

Navigating patients through technology to outcomes



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life-changing technology

Learning Outcomes

- After this course learners will be able to outline how older technology works and how the patient is still challenged in noise.
- After this course learners will be able to define BrainHearing™ and how it relates to hearing in complex environments.
- After this course learners will be able to describe how Opn S™ changes traditional amplification and how speech understanding is improved, by using OpenSound Navigator™ combined with Speech Guard™ LX and Spatial Sound™ LX.
- After this course learners will be able to explain how Speech Rescue™ benefits a variety of patients.
- After this course learners will be able to describe steps patients can take towards better hearing.

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Guiding our conversation

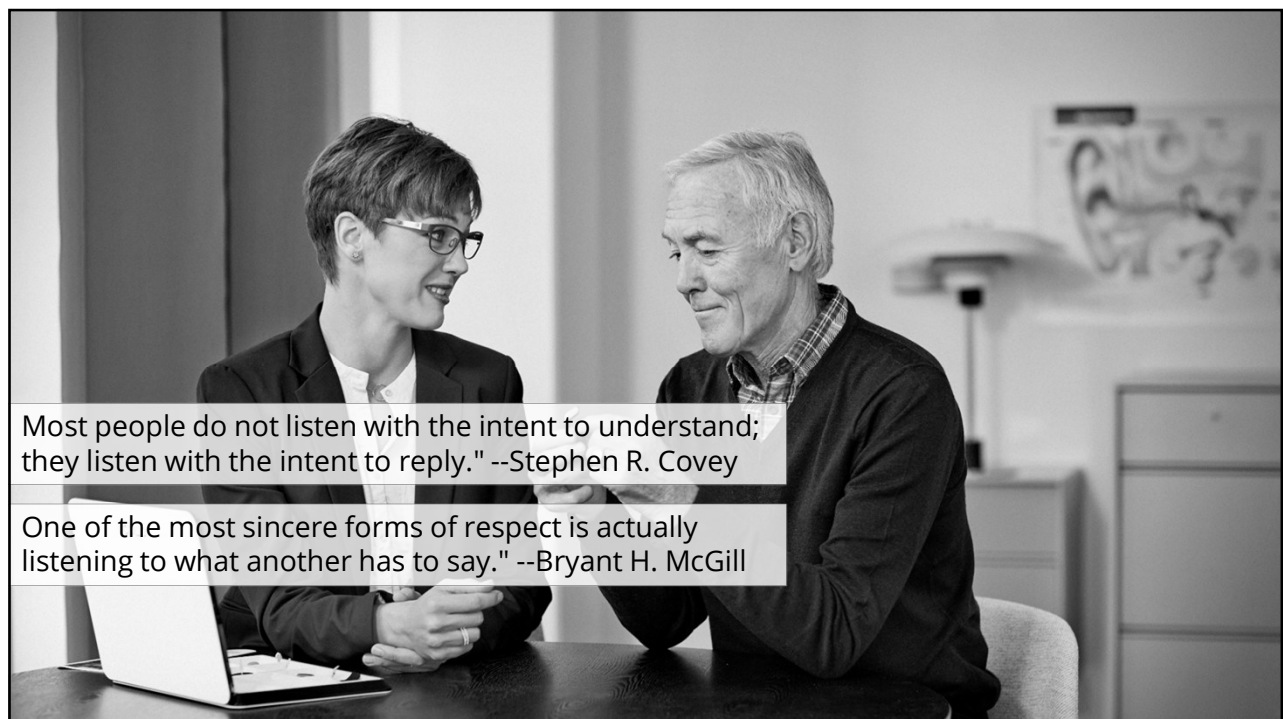
Setting the stage

Tailoring technology discussions

Patient profiles

Simple effective language and tools







Tailoring the discussion

- Patient profile
- Context and benefits
- Simple clear language and tools





Patient Profiles



New User



Existing User



Detail Oriented

New User



- Expects a quick fix
- High expectations
- Have and want information
- Positive Experience

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New User

Typical profiles

Willing	Conflicted	Normalizing	Suspicious
<i>"I know I have a problem. Let's do this!"</i>	<i>"I don't have that much trouble hearing."</i>	<i>"It's just the way it is when you get older."</i>	<i>"I'm not sure hearing aids work that well."</i>
May have unrealistic expectations	May be dealing with denial	May not realize how much they are missing	Concerns about benefits and your intentions

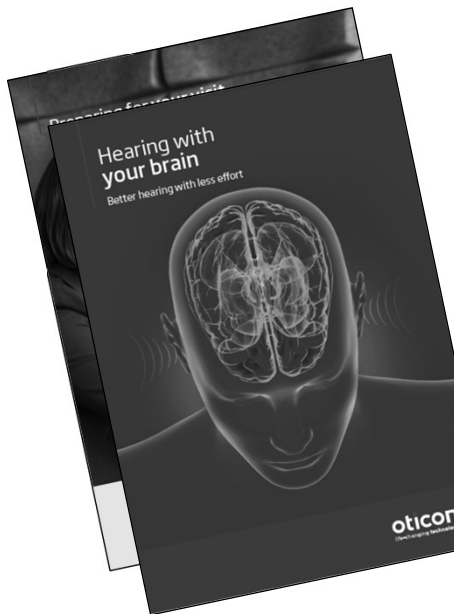
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Positive Language Suggestions:

From:	To:
Hearing Test	Measure your range of hearing Profile your hearing Baseline hearing evaluation
Hearing Loss	Range of hearing Reduction in hearing range
You have a high frequency HL	Some speech sounds are outside your range of hearing
You need hearing aids	We want to bring those sounds back into your range of hearing
Hearing Aids	Hearing solution; devices; technology

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Where do I start?



Did you know?

Your brain processes and interprets the sounds your ears detect. The fewer details of sound the brain receives, the harder it has to work to make sense of it.

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Better begins

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How can technology help your brain hear more naturally?

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Preserves the important details in speech

Reduces the effort involved in listening

Improves your recall of conversation

Helps your ears work together to identify where sound is coming from

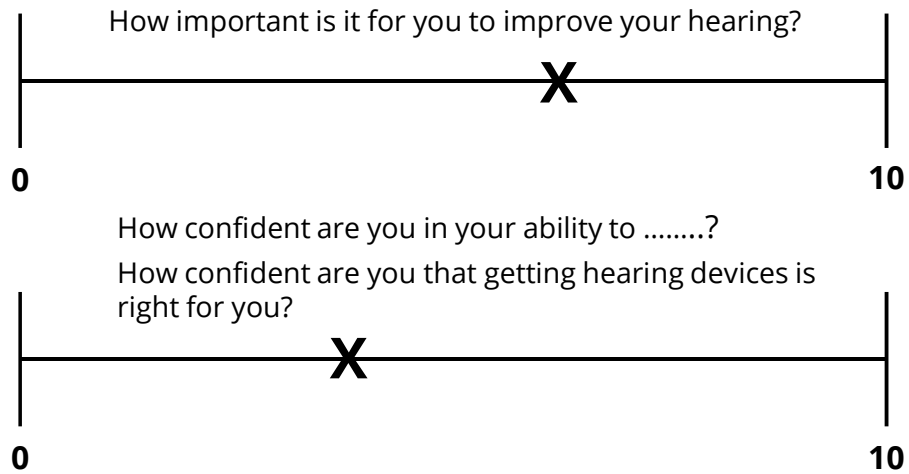
Takes your personal listening preferences into account

- You hear with your brain
- 2 ears and a Brain
- Natural Sound Quality
- Communicate more easily
- Clarity of speech
- Hear more details of speech across environments

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Determining Readiness

The Line tool



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- Helps your ears work together to identify where sound is coming from
- Provides a richer more realistic sound picture

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Existing User



- Life is a journey
- Keep moving forward
- Upgrade so I don't fall behind
- New benefits

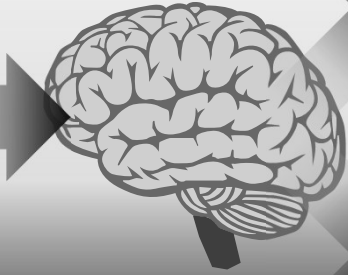
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The Oticon goal

Help the brain make sense of all sounds



Cognitive challenge



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**Better
beginning**

How can technology help your
brain hear more naturally?

- Preserves the important details in speech
- Reduces the effort involved in listening
- Improves your recall of conversation
- Helps your ears work together to identify where sound is coming from
- Takes your personal listening preferences into account

can
of sound

Oricon
Brain-Hearing™
Technology

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- Opens up the sound environment around you
- Preserves speech while managing the noise
- Let's you choose where to focus your attention
- Works fast, from moment to moment
- Helps you reduce amount of effort you exert to listen
- Takes your personal listening preferences into account

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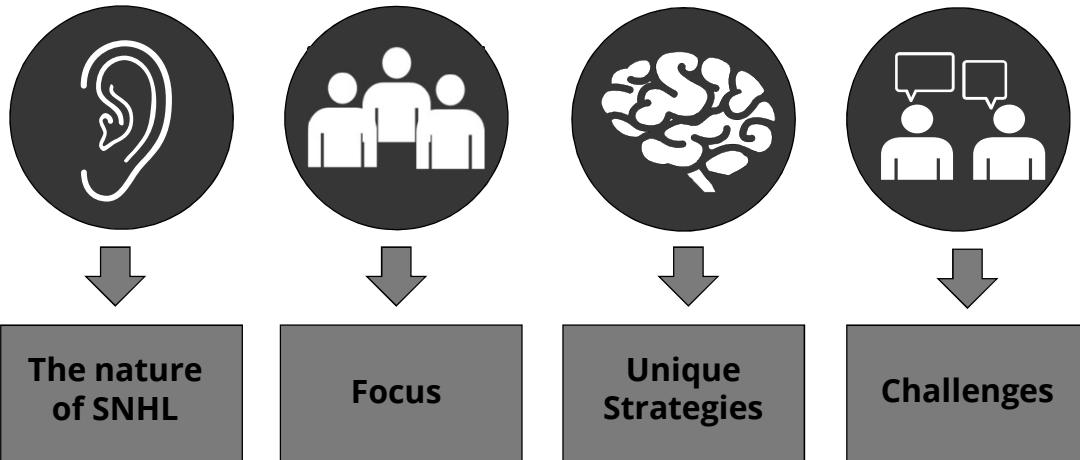
Detail oriented



- Focused on details
- Wants information on technology
- May want to show he knows more than you do

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Changing the Conversation



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Preparing for your visit

To get the most out of your consultation, please think about how your hearing have changed and affects your life. Take a moment to complete these questions and bring your answers with you to your appointment. You might want to discuss the questions with someone close to you.

1. Tell us about what brought you in here today?

To what extent do you agree/disagree with the following statements.


	Agree		Neutral		Disagree	
	1	2	3	4	5	
2. I find that people mumble a lot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. I have difficulties hearing the television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. I have difficulties hearing on the phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. I find it difficult to determine where sounds are coming from	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. It is difficult for me to hear soft speech, like whispers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. I find it difficult to hear speech in places such as restaurants and parties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. I feel like I have to concentrate a lot when more than one person is speaking to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Hearing with your brain

Better hearing with less effort

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Changing technology

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OpenSo

Oticon Opn S™

Based on BrainHearing™


Traditional technology




Traditional directionality - focus on one speaker, while suppress other sounds.

One open sound experience – three levels of BrainHearing Support


BrainHearing support is delivered by a unique combination of technologies working together to reduce listening effort and provide the brain with better conditions to perform. All three members of the Oticon Opn S family provide the unique open sound experience with access to multiple speakers. However, they differ in the amount of support they give the brain in terms of rapid noise reduction, localization of sounds, speech clarity, and the personalization of the listening experience.




Product




BrainHearing support




Open access to all speakers




Rapid noise reduction



Localization of sounds



Speech clarity




A personalized listening experience

Product	BrainHearing support	Open access to all speakers	Rapid noise reduction	Localization of sounds	Speech clarity	A personalized listening experience
Oticon Opn S 1	Level 1	Yes	•••	•••	•••	•••
Oticon Opn S 2	Level 2	Yes	••	••	••	••
Oticon Opn S 3	Level 3	Yes	•	•	•	•

Supporting features:


- OpenSound Navigator™
- OpenSound Navigator™
- Speech Guard™ LX
- OpenSound Navigator™
- OpenSound Optimizer™
- Spatial Sound™ LX
- Clear Dynamics
- Bandwidth
- Fitting bands
- YouMatic™ LX
- Soft Speech Booster LX

*Effect and availability of features



“ TELL YOUR PATIENT

OpenSound Navigator gives you 360° access to relevant sounds around you, including people speaking at the same time, even in environments.



OpenSound Navigator™

DID YOU KNOW?

Conventional technology switches slowly between a few fixed directionality modes. Whereas, OpenSound Navigator operates fluidly and extremely fast between an infinite number of states which makes it suitable for all acoustical environments.

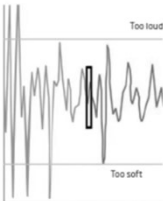
Rapid, continuous updates ensure that noise is even reduced between words.

Speech Guard™ LX

Improves speech understanding in noisy environments

Speech Guard LX preserves clear, transparent sound quality and speech details for better speech understanding with less effort even in complex environments.

Speech Guard LX uses adaptive compression and is the only amplification technology that combines the benefit of linear amplification and fast compression. Linear amplification is applied in a 12dB dynamic range window to preserve amplitude modulation cues in speech signals.




“ TELL YOUR PATIENT

Improves speech understanding in noise and makes it easier for you to follow conversations in many situations – from soft to loud environments and even those with multiple speakers.

DID YOU KNOW?

The benefits of the adaptive compression in Speech Guard LX have been documented in a number of studies. Amongst those, a study by Pirmajan et al. (2014) where Speech Guard LX proved superior to fast and slow compression strategies.



Course presented in partnership with

continued



“The Oticon solution I am recommending has a unique signal processing strategy”

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- Gives you all around access to relevant sounds around you including many people speaking at the same time even in noisy environments
- This technology scans the environment 100 times per second to identify and map speech and noise sources
- Rapidly balances the noise sources and preserves speech
- Rapidly attenuates diffuse noise even between individual words

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The value of technology demonstrations



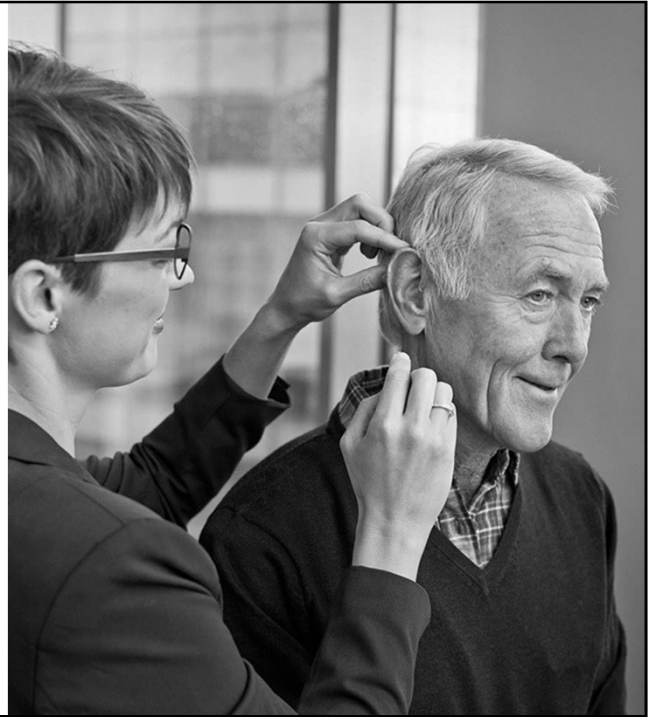
Focus on their challenges
Benefits vs. features
Experience the sound quality
Supports your discussion

Standard of Care

- Education first- plant the seed
 - What is important?
 - Nature of SNHL & its impact
 - What information does the brain need?
- Make a strong recommendation linking benefits to:
 - Key areas of education
 - Challenges patient is facing
- Have a second choice if needed



- Velox S and Velox products
 - Variety of styles
 - Wide range of power levels
 - Multiple performance levels
- Rechargeable miniRITE style
- Range of connectivity options



Path to achieving successful outcomes



Q&A

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