

This unedited transcript of an AudiologyOnline webinar is provided in order to facilitate communication accessibility for the viewer and may not be a totally verbatim record of the proceedings. This transcript may contain errors. Copying or distributing this transcript without the express written consent of AudiologyOnline is strictly prohibited. For any questions, please contact customerservice@AudiologyOnline.com.

Demonstrating Beltone's Direct Line Wireless Accessories Recorded May 20, 2020

Presenter: Laura Schachtel, AuD, FAAA
AudiologyOnline.com Course #35244
Partner: Beltone

- [Laura] Welcome everyone, I'm Dr. Laura Schachtel, the Product Training Development Manager for Beltone. We all know that hearing aids can offer dramatic improvement for most people with hearing loss, but there are many environments for hearing aids alone, do not provide enough help for our patients. That's why it's so important to talk about a hearing system and not just hearing aids alone. In order to fully help our patients, we need to start having conversations about adding on accessories. This webinar will review all of our Beltone direct line wireless accessories and explain why fitting accessories are beneficial. I'll end the webinar with tips on how and when to demo our accessories. And there are several handouts in the handouts pod, one is a PDF of all of the slides that we will be reviewing today, another one is a patient brochure on all of our accessories.

So you can take the part number from that and call customer service to get brochures on accessories if you don't already have some, you can have them in the office or you can mail them to patients as you maybe talk about accessories with them, when they're calling in for other types of appointments. There is a TV link 2 connection guide, and we'll talk about those connections in the presentation. There is also a one page sheet on our new Beltone remote control, which is little small one, but we'll go over that functionality as well. And then there is a one page on how to demo the myPAL Pro with a little bit more specific direction than what exactly we'll get to in the presentation. There is also the questions pod, so if you have questions as we go throughout the day please feel free to type them into the pod, but I probably will not get around to answering any questions until the end of the webinar. So let's go over our learning outcomes. So my hope is after today, you'll be able to list all of our accessories and explain how to pair each of them to our hearing aids. That you'll be able to list the reasons why accessories are valuable to the hearing solution that you are offering to your patients. And then lastly, be able to list steps needed to perform an accessory demonstration with patients. So at Beltone, we have a complete line of wireless accessories that are not only compatible with our current product line, but several of our past product offerings as well, which is an advantage over some of our competition

where they're slightly older accessories, no longer work with the current hearing aid technology that they're offering their patients, where we have older generations of hearing aids that still work with the accessory if you were to add it on today, they have an accessory from a few years ago, it won't work with the newer hearing aid technology of today. So it's still what we call backwards compatible and it's forward compatible where some of our competition, it's not a patient would have to upgrade technology and upgrade any and all accessories. Each of our accessory was designed to function independently of each other so that you can offer a specific accessory solution to your patient. So it's not like the Swiss Army knives of accessory where it's one thing does everything, which could be a little intimidating to some patients where they really just need a simple remote control, they don't also need a Bluetooth something and a TV something, they really just need that one simple thing. We launched our direct line of wireless accessories 10 years ago in 2010, so we are now on our second. I believe some of them are technically third generations of all of our accessories. So just to review what we'll be talking about today, we have our TV link 2, our remote control 2, our phone link 2, our Beltone remote control and our myPAL Pro and myPAL Micro. So let's talk a little bit more about our wireless system.

So we are running on 2.4 GHz, and this technology utilizes what's called frequency hopping, which means that the signal, that streaming signal is searching for a band, I like to call it path of least resistance, within that 2.4 GHz band so that patients don't have to deal with any interference from other wireless products. So just like water will find the path of least resistance to get into your house, that is essentially what I picture frequency hopping to be, that within a 2.4 GHz band the accessory is looking to make sure that there is nothing blocking its way, and if it notices someone else is in its spot, it's gonna quickly jump to another slight frequency of 2.4 to get around that, so that there isn't any interference with the streaming in our accessories. All of our accessories are easy to set up and use and all of our current Amaze and Boost Ultra products have wireless capabilities built in so you don't have to like specifically order wireless technology. So if you're not sure if a patient needs wireless technology right away, it's

in the hearing aid already. So at a followup appointment, whether that be two weeks later, three months later, two years later, you can still offer an accessory option. So I like to think of our accessories as like modular furniture. And you can add on different parts as needed for the patient. Also everyone's lives are constantly changing. So when the patient possibly purchase the hearing aids, no accessory was needed at that time, now something has happened in that patient's life and now accessories or a specific accessory is really going to help the patient have a better quality of life. There's no need for any intermediary or relay device to be worn around the neck or held in the hand because audio is directly stream to our hearing aids. So again, an advantage over some of our competitors who at first there was this neck worn device, some still have some tertiary equipment where it cannot directly stream directly into the hearing aids just yet, or again, depending on the technology version the patient is wearing, they would have to update hearing aids and accessories, and they just might not be ready to do that huge financial burden again. And we are currently on our sixth generation of wireless products, so this year, if something comes out, it will be a seventh generation, then we will launch an eight.

So we are generations ahead of all of our competition, because we have been dealing with 2.4 for 10 years. And I think our closest competitor that dip their toe into the 2.4 GHz arena is probably I would say a good five years, six years behind us. So they're on their maybe second generation and we're going to be launching a seventh generation. So let's explore a little bit more about 2.4 and why this is the standard that all manufacturers are now moving towards. So 2.4 is the superior wireless system because it is the industry standard in both the medical and the scientific community. So this means that our patients don't have to worry about one of our accessories interfering with one of their medical devices, like a pacemaker, because they play nicely together in that same arena, where competitors that use a different frequency, it might counter act with a medical device. 2.4 is accepted abroad and in North America, so as patients travel anywhere, they can continue to use their wireless accessories and not feel like they're missing or being limited in their enjoyment of any of their travels.

Again, other frequencies will not work in some countries. Our system offers a robust signal excuse me, with low interference, which means better signal quality, low distortion, and noise floor. 2.4 offers extended range, so there's no need again for that relay device, which is just one more thing that the patient would have to keep track of and keep charge and pack another cable, so it just makes traveling, again, even easier keeping track of what they need even easier. The system has a low latency or processing delay, and what this means is the time it takes the stream signal to reach the hearing aids. And so that means there shouldn't be any of that lip syncing or lip dubbing issue so that means like the bad foreign film where it's in a foreign language and then they dump it over in English and the mouth moves and then five minutes later, you hear the sound, we don't want that. We don't want our patients to have such bad sound quality, so with our streaming that delay is negligible, they really don't even notice there is any delay at all, which is wonderful. Our 2.4 GHz system allows for multiple devices to be connected to one accessory streaming accessory really at the same time.

So for that husband and wife duo, who both need hearing aids, both need help hearing the TV, they don't each have to have own TV link 2 streamer, they can share one, which again, when accessories first came out was a huge advantage over our competition, and even now it could still be advantages over some of them. And the flexibility of 2.4 allows us to continue developing on that platform as we launch newer technology. So pairing, as I said before is really easy and all of our direct line wireless accessories pair to our hearing aids, the exact same way. You do need to program the hearing aids first, and all of our accessories do need to have power to them, so they need to be charged up. So once you do that to actually pair, you will power on the accessory, push the little pairing button, and then you're going to power on the hearing aids. And whether that is a battery-operated hearing aids, so you will close the battery doors, or if it's a rechargeable hearing aid, you're gonna pull it out of the charger. And then once you have done this as a confirmation, there will be a trill sound play to each hearing aid as it pairs to the accessory. Now you can also pair through our fitting

software. It really just depends on what your fitting flow is. So if this is an initial appointment and the patient is a previous wearer, so everything can be done at one appointment, it might be more advantageous to pair everything through the fitting software. If this is a patient first time hearing aid wearer, maybe get them oriented to the hearing aids, and then that followup appointment you could add on the accessory. Or if it's three months later you're adding on an accessory, I believe that we should not be hiding behind the fitting software or behind that computer. So if you can pair out of the software on a followup appointment, that would be my recommendation because you're there next to the patient, you're showing them how the accessory works, it's much easier than having that fitting software kind of barrier between the two of you. So before you can demonstrate any product, you really need to fully understand all of its capabilities.

So we're going to start a review of our accessories and we'll start with our two remote control options and we'll start with our latest accessory offering, which is our Beltone remote control, and this is something we launched last year. So the Beltone remote control is simple and intuitive, and it literally is just that big as well, it's like a smidge larger, but not so big. And patients can adjust as you can see their volume and programming changes, and they can also activate to a wireless streaming accessory as well, like a TV link or a myPAL. There is a muting function, which isn't as obvious just looking at the three buttons, but I'll show you how to do that. And again, it's very small again, it's, I'm holding up my remote control right now to my screen, it's like a smidge larger, so it's about the size of the phone link 2, or about the size, maybe a little larger of a car fob that most of us have for like the newer cars. So the remote control has three buttons, and the plus and minus are what controls volume and muting the hearing aid. So you can increase decrease volume and mute and unmute the hearing aid microphones. So to increase the volume, I really don't have to tell you, but you push the plus button, and to decrease the volume you push the minus button, that's pretty obvious. The nice thing about this remote control is that it's kind of ergonomically designed, so it feels nice in the hand and this darker gray area here

where the plus and minus are, it's kind of concave, it's indented in so that a thumb rest just really nicely on it. And the plus, the minus and this little dot here on our programming button, they're all raised, so in the dark, if you were fumbling in a bag or in a pocket, you can feel the plus, minus and that little dot so you would know kind of what you're doing to your hearing aids in the dark. To mute the hearing aid, this is a little bit different, 'cause there isn't just a mute button, you're going to press and hold for about a second on that minus button. And then to unmute, you just have to press any button on the remote control. So I specifically chose not to do one of the volume buttons, but to press the push button, the program changed button so volume up and down, easy, mute, press and hold the minus, unmute, press any button at all. So that program controller is the giant button in the middle with that raised dot, and it has four features as well.

So you can stream, change your programs stream and then lock and unlock the remote control. So if it's in a pocket or in a bag, so you don't accidentally have changes going to your hearing aids, you would want to lock the remote control functions. So press once to change the program, press and hold to initiate streaming. And these are exactly the same controls you would have as that program button your level, so exactly the same, except it's now in the patient's hand and they could see it or get that little feel where that little button is for the push button. To lock the remote control functionality, you would press the minus and the program button together at the same time, so you would need two hands to do this for five seconds, and I know that display was not five seconds, but it is a good long five full seconds. And the LED light will flash three times to let you know that the remote control is now locked. So any button you press, nothing will happen. In our internal usability studies, we noticed that those patients rarely ever needed to lock the remote control. Again, just the way that the controller was designed, they never really felt that it was needed. They didn't have accidental adjustments happening 'cause it was in like a bag or in their pocket. Also the other of nice thing besides the raised buttons feeling that it's a plus and a minus, is there a nice tactile like click, like you can feel that you've pushed something on this. So

for someone who has a little numbness in their fingertips, they will kind of notice that the remote control did something. Now to unlock the remote control, you're going to do the exact same thing, you're going to press and hold the minus and that program change button for five seconds. And now my animation, I forgot to add the little fingerprint for the minus button, so let me just kind of use my arrow. So you're going to press and hold both the programming button and the minus button for five seconds. And then the LED light will flash once and now the remote control is unlocked. So it'll flash once when you push any button, which again, you can feel that tactile click, and if you have good enough hearing, you might be able to hear the click, but now the LED light flashes. So at least it's letting the patient know you did something, did you notice a change in your hearing aids? It will flash every two seconds when it's in pairing mode. And on the next slide, I'll show you where that pairing button is. It will flash three times to lock the remote control itself, and then it will flash once when you unlock the remote controls.

So this is the back of the remote control. And then here is that little pairing button. So this is what you would press, and then you would turn on the hearing aids. And then each hearing aid would play that trill sound confirming that it was paired. So this is our only accessory that is not rechargeable. It does run on a little battery button. So this is the battery lid as they call it or compartment, you would just put a coin I'm right here in the slot and then twist to unlock and lock. And so there's nice little icons here. There's a little lock and a little unlocked picture. So patients know how to line up that battery lid to make sure that they have it close and secure or it's open so that they can change the battery. There's also these extra little holes at the bottom of the remote control, where if a patient wanted to, they could thread through like a lanyard or a string or weave through a key chain ring so that they could add it to their key ring, they have this cord on there, so if it's in their pocket, it's something easier to grab and pull out or something in a purse so it doesn't sink to the bottom of the purse. So there is flexibility here for the patients. And this is the battery, it's a CR2032 battery cell. It's very common, widely available. I believe it's the same battery that my stereo remote control

uses. So patients shouldn't have any difficulty finding one and it should give the patient about a year life with their remote control. And I really like this next slide because it's showing you the differences between the Beltone remote control and our remote control 2. So besides just how the size differences, you can see how they are, where that Beltone remote control is smaller and it's simple, it has three big keys. That's essentially all it can do, plus the mute, which is a little different and then it can lock itself. But it's simple. Where our remote control 2 has a lot more flexibility. And for some patients it could look overly complicated. A lot of our patients do take advantage of our smartphone apps, which is wonderful. But sometimes there are situations where pulling out your phone even to make an adjustment on an app is not ideal, or it's not the appropriate time, it would be very embarrassing to have your phone out. So for patients that do take advantage of their app on their smartphone, this smaller remote control could still be a great option to offer them for those few times where maybe pulling out your phone, isn't the greatest.

And again, because you can actually feel those buttons in the dark, let's say in a movie, they could be making changes if they needed to and not be bothering anybody around them. So we're gonna transition now and talk about the remote control 2, which is the first remote control that we had with our hearing aid. So just like the other one, it's very easy to change the volumes and change through the programs. It can connect directly to any other streaming accessory that we have, and again, because it's bigger, there's more flexibility. There is a specific button to do that, there isn't press and hold these three together. You can also mute the hearing aids. And again, there is a specific button to do that and it is rechargeable. So patients don't have to go buy batteries for it. They just have to keep recharging it. So the features of the remote control 2 are, there is an on-off toggle, again, unlike the smaller remote control, there's lots of buttons and they are raised and very easy to just kind of graze by one and it responds to what you did. So we highly recommend you explaining to patients that if they are using this remote control a lot, and they're putting it in a bag or a purse, they will want to lock and all it is it's a little switch. They just would kind of pull it down and

then it will lock the control panel, so if something accidentally hits the button, nothing is adjusting the hearing aids. There is a home button, which will basically act as if the patient had reset their hearing aids. So cycled them off and then back on. So if you're giving this to a patient for the first time and they're clicking buttons, and then they went, "Oh no, this sounds awful, what did I do?" All they have to do is press the home button and it goes back to that first program at the volumes you have set, kicks them out of streaming, it would unmute the hearing aid, so it kind of sets them back to their starting level. There is a specific mute function, which is that little microphone icon. There is also volume control, so plus and minus. There is also a left or right adjustment key, and those are the little arrows or caret keys, we'll talk about those in a little bit. And that P in the middle is the program change button. So it will scroll through program one, two, three, or four, however many the patient has, and then the last button is a specific one to enable streaming from either our TV link or one of our myPALs. So let me go back one slide here.

So aside from just being larger, the remote control 2 also has the screen, which is great for some patients just because they might not remember what all this does, but when they push any button here, they will see the change on the screen. So I don't have a smartphone, but I want something that shows me what I'm doing, this is kind of that good in between stuff, if you will. Now, I don't actually have a picture of the remote control 2 where the pairing button is, so I'm just gonna tell you, you would have to take this little silver cap off, and I would say right about here, there would be a little white button and you would press that, and then that would turn the remote control 2 into pairing mode. And this is what pairing mode looks like on the remote control 2. So those kind of sideways arrows would be kind of flickering and it's looking for the hearing aid. So at this moment in time, you would cycle on or power on the hearing aids, and then it would show, we're connected and we're gonna always start in program one and this shows the name of the program. This name is being pulled directly from the fitting software. If the patient doesn't really understand what all around means, or that doesn't mean anything significant to them through the fitting

software, you can rename that program. You can rename that program to anything you want. So if I'm home makes more sense for that patient or work makes more sense for that patient, you can rename it in the fitting software and it will display your name on the remote control. So now the hearing aids are paired, that's originally pairing. Now, the patient wants to sleep in the morning, they turn on the remote control. The remote control is now searching for both of the hearing aids because the patient has yet to close those battery doors or pull the hearing aids out of the charger. Once the patient does that, it will kind of display with the volume that it is now connected to my left hearing aid and it's still looking for that right hearing aid. So again, that main screen, we kind of talked about the other few things we didn't talk about besides the program number, the name in the middle here is a battery cell. And that is showing how much charge is left in the remote control. And then again, we have volume here for the left and the right hearing aid and this green line, which it'll display better on the next image is where you have set the volume level too.

So now here, the patient has changed to program two, it's now called restaurant and they are now just changing volume on the left side, so they click that little caret or arrow key so that the left one is visible, the right ones now gone, and now we're just changing that left side and you can see we've dropped the volume, there's my green line of where I had it program. The other hearing aid side is now a grayed out. And now here, we've decided to just change the right hearing aid with the caret. So we're just allowed to adjust that side. The other side is now grayed out. So this screen is showing us that now this cell for the battery cell, which is the charge in the remote control is running low. So the patient would need to plug the charger in. This is showing the battery level of the hearing aid so left and right hearing aids. So this remote control does provide a little bit of insight as to does the patient need to change those hearing aid batteries or charge up the hearing aid. So this remote control can also directly connect to a streamer. So this is saying that I've pushed that streaming button, and now my hearing aids and the streamer are trying to find each other. So this egg with the radiating lines would kind of flash at me. That's what these lines mean. It's flashing,

it's looking for its friend. Once it finds the streamer and we're nice connected, those radiating lines stay solid, so this is now this A is no longer flashing. And the A just means that each patient is allowed to have up to three streaming accessories paired at one time. A just means it's the first one. B would mean it's the second one. And C would mean that it's the third streaming accessory. So it doesn't mean A for accessory, it just means A 'cause it's the first one. So now we're connected to the accessory. If for whatever reason, the accessory I was looking for was not within range of my hearing aids, was not powered on the TV link 2, was not plugged into the wall, my hearing aids weren't paired to it, you would get a big X and this is probably when the patient would call your office to say, "Something went wrong, help me." So as I was saying a little bit, there's extra flexibility with the remote control 2 over what the other remote control can do. And this bigger added flexibility is giving control to the patient to adjust their hearing aid microphone versus what they're streaming into their hearing aids.

So this little microphone represents the volume or the sound in the environment, what is coming in through the hearing aid microphones. So right now I have carried it both ears over and in this moment in time in this screen, I am controlling, my patient is controlling how much signal is coming in through the hearing aid microphones. And then on this side, my patient has carried it or moused over or moved over so now it's both hearing aids, we're adjusting how much input their hearing aids are receiving directly from the streaming accessory. So a lot of times let's say with my TV link, which is connected, I'm watching a movie I'm alone, the volumes of everything is fine, I do want some input through my hearing aid microphones in case the dog barks or someone rings the doorbell, or there's just some noise, I wanna be aware of it. Well, now a bunch of people are kind of in my hearing field and I don't wanna hear the conversation like someone's starting to make dinner and there's all sorts of noise that I don't want to hear. So I could do a couple of things. I could then mouse over to the input from my hearing aid microphones and turn this down. So I can still hear some of my environmental sounds, but not as much as I did before. And then I could move over

here and actually increase the signal strength from my streaming accessories. So I don't wanna say it's volume 'cause it's not necessarily volume, it just means more is coming from the streaming accessory. So I'm hearing my movie comfortably and not really hearing all the commotion going on around me. I could also just click the mute button on my remote control and now I don't hear any environmental sounds and I just have the nice streaming quality coming in through my hearing aids. Should the patient have a phone link 2 also for their cell phone? While they are on a call, instead of the A, they will see a little phone symbol and they have the exact same control so they can adjust the input coming in through the hearing aid microphones versus what is being streamed over with their phone link 2.

So we're gonna move on and talk about that phone link 2 now. So this allows phone calls to stream directly into both hearing aids. I know we have hearing aids that now direct stream to Apple products and Android products, and that's great. Not everybody has phones that can direct stream. Not everybody that can direct stream wants to direct stream. I know there has been situations where depending on the profession, they're not allowed to have their phone out 'cause they're driving, so the phone needs to stay put, they're not allowed to touch the phone, even though they could direct stream, they still have to answer the call on the phone. This allows them to answer their call without having to be touching the phone. So there are still some people depending upon that need a phone link and can't just direct stream. It is though really nice that the audio streams through to both hearing aids, patients can also stream music 'cause it's Bluetooth paired, but there is also an audio jack port here as well. So they could just plug right into an audio source. It also acts a little bit as a remote control, as you can see, there's that P for programming button and there is that microphone muting button on there as well. And then again, this is also rechargeable. So patients can just keep charging it as they need it. So two pair, there are two pairing processes now with the phone link 2. The first is you need to pair this to the hearing aid. So you'll have to pull down the silver cap, and this is now on the backside, there's this white pairing button and that's the exact same button that you would see on the remote control 2, except it

would be on the front, not on the back. So you'd press the pairing button, power on your hearing aids, hear your trill tones, great. So now my hearing aids are connected and pair to the phone link 2. Now you need to pair the phone link to the cell phone. So you'll put the cell phone in Bluetooth, turn the Bluetooth on, put it into, go into the Bluetooth menu, search for available devices, and while the phone is searching, you're going to press the blue button now and that puts the phone link 2 into Bluetooth searching pairing mode as well. On the phone, it will find any Bluetooth device around and when it finds the phone link 2, it will say hearing aid phone. So when you see that name, that's what you want, you will press on it, click on it, pair it, whatever it says on the phone until they're connected. Now in all of my years practicing, I have never had to add or enter in a passcode, but in case someone has the one phone that needs a passcode, it's four zeros, but again, I've never needed to do that. And then once you add in the passcode, now the phone is paired to the phone link.

So two pairings, phone link 2 hearing aids, phone link to cell phone. And it doesn't just have to be a cell phone, you can also pair to a landline phone if it has Bluetooth capability or if the patient has bought a Bluetooth something that goes on their landline, you could then pair the phone link 2 that extra Bluetooth device that is attached to their landline phone. So just wanted to point out real quick, right here on the phone link, this is a directional microphone. So when the phone link is worn, it should be worn vertically like you see here, but my voice, if I'm wearing the phone link, will go right into this microphone. And because it's a directional microphone, the environmental noise that I am around will not be transmitted as loudly to the person that I'm on the call with. So that's a nice advantage here. So when a call comes in, you just have to press the phone button, so the pickup-hangup button. I believe if you press it twice quickly, it will ignore the call so that you're not hearing the phone ringing through your hearing aids when you can't answer the phone. There is volume control and this volume toggle acts just like the volume toggle on your cell phone does so that you can make the incoming voice louder if you need to, and then you would just hang up the call when you're done with your conversation. So there is some remote control

functionality with the phone link. So when you're streaming a call, as I said, you have that volume, you can also use the hearing aids. So let's say the person on the other end of the line either has a soft voice, it's a bad connection, whatever it is, and you've already increased volume as much as you can, and you're just, I really can't hear you because of the situation I'm in, the room I'm in, if you mute the hearing aid microphones, hopefully you can hear better what's going through that phone conversation, especially if you don't have, again, they're all independent, if you don't have an app or the remote control 2, you cannot adjust anything independently what's being strained versus what the hearing aid microphones are doing, except muting at this point.

So when you're not streaming, you have again the same capabilities of volume and muting the hearing aid microphones. And you also now have the ability to scroll through your microphone programs. And now that brings us to our streaming accessories, which are our TV link 2 and then our two versions of myPAL. So the TV link 2 gives direct streaming into both hearing aids, so patients can enjoy that really wherever they are, because it's a wide range of a connection device, so they don't have to sit right on top of the TV. There's no cord that keeps them close to the TV. My mom had something originally before she got her hearing aids and the distance of that cable, that wire was so short that she literally had to sit on the floor in front of the TV, she couldn't even like sit with us on the couch. So patient can sit wherever it's comfortable for them, they don't have to be specifically close to anything, and again, it streams directly to both ears and it will stream audio from the television, hence the name, but it will really stream audio from any audio source. So if it's a stereo or a computer, it will do that as well. It also can help improve signal to noise ratio, and that's pretty much the example I gave when we were talking about the remote control 2, on how you can adjust input between the hearing aid microphones and the streaming accessory. And then lastly, it has Dolby Digital sound quality. So we can make sure that our patients are getting a true surround sound experience. So there's a couple of ways that you could set up the TV link to make the volume comfortable. The

wrong way is to give the patient the TV link their spouse, child, whoever they're watching TV with, sets it to their volume and the patient sits down with them and grabs that TV remote control and just cranks up the volume. That's not solving any issue, we're back to square one. That was the issue, they came in for the TV link in the first place, so that's not what we wanna do. If the patient isn't hearing that volume streaming over at the volume they would prefer. You can have the patient come in and there is a streaming program specifically in the fitting software that you can adjust the gain so it's more comfortable for the patient. So let's say they just like listening to the TV at a very high volume, higher than most people would ever want but that's what they like, you could increase the gain just in that streaming program. Excuse me. Or the patient, if they had your level of volume control, they can adjust volume, or if they had a remote control or one of the smartphone apps, they could also adjust the volume that way. But I did say that each accessory was meant to be independent of each other, so there is a volume control actually on the TV link itself.

So the third party, the other person would set the volume of the TV to their comfortable level. And then the patient needs to make a judgment call, whether they like that volume or not. And then they can go to the TV link and then press louder or softer on that TV link until they have the comfortable volume for themselves, so now our patient and whoever they're watching TV with are both happy about the volume. Once a patient sets that volume, they shouldn't have to set it again because it will remember that volume. So it's not like every time you change the channel, they need to get up and adjust the volume, it pretty much stays sets. The only time I think they might have to change it is if they unplugged it from the wall, it might reset the TV link where then they would have to, again, set the volume back to where they preferred it to be. So on the back of the TV link, this is the pairing button right here, so you would have to have the TV link. It's, I don't wanna say it's rechargeable because the TV link always has to be plugged into an outlet. It always has to be connected to power, or it just doesn't work. There's no batteries, but you can't just say it's rechargeable and let it run for an hour. It needs to always have something right here, connected and then plugged into

the wall that's over here. So as long as there is power, you can then pair the hearing aids to the TV link 2. It does not need to be connected to an audio source to pair to the hearing aids. So as long as there's power, push pairing button power on the hearing aids, you'll hear the trill tone, we're all paired together. The other button here on the back is this toggle between mono and stereo streaming. So if you're fitting a patient binaurally, you wanna make sure that that switch is set to the S for stereo, because it's going to then stream over to independent channels. They have to have hearing aids, you want it streaming into channels. If you fit your patient monaurally, that's fine, but you just wanna make sure that it's in the M position for mono so that only the one channel is streamed over. The stereo usually means they're streaming over a left and a right channel. I have two hearing aids, left and right, good, if I only have one hearing aid, but I left the switch in stereo, it's sending a left and a right signal independently, and it's not gonna be great sound quality because I only have a left or a right hearing aid. So by turning the switch to mono, it's blending the left and right to stream through one channel to the one hearing aid that you fit to your patient.

So you might have had the toggle in the right spot, but transporting it home, the patient might have accidentally flipped the switch. So if they call, especially if it's a monaural fitting, even if it's a binaural fitting, if it's just streaming to one ear, or they're not really getting good signal in the other ear, just say, "Hey, can we look at the back of the TV link? "What position is that toggle in?" And then they just might have to switch that. So this is essentially the handout for the TV link 2 connection. So there's three cables you can use to connect the TV link 2 an audio source. So there's the standard analog mini jack that comes with when you order a TV link, there's a digital coaxial cable, and then there's a digital optical or the Toslink cable, which also comes with when you order the TV link 2. You can connect the TV link 2 with the analog cable directly into the TV or through the cable box. And I know some patients, it's not just a cable box, it's the DVD player connected to the cable box, connected to a gaming system, connected to a stereo. From what I remember and believe, whatever audio source is, connect is the one that the TV is connected to, that it's coming out of the stereo, that's how I'm

hearing the TV regularly, that is the audio source you want the TV link plugged into. And you just have to remember, especially with the analog cables, it needs to be audio out. So my parents set up the TV link for my mom easily, everything was great, they had to do a little rearranging of some furniture, unplug things, had to unplug the TV link, when they plugged it all back together, it wasn't working. So I get the call, I'm trying to explain what's going on. My dad swears up and down that everything's plugged in correctly. I go over the next day, everything was correct, except they had the white and red cables in the audio in and not the audio out. So just make sure if a patient calls, that's probably the first thing that they did wrong. If you're using a digital cable, I think most TVs and stereos and cable boxes only have one, but if there are two, just make sure that it's audio out and the same for the digital optical or that Toslink, there really only is one port. But just make sure if there are two or several, that it's always audio out. I have heard that some signals, depending on how like the cable box and the DVD player are connected to the TV, if all of that is using a digital cable, but the TV link is using the analog cables, sometimes the sound quality isn't as great, so you wanna make sure that if everything going to the TV is digital with like, HDMI, you would want to use one of the digital cables with the TV link. So just make sure that the patient is aware of that. And then that brings us to our last accessories, which are myPAL Pro and myPAL Micro.

So this accessory, the number one benefit is to really improve signal to noise ratio in any number of challenging situation. So what this is is a microphone that the non-hearing aid wearer would wear so that their voice streams into the hearing aids. So no matter, well, I guess asterisk, there is a distance, but no matter how far away they are from the hearing aid wearer, where kind of doesn't matter the noise that they're in, the hearing aid wearer is definitely hearing that voice as if they're standing right in front of them without much background noise. Both of them have some manual control, so you can adjust the volume, you can also mute and it'll show you here. So volume up and down, mute button in the middle, meaning mute my microphone. So if I were to mute my microphone right now, you're not hearing me. So if I'm wearing the myPAL, I can

mute it if I need to cough, or I'm talking to someone I don't want the hearing aid wearer to hear, and then on the pro version right here, volume up and down, and then there's that little mute button. You just need to make sure that you unmute the myPAL when you wanna talk to the hearing aid wearer again. Both of them have something called drop detection, so should I be a butterfingers and as I'm trying to clip on the myPAL, it falls from a distance that's anything greater than 30 inches, it will automatically mute itself, so the hearing aid wearer doesn't hear it crash into the floor and have that uncomfortable noise in their ear. And then both of the devices have great battery life. I believe they last up to about 11 hours even while they're on and streaming.

So you can definitely get a nice full day if the patient really depends on this, they can get almost a full day, if you will, of use out of it. And that streaming range is about 80 feet. Now asterisks with the 80 feet, 80 feet, meaning direct line of sight, meaning that myPALs have to see the hearing aids. So it would be like 80 feet straight line away. If we're talking about going through into a different room between walls around corners, that 80 feet gets a little bit narrower. So don't think, "I could be all this distance away." It's not meant to be that far away. It's meant to be if you're a good few feet away from somebody, but you could get about 80 feet away. Now, the myPAL Pro has some extended or extra features that the myPAL Micro doesn't. So if you have a patient who is always on the go, I don't wanna say younger, 'cause I know some seniors are more active than I am, 'cause they're always doing something. But if they have that active lifestyle where they're in a number of different types of environments, then myPAL Pro is the better accessory for them. Because besides just being that extra microphone, it also has a table top microphone. So I'm just gonna go back a slide here. I just wanna point out again, just like the TV link 2, the myPAL should be worn vertically and right here is a little microphone and this might show better here, there's a microphone and then there's a microphone on top. So each one is a directional microphone, so if I wear it vertically, it's picking up my voice, and again, it's trying to fight the environmental noise that I am in. So it's a directional microphone. The myPAL Pro, when you lay it down on a table, it goes into an omnidirectional mode so that it can pick up the voices

of several people down the table from me, or kind of over next to me where my hearing aid microphones aren't doing a good enough job of picking up their voices. And then there's multi-functions also within the myPAL Pro. So this little microphone icon that is the microphone used, the primary use. There is also a T symbol for a telecoil. So there's a built in telecoil into the myPAL Pro. So should a patient go someplace that is looped and their hearing aids don't have T coils in them, they don't have to purchase new hearing aids, they just purchase an accessory and now they can continue enjoying the environment with their hearing aids. You can also stream music because on the bottom here, there is that little audio jack that you can plug in an MP3 player, a computer, anything you want, and that coil does come with the myPAL Pro.

And then there's this Europin port, and that would be for someone who uses an FM system, they can just take one of those FM receivers, plug it into the myPAL Pro and then that FM signal that someone is transmitting, but then streamed wirelessly into bolts of the hearing aids. So that would make it a more economical situation for someone instead of having to buy two receivers, one for each hearing aid, and it makes the hearing aids not look as bulky 'cause there's nothing extra added onto them. So as I said earlier, I believe I did, you can have multiple streaming accessories to one set of hearing aids, you can have up to three. You just need to make sure that you're not pairing on top of each other, that they have their own slots, like the A, B and C slot. So your first accessory, you'll hit the pairing button once, the LED light will flash once every second you're pairing into channel one or A. For your second accessory, you're going to want to push the pairing button twice quickly, the LED will blink twice within a second, and then you're pairing it to channel two or B. And then for the third you'll press the pairing button three times quickly, three quick light flashes, and now you're programmed into channel three or channel C. To then get to your second or third streaming accessory, you do this the same, whether it's ear level from the hearing aid or from the remote control, either remote control, you would press and hold to connect to the first streamer, press and hold again, to get to the second one and press and hold a third time to get to the third streaming accessory. Now when you do that,

press and hold, the hearing aids are looking again for the streamer that's paired into that first slot, but if that streamer is out of range or off, and streamer number two happens to be in range and on, it will automatically then connect to the available streamer. So if a patient has a TV link in myPAL, and then myPAL was programmed into the first slot and the TV link into the second slot, if the myPAL is not turned on and the patient presses and holds the hearing aids will look for the myPAL, realize it's not there, but the TV link is and automatically go and connect to the TV link 2. So we spend a lot of time talking about how amazing our Beltone hearing aid technology is. So it can be easy to think that hearing aids alone are all that the patient needs. So it begs the question, why should we bother taking the time to explain wireless accessories to our patients? The reason is because an accessory can add extra benefit, extra quality of life to our patients. And we wanna make sure that they're getting the full benefit out of their hearing aids. So even with appropriately fitting hearing aids, there are still challenging environments that our patients will not be hearing as best as they can.

Research has shown that 80% of patients who do well with hearing aids still have difficult environments. So they pulled patients, they all said, "I'm doing well with my hearing aids. "I like them, I'm glad I have them, "but I'm still having difficulties in some situations "that I wish my hearing aids could handle." Well, an accessory might make that 80% a smaller number. These challenging environments that patients are talking about are hearing from behind and in a car. So in a car as a driver, you can't hear well because of the car noise and because there's people behind you and it's harder to hear when they're behind. Hearing the TV, so watching the TV in group settings and background noise and on the phone. Those are the environments that even the best hearing aids might not be good enough for some of our patients. So when we fit accessories, a lot of times we're looking to help with speech understanding in noise, we're hoping that that can make the patient more satisfied so that they don't return things, our return rate is lower. We're hoping because they're more satisfied, we increase their potential to have to talk about it, to bring in referrals, and then we're

making the customer happier so that they're more loyal to us so that they don't go out to somebody else the next time they're looking for hearing aids. So let's first talk about improving speech understanding in noise. And again, our patients aren't coming in saying, "I can't hear in quiet, help me," they're coming in saying, "I can't hear in challenging noisy situations." And what makes kind of that issue is the signal to noise ratio because these environments have noise, the person they wanna hear might be a little bit further away from them, and sometimes these rooms are large, there's a lot of reverberation, so that noise is bouncing around all over the place. It could possibly even be causing some echoes. And so it's been estimated that over a million hearing aids wearers do not use their hearing aids due to poor benefits and performance and noise.

So not saying they've returned hearing aids, they just don't wear the hearing aids when they're in noisy situations. Well, I wouldn't want that. So by offering an accessory, you could take some of those patients that specifically choose not to wear hearing aids because it's too noisy, give them an accessory, and now they can wear their hearing aids all the time and they're happier and they're enjoying life more, it's worth offering an accessory. And the one accessory that comes to mind the most for improving speech in noise is a myPAL. And so we've done research and it shows that our myPAL Pro can provide up to an extra 15 dB of signal to noise ratio improvement than just directional microphones on hearing aids alone. And it said for every 1 dB of signal to noise ratio improvement, it's possible to get up to 10 to 12% better speech understanding in noise. So a 15 dB improvement is going to be a huge benefit to our patients. So again, being able to bring the signal of interest directly into the hearing aids regardless of distance, reverberation or noise is going to be huge for our patients. And with our streaming accessories, patients can adjust things to their own personal listening, independent of that audio source. So like I talked about on the remote control 2, they can adjust the hearing aid microphones independent of that streaming source. You can add on an accessory at any time. Like I like to think of our accessories, they're modular. Maybe when the patient bought their hearing aids, the remote control 2 was

the best accessory for them. Now things have changed in the patient's life and they also now need to add on three months later, a TV link 2, and then five weeks later they realized they also need a myPAL. That's fine, you can keep adding and talking about accessories, the whole life with the patient. It's cost effective way of allowing the patient to have more satisfaction and enjoy their life without having to constantly be buying other accessories or add-ons that they might get from like as seen non TVs. And all of our accessories are easy to use. They're not over complicated, and it makes patients go to their friends, "Look what I got, look how cool it is. "And it's so easy to use, look." So another reason is that it offers patients more satisfaction and it helps lower return rates.

So we've interviewed some of our HCPs and some have said that the level of satisfaction goes up measurably and it gives the patient more control and independence. And I really like this quote because I really think regardless of what accessory we are giving our patients more control of their life and some of their independence back, because if they don't have this accessory, they're struggling in situations and they might be feeling like they don't have any control, kind of helpless in this environment that, "Well, I just give up. "I'm never going to be able to hear as well as "I'd like to in this environment." But if we can offer an accessory, the patient now has some control to take ownership of that situation and say, "Well, wait a minute, let me do this. "Let me turn on my myPAL. "Let me adjust something on my remote control." And now they have control over that environment so that they have more independence. Another HCP said that her customer satisfaction rating goes up and then she tries to fit accessories as often as possible. And then a third one said that his return rate is lower for patients who they fit with accessories, and he can tell that the satisfaction in those patients is higher. So again, all very positive things just from talking about an accessory. So we've all seen this chart from market track, where it shows that the number of listening situations you can help a patient here in, so the greater the number, their overall satisfaction improves. So let's just say with hearing aids, patients are only at this level, if we can add on an accessory and it can help in a

number of few more numbers of situations, their satisfaction will go higher. And again, higher satisfaction hopefully leads to no returns and hopefully more referrals. Even our own internal data shows that patients that were fit with an accessory have more satisfaction. And while that number might not be statistically significant, it's enough of an improvement where we're hoping they're more satisfied, they're gonna stick with us, they're gonna talk about it to their friends, they're not returning things. And talking about returning, a lot of times I get pushback saying they're gonna return the accessories and the hearing aids, so I don't wanna talk about accessories. Our internal studies show that patients are highly satisfied with our accessories. So there's no reason they would return the whole hearing system because you added on an accessory. And now we're gonna talk about that referral rate and increased patient loyalty.

So again, more satisfied, hopefully they talk about it with their friends and they can refer more people into you. So again, some more quotes, if you invest a little bit of time upfront with demoing, it saves a lot of time on the backend 'cause you've already explained what the accessory can do. And that demo can be a real wow or a real eye opener for patients and that third party so that they can see how much better they're doing with the accessory. And then someone else said that they get lots of referrals from demoing accessories because the patient can show their friends, look at this cool gadget, look what it can do, make their friends a little jealous and now those friends wanna come in to see you to get fit with what their neighbor across the fence has. So who is a candidate for accessories? Really anybody, and it all starts with asking specific questions from the case history to really get to the heart of where those difficult listening situations are for the patient. You do want to be cognizant of patient's cognitive and dexterity issues, because they might not be able to handle what the accessories can do, but you need to look at the family members, and if there's anyone there to help, who could be the one controlling the accessory for the patient or on behalf of the patient. So just be a little bit aware, but don't make assumptions. Don't just assume that my patient is too old to be able to use an accessory because ours are

so simple and easy to use that age is no longer that factor. And you might wanna do some extra speech in noise testing, like a QuickSIN, just to kind of help demonstrate and prove why you might be recommending a specific accessory. So when should you start talking about accessories, it will vary by patient, again, if this is a first time where it might be overwhelming to go over hearing aids and accessories at the same time, so you might have to split that up. Again as you review the case history, you're gonna start kind of marking what accessory and thinking about when you might start bringing that up. But I would say you should at least mention that the hearing aids have wireless capabilities right away. And just keep talking about the hearing aids have, it's a hearing system, it's a hearing solution, it's not just hearing aids, we might have to add an accessory, we have extra accessories to help. Just let the patient know, so it's not like a shock at the end that they might have to add something on top of the hearing aids.

And again, every time you talk to a patient, must they have all of our accessories? You should be talking about at least what the accessories can do. It's always best to be the one to tell your patient about something new, whether they want it or need it or not. We have a new accessory, I just wanted you to hear it from me versus getting it from a mailer or a friend telling you, because I don't want you to think I'm not offering you the best for yourself. So how to demo. We'll go over how to demo the remote control, the TV link 2 and then our myPALs. So some quick tips on demoing. You wanna keep the demo simple, you don't wanna overwhelm the patient, you don't wanna make it seem like our accessories are so complicated. You wanna make sure that you base the demo off of a pain point from the case history or from what the patient told you. So if they're not having any issues with the TV, you might not wanna demonstrate the TV link. But if they said I have difficulties in meetings, you're thinking myPAL. And I'm specifically going to show them how the tabletop feature of the myPAL Pro would work because they're having difficulties in meetings at a large table. You wanna keep the demo short, so about five minutes, no longer and focus on one specific issue. So that one specific pain point, if they have multiple pain points, maybe choose two, but one issue at a time. And offering a demonstration helps stimulate interest in the patient. It

kind of gives them that real life experience of using the accessory, hearing through the accessory. It also conveys ownership. So the patient, again, they get to feel in touch and envision how it feels in their life and kind of puts the ownership back on them to say, "Yes, I really do need this help." And then it also gives them real, tangible proof. So as they say, proof is in the pudding, they live through it. They saw the demo, they heard the demo and they do realize how much better they might be hearing with the accessory. This is also a good time that the patient can bring up any concerns that they might have because they now get to live through it. So who can help demo? And I know I'm over a little bit. I have maybe another five minutes to go. So if you can stay with me, I would appreciate that. Who can help demo? So besides you and the patient, obviously we'd love the third party, a friend or family member to be part of the demo. Because sometimes it's that person who is kind of hoping the accessory solves some more of the issues, but definitely the PCC can be a big help with demoing, especially if that third party isn't there.

So it's always recommended to have something about accessories out in that waiting room, whether it be posters, brochures like in one of the demo boxes, just have one of each of the accessories out there. The more educated your PCC can be about the accessories, just what they are and what they do, they can sometimes start bringing up that conversation with the patient. Sometimes they have that easier flow with the patient than you do. I know that's how it was with my PCC. She was great at getting people to open up to her hearing about what their issues were and then putting little notes on their chart as I would come up saying Jimmy got a new TV or he moved and he's having issues with the TV now, and that would cue me in to go, "Let's start talking about that," and we're probably gonna start demoing a TV link. So your PCC can be invaluable if they can get that little bit of information and already maybe start that conversation because you're maybe seeing more as you're trying to sell me something where the PCC isn't. So they start just casually bringing up accessories, that just kind of adds onto you can just start on going, "You talked about that? "Here, let me show you how that would work." So it's a demo or remote control. I don't really have a whole

procedure because it's a remote control, and almost everybody understands what a remote control does. So whether this is paired to your demo set of hearing aids, or you pair it to the patient's hearing aids, especially if it's the smaller remote control, just hand it to them. I think most of them will very quickly understand those three buttons and what it's doing. So if you're talking to the patients and they said you told me I can adjust the hearing aids with these buttons on it, but I just can't, and I don't wanna use my smartphone, you could offer this as a solution. So the pain point is a can't adjust ear level, here's the solution. The pain point is, I don't have a smartphone, I don't want to get one, but I would like to be able to see what it is that I'm doing with my hearing aids. Well then maybe the remote control 2 is the better option. So I know one HCP used to pair the remote control to the hearing aid that she was delivering and she told the patient, "I want you to go around and play with your hearing aids, "make adjustments with the remote control "and when you come back, this will help me "set your hearing aids to a better prescription."

So they would come back and she would look to see what they did, and then she'd ask for the remote control back. And a lot of times patients wouldn't want to give it back to her because they liked the control and the independence that they had to adjust things on their hearing aid without having to touch their hearing aids or having to come back into the office for adjustments. So sometimes kind of slipping it in that is a demo and it was so good, they never wanted to let go of that remote control. So a TV link 2 demo. And I like to think of this as well, try to replicate the situation the patient talked about as best as you can. So if the patient is saying, "My wife and I can't watch TV together, "because even with the hearing aids, I need the TV louder," go out to your waiting room, maybe have another office that has the TV, pair their hearing aids to the TV link, have the wife set the TV volume to where she's comfortable. And now with either a remote control that you've paired or off of the TV link 2 set the volume where it's comfortable for the husband and just kind of watch their reaction because they will instantly realize this is so much better, this just saved our marriage, we're getting on, or this is gonna make watching TV with the family that much better because people aren't

going to complain at how loud it is. If the situation is the TV is too far away from where I'm sitting, you could show how the patient can keep moving further away from the TV link and still stay in range and hearing. If the situation is wherever the TV is located, there's some other noise source that I wish I could get rid of, well, you could show them they could stream with the TV that might help just enough. You might be able to then also add on a remote control. And like I showed you with the remote control 2 how they can independently adjust the audio from the hearing aids versus what's streaming or they can mute their hearing aid microphones. So there's lots of possibilities with the TV link 2. Again, you need to get to the heart of the pain point with that patient. You could also demo how there is no lip dubbing or lip syncing issue by giving one of your demo hearing aids to each person, so they have one aided ear, one unaided ear, and they're watching TV while audio is going directly into their natural ear and the other audio is being streamed. And they will notice that they're hearing the same, that they're not noticing any type of delay between their ears. And then lastly for the myPAL, and you do have kind of that print out or handout of the directions.

This one is really kind of easy in the wow, and the myPAL is probably always the accessory I would go to to demo, because it's just, especially the myPAL Pro there's just so many things you could demo. And it could kind of be the answer to a lot of the pain points a patient might have. So for a distance demo, and you're gonna pair the myPAL to either your demo hearing aids or the patient's, a little pre-work is where you in the PCC need to find out how far away from where the patient is sitting, you can go with the myPAL before the signal starts to cut out a little bit. You're then going to put the myPAL on the third party and have them ask the patient questions as they slowly back away from them. Have a list of pre-made questions because it's hard to come up with questions on the fly and then have that third party walk away. And it's best if they're walking away as an out of the fitting room at your end and down the hall, closer to the PCC, like a pretty good distance away. If the pain point was distance, and let's say some noise, you could then add in some background noise to where the third party is as well. But this whole time, the patient is hearing as if that third party is right there in

the room with them. And so when the demonstration is over, you're going to have the patient kinda come walk over to the threshold of the room, see how far away that third party was, and then bring everyone back together into your fitting room and have a review of what just happened. And a lot of times, if it's not the patient going, "That was amazing, let's got one," it's the third party going, "Oh, we're getting one because that makes my life "so much easier." So sometimes it's not improving the patient's life, it's improving the family member's life. And especially that myPAL Pro, as I was saying earlier, it offers extra solutions, so maybe it wasn't hearing at a distance. The issue was, "I travel a lot and I need something "to be a portable TV link." Well, the myPAL Pro can do that 'cause you can plug into that jack that's on the bottom of it, or you could just put it in front of any speaker source and it would stream over to the hearing aids.

The example I gave before, "I'm in meetings, "I really need to be able to hear the other side "of that meeting room." Well now with the tabletop mic of the myPAL Pro, they can do that. "I really need to be able to stream music "or some type of audio into my hearing aids. "I can't wear headsets." The myPAL Pro might be the easiest solution to that. And not saying you would maybe demo the T coil, but that you can talk about how the T coil is built in. So should they be going someplace that's looped and their hearing aids don't have that, this accessory gives that flexibility back to the patient. So just to quickly review, on Beltone we offer six different accessories, the TV link, the phone link, two remote controls and our two versions of the myPAL, and they're all really easy to pair and to use. Accessories are a valued part of the hearing aid solution because they offer improved speech understanding in noise, higher patient satisfaction, lower returns, increased referrals, and better, stronger customer loyalty. And the steps needed for a successful demo would be to keep it short and simple and base it off of a pain point that the patient has brought up either during the case history or on a followup appointment, or that they've told the PCC. You always wanna bring it back to their issue and what they need help with. So I know I went over a little bit and I apologize for that, but I just wanna thank all of you for sticking it out with me. If you

have any questions, please feel free to type them into the questions pod, otherwise I'll just hang out for a minute to see if anyone's typing. Otherwise, thank you again and have a great rest of your Wednesday. Thank you very much. I don't see any questions rolling in. So I'm gonna go ahead and close out this class. So again, thank you all so very much for giving me an hour of your time.