific instrument.

Then with the third appointment, when you're fitting it, you would transfer the fitting to the permanent instruments and then make it more personalized based on what you provide like REM measures, beta testing, outcome measures like a COSI, and fine tuning. And just a reminder you would provide general counseling on care and maintenance and/or setting the expectations. If you think back during that test drive, discussion of insertion and operating a battery is rarely discussed because they've already mastered that during that trial. Remind your patients of the continuous care you can provide for them during their healthcare journey. One of the offerings which I cannot emphasize enough is that Unitron has the only world's upgradeable hearing instrument. This provides superior service and separates you from the competition. Imagine a patient who is happily fit in mid-level technology. They returned back in six

months and express that they're not doing so well as when they were first fitted. You connect the instruments and you view the Log It All information, seeing that conversation-based environments have actually increased. You ask your patient and discover they have a new job with more customer facing service. Thus your patient has increased difficulty in clarity.

What can you do? Well, with Unitron you can offer a temporary upgrade to allow your patient to test drive technology that could better support their listening needs. Let's see how this is done. So, the example I'll use will be a Discover Moxi Jump 5 at that technology level. Remembering the detections are saying, so after you detect your patients hearing instruments and viewing the Insights, to conduct a temporary upgrade you would go to the Instruments menu and then you would select Technology Change. Discover 5 is highlighted in blue as this is the current technology level your patients is in. As the term FLEX:UPGRADE suggests, it is offering the opportunity to upgrade the instruments. We do not downgrade once it's permanent. So, thus Discover 3 is grayed out. The viable upgrade options is either selecting Discover 7 or Discover 9. It is not a ladder approach; therefore you can go directly to Discover 9. Once you click on the desired technology level. it will prompt the Upgrade Technology wizard. You follow the instructions going through the steps until finished transferring the fitting. Typically, it usually takes a couple minutes for each instrument.

Once completed, your patient is now in a temporary upgrade within their own instruments. That can be noted on the top right hand corner there. You will notice that the original technology purchase is noted in gray. And then the temporary upgrade technology level is noted in blue. Two new buttons, up here, which will be used upon your patient's return after their temporary upgrade experience. The duration of the temporary upgrade is anywhere between one to six weeks and you can control that duration. Where to adjust this? This would be changed under End Fitting and then it's under your Beeps. And down on the bottom right, you would click the box Trial

Duration to open it up and then from the drop down menu you can select your desired length. Please note default setting is four weeks. After that's done, clicking Save will then start the temporary upgrade experience.

After your patient returns from their experience, you would detect the instruments which will take you directly to that Insights tab to view their usage, Log It All, and Ratings. Based on the discussion, you would return to Instruments and Technology Change. This screen should look familiar because we just viewed it when we conducted that temporary upgrade. If the desired outcome is to return back to the original purchase technology level, you would select Revert and follow that wizard. If the outcome is to upgrade, you would click the Buy Upgrade button which will open up a wizard. Either you can complete the permanent upgrade in two ways. Offline, so for example, your power is out, you would call our customer service department and they will work you through it. The most efficient and easiest is online via your myUnitron account.

Working through this wizard, it confirms the technology level to upgrade, verifies your bill to address and then when you hit finalize, it completes the upgrade. One major important note. Once the upgrade is permanent, it cannot be reverted. So, it is recommended not to conduct a permanent upgrade during the right to return period. Temporary upgrades can be done infinitely by just clicking Save and closing out of the session which restarts that temporary upgrade trial duration. What else can you offer for your patients? Another continuous care solution. Offering a superior repair bridge program. Your patients will never leave the office without sound. We all know that hearing instrument repairs happen in the most inapt time. Rather than your patients stressing, your repair program provides them a peace of mind. This would be using our FLEX:TRIAL instruments, up-to-date technology in award winning design style. Personally I appreciate when I need to take my car into the dealership for service and rather than be put out with no car or arranging some form of transportation via friends

or rental, my dealership loans me a car for the duration of the repair service. But not just any car. I'm driving around their latest model equipped with all the convenient features to make my travels a breeze. What do you think happens to me when I returned to pick up my serviced car? I'm not so keen to let go of that new car I was driving. Of course, tempted in knowing and how could I be driving that car permanently. That's what you can offer up your patients with that premium repair service using our FLEX:TRIALs.

What else can we offer up with continuous care? Your patients embed themselves in such varieties of listening experience. Providing continuous support using Ratings is invaluable to stay connected with your patient no matter their experience. The set up to activate Ratings is really simple. Again, they do need a smartphone in order to be able to download the Remote Plus app. While your patient's instruments are connected to the TrueFit software, under End Fitting, you would click Insight Setup. Follow the steps to set up. Steps one to three are already automatically checked if you are logged into myUnitron and have enabled Insights under options preferences. The activation code is automatically generated, unique to the instruments and the code is already pinged to to the chip so when your patients starts using the Ratings via the Remote Plus app, it's already captured. A little tip, I would recommend that your patient has already downloaded the Remote Plus app or comes prepared knowing their Apple App Store or Google Play password.

Step four, you would click to enable Ratings. This generates a popup to accept the privacy of obtaining data. Please know that all data is encrypted thus Unitron does not receive any personal information. Remember you'll be able to view these Ratings via TrueFit or through that myInsights portal. I want you to challenge the status quo. It is proven that FLEX improves the efficiency of the entire hearing care journey. At first, when implementing FLEX, the flow, because it's a change from the traditional, may seem that it would take a little longer but with the use of the PDF books as a reference

and the resources from Unitron, the flow actually shortens quite dramatically. We've seen some offices that total time from testing to follow up shortens over an hour. We value all our customers and we do here at Unitron deliver a personalized care solution for your patients.

Our customers across the USA speak volumes of how the FLEX experience has improved, differentiated, and eased the hearing journey. Anyone out there, do they care to share what their FLEX experience has been like? It's a winning formula. What can you see in your clinics by implementing FLEX? 83% of hearing care professionals report that FLEX formula reduces the stress of selling. You entered this profession not to sell. You entered this profession to help improve quality of life. Almost 80% of HCPs report they fit higher technology levels. This is beneficial for you which is generating increased revenue but moreso it benefits your patients because their fitted in higher technology which of course, yields more satisfaction with that performance. A little over 70% of hearing care professionals report that FLEX formula increased their conversion closing rate by as much as 49%. And two out of the three of our hearing care professionals report that it helps them stand out from the competition and in today's competitive market this is a great and unique advantage. So, how do you see using FLEX:TRIAL to enhance your patient experience? If anyone would like to share in the chat box feel free.

I have someone, Heather, who's really been great and she's saying that the FLEX:TRIAL experience, "It allows us to make a straightforward recommendation "for the patient and go over everything together based "on the information from the Log It All. "It's a great tool." Thanks Heather for your input. We really appreciate it as well. We all know at Unitron that Log It All is really unique and it's a very data driven tool. So, a few things to take in with how you can support the utilization of FLEX:TRIAL. You are able to offer trials of all technology levels. It allows your patient to leave with hearing instruments risk and obligation free. One of the continuous cares that I highlighted is

that it creates a better repair service, the experience of it. So thus you're providing that premium service to promote the hearing instrument purchase down the road. And it absolutely has conveyed reducing patient concerns regarding price. One of our other tools that Heather highlighted with the Log It All but how do you see using Log It All to create a better patient experience? So, Heather had said that the Log It All was able to provide a straightforward recommendation. Does anyone else have something additional to share?

Heather's nicely said that "It shows "what level of technology is going to benefit the most based "on the environments they are spending the most time in". Absolutely and that links to where it's a great visualization of that personal real world data of your patients. With that, as Heather has mentioned, you can then make evidence-based technology recommendations supported by that Log It All information. It validates the appropriateness of what you are recommending. It may uncover the need based on the technology level chosen for what manual program would be best. And then even reflecting later, it suggests based on that data whether a different technology level would be a better solution for them.

So how would you see using FLEX:UPGRADE, only available at Unitron, to further better a patient experience? So, FLEX:UPGRADE is absolutely, again reminding, an amazing tool that could be much more utilized. So, the benefits of FLEX:UPGRADE. Your patient can grow with their instruments. You can offer, as you saw, very easily temporary upgrades at any time of their life. So, a common saying would be is if you had a patient in front of you who is going to be going to a wedding, a family wedding, and we all know acoustically that can be quite challenging and they're not set at a premium level, you would just offered to say hey, in order to hopefully provide an improved listening situation at the upcoming wedding because you're such a valuable patient to me, I would like to offer a complimentary temporary upgrade to be able to provide that as a little gift for that wedding venture. And then you set it for anywhere,

one to six weeks, and then they returned back because it doesn't either revert back to the original level or remain at the temporary technology level so that then they can share the experience and uncover to see if an upgrade permanently might be the desired choice or simply to revert it back. It's a great potential for generating referrals. It allows for your patients try a higher technology without the need to purchase. And that brings in a unique opportunity for additional revenue stream if they decide to purchase.

So, one other side tool that I haven't venture down is we have all these amazing FLEX:TRIALs. Within our FLEX:TRIALs and the other instruments, we have other tools but within the FLEX:TRIALs, the last discussion to support the usage of these FLEX:TRIALs in your office is Flex:tracker. So, back in 2014, Flex:tracker was launched as a web application for easy tracking of those Unitron FLEX:TRIALs. It works with any of our FLEX:TRIAL instruments, our Moxi RICs, Stride BTE, and our Max Super Power BTEs. The process of registering and assigning FLEX:TRIAL instruments is completed through that Unitron TrueFit fitting software. What are the benefits of Flex:tracker? It allows you to easily view which FLEX:TRIAL instruments are currently out on a test drive, which patient of yours is wearing them, and when they are to be returned based on that trial duration you had set. Also, you can then see which FLEX:TRIAL instruments are on your shelf and available and ready to be used for trialing.

So, how do we enable Flex:tracker and Unitron TrueFit software? As before, Flex:tracker is actually disabled by default but if you have had it previously enabled, Flex:tracker, it will remain enabled anytime you're upgrading to the latest TrueFit fitting software. Those who have previously use Flex:tracker, in the past, you had to create a separate username and password but now with our latest TrueFit fitting software, it's the same username and password as your myUnitron account. So, we encourage those who haven't that they create a myUnitron account that is your destination for simple online product and marketing orders, paying your invoice, and there's also a lot

of other resources available. If you need assistance, just reach out to our customer service team. So, there are two ways that Flex:tracker can be enabled. In the Unitron TrueFit fitting software, from the top right-hand corner, signing into your myUnitron account, and that would be a little grayed out there, just right up on the top there, you would be entering your username and password and then you can check the box to enable Flex:tracker. Or the option to enable or where you can also disable Flex:tracker is under Options, Preferences, and then FLEX.

The actual process of registering an instrument and assigning it to your patient is easy. First, you would detect the FLEX:TRIAL instruments. During the detection process, you'll be asked to add the instruments to that Flex:tracker. Once you're finished programming the instruments and you save the session, you'll be prompted to assign the instruments your patient in Flex:tracker and then you're done. You can easily access Flex:tracker by clicking on your myUnitron name in the upper right hand corner of TrueFit and then selecting Flex:tracker. So, how does it look viewing Flex:tracker? The device details pop to show patient information and key dates such as when the trial duration should end or if the FLEX:TRIAL instrument is returned. You can click on the Return tab which changes the status of the instrument from assigned to available. You can sort any column by clicking on the header. Unique to Flex:tracker is the ability to easily filter the list of instruments based on the status. Or you can also search in the list. This allows you to easily find the status of the instrument you are looking for.

One last thing is that we provide lots of great resources and in order to support you as you embark on using the FLEX tools and the formula in your practice is myLearning and this is our latest addition within myUnitron. Let me show you how easy it is to navigate and view the modules that can be self-paced and are CEU supported. The ones I would encourage to reinforce from our training today is FLEX. So, step one you would actually log into myUnitron. Step two, you would select myLearning and now if this isn't visible, I just ask you to please contact our customer service and the team,

they'll be happy to set you up. And then step three, you actually click FLEX from the available learning. It's actually very recommended for you to use Chrome in order to view the modules the easiest. I've also included in the attachments, with a few other contents, like why do FLEX? And then, yes, the step-by-step guide of how to access myLearning. Today's patients absolutely demand the best in hearing performance. They are looking for customized solutions and technology that gives them independence and simplicity. In other words, they want the FLEX experience.

Thank you for providing an hour of your time. I want you all to have a fantastic day and of course, I'll remain to answer any questions that you may have in that chat box.