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Presenting Lyric: How to Position Lyric as  
Part of Your Product Offering  
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- [Michelle] Good afternoon. Welcome to this webinar on Phonak Lyric and how to present Lyric and position Lyric as part of your product offering. I'm Michelle Wiebke and I am the Lyric clinical manager at Phonak. And I'm excited you've taken time to join us today and we will get started. Do keep in mind, there are handouts down to the left of your screen that you can download. And if you have any questions, feel free to type those in and I will answer as I'm going along. So today we're going to cover, and talk about how you can identify and recommend the appropriate solution to a potential Lyric patient to ensure best patient outcomes and experiences. In this we're gonna review the history and development of Lyric as it relates to the patient benefits.

And we'll talk about presenting Lyric and recommending that appropriate solution. Since the commercial launch of Lyric in 2008, more than 1.5 million Lyric fittings have taken place. And that's gotten, over 10 years of clinical data monitoring has given us really enough information to show and say that Lyric is safe and effective. It is a safe and effective hearing solution for your patients with mild and moderately, or to moderately severe hearing loss. So really, it is a very valuable solution for your patients and we're gonna look at a lot of reasons why, aside from even the clinical data that we've had over the past 10 years. Before we do, let's take a look at the history and the development of Lyric just to get a kind of frame point and a reference point for where we are. The Lyric research and development team was founded in 1998 to develop the technology and techniques for a hearing device that would reside in the ear 24 hours a day, seven days a week, up to 120 days. There were a few critical points with the development, requiring materials and design that would enable safe placement in the ear and the extended wearing of it, as well as long battery life and low power circuit. So we had to come up with some type of device that could live in this very hostile ear canal environment that's humid and acidic and oily. And they were able to do that. So Lyric was cleared by the FDA in 2002. And the first devices were sold to patients in late 2007. Since 2007, Lyric technology has undergone many major product improvements and you can see those here across the screen. The original Lyric One fit about 50% of ears. One of the key initiatives for Lyric Two was to decrease the device size, therefore

increasing the fit rate. So when Lyric Two was released in 2012, we saw the fit rate improved to 75% of candidates from that 50%. And then in 2014, Lyric Three was further improved on the successful form factor of the previous generation with the new lower power circuit. Lyric Three still shares the same core module size as Lyric Two so we continue to benefit from that 75% anatomical fit rate with Lyric Three. So today we're fitting Lyric Three. And you can see that we have Lyric Three in seven sizes. One of the most recent updates was to the sizes, so we have now the extra extra small and extra extra large. And the design improvements in Lyric Three resulted in the trial success rate increase of up to 36%. And some of that had to do with the addition of the two sizes. And then different protection to the receiver as well. One other thing that you'll notice here is with this extra extra small, the actual core of the devices is still the same.

So when we made the CL slightly smaller for extra extra small, there was part of that core that was visible. So on the extra extra small you see three seals and that medial one is the medial protection seal. And this was added to cover the core where it was exposed. And in turn protect the seal, or the seal is meant to protect the canal during insertion and prevent any abrasion on the TM. So partially safety and keeping that nice extra extra small device comfortable in the ear. These two additions to the sizes was also very well received by patients, especially at the other end of the spectrum where 77% of patients with larger ear canals prefer the extra extra large to the extra large. So giving you another option on that slightly larger end of the scale for your patients. Now that we've discussed a little bit of the background and the history of kind of where Lyric has been, let's look now at really what makes the Lyric unique, and how that can benefit your patients. So Lyric is the only device in the market that is 100% invisible, hassle free, and offers clear and natural sound. That shouldn't be too unique or too surprising to you if you're fitting Lyric. If you know those value statements quite well. But when we look further, the real key here is the deep placement of Lyric in the ear canal, and having that really offers advantages that no other hearing aid can fill. This is really what drove the engineers to build the Lyric product, because a device placed

deep in the canal has unique benefits that haven't been recognized in a single hearing aid until the introduction of Lyric. So the deep placement of Lyric allows the user to benefit from clear, natural sound because it's utilizing the natural anatomy of the ear canal. So the pinna, the resonance of the pinna, and ear canal of that patient which gives that more natural sound quality. And I think this also is what helps our patients kind of adapt to the hearing aid a little quicker as well. It is an analog signal, but it's also using those cues that the brain is already used to with that natural resonance of the pinna and ear canal. Another great benefit is for the patient's own voice. So we know that patients wearing Lyric also report their own voice sounds clear and natural. And this again, is due to that deep placement of the device in the ear canal. Let's look at this part a little closer because occlusion really is quite common, as you would know, for traditional hearing aids, so let's see how Lyric can overcome that. With Lyric the deep placement of the device four millimeters from the ear drum allows for a seal in the bony portion of the ear canal. So just by having the device placed in that bony portion of the canal, occlusion is virtually eliminated since the occlusion is the result of reverberation of the cartilage. And when you have the canal blocked with the seal in the cartilage portion and amplification being delivered on the ear drum side, you can get occlusion.

So with Lyric, since we have the bony seal with the device sitting in that bony portion, we virtually eliminate any physical occlusion. So I think this is important if that's ever been a concern for you or your patients, that I don't know, I feel like it's gonna be, I'm gonna feel occluded. Or especially if you first fit the patient and they tell you, my own voice sounds different. You should feel very confident in knowing, it's not uncommon for those patients to say that at first because they're just getting used to amplification. But you can feel very confident that it isn't true physical occlusion because if you have the device placed deep in their ear you should have that bony seal, and physical occlusion really should be eliminated. Other benefits of the deep placement is the natural and clear localization. So patients really can benefit from having both Lyrics in their ears, to be able to localize and know where sound's coming

from. And there was research on this done in the military that looked at active listening devices. And Lyric was the only device, active listening device that was shown to preserve the normal localization accuracy. So a huge benefit of Lyric comes with this localization. And it's, again, a result of that natural resonance of the pinna and ear canal that your patients wearing Lyric can benefit from. A couple of other advantages from having the deep placement in the ear. Less feedback and reduced wind noise. For wind noise, it's pretty intuitive. Since the device is placed deep in the ear canal, this certainly helps to shield the microphone from any wind that might be passing the external ear. When it comes to feedback, the benefit here is that the placement of Lyric being four millimeters from the ear drum, this reduces the amount of gain required out of the device. So you don't have to give as much power in that small amplification space, between the receiver and the TM, have such a small space within to amplify. So with that small space we're amplifying in, we have the reduced risk of feedback because we just aren't having to give as much gain to give the patient what they need for their benefit.

So that's been quite a number of acoustic benefits that are very unique to Lyric, that you just aren't able to get with other hearing aids in the market. So that's awesome, but let's look at some other benefits for Lyric due to its placement. Sorry, clicked too many times. So Lyric can be worn 24/7, for months at a time and that really enables your patients to keep a normal lifestyle. The 24/7 continuous amplification is unique to Lyric. And that provides some cognitive and psychosocial benefits that no other hearing aid can offer. First let's look at some lifestyles that really lend themselves quite well to Lyric use, and that 24/7 continuous wear. Your patients that may be really active in sports or wearing ear phones regularly for working out are really great candidates for Lyric and that lifestyle. Some other patients to consider are those that are regularly wearing helmets, maybe for biking or just patients who are showering, which should be about every one of your patients, right? Sleeping is an important one as well, as patients really do wanna hear at night, and it's one of our most valuable senses. So patients who can hear overnight tend to feel a lot more safe. But whether

it's for safety or to care for a child, or maybe even just to discuss the events of the day with their spouse before falling asleep, Lyric really gives patients that opportunity to hear over the night and 24/7. So those are really important lifestyle types of situations to think of when you're considering patients for Lyric. Occupations are also important to consider as some of them are really quite well suited for Lyric use. The first one we see here would be stethoscope. This is a great one for Lyric and we have a lot of patients who need to use stethoscopes wearing Lyric, because they can just put the stethoscope in their ear over top of Lyric. So it can be your nurses, your doctors, your veterinarians, anyone that's needing to use stethoscopes can be a great candidate for Lyric. Other patients may be someone who works at a call center or needs to use headphones regularly. Lyric can also be great here because with Lyric they can just put their issued headphones overtop of their ears and continue with their work. Versus maybe having to try something that'll Bluetooth pair to their hearing aids that will work with the phone lines in their specific office. You don't have to do that when it comes to Lyric so it keeps it pretty simple for you and the patient and they can still use their headphones for work.

Similarly, with patients that need to wear hearing protection or ear muffs, they can be worn over their ears with Lyric and without any fuss or hassle. And they don't have to worry that they're gonna maybe fall out if they got, if they were traditional hearing aids that maybe got knocked with the ear muffs. We also can't overlook the vanity issue. So there are certainly patients who appreciate the invisible nature of Lyric, especially some really high profile folks. And similar to lifestyle, those patients that need to wear helmets or hard hats are good candidates for Lyric as well. They don't have to worry about losing that daily wear hearing aid when they're taking their helmet or hat on and off. There are also occupations that need to hear 24/7 like we mentioned earlier, maybe while sleeping like a new mother or a caregiver. Someone that just needs to be hearing throughout the night, and Lyric can offer that for our patients. So these lists certainly are not inclusive, but hopefully this has gotten you thinking about patients in your practice that would benefit from Lyric. But there are even more benefits to consider

when it comes to Lyric. So if you haven't heard a benefit for some patients yet when it comes to the acoustics or this lifestyle or occupation, we have a few other research studies that we'll look at, and I believe you'll see where you can really find benefits for your patients here. The 24/7 benefit of Lyric goes further here to provide patients consistent amplification, which leads many to having a higher self-esteem. So this was research conducted by Dr. Helena Solodar looking at the psychosocial benefits of Lyric. She found that patients where Lyric were more confident and had less negative effects from their hearing aids while being overall more, excuse me, satisfied. These results are likely due to the consistent amplification and the feeling of normalcy that Lyric users have since they aren't reminded of their hearing loss two or more times a day, when they'd be putting in or taking out traditional daily wear hearing aids. So if you didn't see a benefit earlier, I think this one is huge and likely would speak to all of you. I'm sure you really want happy, healthy patients at your practice. And Lyric is a unique solution to help your patients stay engaged in their lives, to do that increased confidence they have while wearing Lyric. And an active patient is an engaged patient, and engaged patients are healthy patients.

So in pushing towards having, you know, healthy and active patients in your clinic, fitting Lyric is a really, a good step and a good starting point to being able to bring that to your patients. So this was great research that we had coming in on just the psychosocial benefits of an extended wear Lyric hearing aid. We've had some other research showing benefit when it comes to tinnitus as well. So it is important to consider your tinnitus patient population. We had Dr. James Henry looking at Lyric versus daily wear versus daily with a masker back in 2016. But then more recently, Dominic Power out of the University of Melbourne took a look at Lyric compared to daily wear hearing aids as well. And what we saw from both of these studies is that Lyric relieves tinnitus faster and by a great degree compared to daily wear hearing aids. Lyric also improves sleep quality versus daily wear hearing aids. And all of this is due to that 24/7 consistent amplification of Lyric. So some considerations for your tinnitus patient. Let me come back to that. I do have a question. So what, the question

is what's the anatomical fit rate for Lyric? And that is 75%. So 75%, that was the increase that we got when we went from Lyric One to Lyric Two, and it has remained at 75% since we changed the sizing for Lyric Two. Thank you for the question. All right, back to tinnitus. So things to consider for the tinnitus patient. First and foremost, does the patient have a hearing loss and what is the severity. This is important because 85% of tinnitus patients will have a hearing loss. But again, candidacy criteria for Lyric is a mild to moderate hearing loss. So about 65% of that group would then have a hearing loss that would be appropriate for Lyric. So if you have that, by all means, Lyric might be a great option for that tinnitus patient. When the patient's coming in, maybe you wanna consider is Lyric, excuse me, is tinnitus their primary or secondary problem. Well at any rate, Lyric can address this tinnitus regardless of whether the patient's coming in for tinnitus or if they're coming in for hearing loss. So Lyric can be that device that can meet both of those needs.

So whether it's primary or secondary, not gonna matter in this situation. And when does tinnitus bother your patient the most? This is really important for Lyric. It's the only hearing aid that's designed to be worn throughout the night, so there's no break in providing amplification. So most of your patients likely are bothered by their tinnitus when they go to bed, or when it's this quiet time in their lives. And Lyric is gonna be able to help them through those situations just by the nature of what Lyric is, 24/7 hearing. So giving Lyric a try with your patients is absolutely a good idea. Think tinnitus, think Lyric. And if Lyric is going to help, we've seen that the majority of patients will see a reduction in their tinnitus within the first month. So you see that reduction happening rather quickly. But we're certainly not saying that Lyric is a tinnitus device. It is a hearing aid that we have seen in these two research studies that can help alleviate tinnitus in some of your patients. So great research that's now offering you another device that you can offer as part of your tinnitus management program for your patients that are Lyric candidates. Finally, who doesn't love a product that your patients love? We know that 93% of Lyric patients will recommend Lyric to friends and loved ones. So this is really great for your practice and for your patients.



When you have happy patients, they like to talk about it. So you want happy patients so you get more referrals. And Lyric's already setting your practice apart because of its unique benefits and because it's not offered everywhere. So going ahead and offering Lyric to patients when you recognize that they may be able to benefit from some of the unique features of Lyric is a really important step on your side. But now that we've discussed those benefits for your patients, now let's look more at how we can discuss Lyric in your practice and with your patients as you're going through your evaluations and discussing hearing aids with your patients. When it comes to presenting Lyric we like to talk about it as leading with Lyric, because regardless of the reason the patient might have come to be in your office, being a Lyric provider means that you have the broadest portfolio of products to offer patients. You don't wanna waste this advantage by not offering this to your patients. You don't want them to find out that a different provider down the road has this really unique solution and they end up going there when you had it all along.

So it's really important for you to keep it top of mind and talk with your patients about it, even if they're not a candidate, letting them know why they're not a candidate. So they're gonna find, patients are gonna find their way to you through various means. It could be ETN referral, internet searches, marketing, anything. And when offering Lyric you will most certainly want to use Lyric marketing to help get patients through your door as well. But regardless how they came to your office, if they're a hearing aid candidate you wanna make sure that they understand what makes you, your practice unique and what Lyric is as well. So discussing Lyric is an important part of this. At Phonak, our data also shows that the more Lyric devices you fit, the more confident you are at fitting and you injure the ear less. It should be a surprise that I'm describing kind of a learning curve, however if you approach Lyric as a sometimes product or a just the right person kind of product, you'll miss some of those patients that are ideal Lyric candidates, as well as you will be doing those patients that do come to see you seeking Lyric, a disadvantage by not getting competent at fitting Lyric and maintaining that competence with regular fittings. So if you have Lyric in your office, by all means,

keep using it, keep fitting it, keep your confidence up so that you can really provide a great solution to those patients that would benefit. We also know that Lyric business helps grow your business. We see this in the Lyric subscriptions, but also in the spill over from those patients who are not able to wear Lyric due to contraindication, but then they ultimately go on to purchase daily wear hearing aids. In fact, we see that 37% of patients go on to purchase a daily wear device. So when you're confident with Lyric and recommend it to your patients, you're offering them a solution that they can't get online or in a big box store down the street. And this helps to increase your patient satisfaction. By recommending Lyric as your first product, you're also helping ensure that the patient will move forward with Lyric or a daily wear solution with you. We've seen in our Lyric offices that new patients that try Lyric for the trial period are motivated to move forward with the amplification. If it's not Lyric, then daily wear, is they're not happy to going back to having their hearing loss after they've had a trial with Lyric because they've been hearing 24/7 for the weeks in their trial period.

So leading with Lyric, this is really where it comes from. We know that if you can get the patient to try Lyric, you're gonna be able to give them a solution that they will find benefit in, whether it is Lyric or daily wear possibly if Lyric didn't work out for them during their trial period. And they'll be happy to move forward with amplification, even if they decide not to use Lyric as their ultimate solution. So leading with Lyric, what does that look like when it comes to your day to day kind of practice? I like to think of it as sort of a mental checklist. And how can you make sure that those patients that would benefit from Lyric would get it? The first step is for you to tell them about it. Not everybody's gonna come in asking for Lyric because they may have been a referral from the ENT, and they may not know you offer it or know that Lyric even exists. But you wanna add Lyric to your overall process so you can offer it to your patients without adding a lot of extra time into your evaluation process. So the first step is to have your mental checklist for Lyric. Just as you likely already do for daily wear, you sit down to do an audiogram and you're thinking, what kind of audio do I have? Will this work for what type of hearing aid? You wanna know and understand the criteria that would

exclude a patient from trying Lyric. So when you're talking with them about their medical history, you already have that information. Also you wanna know their lifestyles and activities that Lyric is really well suited for, or professions that need a stethoscope or something like this. Then as you proceed with your evaluation, you can really start thinking about, would Lyric work for this patient based on the candidacy criteria that we will discuss a little bit further in a couple slides. And what you know and what you've discussed with them as far as their lifestyles. This mental checklist will prepare you for when you're ready to make a recommendation to the patient. So when you're ready to say this is what I think is the best solution for you, you can really convey to the patient why you're making that recommendation. Likely, you're already doing this when it comes to daily wear.

So you're already thinking of why the RIC is a good choice for the patient versus a custom device. Or possibly why you would need to recommend a BTE with slim tube versus traditional tubing, or instead of a RIC. You're already having those thoughts go through your head as you're kind of doing your audiogram or looking at the information you're collecting to make a recommendation. So just sticking Lyric into that thought process is the first step to leading with Lyric. I kind of break it into the five steps that we see here on the screen. So let's look first now at sort of your intake and patient registration. Some of the ways you can help yourself to incorporate Lyric into this mental thought process or your overall flow is to incorporate the Lyric candidacy questions into the intake and patient registration form. This can help you keep your evaluation running smoothly and moving forward. So by updating your intake form or your patient history form to include those candidacy questions, when you see an answer that intrigues you or you know, that might be a contraindication, it's easy to ask for more information. Say maybe about their diabetes or their history of radiation therapy. So let's take a look really quickly at these candidacy criteria when it comes to Lyric, just to make sure that it's fresh for you mental checklist. We do have the Lyric candidacy form, which you can see on the screen on the left. And you are certainly more than welcome to use this. But if it suits you better or it can be worked into your

intake form, pulling some of these questions and incorporating them to your everyday will help keep Lyric top of mind and keep your process moving forward when you're talking with the patient, versus maybe having to go pull out this Lyric candidacy form when you need to go through these questions. So the part we're looking at here on the contraindications for Lyric use. So we have a couple, and these are the outright contraindications. So the first is if the patient has ever had radiation therapy to the head or neck. If they answer yes to this, then unfortunately they would not be Lyric candidate. And this is radiation therapy that could've happened 40 years ago or last week. In any case, they would not be a candidate if they have had this radiation treatment. The second is middle ear conditions. So if they have a TM perf or PE tubes, anything that's compromised the TM and doesn't keep the TM intact, you would not want to fit a Lyric on them. Similarly, if they have cholesteatoma or any significant active middle ear issues, then they are not gonna be someone that you are gonna wanna fit with Lyric.

A note on the TM perforation or PE tubes, we do encourage you to do a tympanogram prior to fitting Lyric just so you can ensure that you have an intact tympanic membrane before moving forward with your Lyric fitting. So these are the outright contraindications to Lyric use. So again, putting this on your intake form is a great way to just know, this patient's had radiation. I won't really need to worry so much about Lyric, but I can let them know I had it, but why they're not a candidate. And then I can tell them about a more appropriate recommendation for amplification, which would be a daily wear device. The next part of the candidacy form is the medical clearance section. So do keep in mind that patients that may say yes to any of these, they can wear Lyric. We are just suggesting that you get medical clearance from their managing physician. So these are things like diabetes, taking prescription blood thinners, compromised immune system, bleeding disorders, or maybe an implantable medical device that responds to a magnet. Also any kids that are under 21 that maybe you need to determine if they have enough mental capacity to know that the device is in their ear, that they won't pick and poke at it. Or overall if it's just gonna fit in their ear

as you know, kids' ears will be much smaller. When it comes to Lyric, we need a healthy patient. We know that a healthy patient in general will have much better outcomes when it comes to Lyric. So these are the areas we look at and suggest you get medical clearance. But it does not mean a patient that has diabetes cannot wear Lyric. Just means you need to be aware of it and possibly take a little extra caution how you fit that patient versus someone else who doesn't have diabetes, and also working with that primary care physician. It's also important to ask further questions. So again, if you have these on your intake form or the case history that the patient might have filled out, if you see that they say yes to having diabetes, then you wanna ask further questions just to get an understanding if they're taking care of their health. What are they doing to treat it? Are they just needing to manage it with diet? Where are they in their overall health, and are they having any issues with healing, which could be a side effect of diabetes?

Similarly, if they're taking a prescription blood thinner, which happens quite regularly and I expect you would run into that one quite frequently, then you wanna know which one it is. Is it Coumadin, is it Warfarin, is it one of the newer Plavix or Pradaxa types. If it is Coumadin or Warfarin, they likely are getting their blood checked maybe monthly, so their clot factor or INR. You don't need to know necessarily what a good number is for them, but just getting a feeling from them if they are doing that and staying in charge of their health. And if they're to a point where that number's pretty stable or if they're still working on getting it stabilized. You can also look at their skin and get a good indication if they are gonna bruise easily, maybe from taking those blood thinners. So asking more questions once you get that initial kind of yes or no is really the key to determining, is this still a very healthy patient that just happens to be taking a prescription blood thinner, or is there more to this that I for sure really wanna get you know, the physician to weigh in on. The other part of the candidacy to consider, these are just again, noteworthy considerations, as it says. So for many of these, it's just because Lyric would need to be removed for these activities. So MRIs, a patient should not wear Lyric while they have an MRI. So if you happen to have a patient that needs

MRIs, I would say monthly, then you probably would want to consider a different type of hearing solution. Similarly, patients that scuba dive or sky dive. If they're gonna scuba dive on vacation once a year, then you would be able to generally work around their schedule with their vacation, such that when they take it out to scuba dive, they would come see you once they return and you would put a new one in. But if you happen to have a scuba dive or sky dive instructor that's possibly doing it more frequently and more often such as weekly, chances are you're not gonna wanna see that patient every week to put a Lyric back in. So they just wouldn't be the best candidate. When it comes to swimming, Lyric is water resistant, it is not water proof. So we don't recommend submerging the head. However, if you seen from the earlier candidacy lifestyle questions, you know, you're talking with your patients and you really just think Lyric's a great option for a patient that then happens to mention that they also swim, doesn't mean they can't give Lyric a try. I would encourage you to have them try it for their trial period. If everything goes well, they're loving Lyric in their trial period, I would have them during that trial period, stop swimming just while they kind of get that feel for if Lyric will work for them.

And once they know, go ahead and add Lyric back in even if they're still wearing Lyric, you can try it with ear plugs or swim caps, swim bands. Anything to try to keep that device a little bit more protected from moisture. And if they're able to swim and wear Lyric, then we are quite happy to have them continue to do that. Here you're just looking for can they get long enough out of the device so that they're not coming to see you every week when it fails. And that's the risk if the device is submerged with water, is that it will block off the microphone and the device won't be able to continue to function. And that's because there still is a zinc air battery in there and if it can't get air, it won't be able to function. So the risk with swimming is the device might fail prior to when you'd expect it to, and you can't maybe be changing your patient's Lyric devices every week when they continue to swim and that happens. So we have a question. What's the contraindication for sky diving? Yes, pressure change is the contraindication. So with scuba and sky dive, it's the pressure. In scuba, it's not

necessarily the water, but it's the pressure for both of these. So just that free falling of a person through the air, such a rapid pressure change that it could cause that device to move. And so for safety, we do recommend that Lyric is removed prior to scuba diving or sky diving. Thank you for the questions. Keep them coming if you have them. Last bit of consideration is if the patient already has something going on with their ears, maybe contact dermatitis in or around their ears. So their ears already itch, or they're already using some kind of cream or ointment that maybe was prescribed, they're probably not going to be the best patients for Lyric either. So just making sure you're looking and assessing the entire patient. Even if you've kind of incorporated some of these questions into your otherwise general intake form, asking, looking at the patient and understanding, should I move forward with Lyric with them. Something else to do when you're thinking of leading with Lyric is obviously you're gonna do a hearing evaluation and otoscopy.

So as you're doing this in your typical process, to keep Lyric top of mind, you wanna think about the fitting range, which again, we know Lyric is best suited for mild to moderately severe. And you can see the fitting range there. But if you have somebody that you know, again, lifestyle wise or some other reason, you just feel like Lyric is a great choice for them, I've seen a lot of patients be very successful, even if they have some thresholds that fall out of this fitting range. And I'm sure that's not unique to Lyric. I'm sure that you've come across that even in your daily wear fittings, where you see the fitting range, but you're able to successful fit patients who might be out of that range in some way or form. Also, when you're doing otoscopy, you kind of just wanna look at the ear and think, goodness, will a Lyric fit in there? And once you start to get that picture of how big an ear needs to be to have a good Lyric fitting, or if it looks like it might be long enough, or if it already looks really red or irritated and you've not done anything to it, chances are patient probably wanted to be sure they had clean ears and they used their Q-tip before they came in. But getting an understanding of their ear canal and how healthy the skin in their ear looks, and if you think a Lyric device would fit. And you can do that right through when you're just doing your typical evaluation

process and doing your otoscopy. You don't really have to add anything else except for that, again, mental thought process of, will a Lyric fit in there as you're looking in the ear. The other note on this slide you'll see, to perform tympanometry and as I mentioned, that's just to ensure that you have an intact TM. And it's always a good idea just to have it documented prior to fitting Lyric or any other hearing aid. The last bit for kind of your process is for your patient interview and needs discovery. So we spent a good bit of this presentation in the earlier slides talking about lifestyles and occupations that would be well suited for Lyric. So it's really important if you can uncover what the patients' needs are, what they're doing in their lifestyles, what situations are most challenging for them. And that's all helpful for you to really be able to use that information to make a strong recommendation. So we have a great visual aid to support this.

You can see the image here. So the top three kind of daily wear options if a patient's not a candidate, would be our Virto Titanium device, our rechargeable devices, or our Audeo M. So this visual aid really helps you go through the hearing goals that the patient might have. And when you think of better hearing, what their goals are, activities they wanna participate in, what comes to mind or what they think of or what's important to them when it comes to hearing aids. Maybe it's tinnitus, maybe it's no batteries. And then just shows them the kind of different looks of different types of hearing aids. So you can show them this and if Lyric isn't the right choice, on the flip side you have some information to show them about other options that may be well suited for them on the Phonak daily wear portfolio. So once you've kind of had this mental checklist, you've gone through, you've done your evaluation, you've talked about their medical history, you know their lifestyle and where they really wanna hear better, it's your job now to make the recommendation. So recalling those statements or areas of interest or concern during that needs discovery really can help to make this a personal recommendation that you can focus on them. And you can provide those relevant facts. It's really not all about choosing what they're familiar with or even what you're most familiar with or fitting most often, but what will really meet their needs



most closely. And you really wanna listen to the patient for this and that's what's gonna present and leave them most happy with their device. Something else that's important here is you know that Lyric may not be their ultimate solution. You may, you know, there's many choices. You wanna let them know that Lyric an option, but you have other options. And in doing this you can also let them know that we'll start here and if we need to, we'll try something else. Sometimes, and I have heard this when I've been in with the counseled patients is I didn't know you offered anything else. So while we want you to lead with Lyric, it's perfectly acceptable to let your patient know that this is kind of where we're starting and this is why, because we know that you are needing to hear through the night because you just had a new baby, whatever the case might be. But if this doesn't work for you, we certainly have other solutions that we can look to. But this is why you think it's a great place to start.

So if the patient's a Lyric candidate and you've made that strong recommendation, the next step is perceived sizing. So this way you can really get that final assurance that they can proceed with Lyric once you know that the device is gonna fit in the ear. And the other note about this recommendation is just keep in mind it's not about you and how much you know or even telling them everything about every device, right? When you see the physician they don't always tell you all the side effect of medicine A versus medicine B. They're just going to give you the recommendation for the medicine that they've seen the most success with across their patients that are in the similar situation as you are, or maybe similar age, whatever the case might be. So that's what you're really doing when it comes to the recommendation as well. When it comes to Lyric, you don't have to sell it to size it. So what that means is you don't have to give all the details and have given them all of everything and they've signed a purchase agreement before you've even sized them. Sizing is a part of the candidacy process, so you want to be sure that they're even a candidate before you have to go into every last detail. Right, you didn't tell the patient maybe everything about how they would have to clean a daily wear hearing aid prior to getting them on board with their RIC product. So this is just one of the steps that leads up to yes, this is great, this is gonna be a great first

starting point for your amplification journey because we do know it fits, but your key is that you do have to size it before you really need to sell it. So are they a candidate? You're kind of working up towards this cost hurdle, which you've probably run into. Are they a candidate? You've kind of done that in your mental checklist. Does it fit? You just don't know that yet until you size. And so if you can size before you have to go in and tell them everything else or you've sold them on it, it's a lot easier to get over that money hurdle. And money is one of the bigger objections that we do get for Lyric, mainly because patients don't always get to experience it prior to understanding kind of the cost and value or the cost benefit relationship. So you wanna be able to get your patients to try it because if they don't try it, they're never going to buy it. So the first step in that is getting their ear sized, so then you can continue the discussion of exactly why it's a great option for them and why you think it will be beneficial for them. And then they try it for their trial period so that they can see that the cost is worth the benefit that they actually receive, or if it isn't. And then you do have other options if it's not.

So price is the number one reason patients don't move forward with Lyric. And the interesting part about Lyric pricing is that it can be a hurdle for the patient, but it can also be a hurdle for the clinician as well. So looking first at the clinician, when discussing the price of Lyric, you need to be comfortable with the cost and the value that Lyric offers. If you believe that Lyric has value and is an equally good solution to be offered alongside your daily wear devices, that's gonna be portrayed in how you talk about Lyric with your patients. And I certainly hope that you do believe it has value since you're here with us during this webinar, or you're interested in Lyric. But if you aren't fully comfortable with this statement, you really need to get comfortable with the value Lyric can bring patients internally and you need to believe that, so that when you are recommending Lyric as a solution, your patients see that you are very genuine about that. If it's not, if you're not genuine, it's gonna show in your tone of voice. And then the patient is going to kind of be able to read that. It's also important to consider how you might describe the subscription model of Lyric because that can really have a

positive or negative impact to the patient. Consider if you say, Lyric is sold on a subscription basis and you would pay X amount for Lyric every year. Or you would say, Lyric is sold as a subscription and allows you 24/7 hearing for a year at X cost. And after a year, you decide if you want to renew your subscription for Lyric hearing. There's two different kind of ways to say that. There's many more ways to say it, but you can always put in information that will help them understand what benefit they're getting for that X cost. One of those options really did sound a bit more positive, and one a little more negative. And so generally, that second option would be a little more positive than the first. When I was saying every year, it kind of meant, it kind of conveys that there's quite a burden to pay every year. And kind of the, just the tone of voice that I had used. Patients also want to know what they're getting, that they're getting value for their money.

And so the best way to show this is tying back to their needs that they presented during your evaluation. Have you been able to show them why the cost of Lyric is appropriate for their needs and how it will meet their individual needs? And so you can really jeopardize that strong Lyric recommendation that you've made if you're not comfortable in the price discussion. But there's also a patient side to this. So we want to know and want, you know, you want to be able to convey to the patient that they have heard the benefits that would justify the cost for Lyric. They wanna know that they're getting the benefit to justify that cost. And there can be a sticker shock, but you are the person to help them understand the benefits that they'll receive from the product in order to justify the price. And then describing those benefits, you want to ensure, again, that you're relating it to the solutions that they needed and the situations that they wanted help with. The patient might also want to compare to other solutions. And if you feel that Lyric has less value than a daily wear product, then it's gonna be hard for you to kind of give that fair comparison and especially when it comes to the cost. So not suggesting that Lyric is an inexpensive solution, however you want to ensure that the patient understands the benefits of 24/7 hearing, and how that may outweigh the cost difference between a traditional daily wear solution. And finally,

however you choose to discuss price, the key here is to say it with confidence. Your patient is the manager of their money, and just providing them the facts of what the solution costs, how it's sold, and what the benefits are for them with confidence will allow the patient to make their own educated decision that's right for them based on their budget. And just a few reminders, there are some key benefits that you can use in that conversation. The 24/7 is really one of the big keys. The other ones here, patients always gonna get a new hearing aid when you replace the device. So every two to three months, they're always getting a brand new hearing aid. That's a part of the cost of their subscription. We also had the research we looked at earlier that shows patients feel normal when they're wearing Lyric. That's something they're not necessarily going to get with a daily wear device. In addition to the invisible, hassle free, no batteries to change, natural sound quality that they get with Lyric. And they don't have to worry about losing their hearing aid or any unexpected repair costs. So they're paying what they pay for the year and that covers their device replacements and their visits to you for that year.

So just speaking confidentially about those benefits and how it impacts them. There are a few other objections that you may run into, but none of these can't be overcome. Claustrophobia of device always in the ear. I hear this one somewhat regularly. Patient's like I don't know if I could stand something in the ear. They'll never know unless they try. And I've had several folks that sort of thought they had this kind of sensation or felt like that they would, but once they had Lyric in, they absolutely did not have an issue with this and they were really happy that they had tried it. You also have those patients that just feel like they always need to clean their ear, or they need really clean ears. And they're concerned about how they might do that with Lyric because they're your avid Q-tip users. So it may be hard to convince them that they don't need to do that anymore, but you certainly can give it a try and it's not standing in the way of them wearing Lyric unless they're going to need to continue to use Q-tips. The other ones, maybe returning to their office regularly for replacements if they live far away or the like they may not find it convenient to have to come back every couple months to

get a new device. And the last tier, I've been told I have a lot of wax in my ears or they tell you that they're already being seen every three months to have wax cleaned out. This is certainly not an issue when it comes to Lyric because any wax that builds up while they're wearing it, you'll be able to pull the device out when it dies at two to three months. You pull it, whatever wax has built up comes out with it so you actually kind of become the person that they're seeing for those cleanings versus whomever they were seeing already. So as long as you start with a good, clean ear canal there's no issue if they do tend to already produce a lot of wax. So now that we've gone through and looked at sort of what that flow looks like and some of those objections you may run into, let's look at a few case studies to kind of put this into practice. So the first case study, we have James and he's come to your clinic by word of mouth referral from one of your daily wear patients. He's 76 and retired and brand new to amplification. He was motivated to look into having his hearing checked because of how happy his friend is that's at the retirement home, and he's been really happy with his hearing aids. And he's been much more engaged at dinner.

So James has started to realized that he asks for repetition at the dining table more than he would like. You talked with him about his hearing needs and priorities. He's very active in the retirement home evening activities such as the guest speakers and bingo. And he's a member of the retirement home technology board. So he helps to bring new and helpful technology to the retirement community. He wants a hearing solution that is easy to use, says his vision is very bad and he has neuropathy in his hands. Great uncovering of his needs and priorities. And as you were going through your evaluation, that mental checklist revealed he has no Lyric contraindications, however you did note that he has bilateral exostosis. He does have a mild sloping to moderately severe sensory neural hearing loss. Good speech scores, but poor results in noise testing. So we've kind of given three recommendations here. One would be Lyric. One would be Audeo M Rechargeable. The other would be Audeo M-R with Roger Microphone. Let's see kind of what we come up with. If you're watching along as we go, kind of think about which one you might want to pick and why, but we're

gonna go through all three of them. So first, Lyric. There's no reason you couldn't try Lyric. There's no contraindications, but there could be a better option. So while I've talked through this presentation about leading with Lyric, I'm not suggesting that you have to go all forward with Lyric even if there's a better option, and in some cases there may be. So for this patient, due to those exostosis, Lyric really may not be the best fit for him. So it's okay to look to a different solution. For the Audeo M-R, again there may be a better option. With rechargeable and Bluetooth, this meets easy and technologically savvy for the patient, but could we do better for him in noise? And I think you'll find that the Audeo M-R with the Roger Microphone would probably be a great solution for him. Still has those benefits of the Audeo M-R, but has the integrated Roger Microphone. That's gonna help him with his poor speech testing in noise. So he'll get much more benefit when he's at that dining table with his friends and hearing in that background noise. So the point of this one is exostosis can be fit, sometimes they're a little tricky.

So you may not wanna push Lyric as their strongest recommendation if there's something else that may equally benefit your patient, especially given their history or their results of their testing. So let's look at a second one. This one is Monica. She responded to your Lyric ad. She's 54 and new to amplification as well. She was very intrigued by Lyric because of the invisibility, and that's why she came to you from seeing your ad. So you look into her needs and priorities. She's an executive in a large company and worried about the stigma of having a hearing aid and being a female executive. She has three teenagers at home and they're very frustrated that she doesn't hear them often and she often forgets to pick them up from practice because she hasn't heard them. She knows she has a hearing loss, but is only interested in an invisible solution. So your mental checklist from your evaluation reveals that she has a history of radiation, but you did find out that it was radioactive iodine pills for thyroid, and her hearing loss is a flat moderate to moderately severe sensory neural hearing loss. She has excellent discrim and excellent speech and noise results. So looking again, very similar recommendations. We have Lyric, Audeo M-R, or Virto B Titanium.

And when it comes to Audeo M-R, there may be a better option. While the hearing loss would work for this, she's really very adamant about invisibility. So you may be fitting a lot of Audeo M-Rs, but for her, we might need to switch it up because she's super adamant about invisibility and that's what she came to you for when she saw the ad. The Virto B Titanium can meet the need of that invisibility, but there may still be a better option because radioactive iodine, this one's meant to be a little tricky. The radioactive iodine treatment is not a contraindication for Lyric. And since she did respond to your Lyric advertisement, Lyric really would be the best choice here. Because you can fit her, again, radioactive iodine is a pill and that type of radiation only targets the thyroid cells, so it has not had any impact on the ear canal whatsoever. So you can absolutely fit a patient who's taken radioactive iodine.

So this is not contraindicated, so Lyric would be a great choice for this patient. Especially because she was super interested in invisibility and Lyric, which is why she came into your office. And our last case study is Rupert, and he's come to you from the ENT. He is 66 years old and again, new to amplification. He was sent to you from the ENT after being seen for tinnitus, his primary concern. Inquiring about his needs and priorities, he loves music and is a record junkie. Which is also why he has hearing loss. He owns a record store and isn't hearing when patrons are coming in that are ringing the bell to check out when he's not standing at the register. He knows he isn't hearing well, but is very disturbed by his tinnitus at night, and he wants help with that. And he wears over the ear headphones regularly, while listening to records. So your mental checklist from your evaluation reveals no Lyric contraindications. And a moderate sloping to severe sensory neural hearing loss with good discrim, and good speech and noise results. We have our same three choices for amplification. If you were thinking Audeo M-R, the Bluetooth for tinnitus in the app, you could activate the tinnitus balance in the Audeo. Those are all great options, since tinnitus is his number one reason for coming in. But there could be a better option. As we know, the research showed that Lyric will help reduce tinnitus or reduce the effects of tinnitus a bit faster, and even more so during sleep. But let's think, maybe a titanium would work. And this

would work well for the headphones when he's listening to music. And he could possibly sleep in it if it was comfortable enough for his tinnitus overnight. But there was a possible there, and there really is probably a better option when it comes to his needs. And that would be Lyric. So he likes the sound of analog, he's a record junkie. He's already used to listening to analog sounds. He wants help with his tinnitus overnight. So the 24/7 of Lyric is really gonna be the best option for a patient that comes in given this situation. So hopefully this helped you kind of get a feel for what we mean by leading with Lyric, and how you can use needs and priorities and a mental checklist kind of as you're going through your evaluation to keep Lyric top of mind, and to recommend it for those patients that it's gonna be a great solution for.

So doesn't matter how the patient came to you, but do just keep in mind when they come, you have Lyric, you are unique and especially if you are offering it, I'm assuming that you are in watching this video. But if you have it in your office, letting your patients know that you have it is important. Makes you unique, it's not available at every clinic so you wanna be able to give them the benefits that you've seen in this presentation, and offer it to them as an amplification solution. With that, I'll leave it open for a bit for questions. We finished just a minute early. So if anybody has any other questions, feel free to type those in. And as you're maybe thinking about that, I'm just gonna put up on the screen some other resources that you have from Phonak when it comes to Lyric. You have your clinical trainer that is a fantastic resource to come in and to help you with any fittings. You could always call our Phonak Audiology Support if you need any help with some of your fittings, they'll be able to answer immediately and work with you. And then we do have online Lyric resources for Lyric fitters. This also has some recordings of Lyric forums that we've done with some of our Lyric fitters. They'll do kind of half hour quick sessions over lunch, and we have those recorded on this resource as well. If you haven't accessed this or don't know how to, reach out to your trainer or your rep and they will be able to get your access if you are a Lyric fitter. And then also, you can participate in Lyric meetings. We have focused approached trainings where we bring Lyric fitters into our office in Chicago. So we have other kinds



of meetings that happen regionally throughout the year, so that you can meet with Lyric trainers and, or Lyric fitters, excuse me, to get some information from peers and not just your Phonak friends. So I do have a question. The question is what is the onboard training time investment to start offering Lyric? So the process to start offering Lyric is we do have a training. There's a couple of online sessions to watch before you even sort of sign a contract or the agreement. Once you've done that, then a Lyric training would be scheduled. There is a three hour, well not quite three hours, just short of three hours of basic how to insert, how to size, how to program, just to get your knowledge kind of to a level. You would do that prior to and then you would have a Lyric or the Phonak trainer come in.

And it's a two day training. One day without patients, where they work with you to practice sizing on our training ear and on some staff or friends and family. Just some friendly ears for practice. And then the second day is a full day of patients, whether they're patients that you know in your clinic are interested in Lyric that you have come in or if you do a marketing event. So you would do those upfront days in addition to the online portion. And then after that, your trainer would still be setting up appointments with you as follow up to make sure that you have everything you need when it comes to trouble shooting Lyric and to keep you on a positive path forward with Lyric. So the initial training time is some webinars and then for sure those two full days of kind of your full attention in the office, with some follow up days after that. If you have any other questions about becoming a Lyric provider, absolutely reach out to your Phonak representative or your Phonak trainer and they can get you on the right path to seeing if it's gonna be a great choice for your clinic to add Lyric. Thanks everybody for joining. We've passed our hour mark so we can call it quits. If anybody does have other questions, I'll be here just a minute, maybe longer if someone types anything in. But if not, do enjoy the rest of your day and have, thanks for joining us.