

The Digital Transformation: eAudiology Incorporating Phonak eSolutions



Engage, Ease, Empower

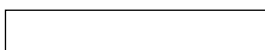
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Learning Outcomes

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- Participants will be able to summarize how eAudiology is changing the hearing healthcare model for hearing healthcare professionals and patients.
- Participants will be able to describe the eSolutions available with Phonak Marvel.
- Participants will be able to identify the ways in which they can use Phonak eSolutions to differentiate their practice, clinical services and empower patients.



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eAudiology and eSolutions agenda



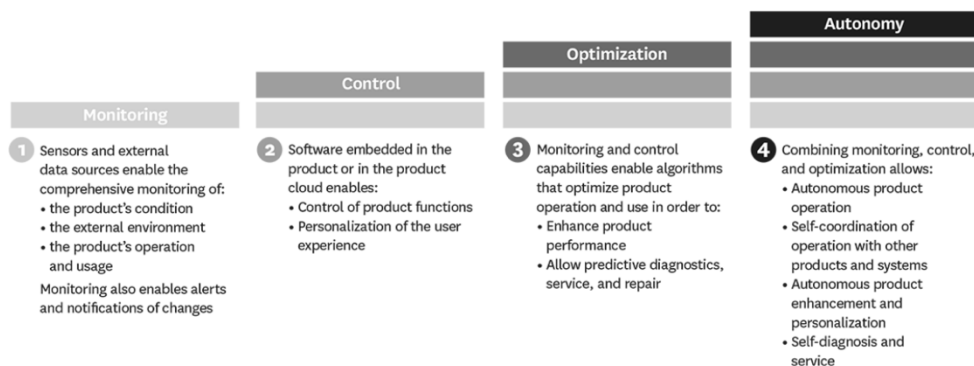
Jon Brittian, AuD
Clinical Trainer

- Why should you consider implementing eSolutions
- What are the current eSolutions offered by Phonak
- How will you and your patients use eSolutions

Digital transformation and competition



“Smart, connected products offer exponentially expanding opportunities for new functionality, far greater reliability, much higher product utilization, and capabilities that cut across and transcend traditional product boundaries. The changing nature of products is also disrupting value chains, forcing companies to rethink and retool nearly everything they do internally.”



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eHealth

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Evidence shows that people who are involved in decisions about their healthcare tend to:

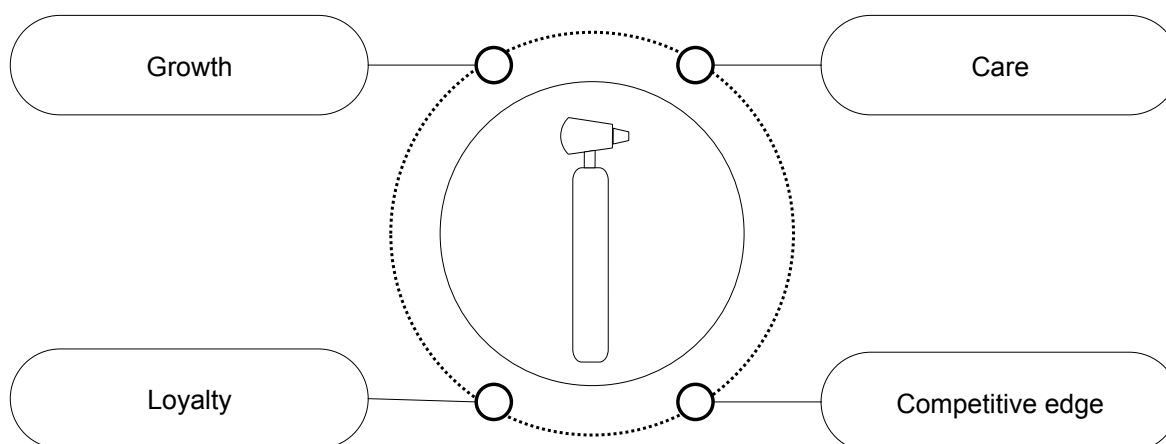
Report greater satisfaction with the services they receive

Decisions made were most appropriate for them

Make fewer complaints



eAudiology

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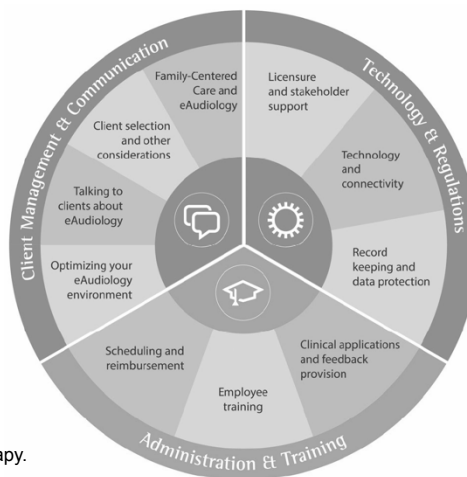
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eSolutions tip # 1



- Evaluate the need in your clinic for eAudiology
- Which clinical tasks could you provide via an eAudiology platform: follow-up fitting appointment, counseling, programming, etc.
- Recognize evidence that patients are able to quickly adapt and establish rapport with telemedicine provider¹
- Solicit feedback from staff and patients to determine efficacy and changes or improvements



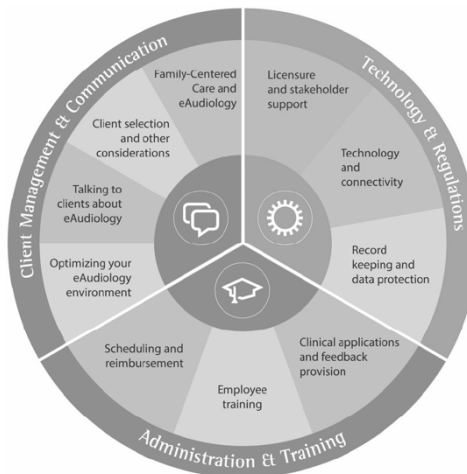
1. Ghosh GJ, McLaren PM, Watson JP. Evaluating the alliance in videolink teletherapy. J Telemed Telecare. 1997;3 Suppl 1:33-5.

eSolutions tip # 2



- Ensure that your clinic can provide appropriate support for eAudiology – evaluate resources
 - IT
 - Administration
 - Support staff
 - Facilities
- Ensure that clinicians are appropriately licensed to provide services

In US general rule is that clinicians needs license to practice in the state where the patient is located.



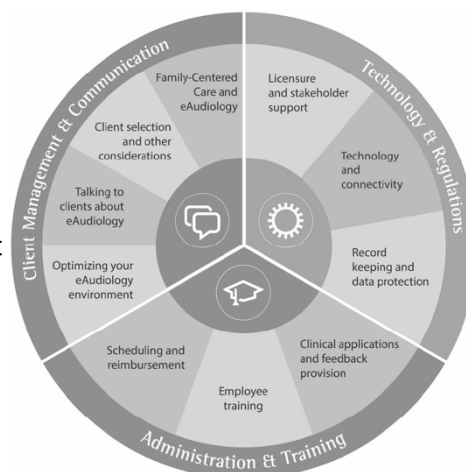
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eSolutions tip # 3

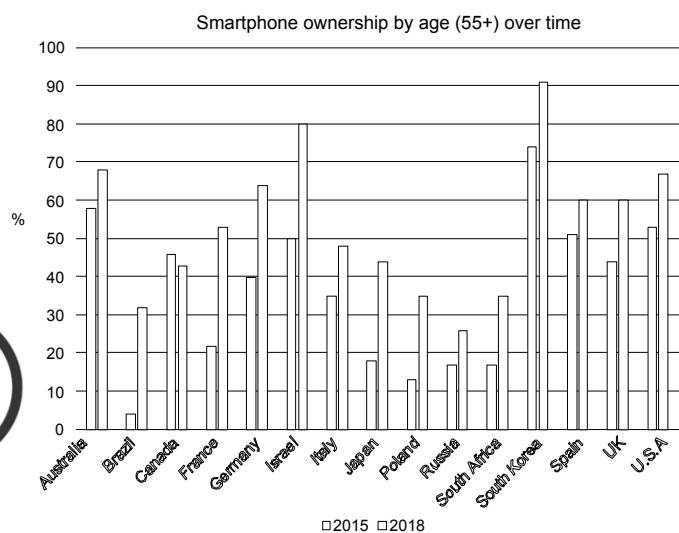
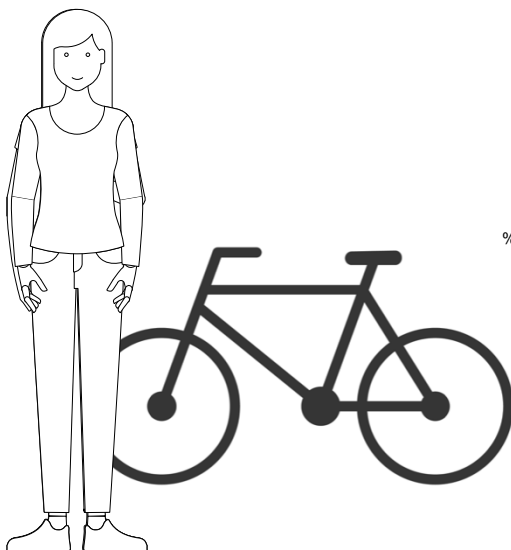
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- Test your equipment:
 - Internet speed
 - Camera and microphone
 - Facetime/Google Duo/Skype/Zoom/Teams
- Rehearse your procedures
- Know how to identify appropriate patients for RemoteSupport
 - Marvel hearing aids (except for Sky M)
 - Smartphone



Health conscious and tech savvy

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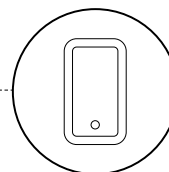
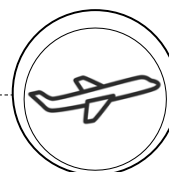
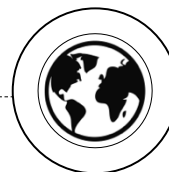
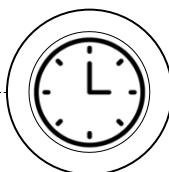
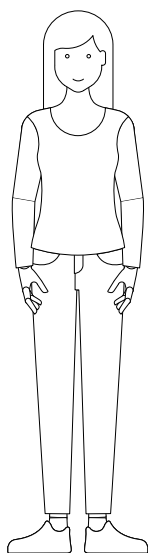


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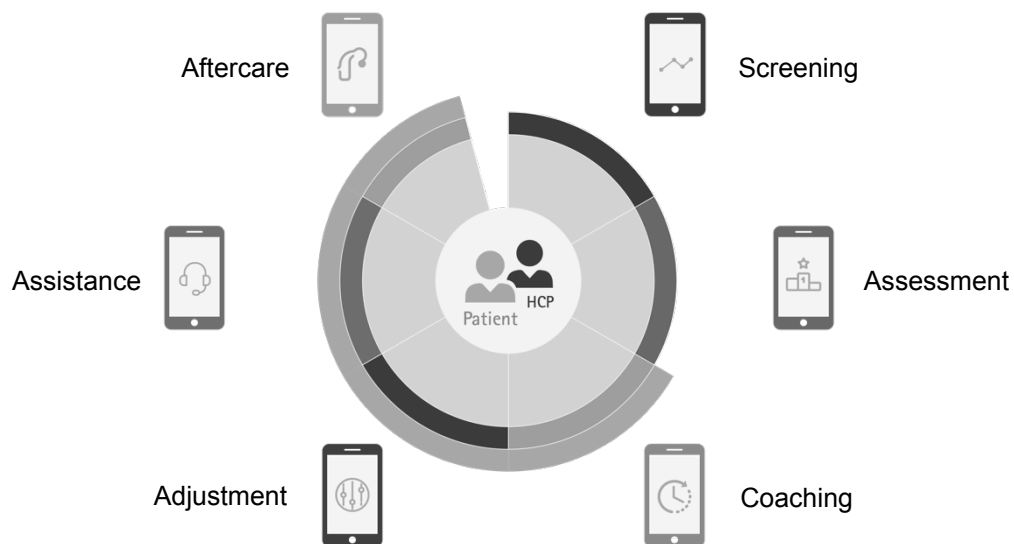
Needs of the modern hearing aid client

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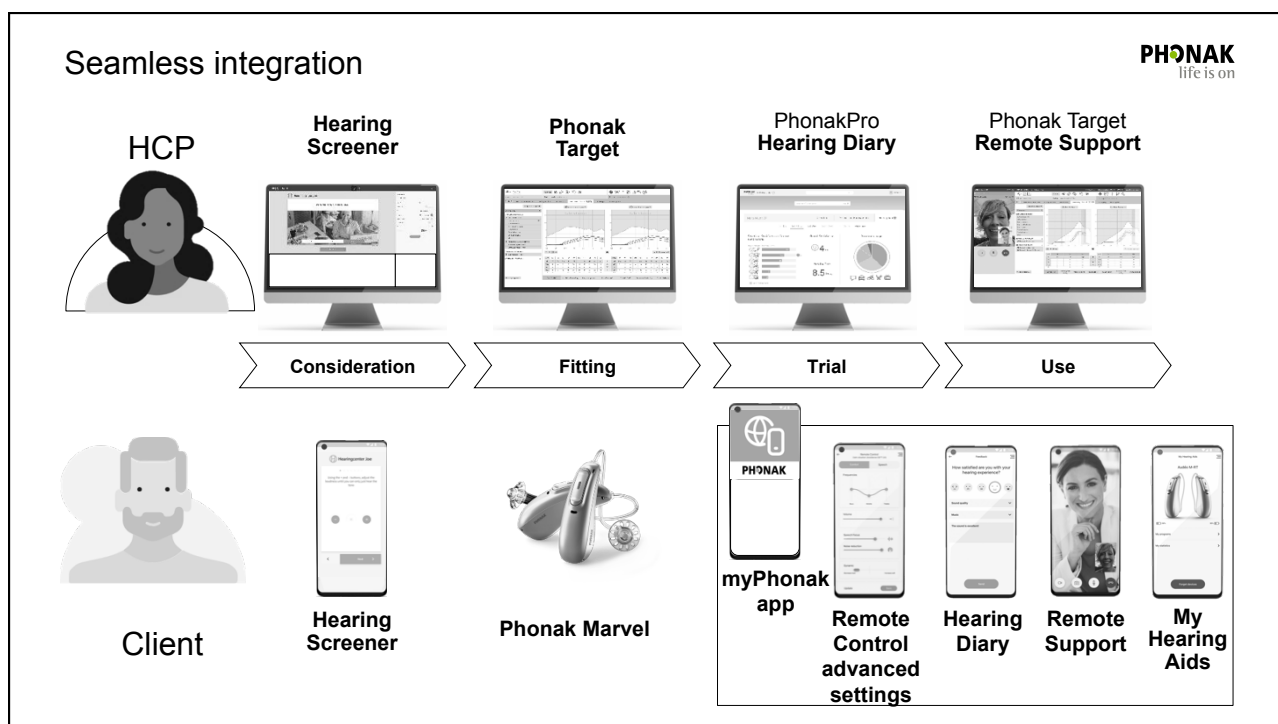
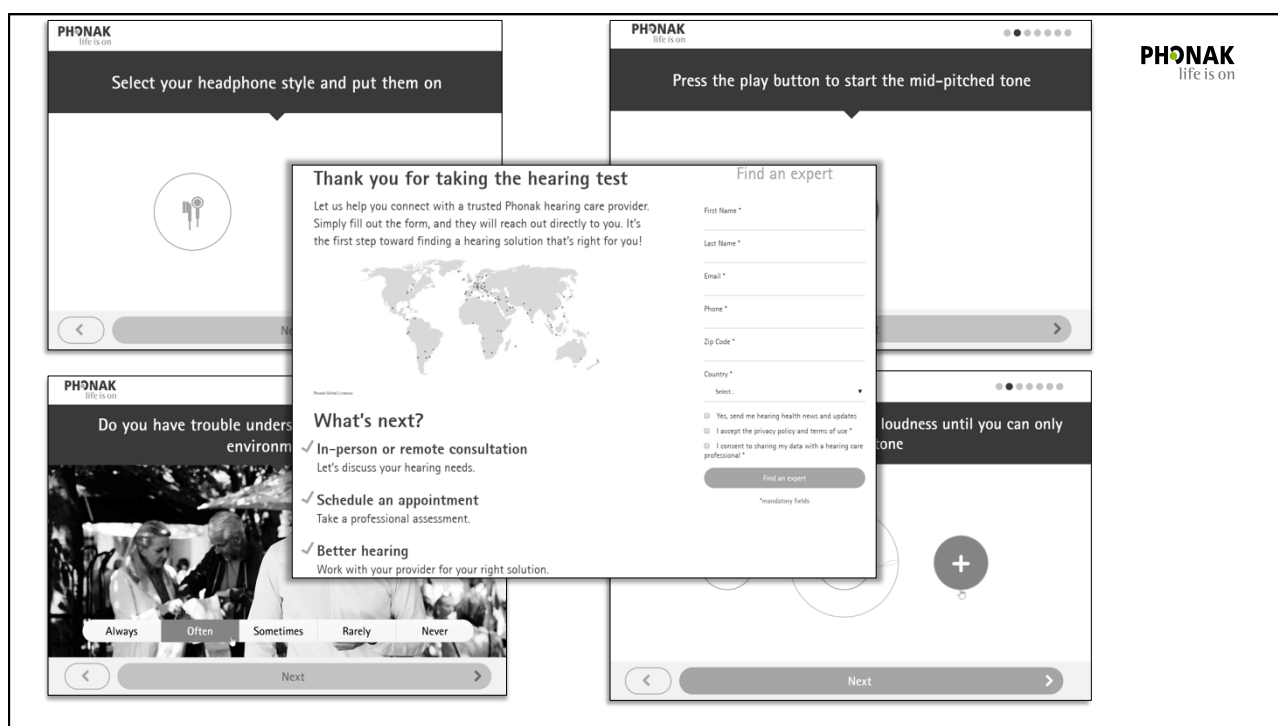
Phonak eSolutions

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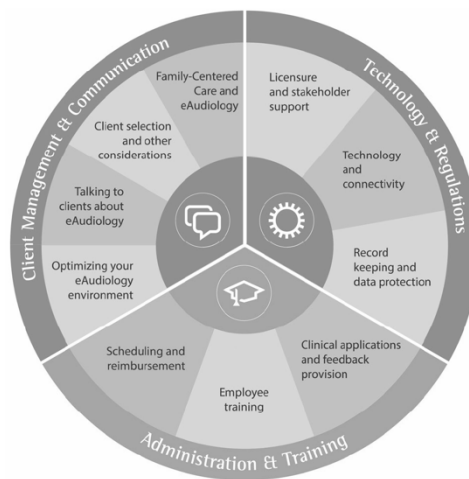
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eSolutions tip # 4



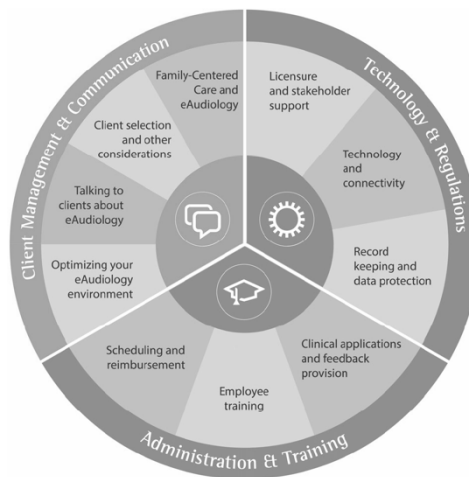
- During HI assessment broach subject of eAudiology offerings to determine candidacy
- Demonstrate eAudiology
- Determine if this is a billable service
- How will the appointments be visibly different on the schedule
- What eAudiology services could an audiology assistant handle



eSolutions tip # 5

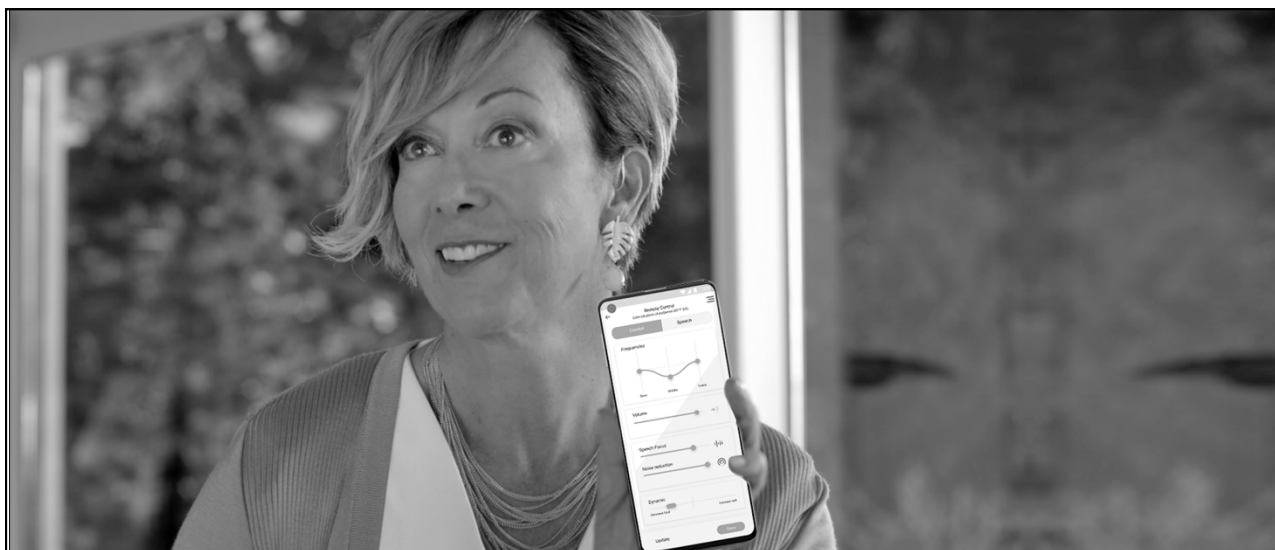


- Why would your patients benefit from eAudiology?
 - Mobility issues
 - Travelling a distance
 - Need to fit into their work schedules
- Work on messaging for each concern
- Starting off easy – myPhonak app



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myPhonak app – more than just an app

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Client expectations

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29%

Self-adjust via device
(e.g. smart phone, tablet)



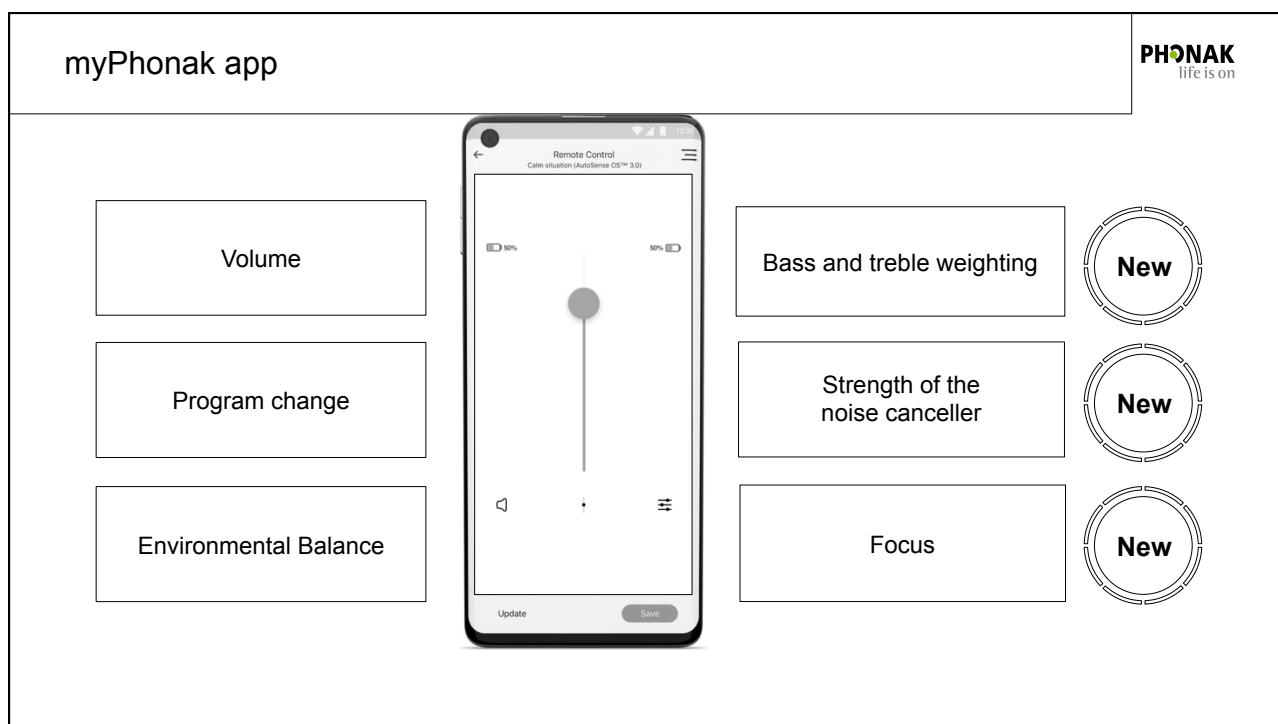
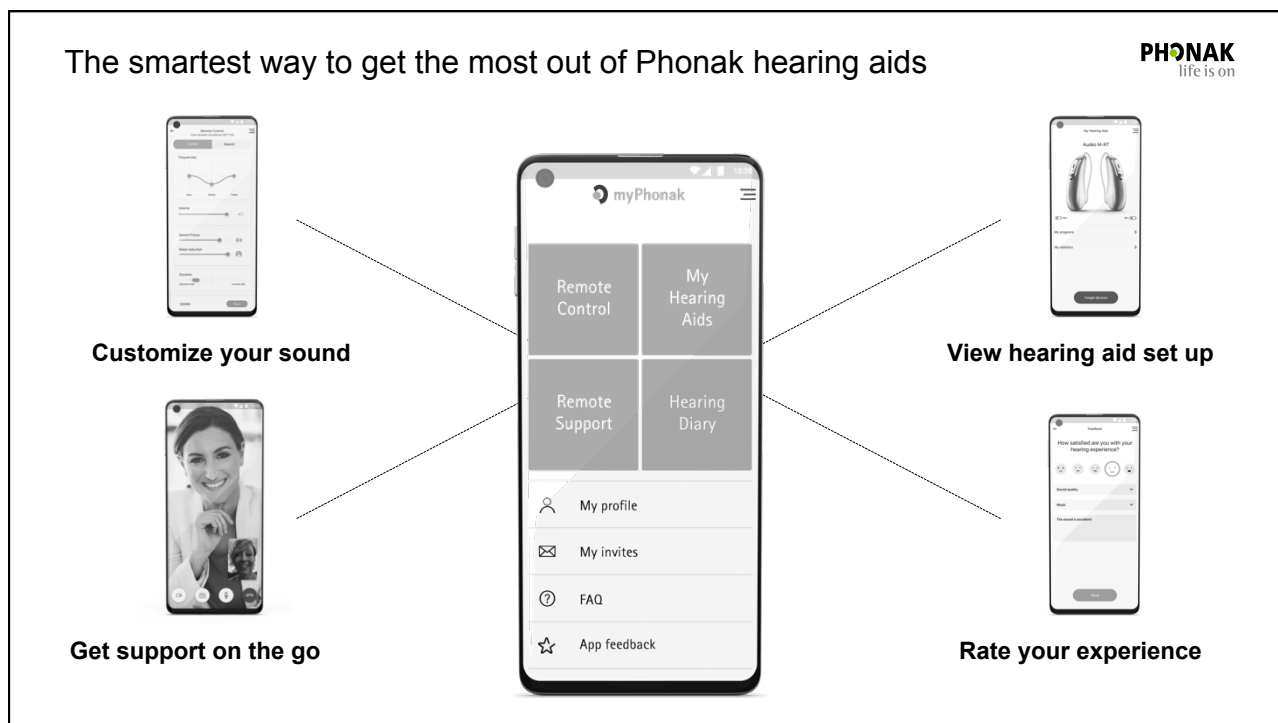
27%

Personally
optimized
settings

Knorr, H. (2016). Market Research ID669. Please contact marketinsight@sonova.com if you are interested in further information.

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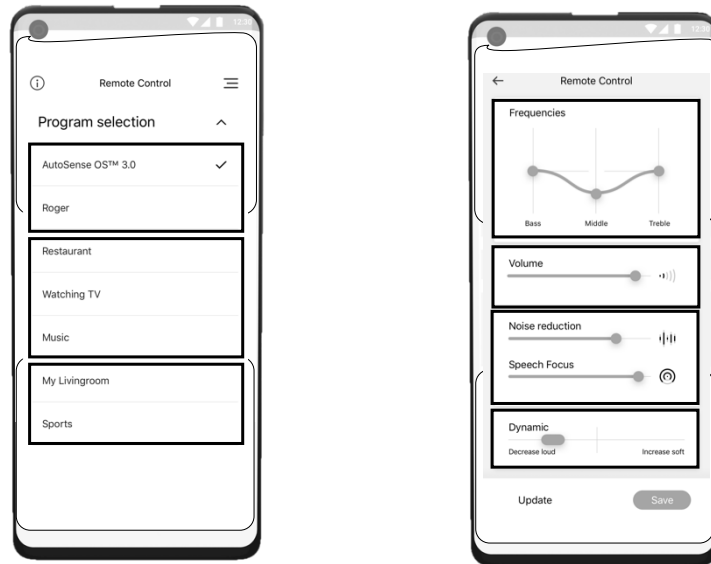


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MORE personalized hearing experience

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Sound influencers of the advanced settings

The fundamentals

POS

Ear piece

Acoustic parameters

Receiver
S, M, P, UP

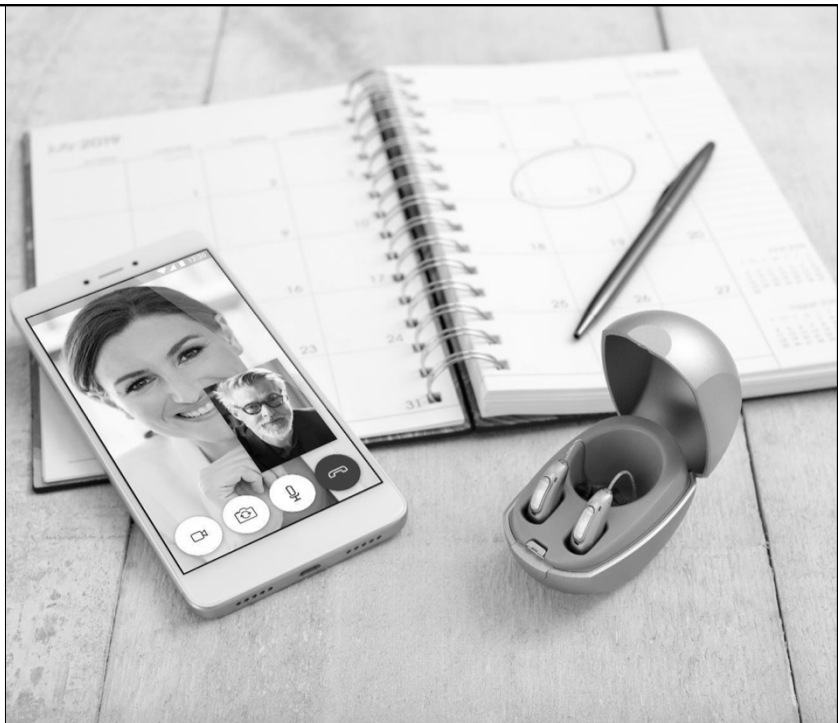
- Vent / AOV
- Dome type

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Research

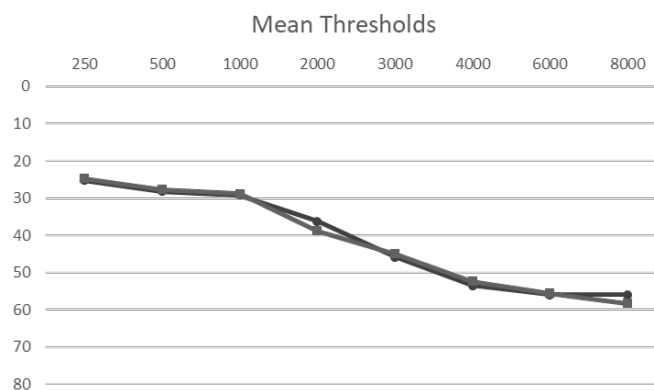
Comparison of
eSolutions fitting to
Traditional fitting in
New Hearing Aid
Users



Comparison of eSolutions fitting to Traditional fitting in New Hearing Aid Users

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- The purpose of this study was to evaluate new users' hearing aid satisfaction with and without the use of the MyPhonak app
 - Subjective measures included
 - APHAB
 - ECHO/SADL
 - LSEQ
 - COSI
- 19 New Hearing Aid Users
 - 10 males
 - 9 females
 - Age range 33-81 years

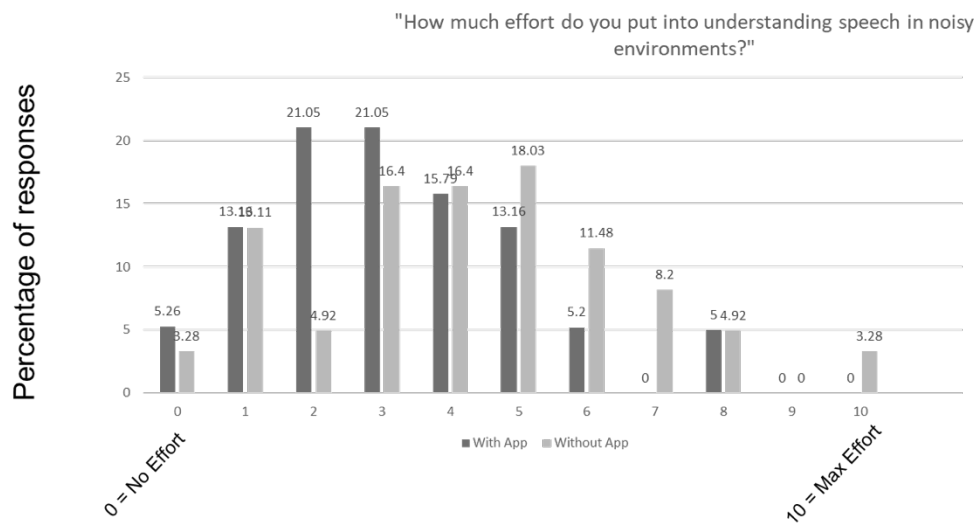


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Perceived Listening effort

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Summary

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- Participants were satisfied with hearing aids from the first fitting
- Most participants used the app and could improve certain environments
- Most participants felt the app was easy to use and convenient
- Most participants would prefer remote appointments or combination of face to face and remote appointments.
- Participants who did not often use remote control function still preferred idea of remote appointments



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Research

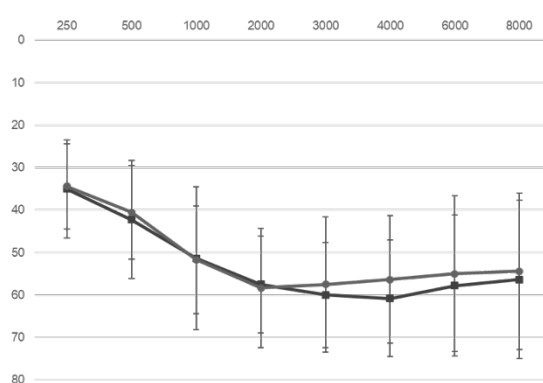
Remote Control App and Teens

Participants

- 18 participants
- Average age: 13
- SD: 2
- Youngest: 10
- Oldest: 17
- Experienced HA users

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Average Audiogram

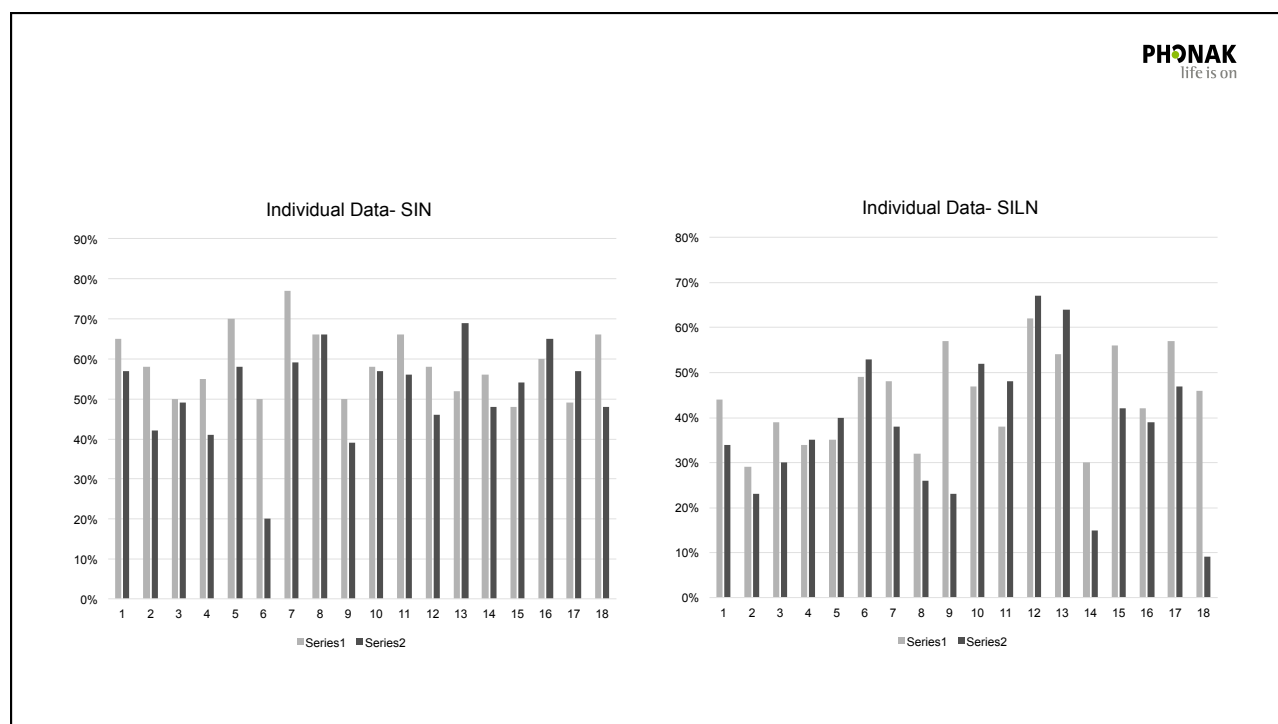
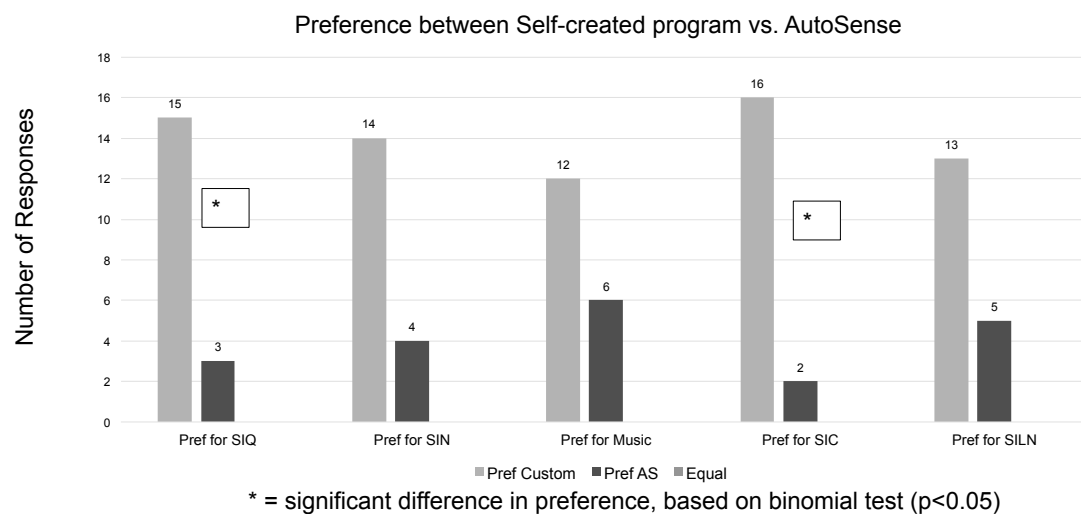


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Subjective A/B comparisons

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Outcomes



- Teens/pre-teens use the app, and really like it (control)!
- They seem very averse to any background noise, and wanted to eliminate it as much as possible
- Lab programs seemed to reflect custom programs made at home, with more reduction in gain made at home

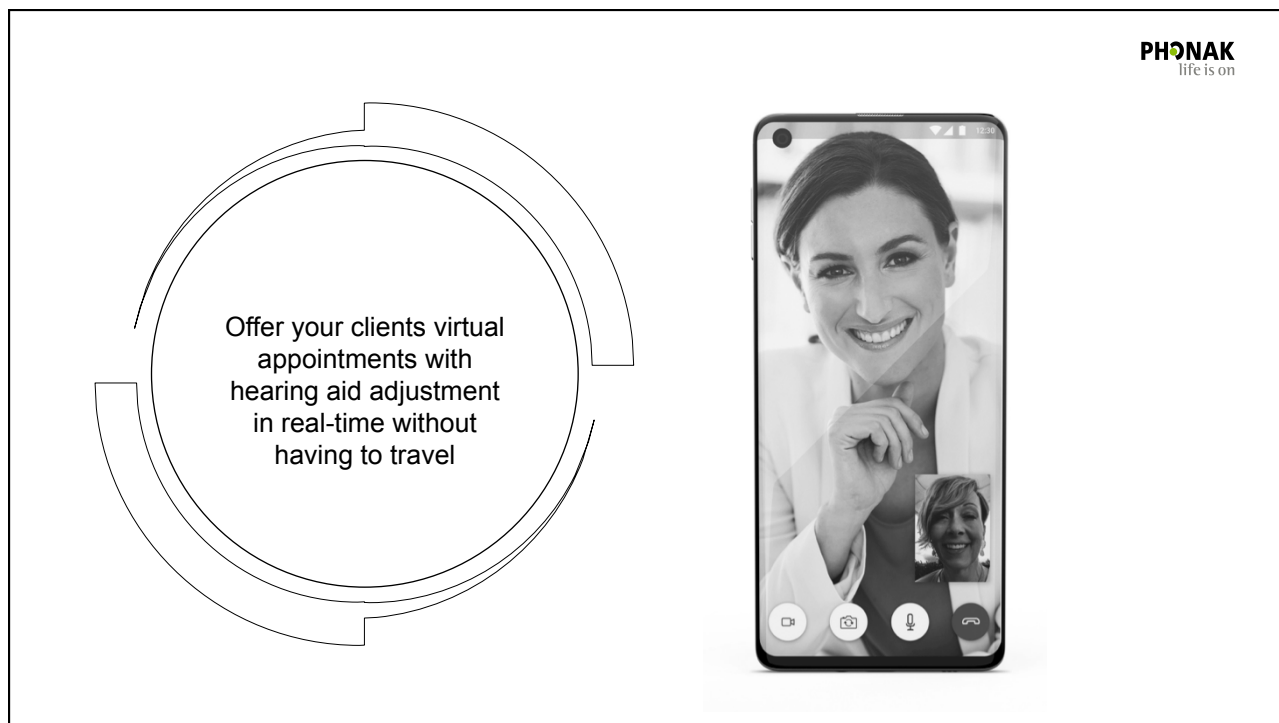
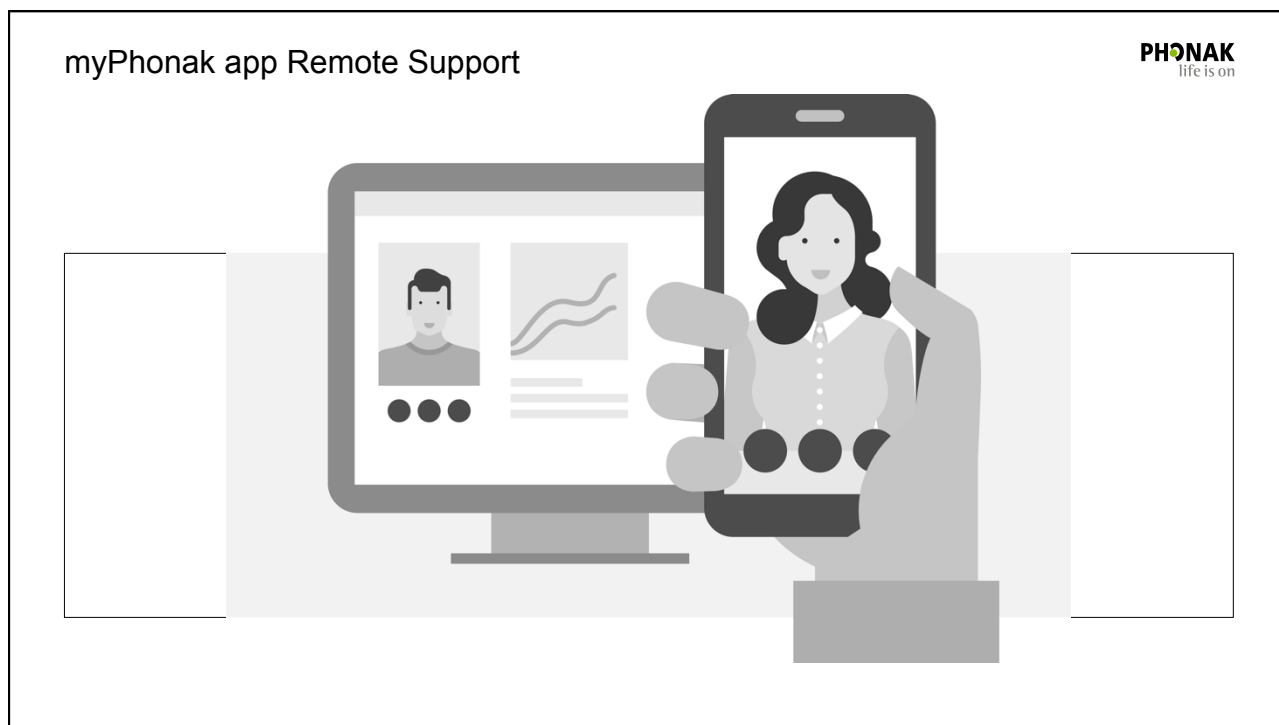
Summary



1. What is eAudiology?
2. 1/3 would prefer to have control
3. Evidence shows that people who are involved in decisions about their healthcare tend to:
4. Remote Control app has five user fine-tuning controls

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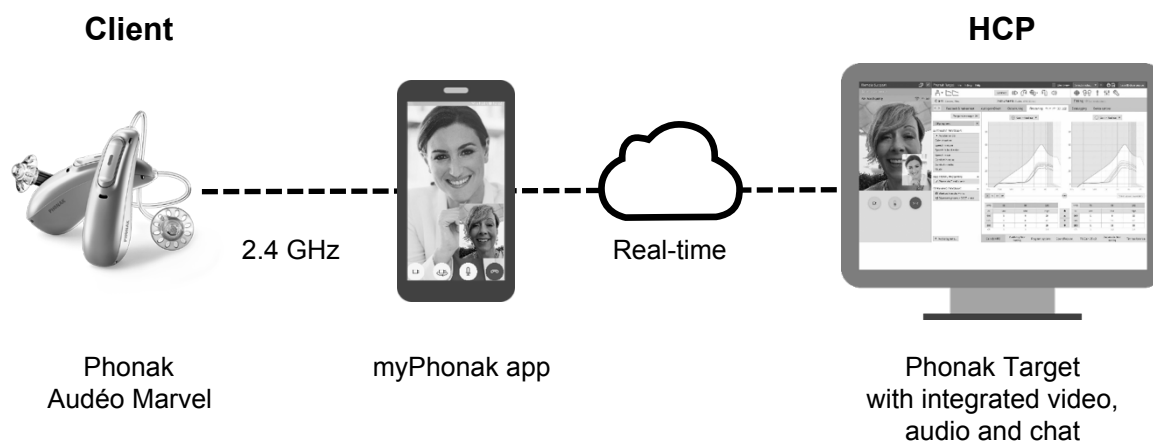


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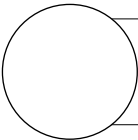
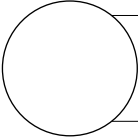
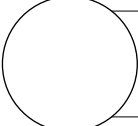
How does Remote Support work? Synchronous connection

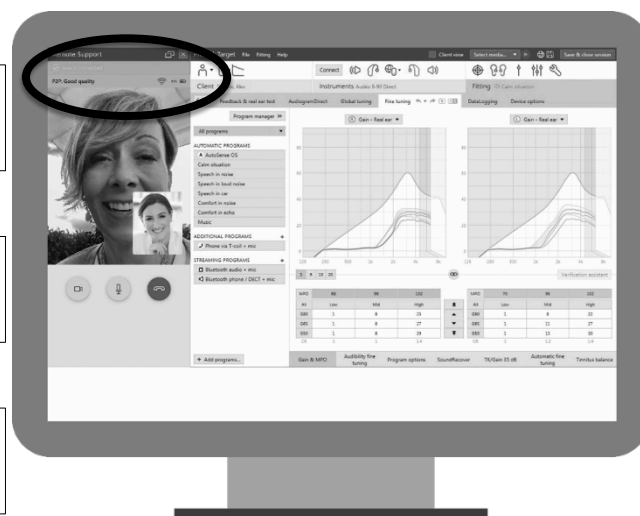
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Requirements for Remote Support session

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-  Computer with Phonak Target installed
-  Video camera and a microphone
-  Stable internet connection



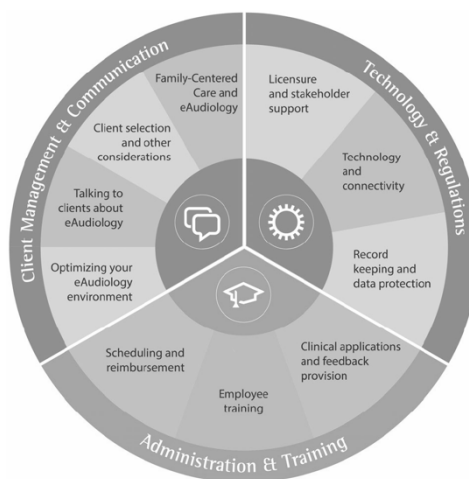
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eSolutions tip # 6



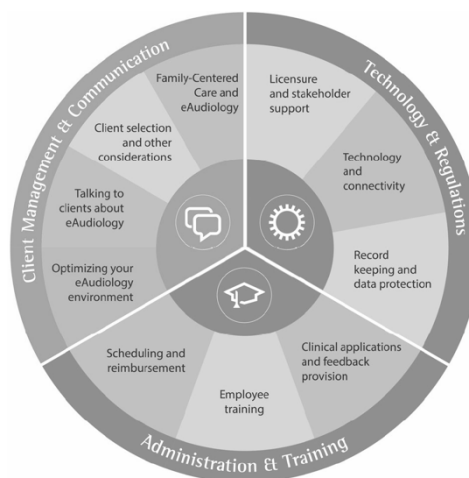
- Identify stakeholders for each role
- Collaborate on specific training needs
- Identify resources needed for training
- Practice in safe environment
 - Within the business
 - With a few patients who are open to rehearsal
- Be open to adjusting goals of eAudiology



eSolutions tip # 7

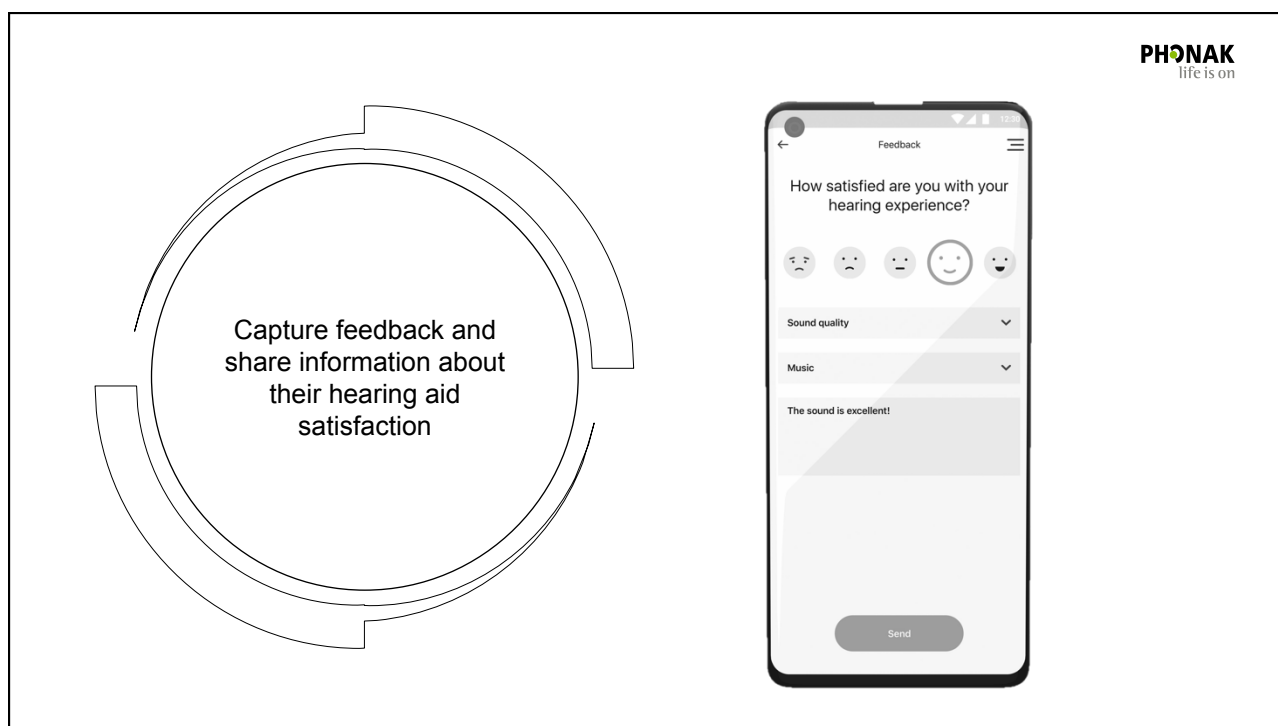
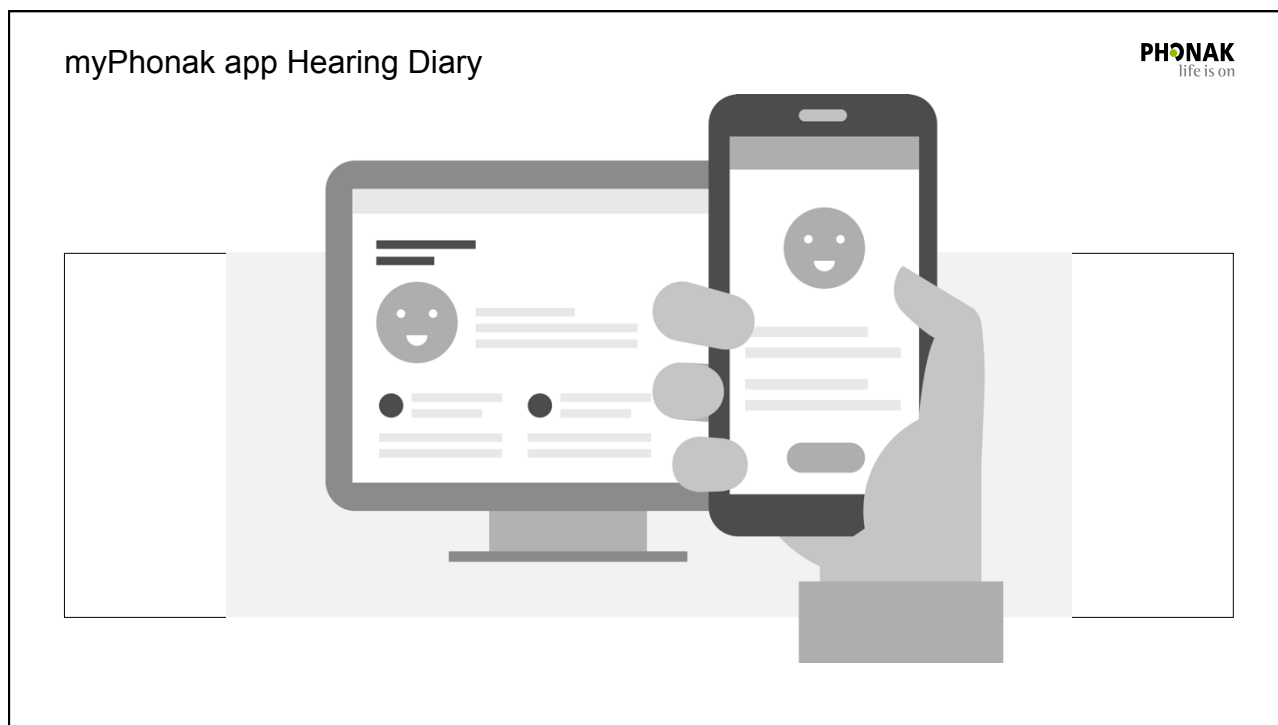


- What services will you be delivering, and how will the room set up be for them
- Is the space private and quiet
- Lights, camera...
- "What is that behind you?"
- Give it a trial run



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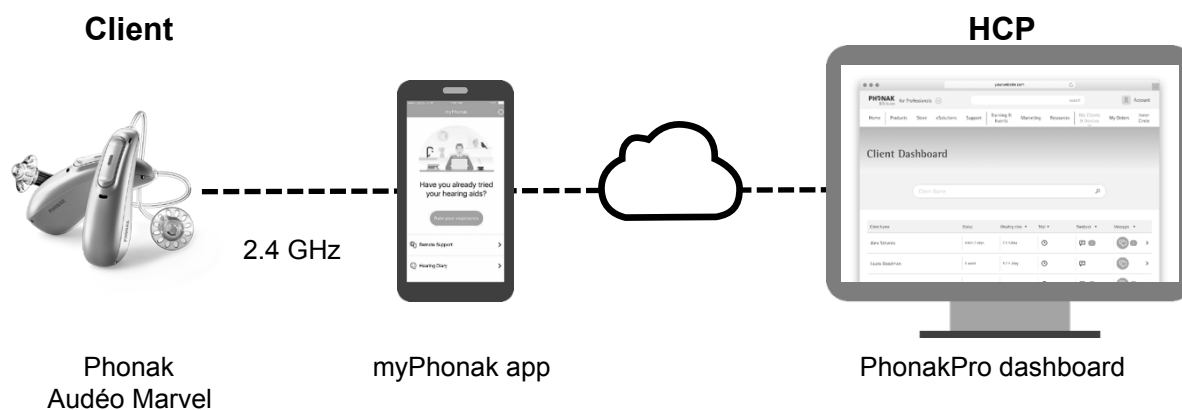


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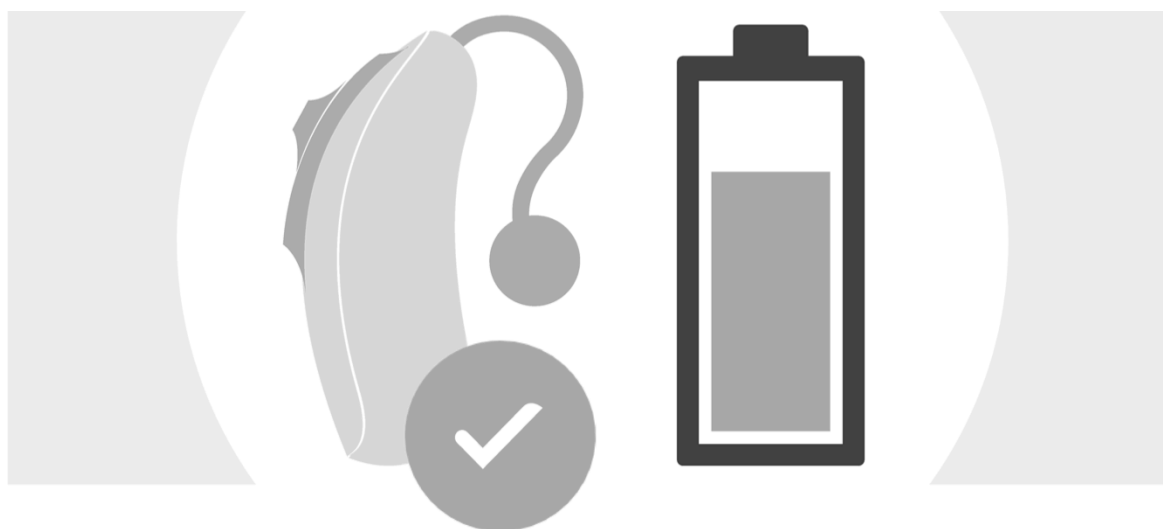
How does Hearing Diary work

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myPhonak app My Hearing Aids

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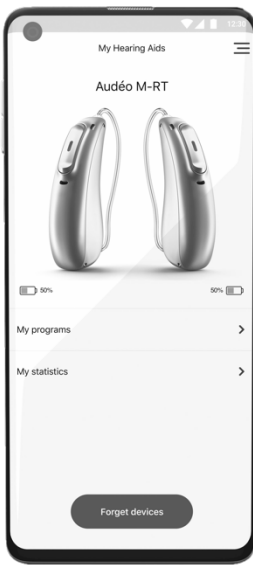



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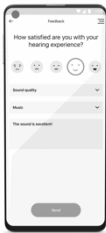
Further empower your clients with additional hearing aid information






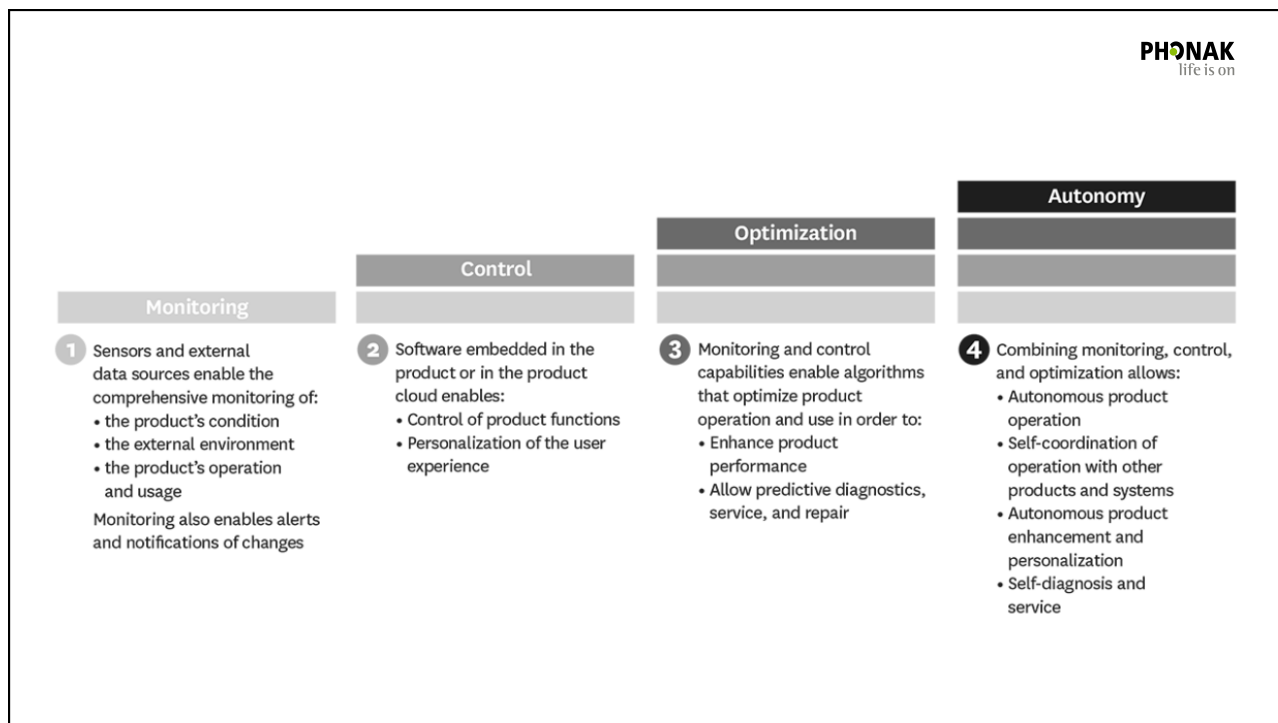
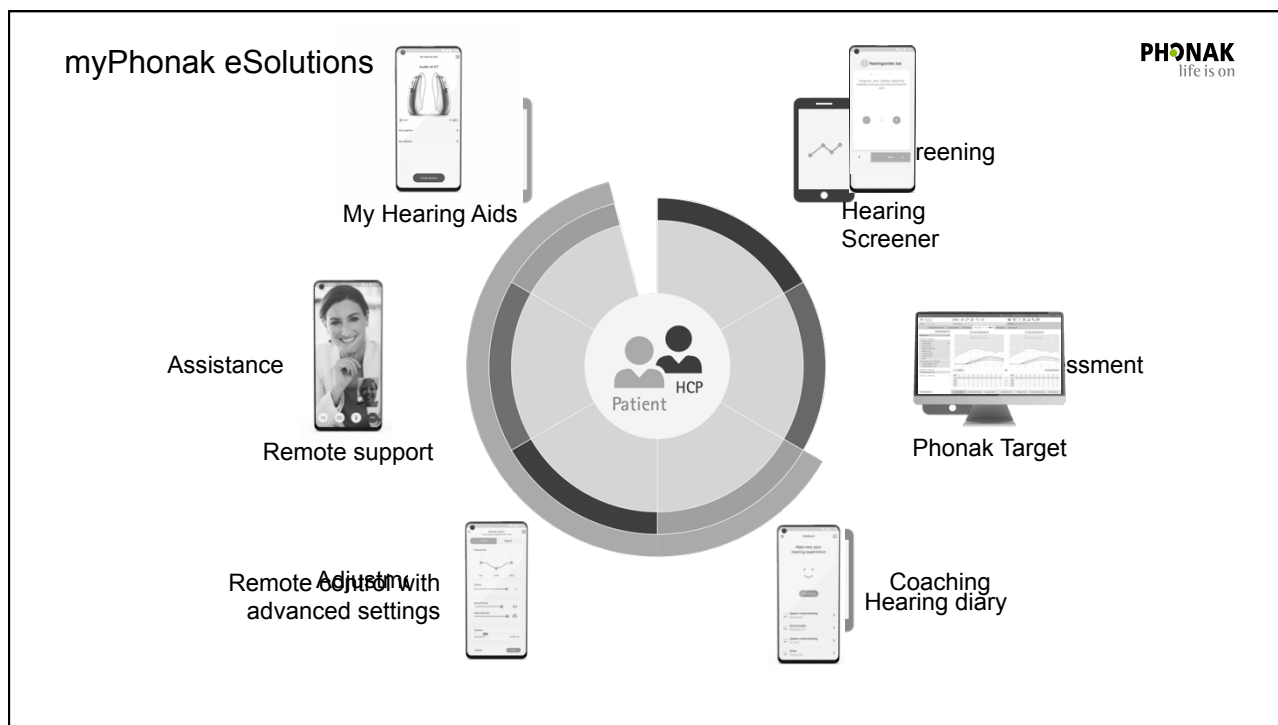




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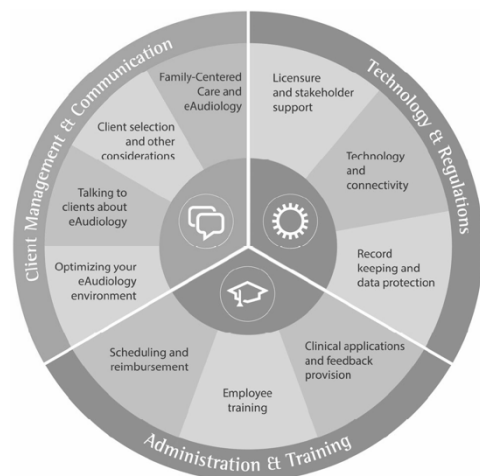
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Recommendations and Resources

eSolutions tip # 8

- Buy-In: develop an FCC philosophy in the office
- All need to be at the appointment
 - Explain virtual participation
 - Ask who they would like to participate
 - Get family contact information
 - Determine all parties preferred communication
- Prepare the room
- Greet everyone and be a facilitator

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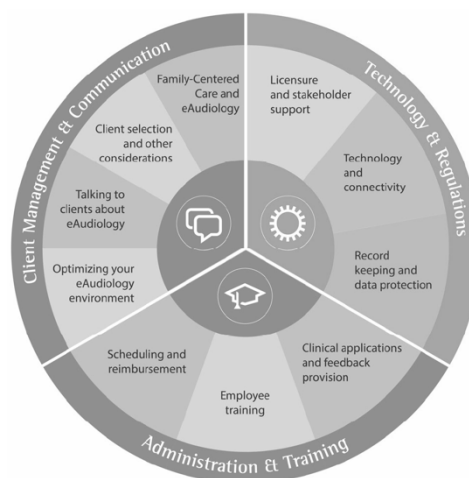
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eSolutions tip # 9



- Familiarize yourself with the relevant privacy legislation in your area, and within your organization
- Make sure on-screen data does not reveal any other healthcare information other than current session (hub and spoke system of care)
- Practice from the perspective of the patient to understand what they will be experiencing
- Educate patients in the process of eAudiology and what data is stored where – what does RemoteSupport look like



Remote Support tips



Make sure everyone involved is trained in their roles

- Patient – Do they know what to do?
- HCP – Do you know how to get all the equipment working?
- Support staff – Is there a protocol for contacting the patient and having a remote “waiting room” plan?

Remote Support communication suggestions:

- Introduce everyone in the room
- Practice in front of a camera – How do you look? Body language!
- Don’t forget to talk! – They can only see your face, not what you are doing.

Is there a backup plan?

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eSolutions tip # 10

Phonak
eAudiology

Client Profiling Tool

Step 1

The first step in determining how likely it is that the use of eAudiology technologies and services will be successful with a given client is to discuss their willingness and attitudes towards using these. Consider asking the following questions to prompt your discussion.

How important is it to you to...?

	Not at all	Somewhat	Important	Extremely important
<input type="checkbox"/> Obtain an appointment quickly				
<input type="checkbox"/> Reduce travel and waiting times for appointments				
<input type="checkbox"/> Access appointments from your home/ workplace/ vacation				
<input type="checkbox"/> Have face-to-face appointments only				

Step 2

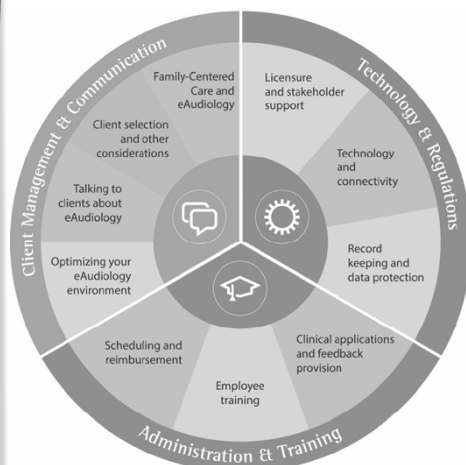
Use the following checklist to understand the technological affinity of potential candidates for eAudiology technologies and services or as an entry point to a discussion around the availability of these new services you offer.

- Which of the following electronic devices do you use on a regular basis?
 - ☐ Smartphone with e-mail and Apps (REQUIRED)
 - ☐ Tablet (NICE to HAVE)
 - ☐ Other Bluetooth-enabled mobile phone
 - ☐ Simple Flip phone that just makes calls
 - ☐ None of the above
- Which of the following programs / apps / websites do you use on a regular basis?

(Use of at least 2 is recommended)

 - ☐ Online banking
 - ☐ Online booking of journeys and flights
 - ☐ Video Conferences, e.g. with Skype or Facetime etc.
 - ☐ Social media, e.g. Facebook, Instagram, Twitter etc.
 - ☐ Receive and send text messages, e.g. WhatsApp, Viber, Messenger etc.
 - ☐ Online-Shopping, e.g. Amazon etc.

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Solutions for you

- Overview »
- Hearing Screener »
- Hearing Diary »
- Remote Support »

Apps for your clients

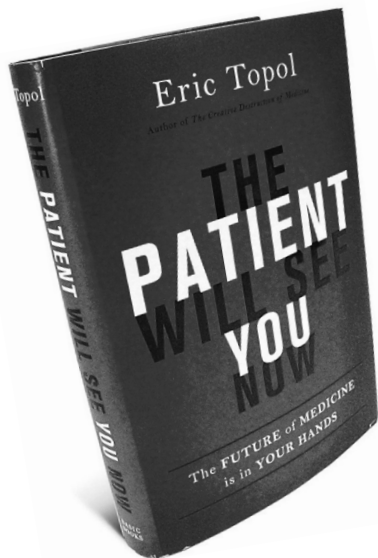
- myPhonak »
- myCall-to-Text app »
- RemoteControl App »
- Remote app »
- Guide App »
- Tinnitus Balance App »
- Leo Interactive Stories »

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continued

Add to your reading list...

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“ We are about to see a medical revolution with little mobile devices, and in this transformation, smartphones will play a role well beyond a passive conduit. They will perform blood tests, medical scans, and even parts of the physical examination. This is “bottom-up medicine,” in which digitally empowered patients will truly take charge of their own health care. ... smartphones and social networks... are now poised to bring democracy to medicine. ”



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Questions?

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So what's next for you after this presentation?

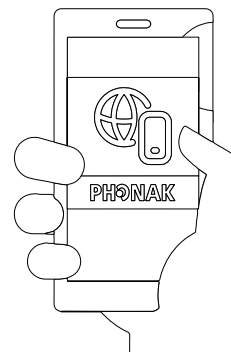
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Have a look in your client database



Use the Phonak profiling tool and select clients who fit the criteria for using Phonak eSolutions



Make appointments and start using Phonak eSolution tools!

Together,
we change lives

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