The Evolution of Widex EVOKE: FALL 2019 UPDATES

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- - [Julie] Good morning, everybody, or good afternoon, depending on where you are in the country. I am Julie Dunphy. I am the Director of Brand Management here at Widex, and I'm gonna spend the next hour talking to you guys about the updates that we have done to the EVOKE in the last couple of months. I appreciate everybody taking their time. I know that everybody is busy this season with Thanksgiving being late this year. I can't believe how close we are to the holidays. So again, I really appreciate it, and if you guys have any questions, please write them in the chat box and I will be more than happy to answer them. So let's get started. So after this course, you guys should be able to describe machine learning and how it is applied within Widex EVOKE hearing aids. You should be able to list the three newest form factor additions to the EVOKE product line. And then you will also be able to name the two apps that are used to adjust Widex hearing aids. So it sounds like a really fun and exciting hour, so let's get started. So when we're looking at EVOKE, one of our major objectives for the hearing aids is to allow you as hearing care professionals to be there for your patients so that they can be there in the moments that they need to be active and involved.

Patients seek out hearing aids in order to be more involved in the community, be more involved in their family, and there are moments that they want to actually be there and be participating, and our roles as hearing care providers is to be there in order to be able to help them. So a lot of times when they are in challenging situations, obviously we are not there physically, but there are some things that we can give them with EVOKE hearing aids that can help them in that moment so they don't have to miss that moment and call you on a Monday saying, "I was at my granddaughter's recital on Friday, "and I had a hard time hearing." And then you make an appointment for them and they come back in, and you can fix it and you can make it better, but they lost that moment, or the moment wasn't as good as they wanted it to be. So again, a lot of the things that you hear today are going to be things that are in the EVOKE hearing aids that allow them to be able to be there at all moments of their life. So a lot of people think of Widex when they are looking for cutting edge technology at any age, they want

an easy and automatic solution, they have trouble hearing in small groups, they have a very active outdoor lifestyle. They want to be able to hear really well even in windy situations. Music has always been a big, Widex has always been very big in helping musicians and people that want to hear music as clear as possible. They're looking for a natural sound. They wanna hear better in loud and noisy environments. They want some control. Most of our patients are looking for some control, even with the best automatic hearing aids. They are looking for enhanced control. They want not only to be able to control it, but to be able to manipulate it in more ways than just simply volume up and down or changing of the program. Very busy lifestyles, traveling frequently, snowbirds. Tinnitus, I think everybody here knows that Widex has always been a very big proponent of tinnitus management and those needs. And then of course, accessories. We wanna be able to connect to accessories, whether it be TV, whether it be phones, whether it be other types of accessories with great sound quality. So I think when professionals think of Widex, this is what we think of when we are looking for a hearing aid. But let's take a step back and think about what the end users or the patients are looking for.

So Hearing Tracker did a poll in 2018 and they asked 10,000 hearing aid users what they were looking for in a hearing aid, what qualities, what things that they want and think were the most important in terms of what a hearing aid can offer. And as you can see, hearing in noise was the number one concern. Hearing quiet was the second concern. Not only do I wanna be able to hear while in noise, I want to be able to hear my granddaughter talk to me when she is over visiting. They wanted to be able to hear on mobile telephones, and they wanted to be able to have high quality of streaming. So those are the things that the end users are looking for in terms of a hearing aid, and we wanna make sure that we can provide them with all the things that they are looking for so that they feel like their hearing aids are a valuable asset and that they are going to use them in all situations. So again, hearing in noise was the number one priority for people with hearing loss. Also hearing better in quiet was ranked number three, and I

think that that's something that we don't always think about when we're looking at hearing aids. So we did a study this year. It was an international study, 2019. It was published in the Hearing Review. It was an international study. Nine countries participated. We had 118 participants. They switched back and forth between their own hearing aids and EVOKE hearing aids, and then they answered four questionnaires about the hearing aid satisfaction, two regarding the satisfaction with their current hearing aids and then two questionnaires regarding the satisfaction about the Widex EVOKE hearing aids. So what it looked like, it was a seven-week study. There were, again, as I said, there was 118 participants. The questions that we used were modeled after MarkeTrak. The age of the patients varied between 18 and 89 with the mean age of being 63. We had 64 participants who were working and 54 participants who were non-working. Most of those were retired. We had 79 males and 39 females. And as you look at the timeline of the study, so week zero, the very start of it, they filled out a questionnaire regarding their satisfaction with the hearing aids that they were currently wearing. And then after they did that, they wore the Widex EVOKE hearing aids for three weeks, then they filled out a questionnaire regarding how their satisfaction was with the Widex EVOKE.

Then they switched back to the current hearing aids and they wore those for two weeks, filled out the third questionnaire regarding their satisfaction with their current hearing aids, and then finally did one last switch back to EVOKE, wore the EVOKE hearing aids for two weeks, and then they did the questionnaire regarding their satisfaction for EVOKE. So what did we see? So this is the overall satisfaction between the current hearing aids that they were wearing and the EVOKEs. And the couple of things that I wanna point out is that, if you look at the difference between the scores, yes, we were very happy to see that they went up using EVOKE, but what I noticed the most was the difference between week zero scores with their own hearing aids and then their scores at week five with their own hearing aids. So their satisfaction with their own hearing aids actually went down after wearing the EVOKE. So they didn't

know what they were missing until they were able to put on that EVOKE hearing aid. And then overall, it was a seven-point scale. I don't know if I mentioned that, but it was a seven-point scale, and overall, EVOKE actually performed better by 1.2 on the seven points on the seven-point scale, which is pretty significant, given the smaller scale. So overall satisfaction was higher with the EVOKE hearing aids. Let's talk about noise because that is the one situation that, anytime you wanna ask, what is the hearing aid wearer's number one issue? It's always hearing in noise. Other ones have changed over the years, but this one has been a pretty constant in terms of trying to get patients to perform better. So if you look at this situation in noise, if you look at that, their own hearing aids are the gray bars and the EVOKE are the purple bars. There was a actually a two-point difference in that seven-point scale, with the patients preferring the EVOKE over their current hearing aids. And so 94% of the non-Widex users preferred EVOKE in noisy situations, which we were pretty excited about that number.

So again going back to the fact that hearing in noise is still the number one reason that people set out to purchase hearing aids. It is still also the number one reason that they look for help. And so the fact that we performed so strongly made us very excited about the performance of EVOKE. Again, looking at quiet, 'cause I don't think that that's something that we always look at. Again, patients were also very satisfied with the EVOKE compared to their own hearing aids in quiet situations as well. And I think that is something that we were happy to see as well. So why does EVOKE prove better performance in noisy situations? We're gonna tackle four of the components of EVOKE that really help it to shine when it comes to performance in noisy situations. One, we're gonna talk about the 108 dB input dynamic range. We're gonna talk about variable speed compression. We're gonna talk about our sound classes, and then we're gonna talk about real time speech enhancer. So if you are familiar with Widex, you are familiar with the fact that we have one of the largest linear input dynamic ranges in the industry at 108, which means we have a linear input dynamic range up to 113 dB SPL. And some people still ask why is that so important, and it's because the average noise level

of a restaurant, if you look at restaurants in their down times and their quiet times as well as in their noisy times, the average noise in a restaurant is about 95 dB. I've been in a Cracker Barrel, we've all been in a noisy restaurant where it can actually get up to be 103 or spiking even at 106. We wanna make sure that the hearing aid is capturing as much of that information as possible so that our features can do what they need to do. If we weren't capturing that, if we were only capturing up to, let's say, 100, and then they were in a noisy restaurant and it was peaking at 106, there would be six extra dB that that hearing aid was not capturing, and therefore it wouldn't be able to apply some of the features that will help that patient in noise. So just like if you are taking a picture, you want the camera to be able to capture as much information as possible. You might go in and change some of the things that it captured, but you want it to be able to take in as much as that camera can possibly take in.

Variable speed compression. So we talk about slow-acting compression. We talk about fast-acting compression and which one is better and which one provides the most benefit. And the truth is, is that both of them provide benefit. Slow-acting compression helps preserve the temporal and speech cues that allow them to have better speech intelligibility. Faster speed compression also provides help in noise and those dynamic situations where it might be quiet and then loud and then quiet. So being able to handle some of those fluctuations in noise, faster speed compression can help. So Widex said, "Why can't we have both?" So with the EVOKE, we did the variable speed compression in our sound classes. So you can have some sound classes focus on slow speed compression and you can have some sound classes focus on fast speed compression. So again, that slow compressor and fast compressor is in the hearing aid, and each of the different sound classes can benefit from both as needed. So there was also a study done in, sorry, I went too fast. There was also a study done in terms of looking at slow-acting compression and the signal-to-noise ratio needed for speech intelligibility, and it looked at fast-acting compression and then it looked at the Widex variable speed compression. And what

the study showed is that we needed a two dB lower signal-to-noise ratio when using variable. So we were able to get better performance at a lower signal-to-noise ratio when we were using the variable speed compression versus a dedicated slow acting or a dedicated fast acting. So let's talk about the fluid sound technology in our sound classes. So when you think about it, patients, they want control. They also want it to be automatic. We don't want them to have to think about hearing aids and, oh, I'm in the car so I should probably use this program, or I'm in a restaurant, and so I might wanna make this change. We want the hearing aids to be as automatic as possible. So Widex has a fluid sound technology, which took 700 sound samples. So this is more than we have used in the past with UNIQUE. It was more than we used with BEYOND. We actually doubled it. So we took 700 sound samples and we trained our hearing aids to be able to classify them into, if you're using a 440, 11 different sound classes. So again, more accurate, automatic hearing. The patient doesn't need to think about it. They don't need to think about, oh, if I am in transport or if I am in a car, I should be transport.

If I am in a loud restaurant, I should be in party. If I am outside, I should be in urban. The hearing aid does that for them. We did add two sound classes with the EVOKE. We added a social sound class, which to be has been a big benefit for patients. So we had our quiet sound class for the quiet environment, and then we had our party sound class for the more noisy restaurant situations. But what happens when they're in something in between or they are sitting in a social situation, whether it is a group dinner at their house or a card game or somewhere where it doesn't quite fall into the quiet and it doesn't quite fall into the party? And that's where that social sound class comes in. It's going to help them be able to understand conversations in smaller groups. The other thing that we added was, we divided up the music with the EVOKE 440 into classical and contemporary. As we all know, Mozart sounds very different than Beyonce. And so we wanna make sure that, depending on what music they're listening to, whether it is very dynamic like classical music or it's not as dynamic like

contemporary music, the hearing aids are changing the settings and making sure that they are enhancing that music sound as much as they possibly can for the patient. The other thing that we added was a comfort and impact program. For those of you that have fit Widex in the past, the comfort program is something that we have had in previous lines, and patients were really receptive to the comfort program for just those situations where they don't need as much speech intelligibility as much as they just wanna be comfortable. And then that impact program can help. It is more of a fast-acting compression, and so for those noisy situations or those situations where they are in a very dynamic listening situation, that impact program can definitely help in terms of speech intelligibility and being able to understand what is being said. So again, the sound class technology is definitely something that helps hearing aid users in terms of being able to hear in a lot of different noisy environments. And as you can see right here, there are 11 sound classes. I'm actually going to move on to the next slide. There are 11 sound classes in the 440.

As you know, we talked about our social. We talked about our two music. We talked about quiet and party, transport and urban. And the quiet and party, transport and urban have a with a speech signal and without a speech signal. So again, going even deeper into the helping that patient hear in noise, you have the ability to say they're in quiet, but there's no dominant speech signal, versus they're in quiet, but there is a dominant speech signal that they probably want to hear. And so therefore, we are going to make sure that that dominant speech signal comes through. So again, 11 sound classes, seven of which focus on speech and noise. So again, the variable speed compression, the large dynamic input, and the 11 sound classes, seven of which focused on speech and noise all help that patient be able to do the best that they possibly can in noise. The last one we're gonna talk about is the real time speech enhancer, which makes hearing in noise easier. The speech enhancer allows you to reduce background noise so that it is not as bothersome for patients, but it also allows you to enhance the speech. So again, it's using the real time speech index, intelligibility

index, to be able to make changes. It's also looking at inner aural changes so that if I am sitting in a restaurant and there's a lot of noise behind me, the noise reduction kicks in in order to be able to reduce that noise, but if somebody at the table says, "Hey, Julie, did you see the football game last night?" I am able to know that somebody at the table with me is talking to me, and it can increase those auditory cues at the same time as reducing the noise reduction. So again, the input dynamic range being large, the variable speed compression, the 11 sound classes in a 440, and the speech enhancer are all features that the Widex EVOKE has that really helps a patient hear a noise, and that is why 94% of them prefer the EVOKE over non-Widex hearing aids when they were in that noisy situation. So a couple of other things that the EVOKE has that we're gonna talk about are four sound rationales because no matter how good a hearing aid is, we all know that at that first fit, if the patient isn't satisfied, we have a long road ahead of us. So what Widex has done is we have come up with four sound rationales to help you out with that initial fitting to get the best first, excuse me, the best first impression possible. So the four fitting sound rationales are new users versus experienced users. As we all know, a new user is going to react very differently from a hearing aid than an experienced user does.

And then we also have a different first fit if they are doing open versus vented. So again, we wanna look at whether or not it's an open fit, whether or not it's a vented fit, whether or not it is a new user or whether or not it's experienced user, and we want to increase the comfort without losing any of the speech intelligibility for each of those, for each of those patients so that when you first fit a hearing aid, their first impressions are spot on and they are willing to, especially if it's a new user, go through that adaptation period that they need to in order to get used to be able to hear with a hearing aid again. So those are the four sound rationales that we have. So let's talk about the power of personalization. So the things that I have talked about up until now are the reasons why the EVOKE is very good in terms of automated, or automatic, I should say, features. A hearing aid, we want it to be automatic. We don't want the patient to

have to think about it. We don't want the patient to have to sit there and try to figure out what settings I need to be in, how much do I need to turn up the volume, how much do I need to, what program do I need to be in? We want that patient to have an as automatic experience as possible. However, we all know that there are certain situations where that automatic sound may not be right for that patient in that particular moment and what options does that patient have at that point in time to be able to get the best experience with the EVOKE hearing aids. So we are gonna talk about three features that help with personalization. We are gonna talk about SoundSense Learning. We are gonna talk about Real-Life Insights, and we are gonna talk about Widex REMOTE CARE. So all three of these allow you to go back to that first slide that I showed this afternoon to be there for your patient so that they can be there in the moment. These are the things that are going to help them that, even though you program the hearing aid the best for that patient, and, as I said, 90% of the time, it works fantastic as an automatic hearing aid, what happens to those 10% of the time where they wanna hear a little bit different? What kind of tools do they have in order to make the most out of those hearing aids? So again, SoundSense Learn effortlessly lets them decide how they wanna hear at that moment in a real-life situation.

Real-Life Insights allows you to gather sound, or, gather sound, gather some data on what they're doing with their app in terms of personal programs, allows you to be able to better counsel them, allows you to have a better insight into what they are doing when they are not in your office in terms of their hearing aids. And then Widex REMOTE CARE allows you to actually be there, even when they are not in the office. So we're gonna talk about the capabilities of our REMOTE CARE technology. So let's start out with SoundSense Learn. So SoundSense Learn, we introduced with EVOKE. It is the industry's first real-time machine learning. It helps improve hearing in the moment, and it reduces fine tuning confusions and it also helps with automatic firmware updates. So again, you have a patient that was fit with a hearing aid. They walked out the door, it's working really well. They go into one situation like their

granddaughter's tuba recital, and they cannot hear as well as they want to in that situation. If they are tech-savvy, they can go in, they can adjust the volume. They might even be able to go in and adjust the equalizer, but what if they're not tech-savvy or what if they don't have time because her solo section of the tuba recital is only 10 minutes? They don't wanna spend the 10 minutes going through all the different possibilities of the equalizer and the volume control and the programs to get there. SoundSense Learn will allow them to adjust the hearing aid in that moment quickly so that they can get the most out of that situation. So this year, we launched the second generation of SoundSense Learn. We made some changes to make it quicker and easier for the patients. So when they open up SoundSense Learn, for those of you that are not familiar, they are presented with two sound samples, A and B. They listen to A and they listen to B. They decide which one they like better and then they move that slider at the bottom based on what they like better. So if you look at the, so right now, if you look at that screenshot, B is highlighted. That's the sound sample. Say that five times fast. That is the sound sample that they are listening to.

And then they move that slider based on whether or not B is moderately better, a lot better, or neither is better. So again, if they like B, they're gonna slide that slider more towards B and hit next. Sorry. Once they hit next, it's going to give them two new sound samples based on that first sound sample that they chose. So again, based on the sound sample B, the patient said, "I really like that one better." They're gonna give them two more sound samples that are closer to B so that they can hone in on exactly what sound they are looking for. I am Italian, so I always compare this to wine, and the first comparison is, do you like white wine or do you like red wine? And they go back and forth and they say, "I really like B, which is red wine." So they say, "Okay, do you like Merlot "or do you like Cabernet?" So again, it starts to hone in the differences based on the choices that they have made. So again, going through a couple of different sound samples will help them get to that sweet spot of the sound faster. So again, going through the process of SoundSense Learn in the app is under the Sound

menu. You can see that there, the top choice. It is SoundSense Learn. They open it up, they tell the app where they are. I'm in the car, I'm at home, I'm at the office, I'm in a restaurant. So helping us gather some data in terms of the environment that they are in. Once they tell us where they are, they tell the app what they're trying to listen for. I'm trying to listen for conversations. I'm trying to listen to music. I'm trying to listen to the phone. So again, these are what I'm after. And then it launches into that SoundSense Learn, that A and B profile. We added a progress circle. So a lot of patients want to know how they're doing in terms of getting the sound closest to what they want. So the progress circle is always in that top left corner of the app, and it will continue to prompt the patient throughout the process in terms of how close or how far along they are in completing the progress symbol. One of the things I like to point out is that they don't have to complete the progress circle. If they go through, let's say it takes five selections for them to complete the progress circle, but after the third selection, they really, really like the sound and they wanna stick with that.

They can go ahead and exit out and apply that sound, but they do not have to complete the progress circle. So the progress circle is there for those patients that want to make sure that they get all the way through the progress circle. They're like, what if there's just one more better out there and they need to see that? But if they do not want to go through that entire process and they have found a sound that they really like, they do not have to complete that progress circle. They can exit at any time and use the sound that they have created through SoundSense Learn. So personal programs are also an option with SoundSense Learn. If they want to save what they have created with SoundSense Learn, they can go ahead and do that. Again, they don't have to. So in terms of SoundSense Learn, again, it's in the moment. So if I go to a restaurant on Friday and I'm sitting near the kitchen and I'm having a difficult time hearing and I go in and I do SoundSense Learn, even if I go to that same restaurant the next night, I might be in a quieter corner or I might be closer to the door. And so I don't always want to save that because, as I said, intention and what you wanna hear in a

certain moment might change. So they don't always have to save it as a program. They can just use it temporarily and go back to universal and not save it. If they do wanna save it, one of the ones I have seen saved a lot is church. If they go to church on a weekly basis, church doesn't change a lot in terms of acoustics. And so if they find their sweet spot using SoundSense Learn for church, that might be something that they want to save. So if they've created their program and they wanna save it, they hit the Save As button. They can name it whatever they want to, and then they can give it an icon and then it will show up as one of their program choices. One of the questions I get asked quite a bit is, we talk about data sharing and machine learning, and we're gonna talk about what we have found with SoundSense Learn. We don't track the free text. We don't track the kind of programs that they're making. We don't track what they're calling them. That is not something that gets shared with Widex. So their own personal programs are something that they create, stays on their phone, and we don't get that information. What we get is that they were in a restaurant, they wanted to hear speech better, and these were the changes that they made.

So when we talk about machine learning and the data that Widex is collecting through SoundSense Learn, it is definitely not anything personalized. It is all related to the acoustic environment and the hearing aid settings that were chosen. So in terms of proving benefit, this goes back to what I said earlier in terms of, the hearing aids are fantastic as an automatic hearing aid the majority of the time. But in those certain situations, 92% of participants obtained a sound quality benefit with SoundSense Learn in at least one scenario. So when you think about that, most of the scenarios, the hearing aids do fantastically on their own with those automatic settings, but there was one environment where the patient wanted extra help and they found that help with SoundSense Learn. So definitely proving benefit in terms of being able to help that patient in the moment. So, again, we talked about machine learning, and Widex is the first one that has started to use machine learning in the apps, and what are we taking from that? So when we launched SoundSense Learn, we were like, "This is great.

"We're gonna get all kinds of data. "We're gonna see what patients like in restaurants. "We're gonna see what patients like in office situations. "We're gonna be able, we're gonna be able "to better fine tuning hearing aids." And what we found is that there is no pattern. So again, this is a scatter plot for an office in terms of all of the different personal programs that have been made in an office situation. As you can see, there is no pattern. So what we have learned is that personalization is what patients need, and their ability to be able to make some changes in different environments is the biggest thing that we have learned in terms of our data collection over all of the different personal programs created. So the key takeaways for SoundSense Learn, patients are more likely to wear the hearing aids if they can address challenges easily. Again, I go out to dinner. It's my anniversary dinner. I'm really looking forward to that. We went to a really trendy restaurant, but it was very, very loud, and I struggled. Without SoundSense Learn, I'd have to wait 'til Monday, call my hearing care professional, tell them that I had a problem two days ago, remember what my problem was two days ago, and if you are anything like me, I can barely remember two hours ago let alone something that happened two days ago, and then schedule an appointment, come in.

We can mess with the settings and then, yes, it can be better, but I missed my anniversary dinner. It wasn't as good as I wanted it to be. So again, it allows the patients to address challenges on the spot in that moment, which obviously can increase patient satisfaction. They have better control in any environment. You can save time on unnecessary fine tuning because if, I don't know about you, but I have seen patients where, they come in and they're like, "I'm really struggling with restaurants." And so I make some changes, or noisy situations, I make some changes, I send them out the door. Two days later they're coming back going, "Well, now I can't hear in quiet situations." So you fixed one problem, but then you've opened up a door to another problem. So again, in giving them the ability to make basic changes on the fly, you can save some time on unnecessary fine tuning. We have seen increased referrals for hearing healthcare professionals that have used SoundSense Learn. Again,

going back to increasing the patient satisfaction, giving them a bigger sense of control have led to increasing referrals and for the hearing care professional to be able to distinguish themselves and differentiate themselves in the marketplace. So that is SoundSense Learning. We do have SoundSense Learn workshops. If you are interested in conducting some of those, you can reach out to your representative. It is informal. It is inexpensive to do. What we usually do is come in over the lunch hour for those patients that have been fit with EVOKE and have the app and demonstrate how to use it in a group of multiple patients. As you guys know, sometimes when one person says, "Oh my God, it's fantastic," their word over our word can hold some heavy weight. You're showing that you're invested in the success that they're gonna have with the hearing aids. A lot of these are done in the office lobby in terms of just light refreshments. The rep can come in. Your trainer can come in.

They can walk through how to use it. You can show added benefit through these workshops. And something else to keep in mind is that when you fit a hearing aid, all of that information that they have to remember, something's forgotten, and a lot of times, it can be the app. How many times have you heard, "Well, you never told me I had to clean the hearing aids." Well, yeah, I did, but there's so much information being thrown at them, sometimes having them come back for a real life workshop in terms of how to use SoundSense Learn will allow them to digest some of the basic information of the hearing aid at the time of the fit, but being able to expand on that at a later date will allow them to get the most out of those hearing aids and really strengthen that patient to provider relationship that you have with them. So that is SoundSense Learn. Now we're gonna talk about Real-Life Insights. So I'm gonna ask a question in terms of kind of rhetorical. How many of you guys have wanted to know what kind of personal programs your patients were creating? Most of us, especially the ones that come in and say, "Well, I've created 30." And you're like, "That's fascinating. "What kind of programs are you creating?" So we've all wanted to know what they're doing with the app when they're out there in the real world because the real world is very different

than our offices. So my followup question to how many of you guys want to know what kind of personal programs are on your patient's phones, how many of you wanna take the phone from your patient and look through it? I'd say that's a resounding not many of us. So Widex created Real-Life Insights to allow you to be able to see what personal programs your patients have created in their app. You can now see that in the software. So that's going to empower you to give them more personalized counseling, help target your fine tuning, and tell the wearers that you really do care about what's going on out in the real world in terms of their hearing aids. We've all told our patients it sounds great in the office, but the office isn't real world, so it can actually let you show them that I do care what's going on in terms of what you're doing out there and then the experience that you're having, so let's kind of talk through those. So that is the real life benefits. So how does this work? The patient creates a personal program on their app. That information is sent to the Widex Cloud, and then you as a hearing aid provider can download that information from the cloud into your GPS software so that you can see it in the software in terms of the programs. So again, it's gonna be in GPS. You're gonna see, and it's probably hard to see on this slide, in that middle section where it's yellow, it's gonna say hey, you have new Real-Life Insight data that you can look at. Again, it's gonna be under the Data Log section of GPS.

You're gonna look through here, it's gonna say Sound Diary, and then underneath there, it's gonna say Real-Life Insights. And what it shows, see if I can make it a little bit bigger. Again, Data Log, Real-Life Insights. There we go. So you're gonna look at the top. You're gonna see the four personal programs that that patient created. If you hover over the bars on that graph, it'll show you on average how many times they use that personal program. So if that patient has created 10 and has only used two, that's a good conversation that you can have that says, do you really need all of these personal programs? But in addition to how many times you're using it and the names that they have given it, we're gonna look at the first one, which is the focus one in a little bit more detail. So it's gonna tell you that they created the focus program based

off of the universal program. They created it on August 15th of 2019. They have used it once. This sound wave icon right here depicts the fact that they used SoundSense Learn to create that personal program. So you know that whether, you know that the program was either created based on just the volume control or equalizer or that they used SoundSense Learn in order to create that program. In terms of program settings, it's going to show you the volume settings for both the left and the right. It's gonna show you the equalizer settings for that particular program, so it's gonna say, this patient actually increased the basses by five. They decreased the middle by five, and they decreased the treble by six. So it's gonna show you what they did, either through SoundSense Learn or through the actual equalizer in terms of the settings of that particular program. If it was created for streaming purposes and the sound mixer is there, so the sound mixer allows them to decide the ratio between what's coming in through the hearing aid microphone versus what's coming in through the streaming. That would also show up as well.

So you would be able to see whether or not they have chosen to do just complete streaming versus whether or not they did straight microphone or somewhere in the middle. So again, going back to that patient that says, "I created this program for streaming my phone calls, "and when I use that program, I still have a hard time "hearing what's going on over the phone." You can look in there and if they have it all set to the microphone, you can say, "Well, you've reduced the amount of input "coming from the phone. "Let's change that sound mixer "in order to give you the best combination of the two." So that is some of the insights that you're gonna see if you use Real-Life Insights. If they use SoundSense Learn, let me blow that up a little bit. If they use SoundSense Learn, underneath the program settings, it's going to say SoundSense Learn. It's going to tell you the environment that they chose, and it's gonna tell you their intent and how much of the progression or progress or goal that they completed. So again, giving you all of the information in terms of how much, how they created those programs. So again, lots of good insight for, no pun intended,

again, giving you some power to see how they created the programs, if they created the programs correctly, they created them to get the optimum use out of it, and all of their settings without having to go into their phone and look at each program individually. So in terms of Real-Life Insights and fine tuning. We all want the magic button that says, okay, based on the data and on the equalizer, can I move that to a, can I use that for fine tuning? And the answer is yes, you can use that to approximate fine tuning settings in the hearing aids. There's just a couple of situations to be cautious about. The equalizer that is adjusted through the use of SoundSense Learn takes into account slope and gain. It also takes into account different inputs. So remember we have a soft, average, and loud, and those gain settings are going to impact each one of those differently, and when you impact one, you change things like impression ratios. So some of those things to keep in mind that you are more than welcome to use the Real-Life Insights to guide your fine tuning, but just keep in mind that you're not comparing apples to apples.

The other thing is, is that they might be in the universal program creating a personal program that is in a restaurant where a party sound class is active. And then if you go into universal and change the fine tuning, it is going to affect any other programs based off of that universal program. So again, we want this to empower you. We want this to give you some guidelines in terms of if you wanna make changes to the hearing aid, in terms of the settings of the hearing aid. Just know that you're not always looking at apples to apples. So in order to be able to have the patient share the data from their phone with the Widex Cloud and then back to you, there is a setup that has to be done in order to comply with regulatory standards in terms of privacy. So in order to be able to use Real-Life Insights, you do need Compass GPS 3.4. You do need to create a Widex Cloud account. So if you open up GPS 3.4, if you look at that red arrow on the screen, there's a little icon of a cloud. That is where you need to set up a cloud account so that you can be able to access the information from the Widex Cloud. Once you click on that cloud, it is going to ask you to log on. If you don't have an account,

you say, I would like to create an account, and then it'll ask you for some information that says Create User. It's gonna ask you for your name, your telephone number, and your account number. Once you add all of that, Create User. Sorry, Create User and it'll go into that asking for your information. Once you fill out your information, an email is sent to Widex. We get that, we look at that. We say, yes, it's a legitimate account, it's legitimate information, and we will approve you. You get an approval email from us saying congratulations, you've been approved. Then you can go back into GPS and log in to that cloud-based services with your email address and the password that we provide. One thing to keep in mind, again, this is more for regulatory, again, when we're data sharing with the cloud, there's a lot of, there's a lot of, there's a lot of things that have to go in there to protect the privacy of our patients and the hearing care professionals as well. So we will provide you with a password. You will have to re-log in every 30 days. You don't have to create a new password. You are just going to have to re-log in after every 30 days, and it will prompt you to do that, but what it's not gonna prompt you to do is remember that password. And if you remember what I said a couple of minutes ago, I don't remember two hours ago, let alone a password that I created in, or that I was given 30 days ago.

So my recommendation to you is that once you have gotten your password from Widex, you can click on Forgot Your Password and set it to something that you're gonna remember and just make sure that you keep that handy because, again, in 30 days, you'll just need to quickly re-sign in to the cloud services. So that's what you have to do as a hearing care professional to be able to access the data in the Widex Cloud. So if you have a patient that has EVOKE hearing aids and you have now registered for the cloud services and you have read your patient's hearing aids in Compass GPS 3.4 after you have logged in, the patient is now going to get a privacy pop-up on their app, making sure that they are okay with sharing the data. So just to kinda go through some of the things that the patient sees. First of all, when you very first download the EVOKE app, you get a terms and conditions screen. They need to

say okay to that. They cannot use the EVOKE app unless they have agreed to the terms and conditions screen, and that only pops up when you have very first downloaded the Widex EVOKE app. The other thing that they see is the, once you have registered for Real-Life Insights or the cloud-based services, the patient's gonna pop up and say, do you wanna share your information with both Widex and your hearing care professional? They have to say yes to both because we all wanna see what's going on with their personal programs, but not every patient wants to share, so they have to go ahead and hit consent. You have to consent to sharing the data with not only Widex, so that we can take it and put the personal program information to the cloud, but also with you so that you can go and download that information through GPS. So that is something that your patient will have to go through as well. So my suggestion to you is that if you have a patient come in with EVOKEs and you want to be able to set them up with the Real-Life Insights, and you're logged in to the cloud services, read out their hearing aids in GPS and then have them open their app in the office and walk through that data sharing consent together. If you have any questions, please give us a shout. Your rep or your trainer will be able to, would be more than happy to walk you through that process in more detail.

So once you are signed up and once the patient has said okay, again, the patient will create that personal program. That information is sent to the Widex Cloud, and then the cloud data is sent to you as the hearing care professional in Compass GPS so that you can take a look at what they have done and what kind of personal programs they have created. So we have talked about, again, in terms of being there for your patient even when you can't, there's SoundSense Learn that allows them to make adjustments right there on the spot to be able to hear better and to be able to participate in the life activities that they want to. We talked about the Real-Life Insights, which gives you some insight as to what kind of personal programs they are creating so that you can better help guide them into getting the most out of their hearing aids. So let's talk about the REMOTE CARE. Remote care is something that is becoming more and more

prevalent in not only audiology but in medicine. I went to CVS the other day to get a flu shot and there was a tech that gave me the flu shot and a doctor sitting on a TV screen that was supervising, so it is definitely something that is being more and more used in the healthcare industry. I think it allows, my significant other's father had surgery a couple months ago and they are not in the same state that we are and he was able to conference in with the doctor and really kind of go through his care, which made him feel a lot more comfortable in terms of what was going on. So it improves patient satisfaction. It's efficient, it saves time. The one unique thing about the Widex REMOTE CARE is that it can access all features in all hearing aids. The thing that we wanted to do with REMOTE CARE is that we didn't wanna limit it to just the patients that had direct iPhone hearing aids or an app or the ability to use an app. So we wanted to make sure that we could give the REMOTE CARE benefits to all patients. So again, just as a overview, the hearing care professional is sitting in their office with Compass GPS. The patient is remote somewhere.

They are wearing the REMOTE CARE Link, which is connected to their phone and their hearing aid so that the hearing care professional can have a full troubleshooting appointment remotely with full access to the hearing aids. So again, if you look at the GPS, in the left corner, you will see the REMOTE CARE screen. So at the top in that smaller square, you see the professional. In the bottom square, you see the patient. You can see that it is connected. So you have a full FaceTime or a video conference ability with your patient, which is great. It will help with communication. The patient can see you. You can see whether or not the patient has them in their ear correctly. You can see whether or not they are struggling. There's a lot of, you can do some of the counseling that you would normally do if they were sitting in front of you in the office through that video component of the REMOTE CARE. At the top of the screen, you will see the button that usually says Connect. It says Connect via REMOTE LINK. So once you have the patient in the video conference section you will go in, you will connect the hearing aids, and then it will look like any other Widex fitting or followup. You will

choose which hearing aids you wanna connect to and then you will have complete access to the software. So you can fine tune, you can do a feedback test, you can do a sensogram. The Service Tracker is available. So for those of you that aren't familiar with the Service Tracker, you can actually test the hearing aids to see if the microphones and the receivers are working to spec, as well if there is any internal noise. So again, this is a fantastic tool because you do have access to all of the software features and you have access to any hearing aid that can be programmed with the Compass GPS. So a DREAM, a UNIQUE, a BEYOND, an EVOKE, REMOTE CARE can be utilized with those. So again, the requirements. You have to have the Compass GPS 3.4. You have to have the REMOTE CARE app installed. The patient has to have the REMOTE CARE app on their phone and the REMOTE LINK device. So that is the REMOTE CARE requirements. So again, a full office visit even remotely. When we first started this, I was like, "Who would this be good for?" And I kept saying, "People that can't travel "or people that have a hard time getting out, "people that rely on their kids "to be able to take them to doctor's appointments." And what I have found is that, yes, that is a large portion of patients that are utilizing this, but just as large are the younger patients who don't have the time to get into the office. They like the fact that they can do it from home.

They like the fact that if they are having a problem at work they can do a REMOTE CARE session in the situation that they're having a problem with. So I have been pleasantly surprised at how many people have taken advantage of the REMOTE CARE capabilities. So again, SoundSense Learn, Real-Life Insights, and REMOTE CARE are the three components that allow you to help your patient, even when they are not able to be in the office. So in terms of the three new form factors. So these were released a couple of months ago. The one thing that I wanna make sure that everybody knows is that we have changed the names of the hearing aids. The smaller RIC was called the PASSION. The RIC 312 was called the FUSION, and the BTEs were called the FASHION, which were fantastic if you could remember that. So if you're like me, not so

much. So we have changed it to the EVOKE RIC 10, which is a 10 battery. We have changed it to the EVOKE RIC 312 D, which is the former FUSION. The D stands for direct to iPhone. And then we have a new BTE. So we have the Widex EVOKE BTE 13 B. So yes, we now have a BTE that is also direct to iPhone. So what you are going to see here, and this is available through Widex Pro as well as information your rep can give you. Here is the name. Of course, there is a regulatory name. So for the Widex EVOKE RIC 10, the regulatory name is ERBO. I just love saying that. So we have this card available for anybody that needs it. We also have mouse pads and now bookmarks that can help you in terms of helping remember the name changes. But that ERBO, the E stands for EVOKE, R stands for RIC, the B stands for battery, and the zero stands for 10. So again, ERBO is what you are going to see on the actual hearing aid. Again, it's that regulatory name. I have to put it on the hearing aid. But just know that that is the EVOKE RIC 10. Again, for the EVOKE RIC 312 D, it is ERB2D, which I think sounds like a "Star Wars" character, but that's a conversation for a different time.

Again, that's an EVOKE RIC with the battery type of 312, and the D stands for direct streaming. So just to give you some familiarity with the new names of the hearing aids and what you'll actually see on a hearing aids 'cause we do have to put that regulatory name on the hearing aids. So the EVOKE 10 replaces the PASSION. It has an improved physical design. It is the smallest Widex RIC hearing aid. It is the longest battery life in that class. The EVOKE RIC 12 D replaces the FUSION2. So again, it has that updated design. It has its updated microphone grids. It still is the direct connectivity. It is TV PLAY compatible, and it is compatible with the ZPower. The new hearing aid is the 13 D. This is a new, slimmer BTE. It has a 13 battery. As I mentioned, it is direct to iPhone. It is TV PLAY compatible and it has the new MEMS microphones. Again, because we are using that 13 D, it has a lot longer battery life in terms of being able to stream, and those MEMS microphones, as a lot of hearing aids are going to use those MEMS microphones, it gives a lower noise floor, the high dynamic range. There's not as much distortion and there is more resistance to moisture and corrosion because of the new

microphone grids. And just to show you in terms of that BTE 13 D, it gives you a wider fitting range with a slimmer option. So if you look at the FASHION POWER, which is what we've had in that suggested fitting range, you can look at that BTE 13 and see that it is a stronger bandwidth and it gives you a little bit more on that upper fitting range in a smaller design as well as that direct connectivity. Again, very close to that FASHION POWER. Colors have not changed for any of the new form factors. And again, we have the TV PLAY. It's that direct connectivity in the BTE. The EVOKE and TONELINK app. So the EVOKE app is what we use for our direct to iPhone connectivity. So the FUSION2, the RIC 312 D, the BTE 13 D are going to use that EVOKE app. The TONELINK app is used for volume and program changes for all other hearing aids that do not have that direct connectivity to the phone. So just another chart in terms of which ones use the EVOKE app, which ones use the TONELINK app, and which ones are CROS compatible. So the TONELINK app are going to be used for all hearing aids that are not direct. The EVOKE app will be used for the two hearing aids that are direct to iPhone. TV PLAY has been around. We all know that a lot of our patients watch TV considerably.

The TV PLAY hasn't changed. It is still smart and efficient. A couple of the new features is that it times out after 15 minutes of no TV PLAY signal. So if your patient walks away from the TV and forgets to get out of that TV PLAY program, it will automatically do that for them after 15 or 20 minutes. We've had a lot of success with the TV PLAY. One of the testimonials is from Cliff from New York. He hooked up the TV PLAY last night and couldn't believe how simple it was and he thought it sounded amazing. And again, this came out in June, so I'm gonna kind of gloss over this 'cause we are out of time and I apologize for that. When the TV PLAY first came out, you could only control it through the EVOKE app. Now you have the ability to control it through the hearing aid or through an RC-DEX. So the patient does not need the app in order to be able to use the TV PLAY. They can start and stop it with that program button, whether it's on the hearing aid or on the RC-DEX, and that change came last summer. And very quickly in

Compass GPS, there's a new mute button. But the one thing that I wanna point out is that now you will get a notice that the hearing aid firmware is not updated. So as you guys know, the patient can update the firmware of the EVOKE through the app. But if you hook up the hearing aids and the firmware update hasn't happened, you will now get a notice that says these hearing aids are not updated, and it'll give you the option to update. So it'll be a lot easier for you guys to be able to, to take advantage of making sure that those hearing aids are updated. Again, there's a new mute button on the selection screen. So if you wanna mute them before the hearing aids are even turned on as you are making your selections and as they are programming, you have that option to do so as well. And I believe that is it. So one minute over. Thank you guys again so much. If you have any questions, please let me know. You can also email the AOInquiry@widex.com. And if you have any other questions, your rep can also be more than happy to help you and steer you in the right direction.

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