



ReSound Government Services ReSound Relief: Tinnitus Management in the Digital Age

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Learning Objectives

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After this course, participants will be able to

- Implement the ReSound Relief app into their tinnitus management practices
- Guide and educate patients on proper use of ReSound Relief app
- Locate and interpret app store Ratings, Reviews and Development Updates

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The Future of Tinnitus is Now:

Mobile Technology and Data Analytics

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Each day the following happens on the internet...

- 6 Billion Google daily searches
- 500 Million Tweets are sent
- 4.3 Billion FB messages/5.75 billion FB likes
- 3.6 Billion Instagram likes
- 4 Million hours of YouTube content uploaded



90% of all data has been generated over the last 2 years

2.5 Quintillion bytes of data are created daily!

(million, billion, trillion, quadrillion, quintillion, sextillion, septillion, octillion, nonillion, decillion, etc.)

Sources: Sciencedaily.com, vcloudnews.com, blog.microfocus.com

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The Future of Tinnitus is Now:

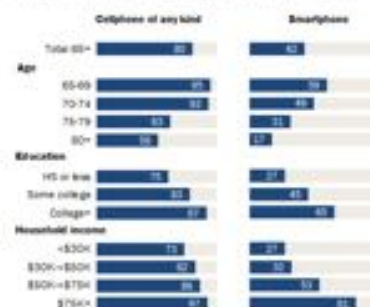
Mobile Technology

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Four-in-ten seniors now own smartphones, more than double the share that did so in 2013

With smartphone ownership in the U.S. more than doubling in the past five years, Americans are embracing mobile technology at a rapid pace. And while adoption rates among seniors continue to trail those of the overall population, the share of adults ages 65 and up who own smartphones has risen 24 percentage points (from 18% to 42%) since 2013. Today, roughly half of older adults who own cellphones

Roughly four-in-ten seniors are smartphone owners
% of U.S. adults ages 65 and older who say they own the following ...



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The Future of Tinnitus is Now:

Is our delivery model working?

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Table 1. Respondents' perceptions before and after their initial hearing evaluation, in percentage, as it related to whether audiology should be classified professionally as (a) medical, (b) rehabilitative, or (c) consumer electronics.

Professional Classification of Audiology	Pre-Appointment	Post-Appointment
A. Medical	23%	9%
B. Rehabilitation	63%	28%
C. Consumer Electronics	14%	63%

In addition, we asked respondents whether they were interested in hearing aid technology to overcome their listening difficulties before and after their initial appointment. The data, shown in table 2, revealed:

Table 2. Respondents' perceptions before and after their initial hearing evaluation, in percentage, towards hearing aid technology.

Interest in Hearing Aid Technology	Pre-Appointment	Post-Appointment
Yes	67%	22%
No	33%	78%

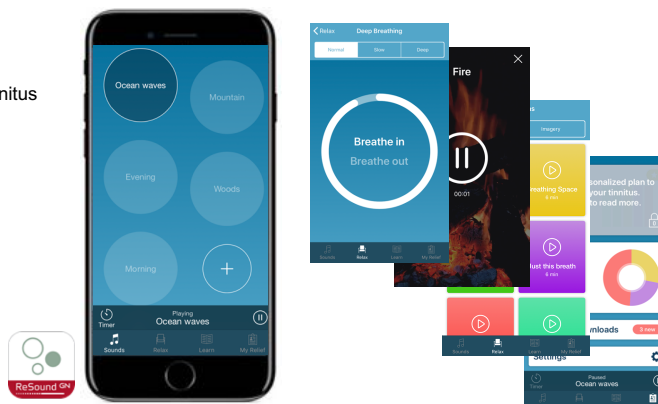
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ReSound Relief

Guides users in understanding and managing their tinnitus

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- Guidance
 - Educational information about tinnitus
 - Tips and practical exercises to help cope with tinnitus
 - Links to tinnitus organizations and associations
- Personalization
 - Customize soundscapes
 - Identify your tinnitus type (*)
 - Create a personalized tinnitus plan (*)
 - Track your usage and plan progress (*)
- Accessibility
 - No expensive requirements: any smartphone & normal headset
 - No hearing aids required
 - Mobile: Have it with you at any time



* Premium features

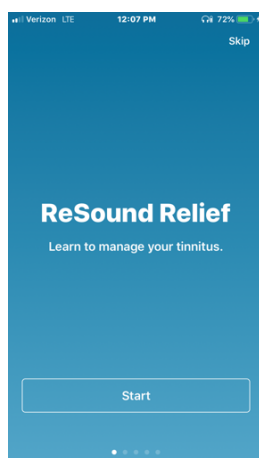
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ReSound Relief – User Onboarding

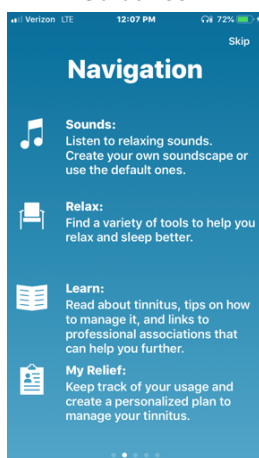


Onboarding: To introduce and provide instruction to the user on how to navigate and use the basic functions of the app

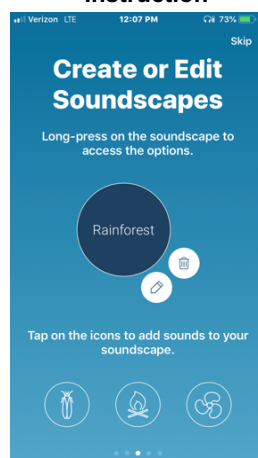
Welcome



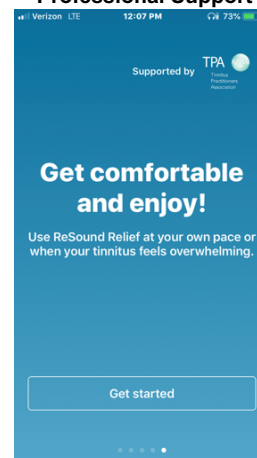
Guidance



Instruction

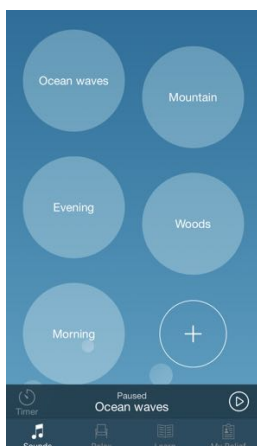


Professional Support



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ReSound Relief – Sounds



The main screen of ReSound Relief is *SOUNDS*

Each bubble on the screen represents a Soundscape, a combination of sounds that, when played, can help interact with the individual tinnitus that is experienced by the user

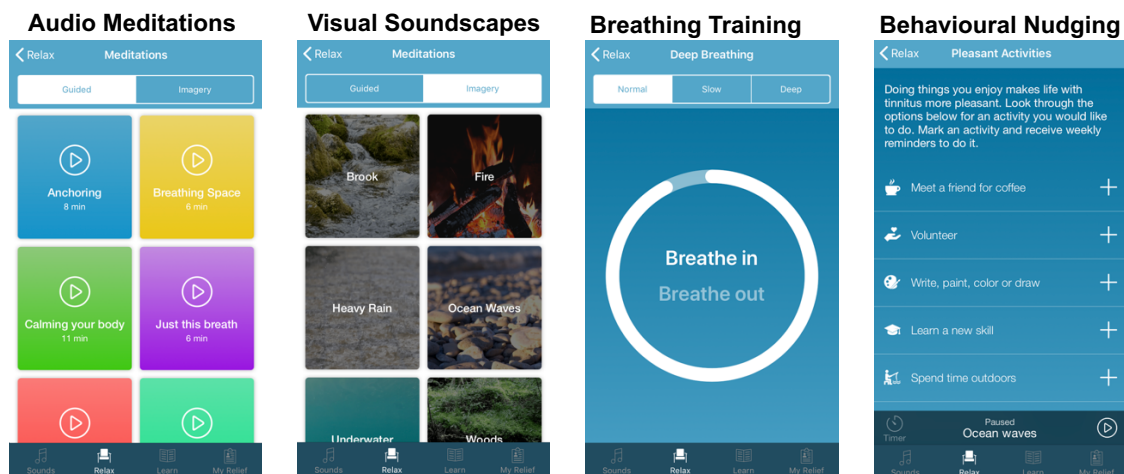
From this screen the user can quick and easily play, edit or build Soundscapes

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ReSound Relief – Relax

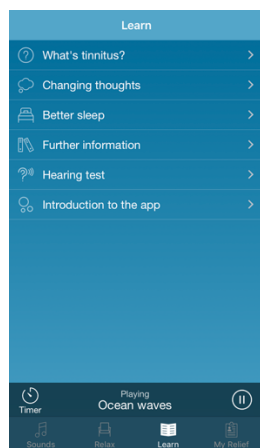


The heart of the tinnitus toolbox is in the *RELAX* section, here the user finds the different tools to help manage their tinnitus



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ReSound Relief – Learn

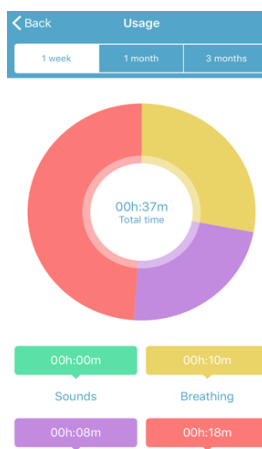
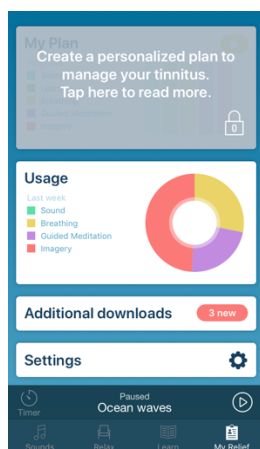


Our *LEARN* section will provide the latest information on tinnitus and tips for improving the relationship with tinnitus

Quick access to our online hearing test, since we know that 85% of those suffering from tinnitus also have some degree of hearing loss, this is a relevant place to start learning about hearing loss as well

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ReSound Relief – My Relief



MY RELIEF collects everything related to the usage of the app and is also the access point for personalized guidance

My Plan (subscription applies): When we have identified the unique tinnitus profile of the user, we can generate a personalized plan for the user to follow - guiding them towards what tools to use and for how long to reach the best results in managing their tinnitus

Usage: How are you using the app, what part and how much in a historical view

Additional downloads: Downloads the latest sound files to add to your soundscapes or new meditations

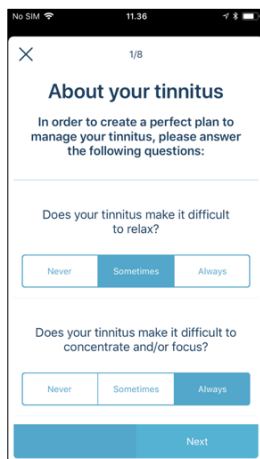
Settings: App settings to give you the best listening experience to control sound balance

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ReSound Relief Premium - Features

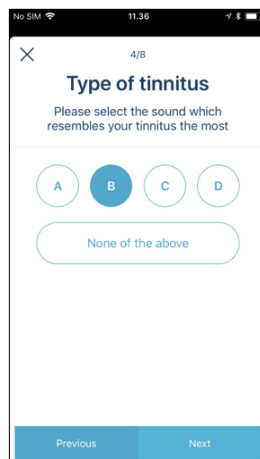


Choose from different therapies and exercises to help you relax from the stress and anxiety caused by tinnitus



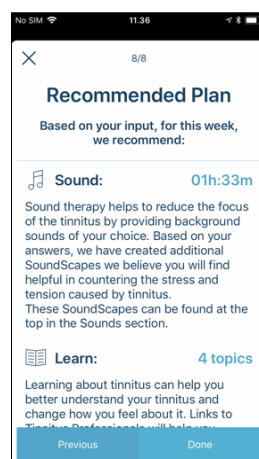
Identify Problems

Identify what are the most common problems your tinnitus causes in your daily life.



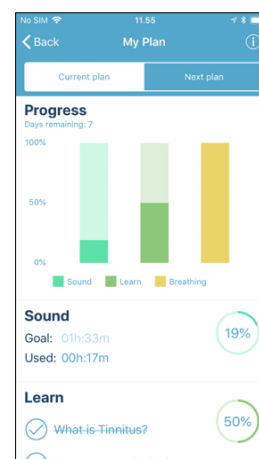
Identify Tinnitus Type

Listen to different frequencies and identify which one is closer to the sound of your tinnitus.



Personalized Plan

Obtain a personalized plan based on your input. The plan changes every week to help you learn how to manage your tinnitus.



Track Your Progress

Track your progress to be sure you reach the goal every week!

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Tinnitus App Statistics



By August 2019...

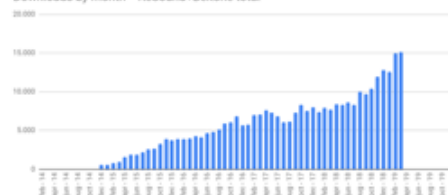
+350,000 combined downloads

+55,000 Monthly Active Users

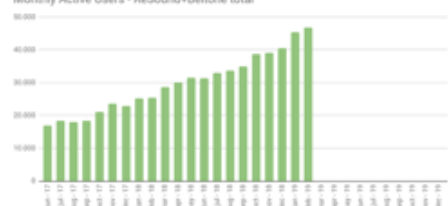
4.7 ★★★★★ rating out of 5 / **7000+** Ratings Globally
(4.7/5 rating, +2750 Ratings in US)

(Both **highest in the industry**
for any app - not just tinnitus!)

Downloads by month - ReSound+Belton total



Monthly Active Users - ReSound+Belton total



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Benchmarking: ReSound Relief is clearly outperforming direct HI competition (by Jan 20th 2019)



FEATURES	ReSound Relief	Manufacturer 1	Manufacturer 2	Manufacturer 3
KPI (US; iOS platform)	DL: 350,000 Reviews 2,750 / Rating: 4.7	DL: 241,000 Rating: 4.8 (only 8 reviews)	DL: 155,000 Reviews 7 / Rating: 1.7	DL: 3,000 Reviews 14 / Rating: 4.0
Monthly Active Users (12.2018)	approx. 40,000	approx. 10,000	approx. 8,000	No data available
Sound Masking	<ul style="list-style-type: none"> Environment Sounds (35) Musical sounds (8) Therapeutic (4) Create Sounds (mix) Sleep timer L/R Ear output High Definition audio files 	<ul style="list-style-type: none"> Environment Sounds (7) Pink / White sounds Sound organizer - Types (3) - Situation (7) Import Sounds Sleep timer 	<ul style="list-style-type: none"> Environment Sounds (10) Sound organizer - Types (3) - Situations (0) Import Sounds Sleep timer 	<ul style="list-style-type: none"> Environment Sounds (8) Musical sounds (3) White sound Customize sounds (bass/treble) Sleep timer
Relaxing Therapies	<ul style="list-style-type: none"> Guided meditations (20) Breathing Imagery (4) Pleasant activities 	<ul style="list-style-type: none"> Breathing Muscle Relax 		
Usage Statistics	<ul style="list-style-type: none"> Daily, Last day, 7 days, 30 days Therapies distribution Most used soundscape Most used guided meditation 		<ul style="list-style-type: none"> Average Usage (hours/day) Sound types vs situations 	
Information	<ul style="list-style-type: none"> What's tinnitus / Causes and therapies Sleeping tips / Changing thoughts 			<ul style="list-style-type: none"> What's tinnitus / Symptoms & causes Lifestyle & Treatment / Solutions
Others	<ul style="list-style-type: none"> Personalized Plan Hearing loss test (link to online version) Tinnitus association contact info Downloads 			

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ReSound Relief Validation Study – Dept of Teleaudiology, Warsaw, Poland

ReSound GN

PP1404

Effects using of the ReSound Relief application in therapy of tinnitus

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INTRODUCTION

Treatment of tinnitus is a challenge for the modern medicine, because of the difficulty to establish the etiology. For now, it is impossible to select one therapeutic pathway. Therefore the large number of people with tinnitus is using the sound therapy to reduce the nuisance of the tinnitus. Applications installed on mobile phones are designed to make life easier. Nowadays, we can see there are more and more tools in the field of medicine, for example virtual audiometers or applications for the treatment of tinnitus. One of them, is the ReSound Relief application. It is designed to help people to distract them from tinnitus and reduce their nuisance. The ReSound Relief uses sound therapy principles as well as relaxation, breathing and meditation exercises. Everyone can install application for free on Android and iOS phones.

AIM

The purpose of the study was to determine the suitability of ReSound Relief application in the treatment of tinnitus.

MATERIAL

50 people aged 19-65 were involved in the study. These persons were hospitalized for tinnitus on the Institute of Physiology and Pathology of Hearing. All of these patients were using the application for 3 months.

METHOD

The effectiveness of the application was assessed on the basis of the results of the used questionnaires. For the evaluation for the nuisance of tinnitus we used Tinnitus Functional Index and Tinnitus Handicap Inventory questionnaires. The questionnaires were filled before the application was installed and after 3 months of use. Finally the respondents also completed general satisfaction survey about using the application.

RESULTS

Statistical analysis was performed for 44 people. The missing 6 patients did not return the completed questionnaires. The presented results are preliminary, obtained after 3 months of using the application. Figure 1 illustrates the results obtained from the Application Quality Assessment Questionnaire. Patients responded on a 5-point scale: definitely YES, rather YES, hard to say, rather NO, definitely NO. The graph shows the percentage of answers given: DEFINITELY YES or RATHER YES.

Figure 1: Percentage of answers given: DEFINITELY YES or RATHER YES

Figure 2: Average general results obtained in the TFI questionnaire

Figure 3: Average general results obtained in the THI questionnaire

Figure 4: Average general results obtained in the TPI questionnaire

Figure 5 shows the overall results obtained by patients in the THI questionnaire. Before applying the application, patients obtained a general average score of 53.4 points, which corresponded to a moderate problem with tinnitus. After 3 months of application, an average score of 32.2 was obtained, which indicates a mild tinnitus sensation.

CONCLUSION

The possibility of using mobile applications in everyday practice is a relatively new field of research in the field of audiology. Current data suggests their effectiveness in various areas related to hearing.

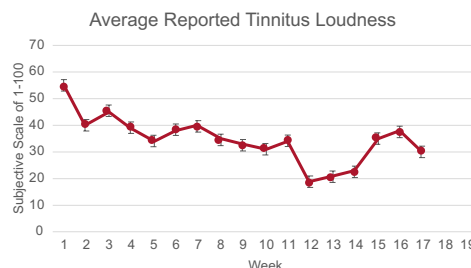
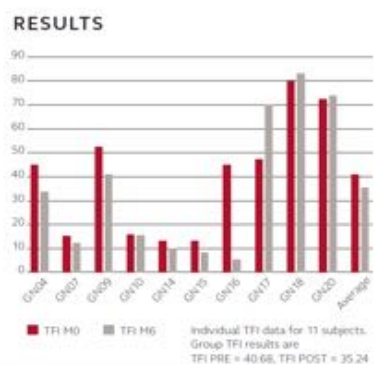
REFERENCE

1. Axel Oertelberger (Hawker), 2006, 10/2010, 10/14, 10/16, 10/18, 10/20, 10/22, 10/24, 10/26, 10/28, 10/30, 10/31, 10/32, 10/33, 10/34, 10/35, 10/36, 10/37, 10/38, 10/39, 10/40, 10/41, 10/42, 10/43, 10/44, 10/45, 10/46, 10/47, 10/48, 10/49, 10/50, 10/51, 10/52, 10/53, 10/54, 10/55, 10/56, 10/57, 10/58, 10/59, 10/60, 10/61, 10/62, 10/63, 10/64, 10/65, 10/66, 10/67, 10/68, 10/69, 10/70, 10/71, 10/72, 10/73, 10/74, 10/75, 10/76, 10/77, 10/78, 10/79, 10/80, 10/81, 10/82, 10/83, 10/84, 10/85, 10/86, 10/87, 10/88, 10/89, 10/90, 10/91, 10/92, 10/93, 10/94, 10/95, 10/96, 10/97, 10/98, 10/99, 10/100, 10/101, 10/102, 10/103, 10/104, 10/105, 10/106, 10/107, 10/108, 10/109, 10/110, 10/111, 10/112, 10/113, 10/114, 10/115, 10/116, 10/117, 10/118, 10/119, 10/120, 10/121, 10/122, 10/123, 10/124, 10/125, 10/126, 10/127, 10/128, 10/129, 10/130, 10/131, 10/132, 10/133, 10/134, 10/135, 10/136, 10/137, 10/138, 10/139, 10/140, 10/141, 10/142, 10/143, 10/144, 10/145, 10/146, 10/147, 10/148, 10/149, 10/150, 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ReSound Relief Validation Study #2 – In progress, expected completion – late 2019



Working with a leading US university in auditory neurology
on a study looking at the efficacy of using ReSound Relief
as a management tool for tinnitus



GN Making Life Sound Better FOR 150 YEARS

Why should a clinician promote ReSound Relief?



Tinnitus is often a difficult topic to address in the clinic. **ReSound Relief is designed to help clinicians overcome those difficulties**, by offering the most complete and flexible app toolset to help people manage their tinnitus

Benefits for the clinician

- Best tool to introduce the patient to tinnitus and its therapies
- Can be used as a complimentary and supportive clinical tool for tinnitus management
- Personalization and guidance to take the next steps in their tinnitus management program
- Perfect tool for routine follow-up visits where clinician can review progress and fine-tune the program
- Great tool for remote location patients and when short on tinnitus consultation time

Additionally, ReSound Relief tracks app usage, so the clinician can use it to recommend routine follow-up visits where they can review the progress, fine tune the program and discuss further steps



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ReSound Tinnitus Management Kit



What's Available:

- Tinnitus Workbook:
 - Patient's Guide to Tinnitus Management
- Tinnitus Handbook
- Interactive Counseling Flip Chart
- Fitting Guide
- Whitepapers
- Screening Tool
- Flowchart
- Questionnaires
- Counseling Animations
- ReSound Relief
- SoMe campaigns

Items are available electronically and in print



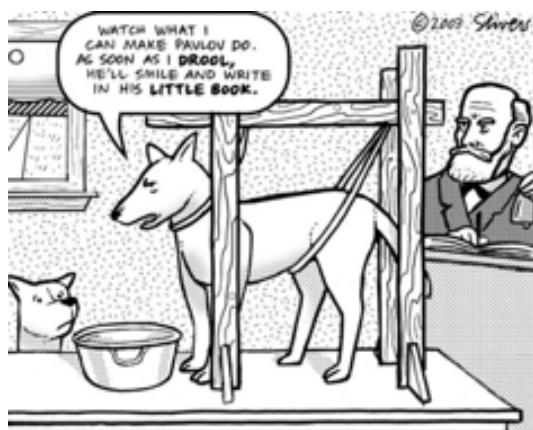
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Thank you



Michael Piskosz

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