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Phonak eSolutions Suite; Bringing Technology and
Exceptional Service Together
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- [Ashley] All right, everybody. Welcome and thank you for attending this class on Audiology Online in partnership with Phonak. Just some quick pointers before we get started. If you do have any technological issues and you need tech support, you can either type a question in and Caitlin from Audiology Online will help you out or you can call that 1 800 number that also appears on the screen. But without further ado, we're here to talk about Phonak eeSolutions My name is Ashley Spisak, I'm an audiologist and a clinical trainer for Phonak. My contact information is below. And you can see the territory that I cover is Ohio, West Virginia, western, parts of western PA and parts of Northern Kentucky. So if any of you are in those areas you may have met me before.

So it's important before we get started, that we determine what our learning outcomes are for today. So as a result of today's activity, you all will be able to summarize the updates to the current eeSolutions portfolio, you'll be able to identify the eeSolutions tools available to you based on patient candidacy and needs. And you'll be able to summarize the benefits of offering eSolutions in your offices and to your patients. So before we get started talking about the technology that comes along with Marvel, the eSolutions, I thought we would just touch base quickly. And as a quick refresher on Audéo Marvel and Marvel technology that allows you to access some of these eSolutions. So for those of you that are familiar with Marvel, this might be a little bit of a review. But Marvel has four main pillars clear, rich sound connectivity, rechargeability and smart apps.

Let's talk quickly about clear rich sound, so Phonak when introducing Marvel really took a look at the idea of sound quality and first fit acceptance from our patients. Because as we all know, when you're in there and working with patients, the moment you put those hearing aids on is a very important moment of truth. And so we wanted that to be a pleasant experience right from the get go. So with Marvel, we have a new pre calculation that delivers exceptional sound quality from the first fit. We've also

reintroduced Binaural VoiceStream Technology in all of our models. So all of Marvel products have Binaural VoiceStream Technology in them. For those of you that are not familiar with what Binaural VoiceStream technology means it simply means that our hearing needs are able to communicate back and forth and share the full audio bandwidth from one hearing aid to the other. With Marvel 2.0 we have introduced finally, RogerDirect that everyone has been very excitedly waiting for. So RogerDirect allows you easy access to more hearing performance.

Here is the picture or an example of what technology look like with Roger prior so you had to either attach an integrated receiver with removed the battery door and added a little bit of length to the hearing aid. Whereas, now with Marvel and RogerDirect, Sorry. We seem to have blown through some slides there. My apologies. So now with RogerDirect, you have no need for an external receiver to be attached, you no longer have to worry about deciding what receiver to use. No more dealing with tamper proof, Roger receivers, no more dealing with the hinge pins, and trying to figure out where those pins fell when we removed the battery door and them getting lost on the carpet. No more worrying about that annoying sticker. And I always said you had to be smarter than the sticker. Right? If you didn't pull off the sticker then all of a sudden Roger technology wasn't working and you couldn't figure out why.

So all of these concerns have now gone away with RogerDirect because we now have direct streaming to Marvel hearing aids without the need of an external receiver to be attached. It allows it to be 42% smaller, and on average 20% less battery consumption. So, and RogerDirect is also integrated in all of our Marvel technology, including our new BTE models. So we're really excited about this feature. So with Marvel, you're gonna have exceptional sound quality from the first fit, better speech understanding in noise, reduced listening effort, and top rated stream sound quality. The second pillar of Marvel is connectivity. So we are only manufacturer that currently uses Bluetooth technology, which allows us to connect to up to 10 billion devices.

We're the only manufacturer that can say this because we do have universal connectivity, as opposed to a made for iPhone product. The way that we connect really does redefine connectivity for our consumers. As you can see, we can offer new Phonak eSolutions, which we're gonna get to here in a minute. It also offers things like TV streaming, music streaming, basically any app that you can open in your phone or tablet computer can be streamed directly to your mobile hearing aids. A quick recap of rechargeability. We were the first manufacturer to come out with a lithium-ion rechargeable and we continue to use Lithium-ion rechargeables and now you no longer have to compromise on whether you want direct connectivity or rechargeability. You can have it all in one product with Marvel, and our rechargeable products have also been extended to our new Marvel BTE products. So you can see that we have a new BTE RIC Charger as well. And lastly, but definitely not least, our smart apps pillar.

So we have a hearing screener that is available and then Hearing Diary Remote Support, and a new app all in the myPhonak app that we will talk about and will be the focus of today's talk. So it really is a marvelous product line. Here you can see our extension of Marvel 2.0. So we now have extended our RIC portfolio to include the MRT, we have some new Roger Solutions, some new Wireless Accessories, and of course we've added Bolero and Sky for pediatrics onto the Marvel platform. So without further ado, let's talk about the eSolutions. So eHealth really is the future of healthcare. It's a growing segment, and is the future overall, that you can see that's definitely influencing our industry. I know every time I call my doctor's office, through the hospital, I get put on hold, and told that for a certain amount of money that I know I don't have to leave the comfort of my own home, and that I can see my physician or a physician online if I have a scratchy throat, or if I think I have pink eye or a runny nose, I don't have to make my way to the urgent care for example. So more and more of the future of hearing healthcare is changing with more innovative digital technologies and services are being added to your audiology toolbox. And we definitely wanna be a part of that toolbox. And this is what we're calling obviously eAudiology. So eAudiology is a

subset of eHealth that incorporates information, clinical implementation guidelines, resources related to hearing healthcare and new technologies and services. And we at Phonak know that this is likely a little bit scary and could be a little bit disruptive in the beginning. And this is why we've dedicated to providing patient centered products and services that support both you the hearing health care professional and that patient relationship. So we really want this to be a positive move forward.

So believe it or not, eAudiology is actually well researched. The information that you see on the slide was taken from an angle at all research in 2017. So this teleAudiology field and health care. We were looking at a representative sample of 50 participants in over 100 sessions. The average age of the participants was about 65. And the commuting time was an average of about 35 minutes. So here on the slide, you can see how the, just pull my little arrow here. Here you can see how the patient felt about the services. So 88% of the patients preferred an eSession under certain conditions. 92% would recommend an eSession to others, and 64% would prefer an eSession if they had the choice offered to them. And then of course, we wonder what does the hearing healthcare professional think when we take a look at eAudiology? And here you can see that 80% of the hearing healthcare professionals that participated in this study found that eSessions to be just as efficient as face to face sessions and 82% were satisfied with the outcomes of an eSession.

So this is definitely again, we're moving in this direction in audiology, and hopefully, you'll consider Phonak on for the ride. So let's look at some things that you might wanna consider when setting up eAudiology in your clinic. Obviously, the office infrastructure is important. So do you have the things that you need to be able to participate in eAudiology and eSolutions with Phonak? So first and foremost, you need a computer of some sort. So either, a laptop or a desktop computer. You need headphones, you would need a video camera or a webcam and you also need a good WiFi connection or a direct input to the internet. You want at least bandwidth of about

five megabits per second. You can go to speed test.net if you're concerned about your internet speed, just to make sure that you have what you need, in order to offer this solution seamlessly. In terms of staff readiness, you really wanna make sure that everybody in the office including the front office staff, is well trained, and they are really on board with this idea of eAudiology and eSessions. Because if they're not, then the patient can definitely feel that dis equilibrium, if you will. So you might wanna do a couple of trial runs. If you're more than one provider in the office with each other, and perhaps get your front office staff involved so that they can experience what this feels like from the patient's standpoint so that when the patients ask them, how does that really work? And does it really work well? And is it difficult?

The staff member that's greeting them right from the front all the way to the back can assure them and reassure them that this is easy technology to use, and definitely worth considering. In terms of regulatory requirements, we typically recommend that you check with your professional governing bodies for the location in which you live. So as we know laws and governing laws depends state to state as well as licensure laws, so we recommend that you check with your state and federal licensing laws with respect to your practice location. We also suggest that you check with any billing specialists that you might have, if you have any questions about billing. And when it comes to privacy and security, you have no worries about our Phonak eSolutions, definitely protect your patients privacy. In terms of patient selection, how do you choose? Or what is the most appropriate patient for utilizing a eSolutions? First and foremost, do you wanna make sure that they have hearing aids that are compatible with Remote Support? So currently, RE eSolutions and Remote Support are compatible with Phonak Marvels and the Audéo B-Direct. You also might wanna include some questions to be added to your case history about technology use, do they own a tablet? Do they own a smartphone? Are they interested in technology? How often do they use technology? Do they email people regularly? Have they ever used things like FaceTime or Skype? Do they know how to download some apps? Do they know what

an app is? It seems strange to put this on your history form, but this would actually help you to tailor whether or not this is something that you would invite your patient to do. If your patient's really not that technology savvy and they have no idea what an app is or what a smartphone or a tablet is, then this might not be the best offering for them. I don't know how they would know, they wouldn't know what those things are, but you never know. And then lastly for appointments set up, typically your appointment can be set up in two different ways. We have some clinics that are setting up appointments, kind of as a call in basis.

So if they have a hearing aid check day that they have set aside sometimes they'll have somebody designated for online appointments that they can call in and be given a time to connect with the audiologist or the hearing care professional on the other side. Or the more popular way that we are seeing this being used is just a setup as a regular appointment. So it should not take any longer than any face to face appointment. However, for the first time that you're doing it if your face to face appointments typically only take 20 to 30 minutes. So you might wanna allow yourself 45 minutes for the first time that you do this. And again, we already suggested that you practice with some staff so that you do feel comfortable. But it's always different when you're doing it for the first time with a patient, we always tend to get a little bit nervous. And so give yourself the extra 15 minutes. So if it does end at the same time and everything goes well, you can take a breather afterwards. But you also have the little buffer of time in case something doesn't go exactly as expected. And then you're not stressed about your next patient that's already waiting and that your schedule is being put off. So just keep those things in mind. So this is what our current eSolutions portfolio looks like, again, we have a Hearing Screener. But today I'm gonna be focusing mainly on the Hearing diary and Remote Support, which are located in the myPhonak app.

So we really are here to support you on your journey with your patient directly from the beginning. And all of our solutions offer greater autonomy and are focused on

engaging your patient in their hearing healthcare journey. So there are two approaches when it comes to remote fittings. Or eAppointments if you will. There's an asynchronous approach and a real-time or synchronous approach. So an asynchronous approach would be kind of like sending an email message back and forth or leaving a voicemail and kind of playing telephone tag if you will. So leaving a voicemail, picking it up and then calling the person and getting another voicemail and going back and forth and communicating that way. So the idea is that they would adjust, you would send the adjustment, they would download it, place the self adjustment through the app into their hearing aids, and then send you a message if they don't like it or if they do like it. So there's this, again, it's an asynchronous approach. There's nothing real-time happening.

The Phonak approach, however, is in real-time, because we recognize that sometimes when you're trying to make an adjustment, real-time and face to face, communication tends to be a little bit better. And so you have the patient has the myPhonak app that they will download, and the provider has their Phonak Target fitting software, and they are meeting in the middle in real-time and making adjustments face to face in real-time online. So who is a good candidate for eSolutions? It would be someone who uses electronic devices like a smartphone or a computer on a daily basis, is able to program or use apps or websites like Skype, or perhaps they do online shopping on a daily basis. Obviously, somebody that's comfortable with being online.

Again, I mentioned somebody able to install an app on their own, because they would need to install an app in myPhonak app in order to use Remote Support. And they have to be willing to have a remote online appointment. Not all of our patients want to be online. Some of them have a fear of online, my mother can be one of those people at times. And so they have to want to do this kind of thing. So the myPhonak app actually houses the Hearing Diary Remote Support. And it now also houses with Marvel 2.0 it houses the Remote App, as well as my Hearing Aids. But the ones that we'll be

focusing on today's talk in the myPhonak app are the Hearing Diary and Remote Support. So the Hearing Diary really is to support the trial period more so with your patient, whereas Remote Support can support the patient through the trial period, but it's going to also support them throughout the life of their device so that you can make changes in real-time to their hearing aids. So with the Hearing Diary, you can see the overview of hearing aid usage, so kind of data logging, if you will. You can see an overview of the patient satisfaction and it will send you push notifications, should the patient be very dissatisfied.

So here on the screen, you can see that, in the app, they're asked how satisfied they are with their hearing aids, and they can choose some smiley faces there. If they were to choose a very sad, mad, angry face, however you wanna describe this emoji, you would get a push notification, notifying you that your patient is incredibly dissatisfied so that you could connect with them sooner. When we think about traditionally how hearing aid fittings work, we need them, we fit them, we show them how to use the hearing aid. And then typically we let them go a week or two before we see them back in our office. And sometimes they pull out that, the little laundry list they have of questions, concerns and comments.

Well, this kind of gets rid of that little list that they pull out of their pocket, this would be an online list if you will, so they can rate their hearing aids in real-time. In that interim between the time you fit them to the time, they come back to you, so that you actually have a better idea of how the patient is doing throughout this time period. So hopefully, the patients are more satisfied, because they feel like they're able to provide more accurate feedback and adjustments, and the adjustments can be made accordingly. So how does it work? You need Marvel hearing aids or Audéo B-Directs. You need the myPhonak app. And all of this is loaded to the PhonakPro dashboard. So no need to be worried that it's gonna appear as a text message or something like that in your software. It is all logged on PhonakPro, so you actually have to log in to be able to see

their comments. Again, if it's a very negative comment, then you'll get a push notification right away. But otherwise, you can go see their positive comments that they've made throughout that one week or two week trial period, at your leisure. So it is really designated mostly to help people during that initial trial period so they don't come back without making eye contact and the little white bag and just simply saying that they didn't work out, because if they're sending you negative comment after negative comment, you can actually connect with them before that two week process, and tell them, Hey, I see that you're not happy with your hearing aids, how can I help you?

So this is what the dashboard would look like, you would see if patients are having difficulty again, it's gonna send you a push notification if they're extremely unhappy. Being push notification, meaning as they would send you an email to let you can see their feedback online, you can actually, if you see the little conversation bubble here, you can actually Click on that and communicate with them and it would send them something similar to a text message through the app with them. And, if they're saying that they're unhappy with the sound quality, you can either ask them a question or ask them to call the office and make an appointment so that you can connect with them quickly. So these little emojis that we have, they can choose four topics after they choose their emoji. The topics are speech intelligibility, sound quality, hearing aid, and other, and these were tested for usability with the end users. And these four topics really resonated well with them.

Let's talk about Remote Support, which we are definitely really excited about. So Remote Support allows you to make changes directly in their target fitting software in real time. Just as if the patient were face to face with you in an appointment, they can do it from home, from work, or any kind of environment that they're struggling in. So if they struggle at Bingo, every Thursday, and you're trying to make changes in your office to reflect Bingo, perhaps the next time depending on what time Bingo is at, you

would choose to have a eSession with them and actually connect with them at their Bingo and make real time changes and have them experience them there at Bingo, as opposed to trying to guess that situation over and over again. So what do you need for Remote support? You need Marvel hearing aids or Audéo B-Direct, you need the myPhonak app, and you need Target Software with a webcam and some way to exchange audio, so a headphone or the microphone through your computer. So let's get started and see what this looks like.

So first and foremost, you need an eServices account setup so if you do not currently use PhonakPro, you would want to send an email to your rep, your trainer to help you get set up with PhonakPro and give you access. And we wanna make sure that it is enabled, that Remote Support is enabled within your access, if you don't currently have access, but you do have PhonakPro, again, contact your rep or your trainer or eServices directly and we can get that setup for you. So you would go under your account under user management, and you would just have a look see that first and foremost, that Remote Support is listed and that it is marked Yes, as opposed to no next to it. So if you're not even seeing it listed, again, you'd wanna send a message to eServices or your rep to set that up for you. And if it is listed but it's marked no then you would simply change it to yes and say okay, and save the changes. We also suggest that you update your profile.

So rather than have what I call the bubble head picture, that you make sure that it has your name. And if you have more than one person using the same account, you might wanna set up different users so that when you're calling the patient, it doesn't just say, ABC audiology, and the patient's thinking like who is calling me? I don't know. Or that perhaps it says the practice owner's name as opposed to your own. And they don't understand why the practice owner is calling them as opposed to you. And it really is you it's just not reflecting that because it's not updated in the account. And you probably wanna have a picture of yourself so that they can see who's calling as well as

opposed to Mr. or Mrs. Bubble head. When you set this up for the first time and Target Software, it will ask you to accept the new terms and conditions for the European Regulation GDPR. Obviously, this doesn't directly impact you, but because we're a worldwide organization, we ask that you accept these terms and conditions. So equipment needs you are gonna need Target Software up to date Target Software. So at least 6.0, a video camera/webcam and a microphone as well as a stable internet connection.

So again, you need the five, at least five megabits per second. If you're not sure what your internet speed is, you can look at www.speedtest.net. So the patient needs an either an apple or an Android smartphone. Because again, we are made for all product, they need to download the myPhonak app and have an active email account as well as a good internet connection on WiFi or at least 4G. If they have anything under 4G, we can't guarantee that the connection will be stable and that it will work well and be a seamless programming experience for the patient. If the patient doesn't know what their speed is, again, we recommend five megabits per second [speedtest.net](http://www.speedtest.net) it's how we would recommend checking that on your site again we've gone through this at least target 6.0 or higher a good internet connection, a PhonakPro account, a laptop, desktop, webcam and microphone.

So again, at Phonak, we are dedicated to protecting your privacy as well as your patient's privacy. So we are in regulation with the GDPR, which is the general data protection regulation in Europe. So basically the European version of HIPAA, if you will, as well as HIPAA regulations, so no need to worry, Phonak eSolutions is fully compliant in protecting health insurance, and Portability and Accountability protections, both in the United States and in Canada, as well as in Europe. So together we change lives. Let's take a look at the Remote Support set up an invitation process step by step. So you would go into your Target Software as you normally would to open up a session. First and foremost, you need to have an initial fit with your patient. The connection

between Target Software and the Marvel hearing aid needs to be made before we will allow you to have a online connection. So once you first fit the patient, then online eSolutions are available to them. And you would simply choose your patient and go into their fitting like you normally would. And you can see here that it prompts you to connect to PhonakPro, your PhonakPro login, so if you're planning on doing an eSolution before hitting new session or opening the session you would actually hit that PhonakPro login, it will then prompt you to log into your PhonakPro so the same username and password that you use online.

For your PhonakPro account would also be used here. And once you've connected online, it will invite you to invite your patient. So again, you need to have a Phonak Marvel fitting done previously before you're able to invite the patient. So once you've done your first fit, you can then invite your patient, I recommend you doing this, the day of the fitting, if you think this is something they'll be utilizing that way you can do it with them in the office. However, it can be done remotely as well. So you can send them the invitation after they've gone home.

The only reason I recommend doing it in the office is because if you have somebody who thinks maybe they're technologically savvy, but you don't think that they might be that technologically savvy, you can walk them through the process a lot easier than having them call you and saying this isn't working, flustered because they can't remember their Apple password or something like that. So anyways, you're gonna hit invite And you are going to choose, myPhonak and Remote Support option. And then you are gonna enter their email address, which is why they needed an email address. I would recommend if they have the smartphone and you're doing this in person, it be the email address that they have on their smartphone, because then it just makes it easier for the process and not some separate email address that they use perhaps just for spam or something like that. So you're gonna enter in their email address and hit

send. And then you can see that we will walk you through the process on where they're at. So here it will show you that the invitation has been sent. And you can also see that there's an invite code. So this is how they have access to the myPhonak app and to these capabilities. So you actually have invite them for them to have capabilities to use the Hearing Diary and Remote Support. Even though they're in the myPhonak app, if you haven't granted them access through an independent invite code or an individualized invite code, it will just simply say that it's not available to them.

So here's the invite code, the invite code will also appear in the email that you just sent to them. So once you press send, they will receive an email that says hello John Doe, your audiologist or hearing healthcare professional has invited you to use Remote Support, it will invite them to download the app and set it up and it will also give them that very same invite code. So if you don't wanna wait for the email to arrive in their inboxes because you're doing it with them in the office. You can just use that invite code that you will see at the top of your screen or you can locate it in the email. This process only needs to be done once at the initial invite, once you've sent an invitation code and it's been accepted, the invite has been made and you never need to do this setup process again.

So once they've accepted the invitation, they will be asked to create an account, which is simply their username, and they have to create a password. Very, very simple. And then it will ask them to connect their hearing aids, so if they use zinc air batteries, it will ask them to open and close the doors to put them into pairing mode. Or if they're using our rechargeable turn them off and turn them back on to put them into pairing mode and connect them that way. The app actually walks them through the pairing process, and they can actually choose what type of hearing aid they have. So if you're not doing this with them in your office, it will walk them through the process rather easily. And then once they're all set up, it will give them a screen that says ready to begin and they will press start. So at the designated time in the future, when you guys set up a

Remote Support appointment, you would go into your Target Software and they will go now into the myPhonak and they will simply see a start icon. So as I mentioned previously, the myPhonak app with Marvel 2.0 now houses the remote control, my hearing aids, Remote Support and Hearing Diary. Should you not grant them access again to through this invitation process that we just went through the Remote Support and Hearing Diary will just simply say that it's unavailable. But they will have access to remote control rather and my hearing aids.

So this is what the new app will look like. The Remote Support is obviously to utilize Remote Support with you. The Hearing Diary as we previously saw will give them the ability to rate their hearing aids in real time, and then the remote control, and my remote control will allow them to make changes to their hearing aids in terms of volume and such. And my hearing aids is all about information. So how do you use Remote Support? So we have them all set up. Now how do we start this process? So you're gonna open their fitting session as you normally would, again, they have to have their initial fitting done in order for you to be able to start a remote session. So you're gonna log into your PhonakPro, once again and once you do, you can see it will say start remote session.

Right here, instead of pressing this new session here, so you would press start remote session first, and then the patient at that same exact time on their side. will hit that start button so you have to meet in the middle there is no way for your patient, do not worry to be, for lack of a better way to explain it blowing up your Target Software and alerting you that your patient's trying to contact you. It will not while you're with another patient that will not happen. You have to agree upon a designated time to meet in the middle. So you would have to hit Remote Support and they have to hit start on the other end in order for this to work. So it's going to say that you're gonna say start remote session, it's gonna have your picture and your name, because you changed it in your profile, as I mentioned earlier. It's gonna say on the patient side that

they're looking for their audiologist and then you're gonna connect here in the middle. The first part of it will be the face to face session just as when you first go get your patient in the waiting room for example. And you go to pull your patient back you see them face to face first and exchange some pleasantries. So it would be the same with our Remote Support you're going to connect via video first. So you can utilize this video to say hello, exchange present pleasantries. Or if you think that they're having problems with the hearing aid itself, the hardware of the hearing aids, they can turn the video camera around and show you a video of the actual hearing aids. If you're worried about the wax trap you can take or the CeruShield, you can take a look at that through the video camera as well. If you feel like it's a programming issue, then you can log into their programming as well. And that would be the next steps you would connect the way that you normally would.

However, instead of using a Noahlink Wireless, we're now using their smartphone as a Noahlink Wireless and you can see the icon will be a world with a cell phone so we're actually connecting that way. We recommend that they have a fully charged phone, as well as fully charged hearing aids that they use rechargables, or a new zinc air batteries if they're using zinc air. So you're gonna make sure that this is the proper icon and you're gonna hit connect as you normally would, and everything else from here will look the same we do not automatically mute the hearing aids that way that we do when you're doing a face to face in person, just because likely the hearing aids will be on their ears. And they'll be hearing you through them.

So we don't wanna mute them right away, because again, you don't have the in person although that they can still see you face to face, if you will, through that video chat. The video chat is active throughout the whole process so that you can see each other throughout the whole process and when you're chatting about what changes they would like to occur. So you're gonna connect the way that you normally would. It's gonna open on the acoustic parameters page the way that it normally would. I wouldn't

recommend changing anything and acoustic parameters, although you can. However, there are three things that are unavailable in Target Software when doing an eSession or a remote session. The feedback manager is one of them. So if you were to change their domes, let's say you mailed them some domes because they're somewhere else in the state. Visiting a child or a grandchild or something like that, and you mailed them something you could change it in their acoustic parameters, it will allow you to do that but you will not be able to reproduce another feedback test. So a feedback test has to be done in person. You can also not do Audiogram Direct.

And lastly, you can't do firmware updates. So those are the three things that need to be done in an person session, face to face as opposed to online. Other than that, everything else is available to them so you can go through your fine tuning and make fine tuning adjustments just as you normally would all of those parameters are available to you. But just remember, the three things that are not available are, The three things that are not available are Audiogram Direct firmware updates and the feedback manager, when doing Remote Supports. After you've completed your changes, just as you normally would, you're gonna save and close and you're gonna see that on the patient side over here, it tells them that the settings are being saved to their hearing aids. So this is just a quick prompt, just in case their hearing aids will turn off, because they will. So if you didn't prompt them or remind them that their hearing aids will turn off because you're saving the new settings. This will help remind the patient that that could occur so when they're saving their settings, the hearing aids will turn off the way they normally would, and, neither of you disappear right away.

So just like in the real world, and when you're in an office with a patient, right? The patient doesn't just poof, disappear as soon as you save and close the session, right? They are in front of you still, and so the same is true in an eSession. So you're still face to face until you close out the video portion, so you can exchange again your pleasantries, your good luck at the concert, good luck at Bingo, wherever they are that

you're making these changes for. Or if it's right before the weekend, you can always say, have a great weekend or such. Once they saved it will look exactly as it normally does. It will tell you that they have successfully been saved on to the hearing aids, and it will save to your database just as it normally would. So you will see your eSessions appear in Target Software just as your face to face in person sessions do. So you don't need to be worried that you won't be able to access those settings or at a later date.

So, we all have the patient that will come to us and say, that I really thought it was better that last time we did an online session two weeks ago, can you load that session into my hearing aids? You will still have access to that session and be able to make those changes and revert to those changes, want to. You might see that there's a little eyeball icon in your list afterwards. And a lot of providers have asked me what that little eyeball icon means. That little eyeball icon appears when have written a note, as you're saving.

So you can see that Phonak automatically puts in Remote Support session as a note before closing out the session. So because we've typed in, we've automatically typed that in, you can also elaborate on that if you will, or if you would want to, and then that's when you would see the little eyeball icon. So don't worry, nobody's spying on you or anything like that. It's a little eyeball icon simply means that there's a note attached with this session. So here you can see as I previously mentioned, that it would be saved as a session just as anything else would, so you don't need to be worried that, you won't have access to that. When so again, before starting a remote session, you wouldn't just hit this open session icon, you would hit the Remote Support icon first, to initiate that Remote Support portion, and then you would be able to connect just as you normally would. So let's talk a little bit about best practices. We often get asked these questions. So before launching Remote Support, we had many offices around the country, that piloted it before we launched it for us and gave us some feedback, and now that we've launched it Remote Support has been available

since February of 2019. So February of this year. We also have providers that have given us lots of feedback on how they feel what things have gone well, and what things they needed a little bit more support on. And we've taken that feedback and put it into some best practices for you. So in terms of billing, I get asked this question a lot when I'm in offices and training on Remote Support, people ask me, How should I bill for this service? As a manufacturer, we can't tell you how to bill anything per se.

But what we can tell you is take a look at your practice and how you currently operate. So if you charge an office fee for services performed, then it would make sense and even if it's not a Remote Support, then it would make sense, that for that same office fee, if you were doing the same thing like such as programming, that you would charge them a fee for a Remote Support. So whether it's done in the office or outside of the office, if you charge a fee outside of a trial period, or outside of a service package, if you will, then I don't see why you wouldn't continue to charge them that fee. If you are a bundled office and everything is covered by a service package, or covered by the purchase of a hearing aid, then we leave it up to you whether or not you feel like this is a premium offering. And that you would might wanna charge an extra fee for, but basically, typically, people that are bundled have been just offering it just as another session, part of they're offering, as part of that bundled package. Some providers had suggested that if you are not doing a full cleaning check that perhaps you would consider charging less.

For a follow up rather than a typical follow up with cleaning and checking because you're not actually physically checking the hearing aid, and you're not cleaning it, you could check it online through an a remote sessions, as I mentioned, you could turn that camera around and take a look at the CeruShield, but you obviously wouldn't be able to change the CeruShield for them. You could show them how to do that. However, you wouldn't be able to do it physically for them. And so some people felt like, you might wanna consider charging less. Again, these are just all recommendations that

other providers have given us that we are passing on to you. In terms of scheduling. I mentioned previously, that there are two ways of thinking when it comes to scheduling. So some providers are offering, a full day of nothing but Remote Support. So they have somebody that does nothing but Remote Support calls. And then they get, designated time to call back in through the app and connect with the audiologist. And they do nothing but that all day long. Scheduling a Remote Support session is just like scheduling a rather regular follow up. So if you are scheduling it that way, and that you're working it into your regular schedule, we recommend that you have an indicator in your schedule that it's a remote session. So that A, you can remember to login, at that designated time and the patient's not thinking that the remote session isn't working because, they're waiting for five to 10 minutes and they don't understand why, and they think it's not connecting and they're calling your front office staff saying it's not working.

So to remind you that you need to log in at a certain time, but also, so that you don't go out of your office and maybe walk down all, the way down the room, to the waiting room looking for the patient and you think the patient is late and actually the patient is just waiting in their app for you to call them and connect with them in the middle. We also recommend that it's not a bad idea to have your front office call the patient the day before to remind them that they have an appointment and run through a quick checklist. So I mentioned previously that they want their cell phone to be fully charged because we are using that as a programmer, so we will suck a lot of juice out of that battery. And so we wanna make sure that their cell phone is fully charged or that they haven't plugged in. So you'd want your front office staff potentially to go through that checklist, and say you want a fully charged cell phone, you also want a fully charged hearing aid. So put your hearing aids in a charger for 30 minutes prior if possible. Or if they're using zinc air batteries, to change out those batteries and have fresh batteries, because again, we're gonna be pulling a little bit more juice from that hearing aid battery when we connect. And again, we wanna make sure that they have a stable

internet connection. So we wanna make sure that they have at least 4G on their phone. You wanna make sure that they have the cell phone or the tablet that they're gonna be using for the remote remote programming available to them on that day. And so either 4G or WiFi. Typically we recommend if they do have WiFi in their home to utilize Wi Fi and that has to be at least five megabits per second.

So again, they can SpeedTest.net to check that internet connection speed to make sure that they have what they need. Just a quick reminder for you and for the patient would be that if they're gonna be using their internet connection through their phone, so their mobile connection. Depending on their data plan, it might incur more costs for them. So another good reason to use Wi Fi. Don't worry though, however, we do have a warning in our app when they are not on Wi Fi. That does say that they're using their mobile connection. And that notifies them that there could be an additional charge if it's not part of their regular plan and they go over their data usage. So these are again good things for your front office staff to remind them of, so fully charged cell phone, fresh batteries or fully charged hearing aids and a stable internet connection. This is also a great way for you to differentiate your practice. So not everybody can offer Remote Support only people or our kind of Remote Support through Phonak, it would be people that have fit our Audéo B-Directs or that have fit Marvel hearing aids that have this capability and have Target Software 6.0 or higher.

So this is a great differentiator for you and your practice to your potential patients. So when patients are coming in, and you're talking about hearing aids selection, you can, market the fact that you do offer Remote Support to your patients through Phonak and through Target Software and Marvel hearing aids. You can also use the social media train and get on there and talk about Remote Support and that it's something that you offer, and that that differentiates you, perhaps from some of your competitors in your area. I kind of already touched on this, but with product differentiation, so Remote Support is very different from one product to another. So keep in mind that with

Phonak Marvels, and Audéo B-Directs, you're able to offer that synchronous face to face Remote Support, through Phonak, Target Software and through Phonak products. So there's been a lot of patients that think, wow! "I can, instead of having to drive 35 minutes "and get stuck in traffic, or worry about parking, "or anything like that. "You're gonna allow me to have an online session. "This is amazing! "And I really want the product that can offer that to me." In terms of patient selection, we mentioned earlier that we want somebody that we typically want somebody who's technologically savvy, because it does make it easier for you.

However, if you have a patient that might be a little less technologically savvy, but they have a loved one or family member or a caregiver that can help them along with this process, you might wanna consider that, especially if they're a patient that complains often about traffic in your area, or they complain that the commute is 45 minutes and they're frustrated with their hearing aids because they've asked you to make a few changes and every time they have to come to your office, they have to drive 45 minutes to your office and 45 minutes back, and this is very frustrating. They might be somebody that you wanna offer Remote Support to. And then think about people with mobility issues. People that perhaps have to hire somebody to take them to your office and pay them to be there, and help them because they can't get there by themselves. Or they have to lean on a nephew or a niece or a granddaughter or daughter or son. And then they have the guilt associated with asking someone to, take an inconvenience out of their day to bring them to your office.

So if you have people that have those complaints or have those issues, Remote Support is also a really nice offering for them. So although we like to think about the techie young people, we do have the people outside of that as well, that could also use Remote Support for certain purposes. So don't discount them. However, if they're not that technologically savvy again, you wanna make sure that they have somebody with them, that would be technologically savvy, or somewhat tech savvy, or, that have

some knowledge about technology should I say, so that you're not frustrated on the other end, or your front office staff isn't frustrated from having people call them and saying it's not working. But all in all, hopefully I've made you feel that Remote Support with Phonak is really easy. You simply need the myPhonak app, a Phonak Pro account and Target Software as well as the hardware. And it is very, very easy to connect. I would recommend if you have not visualized this in person, other than through my slides that you invite your rep, or your trainer to come in and show this to you in person and work with you and help you get set up. This really does change your practice and really does make your lives easier. And really does help you communicate and connect with your patients in a different way that I believe they feel and Phonak believe, they feel is valuable.

So before I let you go for today, we do have a consensus statement available through the hearing review. So if you wanna jot down that website it is Phonak convened a group of experts to develop a consensus statement about eAudiology, and that is located on that hearing review website. So the goal of the publication was to provide some basic recommendations to hearing healthcare professionals looking at integrating eSolutions into their practice. So it's available for you to download through the hearing review. So, together with Phonak, Phonak Marvel and Phonak eSolutions, you really can change lives. Hopefully I've made you feel today, like this is a really easy solution that you can implement easily in your practice and hit the ground running with eSolutions and differentiating your practice by offering online sessions. I'll wait around for the next couple of minutes for some questions if you have any. So I think we can probably wrap up I'm not seeing any questions from any of you. Again, I encourage all of you if you haven't experienced Phonak eSolutions in person, to contact your sales rep and your trainer and connect with them and work with your computer and experience this with Marvel hearing aids yourself, I think you'll be blown away. We're very excited about this technology and hopefully you'll be very excited about offering it

to your patients as well. Thank you again so much for spending this hour with Audiology Online and Phonak and I wish you a great day.