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Nothing to Hide with Phonak Virto Marvel

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- [Aly] Hello everybody, and thank you for joining me today, to learn all about Phonak Virto M. My name is Aly, I'm a clinical trainer with Phonak. And before we get started, I'm just gonna do a couple of housekeeping questions. So if you have any questions at any time, there's a Q and A box on the left-hand side of the screen. I will try to maybe take a break here or there to answer questions, but do know that if I haven't answered it right away, I will get to it before the hour is up. If you're having any sort of issues with either sound or visual issues, I guess, at all, with AudiologyOnline, there's an 800 number for technical support. And then on the bottom left-hand side you also have a place where you can get some handouts to download that can also be helpful for taking notes during today's presentation.

So before we get started I just wanted to review the learning objectives. After today's session you will be able to summarize the additions to the Marvel portfolio. You will be able to describe the key features of Virto Marvel. You will be able to summarize the benefits of Marvel for your patients. And you will be able to identify the key areas in the programming software that are required for successful Marvel fittings.

Truly, everyone loves Marvel. We are the only offering with hands-free phone calls, thanks to our own voice pick-up. We're the only offering with classification for stream signals. We're the only offering with RogerDirect, to optimize listening and noise, and over distance. We're the only offering that can do all of this with iOS, Android, and other Bluetooth devices. And on top of all of that we have our 'Love At First Sound' hearing performance. But it gets better. Connectivity is now reloaded on two new form factors, making the Marvel family broader than ever before. And today we're going to focus on the custom form factor.

So when we think about whether products are going to be considered clinical and boring or cool, we need to think about what patients are searching for and what they're finding when they search. So if you start to search online for custom products, what

they're seeing is beige. As a hearing aid manufacturing industry, we're sending the message to our patients that if you have a hearing loss it's something that shouldn't be hidden from the world. And we send that message because we always say, well, it's gotta match the skin. Right? There's a reason that 62% of non-users will come into offices asking for invisible. But if you search for earbuds, it's a very different picture that you'll find. Why is it that ear-level technology is kind of a dirty little secret in our industry, but the rest of the world is wearing it proudly? Everywhere you look, you see people that have things hanging out of their ears. So I think it's time that, as an industry, we decide that we don't need to kind of continue the stigma that hearing aids need to be hidden. We need to embrace that wearing products in our ears is becoming the norm.

So I know many people, when we talk about this type of clinical versus cool back and forth, a lot of times we think about, well, when we're advertising we need to consider what our patients are looking for, what they're wanting, and what they're expecting. So let's experiment with that for just a moment. We can increase market penetration by offering a product that people won't want to hide. As an industry, we've closely monitored the rate of hearing aid adoption among the general public, for decades. And over the span of these decades we've seen only a very slight improvement in these numbers. As of 2019, only 31% of people aged 45 to 64, with hearing loss, actually used hearing aids. And on average, these people are waiting at least four to six years before purchasing. So why do people not start the journey to better hearing sooner? And what could we do to make custom hearing aids a bit more appealing to these patients? Or potential patients? So imagine if we had a hearing aid with clear, rich sound, hands-free connectivity to both Android and iOS devices, and Smart apps? I would bet you guys can picture this pretty clearly, right? With Marvel, we've had this wild success, and we've had such amazing feedback from both you as the providers and your patients. Everything has been so positive. And Marvel is providing that 'Love At First Sound' experience. But what if we took Marvel technology and added an

additional layer of customization? Not just customization to the shell itself, but a device that actually programs and accounts for the ear anatomy of the patient? And how that anatomy impacts the incoming sound. And what if we took it even further than that, included a new bold color option, something that we think is pretty edgy and cool? And it may sound too good to be true, but it's not.

So we are excited to introduce the new Virto Marvel 312, our latest custom hearing aid. It's powered by the SWORD chip, the incredible sound quality and advanced connectivity of the Virto Marvel 312 will blur the lines between a hearing aid and an earbud, with a new bold look we call Virto Marvel Black. The black faceplate and shell combination offers patients a new opportunity to showcase their hearing aids as a stylish, customized hearing solution, akin to an earbud or a hearable. We saw from study data that this new look resonates highly with younger people, and those who have not used hearing aids before. All right, apologize for that delay there. So while developing the Virto Marvel, we commissioned an online survey of over 600 people, with varying degrees of hearing loss, in the U.S., Germany, and Japan. These participants were evenly split between men and women, young and old, and mild to severe hearing losses. And the goal was to see who was captivated the most by Virto Marvel Black. And the results were kind of stunning. Participants who had never purchased hearing aids before found a black, custom hearing aid more relevant to their needs, and were more likely to purchase than a traditional hearing aid. And that was pretty exciting, because Rex have been the leader of the hearing aid market for years. So it's pretty cool to see that we've developed a unique product that's really capturing people's attention. And we also found something that got people excited about hearing aids.

But now let's figure out who are these people. For the existing hearing aid owners, the results of the study indicated that while they found the black custom hearing aid far more unique, they were significantly less likely to purchase it. So our next step was to

break down these results by age demographic, and the results of that were a little bit less surprising. Overwhelmingly, the youngest 18 to 34 group of participants found the black hearing aids highly relevant to their needs, and the majority intended to purchase. Even for the participants in the next age bracket, the 36 to 59 group, they too found that Virto Marvel Black was relevant to their needs, and over 40% expressed an intent to purchase.

So Virto Marvel 312 offers more than just a new black shell color. It's the culmination of Marvel technology packed into this highly individualized custom shell, with incredible hearing performance, advanced hands-free connectivity, a host of Smart apps, and a stylish new look, Virto M-312 will blur the lines between hearing aid and earbud, while delivering that proven love at first sound of Marvel. And of course, we start with the clear, rich sound quality. So Virto M-312 is powered by the SWORD 3.0 chip. It offers incredible benefits of Marvel technology in a custom hearing aid. An exceptional first fit is crucial for success, especially for first-time users, but also for you, out fitters, because when you start to trial new products on your patients, the very first reaction is key. And that's why, with Marvel, our team set forth to introduce a new precalculation that responds more sensitively to the inexperienced hearing perception of first-time users. Guess what, we make the first moment of truth, love at first sound, with exceptional sound quality from the very first fit. Hearing and noise can be particularly challenging for people with hearing aids. This is not news to any of you. Virto M-312 is going to provide better speech understanding and noise, add reduced listening effort in noise, thanks to Stereo Zoom.

Finally, we now have a custom hearing aid that directly streams media from Bluetooth devices, and from Android and iOS, but Virto M-312 doesn't just stream content like every other hearing aid out there. The Virto M-312 is the world's first custom hearing aid technology that classifies a stream signal. This means that the hearing aid can determine if it's a music or a speech-heavy stream, and it will optimize those settings

accordingly. So your podcast and your audiobooks are just as optimized as the music you listen to on Spotify. Now, let's talk about connectivity. Let's break down what makes connectivity a Virto M-312 so noteworthy. Virto M-312 is the world's first custom hearing aid with hands-free calls that directly streams all audio content from Android and iOS devices, again, further blurring those lines between a hearing aid and an earbud. With Bluetooth classic, Bluetooth LE AirStream technology, RogerDirect, Virto Marvel is truly giving the patient the freedom to connect to multiple devices of their choosing, for use with hundreds of their favorite apps. And the unique hands-free capability allows the patient the freedom to not hold up a phone in front of their face while they're on a phone call, thanks to that own-voice pick-up. In addition to these options, Virto M-312 is also compatible with the phone app partner mic for one-to-one conversations, as well as the phone app remote control, for making volume and program adjustments to the hearing needs.

Now, let's talk about the another key connectivity feature That's new to Marvel M-312. Excuse me while I take a quick sip of water. All right, so we show that a patient with Roger can understand speech better than someone with normal hearing. As expected, this is first of all, something that may sound kind of crazy, but it's pretty interesting when you think about what we're actually doing with that Roger signal. So when we compare a calm situation between someone with normal hearing and Someone using Roger, which is what you're seeing there on that left hand side, it's pretty much the same. So we wouldn't expect there to be a huge difference in quiet environments. But as the noise level increases by 10 dB into a group situation, what you're going to start to see is that the normal hearing subjects are actually starting to struggle a bit. So we start to see that the Roger wearers are actually performing better. Now once we're in a loud, noisy environment, such as a noisy restaurant, and we've all been in these situations before where we're all struggling to hear better. That's where we see that a Roger user is going to be doing even better than someone with normal hearing. This is the Roger wow effect.

This was based on a study that was done by Linda Thibodeau. And it showed that patients using Roger had an average of 62 percentage points advantage over normal hearing listeners. And if any of you have experienced Roger and noise before, you know that benefit. You know that instead of having to really pay attention, and focus on what that person is saying, having that improvement in signal to noise ratio makes all the difference. And never before has there been a way to directly connect Roger to an ITE hearing aid. So in the past, patients who are using a custom device had to wear some sort of body worn receiver to experience the magic of Roger. And for the first time, we now have RogerDirect available in a custom product. Virto M-312 is now the only custom hearing aid that streams directly from a Roger microphone. And this is important because the statistics glean from actual Phonak fittings that there are some surprising statistics about who is actually using Roger the most. So let's take a look at that. So this is going to be a kind of a general question. You don't have to answer, but I think we all kind of can think of the answer in our heads. So when you think of Roger, who do you traditionally think about?

I'm sure the majority of you, I see someone said kids. But aside from children, what we're also typically thinking of is our severe to profound listeners. Those are typically the obvious candidates, people that have worse hearing loss, we think they're going to need that extra help. So we took a look at recent data that was extrapolated from our Cooper database. And this was basically looking at of all of the Roger Pens in the field, who was using them and how did it correlate to the users' degree of hearing loss. We actually found a new emerging trend. 60% of Roger users actually have mild to moderate degrees of hearing loss. And they are really benefiting from Roger and loud noise and over distance. So with RogerDirect, we expect that this trend is going to continue, with more consumers being offered solutions to help them improve their hearing and noise and over distance, and allowing them to participate in all conversations and activities, and improving their overall social well being. With

RogerDirect in Virto M-312, we've really broken down some of the barriers for you as the provider to think about when recommending and fitting Roger. Because you no longer need to have any sort of external receivers. You don't have to think about that. We don't have to think about which receiver? How do we attach it? Are we gonna lose any of the pins when we change it out? You don't need any sort of intermediary. So we expect that this is going to make life easier not just for your patients, but also for you as well.

All right, next up, we've got Smart apps. So the all-in-one myPhonak app is a true multifunctional Marvel. And it allows a patient to connect in real time to their provider, provide in the moment feedback on their performance with their hearing aids and make many immediate adjustments so that their hearing aids are set exactly how they'd like. With the myPhonak app, the patient has complete control. And it's fully integrated into their cellphone. So let's talk about the app. For the traditional remote control users, the main page, that entry page is still the same. It's offering the basic adjustments that you're familiar with. But for patients who wish to have access to a little bit more, there's advanced functionalities. We now offer parameters such as bass and treble waiting, we've got the ability to change the strength of the noise canceler, you can change the beamformer based on the real time environment. So there's a lot more that the patients are able to do. The My Hearing Aid section provides information to the patient about what they're wearing. And the Remote Support and Hearing Diary are tools that you may choose to use, just to add kind of to your arsenal of tools of what you can do to support your patients. So we're not going to go into detail today regarding remote support. But just to give you a little bit of background, the way that we are providing remote support, it's a completely synchronous approach. So it's kind of like combining a FaceTime or Skype call with your target session, so that you can provide real time adjustments to your patients while they're in their real world environment. And there are many different applications of why this might be useful. For some patients, transportation may be difficult, they can't get into your office. So this is

going to be an easier way for them to get adjustments. On the flip side, maybe you've got a patient who is having difficulty in an environment that really, you can't replicate in your office, maybe they're at bingo, maybe they're on the golf course. And without having to go back and forth from their real environment to your office and then back to the real environment. To try those changes, you can be a bit more efficient in correcting some of their problems by making the changes while they're in that real life environment. So, again, these are features that are available by invitation only. So if you don't choose to implement them in your practice, the patients will not have access and they can't start bothering you with requests for it. But if it is something that you're interested in and you aren't familiar with the process, you can always reach out to your Phonak account manager, or clinical trainer, and they would be happy to get you set up and to train you on that process.

All right, last but not least, customization. It all starts with a great impression. Did you know that 60% of impressions that we receive at Phonak are missing some of the vital information about the ear canal. So what we see on that right hand side of the screen, where we're missing the shape of it, things kind of melded into each other. We're missing pieces of the canal. There's a lot of different critical information that can be missed from a not so good ear impression. So we're going to review some of the key things that we're looking for, and some ways that we can help make sure that you can provide us with the best impression possible. So just some key features on the left hand side of the screen, we wanna make sure that we're looking beyond that second bend, we're showing the path towards the eardrum. And we are including all of the anatomical structures of the ear. That's not just the ear canal, but also the concha and the parts of the ear externally. So even when you're not fitting an IIC, we do want you to provide information beyond the second bend. This is going to give us very valuable information about the curvature of the ear canal. So this is something that we do want to see even if you're fitting a full shell. So here are some examples of some really good impressions. we see that we're providing ample impression length. Beyond that

second bend, we see that the Otoblock is really attached. So we're not having that case where the otoblock is kind of hanging off the end because the impression material didn't reach all the way to the otoblock. There are no bubbles, there are no wrinkles, we see that there's truly a sealing all the way around on the skin. And then of course, we have completely filled impressions in the concha and beyond the ear canal as well.

So, in order to help you to provide us with the best ear impressions possible, we created a tool to make providing a good your earmould impression evenly. This is not a brand new tool. So I hope that many of you have seen this EasyView Otoblock before. But for those of you who have not we're going to review what it does and how it works and how it can be beneficial to your fittings. So this is a patented and completely unique and award winning tool that we call the EasyView Otoblock. So essentially, it is a soft foam seal with a vent with a clear window at the end of it. And that vented tube for comfort coming through The EasyView Otoblock gives you the provider and then the modeler in house at Phonak so much more information. It's well designed and very easy to use. Because it can be inserted deeper with more confidence, it can provide that pathway and direction of the ear canal towards the eardrum, giving us more anatomical information, more length information. It's vented, which means that it's very comfortable for the patient. It actually stays on the impression at the manufacturer. So don't take it off when you are done with your earmould impression. And you can use your impression material, and you can use your own specula. So, the only thing that you really need is these EasyView Otoblocks.

So let's talk about why we might consider using this. Discreet hearing aids are possible when the ear impression is high quality and pass that second bend. In the past this type of impression has been a little bit more difficult to obtain, because a lot of times providing this type of impression and using the opaque otoblocks has been a little bit scary I think, There's that whole tap, tap, tap until the patient jumps in their seat. And

then we know it's deep enough. And a lot of people are hesitant to take an impression when they know they're getting that deep in the ear canal. So what we're hoping is that using the EasyView Otoblock will help to provide confidence so that you know exactly where you're placing the otoblock so that it isn't that scary experience. The EasyView Otoblock itself has that transparent lens or window at the end, which actually allows a full visualization during the entire placement. And basically we're gonna get an average of six millimeters more information from this type of impression. This is going to enable the best and most discreet custom devices like the Virto M-Titanium. And the EasyView Otoblock itself comes in three sizes for adult non-surgical ears. So that is an important distinction to make. It comes in a small, medium, and large. And again for surgical ears, we are not recommending the use of these otoblocks. We actually did an internal investigation in our Switzerland location, where there were 22 audiologists who are not currently in clinical practice, and we had them take impressions using standard otoblocks and the EasyView Otoblock. And what we found is that there was an improvement of six millimeters longer impressions when using the EasyView Otoblock as compared to the previous otoblock versions. Now of course, we also wanted to test this with providers in clinical practice. So the same procedure was then duplicated with hearing care professionals who were in current practice. This was also with a larger group of people as well. And what we found is that there was an average improvement length of 3.2 millimeters. So we see that the EasyView Otoblock is beneficial for new and less experienced audiologists, as well as seasoned professionals as well.

Now, there's a time and a place to also use the foam and cotton. so we're not recommending that you use EasyView Otoblocks on every single patient. So while the EasyView Otoblock adds valuable length information to an impression, this is only valuable if you're able to place the EasyView Otoblock beyond the second bend the Titanium FitGuide is most beneficial for those patients who have very narrow and highly pliable ears. We're gonna talk about this additional tool, the Titanium FitGuide in just a second as well. So when thinking about who you're going to use these otoblocks

on, if you can't get the small otoblock deep enough into the ear canal, or the foam, the skirt of the otoblock starts folding in or crunching. Clearly, it's not a good fit, and we're not going to get a good impression out of it. If you can put a smaller foam or cotton block deeper in the ear canal, that's gonna provide us with more information. So we would expect that at that point, you're going to use that type of otoblock. So, additionally, if we've got that surgical ear or a patient who maybe is going to be using a full shout maybe because we've got a collapsing canal or just kind of differences in the ear canal that are gonna provide some sort of issue with the EasyView Otoblock. Again, we still recommend using that foam or cotton. So this isn't going to replace all of your otoblocks. But when we're making a really nice deep impression, it is very, very helpful to utilize that tool.

So, in talking about discreet devices, we're thinking about Titanium. So with this launch, we now have the Virto M-Titanium. Titanium itself was introduced in 2017. And it really set the standard in durability when it comes to custom hearing aids. The Titanium shell is 15 times stronger than acrylic. And in addition to the durability, the Titanium shell is actually 50% thinner than acrylic. So it's allowing us a lot more flexibility to create smaller devices. And this is because we can either make the device much smaller because of the thinner shell, or we can accommodate larger parts or larger receivers in still a smaller device. Now, before I had mentioned the Titanium FitGuide. So let's talk about this. building on the number of firsts, just like that EasyView Otoblock and the Titanium shell. That all helping to allow for a smaller, deeper instrument that can be fitted, but we also needed to think about how we can evaluate the ear canal. Because we know that people's ear canals differ with flexibility. And they differ with even just in the texture or the skin quality. So we introduced the Titanium FitGuide As a tool that can actually help to indicate how deep the Titanium device can comfortably be placed. So what is the Titanium FitGuide? It's a clinical tool that's used by you, the provider, that you can use during that hearing aid evaluation period when you're considering ordering a Titanium hearing aid. The shape on each

end represents the minimum space required for a Titanium device considering the minimal venting size and the sizes of the receivers. So on each end, there is that minimum size required for an M-receiver or a P-receiver. So what you're going to do is you're going to take that tool and determine which receiver size you would anticipate using for that patient and you're going to put it into the patient's ear. Before we get into the process of how to use it, I just wanted to also highlight that in between that M and the P ends, there are actually measurement indicators along the stem of the tool that you'll actually provide on the custom order form. The tool itself is made out of solid medical grade Titanium, and can easily be cleaned and sterilized between each patient. And the Titanium FitGuide is providing a new way to evaluate the ear canal dynamics so that we can get that better fitting device.

So let's take a look here. What you're going to do is basically use this tool so that you no longer need to take open jaw impressions. You're going to put that tool in the patient's ear canal and take a kind of a step beyond just you putting it in. I like to have the patient themselves actually grab ahold of it, you can kind of pull on their pinna and pull on their ear a bit while they wiggle it in and find that deepest point where they can comfortably wear the device. And then you take that measurement by counting those tick marks on the stem of the tool, so that you can see how deep they could comfortably wear this device. Because if you think about it, we get these amazing ear impressions now using the EasyView Otoblock. And if the modelers in house look at it and see, great, we can make this very, very deep device. But then we use the measurement with the Titanium FitGuide, we may find that even though we can make the device at a certain depth, the patient may not be able to wear the device comfortably at that depth. So we utilize the deep impression in conjunction with that measurement, to make sure that we're providing the deepest device we can do, but also at a comfortable distance. So, ultimately our goal here is to reduce any need for remakes. So what are the benefits of using this tool? The Titanium FitGuide gives more than 50% of people a deeper fitting Titanium by an average of 2.5 millimeters. This was

actually a study that was done at PARC in Warrenton. The study itself is actually located on Phonak Pro, so if you're interested in reading more about how it was done. But let's take a look at those 50% who did benefit from that measurement.

So we've got a couple of examples here. This was an example of a very impressive difference in the modeling when using the Titanium FitGuide. So on the left hand side here, what you're looking at is a device that was modeled without the Titanium FitGuide. And as you can see, it's sitting just inside the opening of the ear canal. And then on the right hand side of the screen, what you're looking at is the impact of using the Titanium FitGuide for this ear canal. The Titanium FitGuide measurement provided an increased benefit and improved discretion of almost five millimeters. But of course, that's not the average, that's a very impressive change. So let's look at something that's a bit more average. So again, with that PARC study, 50% of patients were able to see an improvement of 2.9 millimeters when using this new tool. So as you can see on again, the left hand side, the device is sitting very close to the opening of the ear canal. But then on the right hand side we see that by using that Titanium FitGuide measurement, during the modeling process, the device was able to be built, almost 3.5 millimeters deeper in the canal. So, even on the most kind of average improvements, we're seeing a deeper fit, and we're sure that it's going to be at a comfortable depth. So truly, the gold standard when you order a Titanium device is gonna be, what I like to think about using the Titanium alphabet soup. So we're using our TFG, our Titanium FitGuide. And then after we take that measurement, we take our impression using our EVOB or our EasyView Otoblock to make sure that we're providing all of the information that's needed for a patient when they're wanting that discreet device.

But we do more than just customize on the outside. We're also customizing these devices on the inside. So in the past, all beamforming algorithms were calibrated to KEMAR. We all remember KEMAR when learning about audiology, correct? KEMAR was actually born in 1972. And his form was based on the average of about 5,000 male

and females in the Air Force. So KEMAR is now 45 years old, and he has remained the exact same size and shape his entire life. He's pretty lucky. Wish I could say the same. So while KEMAR has been extremely valuable in terms of research and averaging patient's anatomy, we know that every single patient is unique. So let's think about how KEMAR had been used to calculate some of our microphone depth and the location of the microphones when creating custom devices. So the directional microphone beams typically had been calibrated using KEMAR. So this type of formula was very modular. Was basically every custom device, put the microphones in the exact same places. And we know that everybody's ears are very different. So, what we needed to think about is how are there so many differences between people's ears and how could we then utilize all of that information to customize the location of microphones, and improve directionality. We are the only custom hearing aid manufacturer to offer what we call biometric calibration. This begins with the extraction of 1,600 data points from a patient's individual ear impression. The directional response of the hearing aid is designed to take into account the effect of that patient's ear anatomy, and what that, how we take all of those points, and how we can kind of take that to take a look at the incoming waves. So the result of this calibration is going to provide a much more precise beamformer. And we're actually going to provide two dB better directionality for directional models of hearing aids.

So, now that some of these benefits seem kind of too good to be true, let's take a look at how it actually works. Biometric calibration, was originally formulated based on a database of impressions. The range of the anatomical characteristics were summarized into a custom shape model, like an ear template. A shape model reflects the range of size, shape, and volume for each of the convolutions of the pinna that were collected during ear impression. So, again, another reason why it's so important to make sure that you have that really full ear impression regardless of what size device you plan on fitting. What we're left with is a reflection of most of the anatomical manifestations of the concha and the canal. This custom shape model runs in the background of what

we call RSM. It's our proprietary Rapid Shell Modeling software. The custom shape itself is then modeled and combined with that complex proprietary algorithm. It's comparing it to the actual ear impression of your patient to the custom shape model, to calibrate the beam former to be the most precise and accurate for your patient and to ensure the maximal signal to noise ratio. So what does that actually mean, right? We have polar plots here that were generated with devices with and without biometric calibration. The results are that the back is attenuated from the front by two dB better than our previous methods of calibration. So this results in tighter directionality. When your patients are in noise, they will hear less of the peripheral and side conversations and have an improved signal to noise ratio. We also need to talk about the Acoustically Optimized Venting. So there's two things we need to think about with the new and updates with the customs. So if your patients are wanting a small device, but you anticipate that there could be some occlusion issues, because they have normal low frequencies, or maybe in the past they've reacted poorly to being occluded by anything in their ears.

There are some different options when ordering your custom devices. We have the new venting option that's called AOVO. O standing for open. But before we can talk about AOVO, let's review what AOV is. AOV or the Acoustically Optimized Vent is Phonak's proprietary venting algorithm. By optimized we mean for size and performance. About 65% of all IIC orders that come in select AOV as the venting choice. It's the best for your patients who want to use custom devices, but still prioritize sound quality and the size of the device. AOVO is best for users who are new to custom devices or for those who historically struggle to acclimatize to the presence of occlusion. So the device will be modeled with venting as the first priority and the size as a close second. So, you as the provider, you know, and you understand the consequences of a more open fitting, but at the same time, we really need to think about the patient and what their priorities are and what they're looking for out of a custom device, and how we can help to provide that goal for them.

All right, so this is kind of the customized overall summary toolbox of that alphabet soup that I was talking about. So first, we've got our EasyView Otoblock. It's kind of amazing to me because when you think about the field that we are all a part of otoblocks really have not been changed in decades. So this was the first time that we saw a change in otoblocks. And it's just another way that we can help support you as the provider with tools to create a better custom device for your patients. Second, we now have that EasyView, I'm sorry, that Titanium FitGuide to get a more discreet fitting device. And of course, we've got kind of the reasoning as to why we use all of these tools. So if this is something that you're not familiar with, or you'd like to learn more about these tools, you can either look on phonakpro.com, or on our Phonak YouTube page, and there are actually videos as to how to implement the usage of the EasyView Otoblock on the Titanium FitGuide. So also if you don't have access to these tools already, again, you can reach out to your account manager or to your clinical trainer, so that they can provide these tools to you and provide the training necessary so that you feel comfortable using the tool.

All right, so now for the fun stuff, let's take a look at the product overview of the new Marvel technology. So, finally, Marvel is customized. We know that with the fully featured M-312, regardless of if the patient is choosing black or a flesh tone, it's going to fit significantly better than their current ear buds. And it's gonna sound better too. If your patient is insisting on something more discreet, or maybe they wear a stethoscope at work or a helmet during their commute, we do have three non wireless models with the new pre-calculation for first time users and that includes the super discreet Virto M-Titanium, as well as the two CIC models that are non wireless. So again, just to kind of reiterate here, what you're seeing on the very left hand side, that is your Virto M-312. That is the model that has full connectivity. Then the three models next to it, the Virto M-3, I'm sorry, the Virto M-10 non-wireless Omni, the Virto M-312

non-wireless Omni and the Virto M-Titanium are the non wireless no connectivity models.

Now when it comes to Virto Titanium, there are some improvements coming soon, some available now. Let's first just talk a little bit about that Cerustop bushing. If you fit Virto Titanium previously, you may have seen that there was an issue where the bushing that actually holds in the Cerustop would become dislodged. This is actually a change that has already been implemented. So, any Titanium order that you've sent in as of last week will have this improvement implemented already. There is another improvement that will be coming soon. And this was to fix some issues with the actual microphone protection system. So, this is something that is still going on, still undergoing some bio-compatibility testing to ensure the safety for your patients. That is something that you will see coming very, very soon. So in addition to the Virto M-Titanium and the Virto M-312, I mentioned we introduced two non wireless Omni-directional models to the virtual Marvel portfolio. So regardless of whether your patient is looking for something a little bit more traditional, or maybe a little bit more edgy, we've got all of these options available.

One thing I do wanna point out is that the Virto M-312 is the only model that is available in black. But all of the other options are available for all of the other models. So you cannot get a black shell for the smaller options, but all three options are available in the colors that are listed there already. In terms of the fitting ranges, Virto M-312 is the only one that's available with the UP receiver. All of the other models have the options for the M, the P and the SP. In terms of a T-coil, the T-coil is available in the smaller options. Unfortunately due to size Virto M-312 does not have the option of a T-coil. In terms of a Push button, the Virto M-312 requires a push button, so you can't get it without it. But you can choose to have a VC if you want to. In terms of the other models for Virto M-Titanium, and Virto M-312 non wireless Omni the default is no Push button, but it is an option for the Virto M-10 non-wireless Omni, push button is

the default. When we think about battery life, this is looking at kind of the typical streaming habits of most patients. So we would expect 60 hours of use for that typical streaming patient. So we would expect that 50% of their day is spent just kind of normal listening using the AutoSense OS program, and then 25% is used with Bluetooth classic, and 25% is the low energy air stream. Of course all of this will vary based on a patient's individual streaming habits. When we really put the device to the test, and the device is turned on and Bluetooth classic is used completely continuously and not turned off, we would expect about 37 hours of battery life.

There has been an update to the order form. This is available on the eStore. And you can also download it on Phonak Pro, but all of the custom devices are available on this one order form. There's also a new cleaning tool. So this is something that is not meant for resale, it's meant to be used by you the provider. With the Titanium devices, we do have the availability to make a smaller venting. And with that smaller venting, you couldn't use the previous cleaning tools. So if you order a device with the smaller vents, you will get the the tool with it. And again, it's meant for you to use in the office. Just to clarify how you're going to program all of the Virto Marvel devices, though Virto M-312 would be programmed with the Noahlink Wireless and your non wireless models would still be programmed using the battery pill cables. So the Virto with the introduction of Virto Marvel, the Marvel family is complete. You now have a complete portfolio from which to choose from. Whether patients are looking for something small and invisible or a little bit more versatile with connectivity, you've got amazing solutions with Virto Marvel.

Now, I quickly just want to mention that you do have the availability of RogerDirect with the Virto M-312. So it is simple and easy regardless of how you want to go ahead with your fitting. So there are two options for installation of the Roger receivers into your Marvel products. On the right hand side of the screen here, this is gonna be probably what you're going to be seeing with your new Marvel fittings. So this is going to be the

installation via a Roger iN microphone. But on the left hand side, there's also the availability of using Roger X using the Roger installer pad. So with this method it would be required to have two Roger X receivers, one for each hearing aid. And typically this option would be used if your patient already has a Roger microphone and doesn't need to purchase another one. Or maybe they just don't want to purchase another one. In terms of compatibility, all of the previous Roger microphones are compatible with your Marvel hearing aids. And again, while once that easy process is complete, you then just need to connect your Roger microphone to your Marvel hearing aid by pressing that little link button.

And I do apologize that we're not going into the installation process today. There's just not enough time in order to kind of hit everything that we needed to hit today. So if you're looking for more information about Roger installation, you can search some previous audiology online sessions or again reach out to your clinical trainer. So after 18 months, we finally have Marvel for everyone. I can't believe that the Marvel portfolio is now complete. We've got everything that really still stands alone. Because we've got our hands free calling, we've got our classification of the streams signal, we've got all of these proprietary Bluetooth protocols, we connect to all and not just to some. So truly, we've got love at first sound and connectivity for all regardless of what type of device your patient is wanting to wear. We've got such a broad portfolio of products, and I hope that you are all loving Marvel and continue to love Marvel now that we have our custom products as well.

So I know we are relatively short on time. But if anybody has questions, please feel free to put them into the Q and A box and I will do my best to answer them. And again, thank you for taking the time to, you know, meet with me and learn a little bit more about custom Marvel products. All right, so if there's questions go right ahead. And otherwise, have a wonderful Monday. I am not seeing questions coming in. So if that is

the case, I wish you all a lovely Monday. So we can go ahead and end this today. And thanks again for joining me.