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## Navigating Patients Through Technology to Outcomes Recorded June 12, 2020

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- [Amanda] Hello everyone, I am so excited to be here with you today. My name is Amanda Greenwell. I am the Education and Training Specialist for the Southeast Region of Oticon and I am so excited to be with you today to spend the next hour talking about navigating patients through technology to outcomes. Before we get into the meat of the discussion today, we need to go through kind of our goals for this next hour. After we get finished with this hour, the hope is that you're going to be able to outline how older technology works and how that patient is still challenged in noise. Additionally be able to define what brain hearing is and how it relates to hearing in complex environments. Also be able to describe how Opn S changes traditional amplification and how speech understanding is improved by using OpenSound Navigator combined with Speech Guard and Spatial Sound. Also, we're hoping that after this time together, you're going to be able to explain Speech Rescue and how this benefits a variety of patients, excuse me, I was getting ahead of myself.

And lastly, how to describe steps patients can take towards better hearing. Letting my brain go before my mouth and that's not always a good thing. I'm gonna use and incorporate those objectives throughout our conversation today where I am so excited to be able to share some tips and strategies on how you can approach this discussion of technology with your patients which we know sometimes can be very difficult. My goal here is you're going to be able to take some ideas from this discussion back to your office and implement them almost immediately. We're gonna use research from Oticon on the mindsets of various types of patients as well as how you can incorporate different counseling tools, brochures and other literature that Oticon has developed to assist in that process. I know that and this is coming from someone with experience, that there are times where we get into this routine and want to really explain something to our patients but we wouldn't necessarily explain technology to our patients in the same way we would to a colleague and so we're gonna talk about some of that patient-centered language and how you can use that to have a successful conversation with your patient. So these are the areas that are going to kind of guide

our conversation today. We're gonna talk about how you set the stage for that good discussion with your patient and consider how you can tailor the discussion to those various types of patients that you have in your clinic. And we're actually going to do this by using three very common patient profiles, things that, you know, patients that you see all the time and incorporate those counseling tools we talked about and positive language to move those patients towards choosing to purchase the Oticon solution that you've recommended for them. You know, at Oticon our mission is to really challenge conventions and push the limits of technology to change the lives of people with hearing loss. And we feel that you know, we are really proud to be able to partner with you and knowing that our technology can can't change the lives of patients without providers like you to do so. We know that we are built around people yet leading in technology. And along with our life-changing technology, you know, we strive to really produce literature and counseling tools that you can use to guide this discussion with your patients.

So you can, you know, effectively convey the benefits that our solutions have to offer. However, we know that hearing and hearing loss is not a singular solitary issue, hearing and hearing loss is a health care issue. And the ongoing care that you provide in your clinic should really be central to that patient's journey in deciding to move forward with their first or their 10th set of hearing aids from you. You as the provider, as the professional understand the impact that sensory neural hearing loss has and the challenges each of your patients has in their life in regards to struggling to communicate. So you are uniquely equipped to be able to recommend and fit our products to meet their needs. At Oticon we've created counseling materials that we're gonna walk through during this next hour to help your patients understand why we have created the solutions the way we have to support your discussion and why you're recommending those particular devices for them and then how those devices and that technology can actually address the problems that they're facing where they are struggling. Now I'm not that far removed from clinic myself, I've been with Oticon for

just over a year so, a lot of the things we're gonna talk about today are things that are near and dear to my heart and I feel them with you. So I know that typically in clinics, the time that you have to spend with patients and discussing technology, new user or existing user, either one a lot of times that time is limited. And we've all tested and evaluated enough patience to know what challenges they might actually face when you see those "typical audio grams" and our brain automatically starts working. Right, it starts thinking about how we want to help them, things we want to say to them to ease their concerns, to ease, you know, their worries and fears about moving forward. Sometimes we do that without actually letting the patient talk and explain their stories, explain their struggle. It's a lot like the Stephen Covey quote, "Most people do not listen with the intent "to understand they listen with the intent to reply." And this is all in good intentions with us as providers, you know, but this quote can definitely be true, you know, in our efforts to try and stay on time and not get behind and move things along. A lot of times, we don't take the time to kind of stop and listen to what the patient has to say in regards to their specific struggles in order to communicate in whatever particular story they have to tell you.

You know, if we listened and allowed to, you know, really take in their story, their struggles, their challenges and their concerns, you know, really using the assistance of some of the literature we're gonna talk about today might actually save more time and be more productive and effective in that limited time we have. And there's really a little bit of a byproduct, another byproduct of this and that we know how important in this world of hearing aids that relationships, this is really a relationship type of field. Our patients want to feel like they can trust us as their provider with their hearing care. So you see here, Bryant McGill really hits the nail on the head. He says, "One of the most sincere forms of respect "is actually listening to what another has to say." So in your efforts to get that individual information from your patient, it can actually also show and start the process of building that trusting relationship with your patients so that they know that they can trust you with their hearing care. Now, whether you're talking with a

new patient or someone who has been with you for many years as a patient, a lot of times our discussion is going to start in the same way and that is brain hearing. Now if you could see my face right now, you would see me smiling ear-to-ear because this is my absolute favorite thing to talk about, brain hearing. It is the core of everything we do at Oticon. Now, a lot of times when your patients come into your office to discuss hearing aids or discuss treatments, they have done research, that's just the age we're in but they have, a lot of times that information is focused in the wrong area. It's focused on what I call the shiny things, it's focused on what the devices look like and how much they cost. So as the provider, the goal is to focus your patients attention more on what's most important, understanding their specific hearing loss and what that shiny thing they're talking about, what that should do for them. You know, it's what information their brain needs to understand speech especially in those difficult environments they may have told you about and how that solution that you recommend for them is going to be able to help them.

So we have lots of tools that we're gonna talk about that you can utilize to help in this, to kind of help shift and pivot that discussion on to what's most important when they're considering technology. You know, it's also important to really look at your patient as an individual. I know that, you know, a lot of times we get into a routine, we've done audiogram so many times that you've described that audiogram so many times you can do it in your sleep, right? And we get into this routine of approaching every conversation essentially the same way and you do this because you know the questions that a lot of times those patients are going to have so you know how to effectively relay information, answering questions before they actually come up. However, if we were to actually take the time to consider each patient individually, you can still do it in the time you have and be more effective during those individual discussions with your patient. Taking that moment to think about the patient in front of you and what they may be feeling can significantly impact the way that that patient feels and the effectiveness of the discussion. So they've done at Oticon a lot of

research into the mindsets of new users versus existing users. And you're going to see the results of that research and a lot of the counseling tools that we're going to talk about today. But educating your patient on what is most important, you know, we mentioned brain hearing and things of that sort and providing that context based on their specific challenges is imperative. But the way that you do that is going to need to be using simple and clear language because the words that we use matter. You know, the less technical lingo and medical lingo we can use, the better it's going to be, the more that that patient is going to be able to understand how this process is moving forward and how it's going to benefit them. So, if you've been taking webinars the past few months in this crazy world we're in it's possible that you have taken some Oticon webinars because we have been doing a lot of them. So you may be familiar or have heard us talk about our technologies and our instruments and the technologies within those and those different technologies or those different instruments, Lord have mercy.

So you may know what I'm talking about when I say brain hearing, Speech Guard, OpenSound Navigator, Spatial Sound, those are all brain hearing technologies that you've been hearing from Oticon for some time. This is not the first time you may have heard them. And a lot of you being very familiar can actually explain those to us as other professionals and we would understand what you meant. But would you use those same words to describe those technologies to your patient? And I would say probably most of us would say no. Because while as professionals we understand the details, that doesn't really mean anything to our patients, right? It doesn't. The technical, the channels and bands and noise reduction, that doesn't mean anything to them. Third thought is what is in it for me? How is this going to benefit me? So maybe what if you created your discussion around these terms instead. So two ears and a brain, speech details, energy and effort, Spatial Sound, sound quality, convey a message to your patient in a way that's meaningful to them and that's through the benefits that these devices can provide to them. So here are the patient profiles that we're gonna use for our discussion today. I want you to think here will that discussion

between a new user and an existing user be different? I think we would all agree that, yes, it should be but how? And I think that's probably where we would all struggle a little bit and how is that conversation going to be different? How is the focus going to be different? So we're gonna talk about that and then you see our detail-oriented patient there on the right, he's wearing a hard hat that means he's hardheaded. We all probably have experienced one of those patients who want us to give them all of the details. But what I want you to think about is by giving them all the details, we're not answering the question of how this benefits them, overdoing them is giving them details, details that may not even be meaningful to them. So I'll give you some tips and tricks and suggestions on how we might make that go a little bit easier. So let's move on into our new user. I would guess that probably most in here see multiple new patients every week, maybe even every day and because of that, you know, by the end of a case history you've already come up with in your mind what that audio gram may even look like before you ever put them in the sound booth, right? You start to learn these things.

But if we were to look deeper into the mindset of this particular group, there might be some concerns and some things lying under the surface that they have not told us. So, you see here, these are some things that we've learned in our research about new users. Again, there's always variability in every group but we know that on average, it takes patients up to seven years to move forward with technology or treatment, hearing devices, however you would like to phrase it, after they've been diagnosed. Now that can be for multiple reasons, you know, there could be other disorders and other concerns going on that compound that issue or you know, it could be that they're in denial before. There's lots of things that can make it so that realization of hearing loss is gradual. But once they get to the point where they're ready to move forward, they're expecting a quick fix, they want things to be better and sometimes that may mean coming with high or unrealistic expectations. And in this age of the internet and information age, if you will, they come with a lot of information. They have done their

research online, they've talked to people, maybe they're in Facebook groups talking about it. There's lots of information that they have and they may want from you as well, they may have questions that they would like you to answer or confirm. And when we talk about, earlier I mentioned the idea of relationships and relationship building with this particular group of patients. From the first time they have any communication with your office, it needs to be positive. That means from the moment they call to schedule the appointment when they walk in the door and see your front office person to meeting you, the testing, the consultation, everything needs to be really positive, That's going to work and help lay the groundwork for building that trusting relationship, feeling like they can trust you with this very, you know, difficult and kind of life changing part of their life that they're dealing with which is moving forward with hearing aids. It's a new thing, it's a new part of their life that they may be fearful about. But we've categorized these new users into four different groups so, we know that with everything not everyone is going to fall neatly into one of these categories. We have the willing, the conflicted, normalizing and suspicious. And each of these groups have a concern that may be hiding kind of under the surface that they haven't shared with you.

For example, if you take this willing group, the quote here is, "I know I have a problem, let's do this." As a provider on the surface this looks like the most exciting one yet, right? We say this person is not in denial, they're ready to move forward with technology without anybody, you know, twisting their arm. The problem is, is that they may have some unrealistic expectations that require more counseling as is with each of these groups. So there may be a need for counseling for each of these. So you know if they're in denial or may not realize how much they're missing or they could really even be concerned about your intentions and what you're recommending. So we're gonna talk about, I mentioned it earlier, the use of positive language and how the words we use matter. We've all probably been trained or programmed, as I say sometimes to use the words you see on the left, right? Hearing test, hearing loss, high frequency hearing



loss, hearing aids. But I want you to think about this from the patient's perspective. We know that a lot of times people who come into your office, they know that they have a problem before you ever put them in the sound booth. That doesn't mean that they're willing to admit it or that they're even there willingly. So if we need this first experience to be positive for them, and the words we use matter, those words and those phrases on the left side can have a bit of a negative connotation. So what if we use the words on the right instead. So instead of a hearing test, it's a measure of your range of hearing or profile of your hearing. Instead of hearing loss it's your range of hearing or reduction in the hearing range. Just taking some of that negative weights, that intimidation that can be with some of those words on the left and lifting that up. These may not be the words or the phrases that we were all trained to use but with a little bit of practice that change in wording can have a huge impact on your patient's perception of your discussion.

So where do I start? It's a good question. You're going to see here as we go through here, we're gonna talk about positive language that's within our brochures and literature that I've alluded to multiple times already. We're gonna start here with to kind of get this ball rolling with our conversation. And you can cover quite a bit of ground with these particular brochures. These are things you can send in advance or you can have available in your office either way. Here's what I do want to say though, we know that a lot of times it takes a patient hearing something more than once for to really sink in. So you may think about using these in a way to build the framework, build the foundation of your conversation before they ever come into your office for that consultation. So for example, we're gonna start with our brain hearing concept because remember, we wanna really get them focused on what's important. So in our preparing for your visit brochure, there are a multitude of little facts and information that allude to this discussion of brain hearing without ever using any of those technical terms. So for example, that second paragraph says your brain constantly takes in a wide variety of cues from your ears and automatically and effortlessly identifies the

sounds and locates where they're coming from. This is building that framework of your discussion of the importance of hearing with your brain and that brain hearing technologies. You know, the idea that your ears and your brain form a system to work together. So a lot of this can really resonate with your patients before they ever get into your office. The other brochure is our hearing with your brain brochure. Again, one of my absolute favorites, I love it when we get to talk about brain hearing. And the blue brain on the front can really grab the attention of a lot of our patients because brain health is a focus of so many. And within this one, we also have some other patient-friendly language that's going to help them. For example, it says experienced better hearing with less effort by choosing a hearing solution that supports the whole system or two ears and your brain. Again, laying that framework, that groundwork for the discussion you're going to have in your consultation about the brain and the ears working together to hear.

Additionally throughout you see these little did you know boxes that give a lot of information, again and patient-friendly positive language. Like this one says your brain processes and interprets the sound your ears detect. The fewer details of sound the brain receives, the harder it has to work to make sense of it. Now, this is using patient-friendly language to really talk about the research behind and the why behind one of our biggest brain hearing technologies OpenSound Navigator and it's something we're gonna talk about a little bit later but these are the types of little tidbits you see throughout our brochures like these two to help start that discussion and kind of plant a seed with your patients before you ever get into the discussion. The other thing here is our brain hearing for consumers counseling tool. Now, I am an educator, I've been an educator, pretty much my entire adult life. My first career was as a middle school and high school English teacher and then I went back to school to be an audiologist and I feel like as hearing care providers, we are also educators educating our patients, right? Educating them on their hearing loss, educating how you can help them and now I have the benefit of being able to educate my colleagues which makes

me so happy. So we start with education every time we're starting this discussion of technology and then we provide the recommendations. So this brain hearing for consumers counseling tool is how you can start that discussion of technology in a patient friendly way. So this is something that's set up to actually be used in the office to assist that discussion of technology. Not really as a brochure or anything like that that the patients would take, this is something that you would use as the provider. And it's something you can use all of or one page or you know, in any order you would like but it covers a lot of ground. It talks about the two ears and the brain working as a system so you can overview the auditory system. It also hits on and gives you a visual to be able to talk about hearing as a health care issue, right? And those comorbidities that sometimes we see in regards to untreated hearing loss, right?

So social isolation, depression, dementia, all of those things we like, you know, like to be able to include in our counseling, this is a very good visual to support that. And then you can go into our restaurant scene that you may be familiar with, you may have seen this before. But on the side of this, it's giving patient friendly language that's really referring to a lot of our technologies within our devices. So for example, you see that preserves the important details of speech, that's actually referring to some of our features like Speech Guard which is our adaptive compression approach that allows for audibility and comfort regardless of the environment that the patient is in or it could also be referring to our use of Speech Rescue which is our approach to frequency lowering where we can, you know, increase audibility of those high frequencies that can sometimes be, you know, unattainable if it's too much of a severe high frequency hearing loss. And you see down the side, there's multiple, you know, references in patient-friendly positive language to describe those technologies, reducing the effort involved in listening, improving your recall conversation, helps your ears work. So this is all very much meant to help them understand what you're really talking about and why you would recommend the technology that you have. So from the conversation with our first time user, here are some examples of simple positive language you might

find beneficial. Now I want to really focus on that natural sound quality. Sound quality you may or may not know but sound quality is one of the most important factors for our new users in regards to what they find most important in whatever technology they move forward with. That sound quality, they want to sound as natural as possible. And if you follow hearing tracker surveys, you know that Oticon was rated number one in hearing tracker and has been for multiple times but most recently in Q4 of 2019. So this is something that we pride ourselves on at Oticon and have a good track record of providing that for our patients and that all goes back to our unique signal processing. But this is something to keep in mind that making sure that you give that information in regards to natural sound quality because you do hear with your ears and your brain and allows you to communicate more easily and have clarity of speech. These are all things that are important in providing that information to your patient but in language that they can understand, things that are meaningful to them.

So you've educated your patient on the importance, you know, of their hearing loss, of the importance of treatment and all those things and now you wanna get a gauge of how they're feeling, right? And how do you do that? Well, a simple tool that you can use for new users during your evaluation is called the line. Now, it comes from a motivational interviewing counseling technique and it's a real simple, effective tool based on just a line and two questions. It's possible that you've actually seen this before in our journey to software and you weren't really sure how to use it. So even after our discussion today, if you have more questions you can get more information about this tool from the IDA Institute. You can do it a multitude of ways. You can do this by putting it on a piece of paper and printing it out, you can have it included as a part of your case history or intake form or it's something you can do together with the patient during your counseling session. And I'm gonna explain something that's really important about that as I show you how this works. So if you're my patient, I would say something like this. I wanna get an idea about how you're feeling about our conversation so far? How important is it for you to improve your hearing? Then you as

the patient would put a mark, an X on the line between zero and 10. Then the second question could be worded a couple of ways but how confident are you that getting hearing devices is right for you? Or how confident are you in your ability to manage and take care of hearing devices if the recommended for you? Then as the patient, you would put that X between zero and 10. Now what I want to make sure that I really get across is that what we're asking the patients to do here is really confide in us and be, you know, real in their concerns. So it's important that you have the patient place an X themselves, don't do it for them, have them do it themselves. It's through expression about how they're feeling, right? And then you can ask them, you know, why did you choose whatever number you chose? And it's just really important that during that discussion, you remain very neutral.

There's no judgment about why they chose a specific number. But then you can ask some follow up questions. So what would it take to increase your score from four to eight? Or what can I do to help you go from four to eight? And make sure to really listen, remember intent and purposeful listening and make sure that you, you know, avoid from telling them that their current concerns are wrong because they're real to them. Those are concerns, those are fears, those are feelings that they have. But this exercise can really give you a lot of information on how you need to move forward with the rest of your appointment. So before we move on to our existing user profile, let's talk a little bit about listening effort and spatial information. So, as you know, when a person has hearing loss, it takes a lot out of them to get through the day, right? They may feel exhausted at the end of the day or feel like some listening situations are just a blur and take too much effort so they just avoid them. Any of the images we have within our counseling materials can provide the visual for this type of discussion. It's also really an opportunity to relate the discussion back to the actual situation your patient has shared with you regarding where they struggle to communicate. Another concept to really talk about is the importance of spatial information. And having a hearing solution where the devices share information and preserve more spatial

information for you is important. Your brain is looking for and sorting through all the sounds it's receiving. So, a hearing solution working as a system can help you decide where you wanna focus your attention and what you want to ignore when you have a better sense of where sounds are coming from and where speech is coming from when it's coming from all around you. You won't have to work as hard to understand in the situations that are most important to you and you'll have more energy at the end of the day so now, you just talked to your patient about efforts and Spatial Sound in a positive way and we haven't used any technical descriptions. So here are some simple language, positive patient-centered words that you can use to describe this idea of Spatial Sound to your patients; helps your ears work together to identify where sound is coming from, provides a richer, more realistic sound picture and that's probably one of my favorite descriptions ever because that is what this is. And a lot of times our patients don't realize that that's a part of this signal processing.

Again, a word we would not use with our patient but I'm using with you, so, a richer, more realistic sound picture. So if someone were to take a picture of their environment, their hearing aids would be able to portray that environment based off of things that are happening within the hearing aids themselves to give them an accurate portrayal of where that speech and where those other noises are coming from around them so that they can decide who they wanna listen to and who they don't. So we've made it to our existing user. We know we mentioned this earlier, we know that the conversation changes when we get to this existing user but how? Now this patient may be on their second set of hearing aids or their 10th but what we do know from our research is when they become an existing user they have decided and determined and realize that having hearing device's just a part of the journey, right? It's a part of their life now and use of hearing devices is a journey. They found success and they don't want to struggle anymore like they did prior to having devices. But they still have concerns. They want to move forward with new technology when it provides a new benefit to them. So, well, a lot of the phrases and words and things we've talked about so far

could be useful in this discussion with your existing user. We're gonna focus on OpenSound Navigator for this particular discussion. So some of you may have seen this slide before. Again, within the last few months at Oticon we have done a ton of work webinars and trainings so it's possible you've seen this slide. I really believe it's important for us to really review the challenge our patients are facing and review what Oticon's goal is for developing solutions for this. One of the most significant breakthroughs in signal processing strategies we have introduced thus far is OpenSound Navigator. It's based on research and that research shows that even in complex sound environments the brain can handle more than one sound source as long as the information provided is clear. It's a unique signal processing strategy and we're continuing to get even more evidence every day that shows that it does what we've been saying it can do for so long and it does this by way of three unique fast phases of analysis, balance and noise removal. It happens so quickly that it can quickly and effectively attenuate noise even between words.

Now, we know that sensory neural hearing loss affects the brain's ability to organize sound. And complex listening environments make it difficult for that person with hearing loss to focus on the speech they want to listen to and ignore everything else. When OpenSound Navigator was launched with Opn in 2016, we wanted to bring a solution that supported and respected the natural processes of the brain. We wanted a solution that helped the brain make sense of sound. Not just the sounds coming from the front, which is what traditional technology has done but to all distinct speech around the patient. So I wanna show kind of a visual analogy for you probably looking at this and thinking, why am I looking at a blurry picture? So we wanted hearing aids users to be able to extract precise information out of a situation where the sounds were blurry like this, okay? We know that this is a challenge for the brain and because we know that people with hearing loss, it's difficult for them to cope with background noise. Traditional directionality focuses only on that user or that person in front of the user. And while this approach has some benefits, it definitely has a lot of limitations

too. So OpenSound Navigator actually opens up that patient's soundscape to distinct speech from all directions without the limitations of traditional directionality. And we know, we're getting increasingly more research all the time that shows the benefits of OpenSound Navigator technology. But how would we describe this in a way that our patient can understand? Some of these elements of this discussion would be appropriate for your new user. However, the experience user is going to have context based off of their experience with hearing instruments. So the conversation might go something like this, Mr. Jones, you stay busy with your family and friends. You go to a wide variety of social events and other places, you know, it can be difficult. You're sitting around the table with family or you're at a restaurant and everything just becomes a blur. You can't focus on the conversation you want to hear because there's so much going on around you. Your current hearing instruments have done a good job for you, however, it's easiest for you to hear the conversation in front of you, traditional directionality. It doesn't necessarily make it easy for you to switch your attention to other people around you.

Sometimes it actually even probably cuts out more sound than you would like and while that makes it more comfortable, it doesn't really give you access to other conversations around you. And then you can go into describing Oticon's approach as different and actually use the product name you're going to recommend that has OpenSound Navigator. So I'm recommending Oticon Opn S because of its unique approach to speech and noise. The technology in these hearing instruments preserves the speech around you while managing the noise. It works moment to moment to do this so you can choose to listen to the conversations you want to hear without the background noise being overwhelming. You know, if someone else around you says something or walks up to the table, you would be able to hear them. And you can choose where you wanna focus your attention, not the hearing instruments choosing for you. And it's really important, this part right here it says while the technology in your current hearing instruments was state of the art at the time, you got them, this is now



the standard of care that I recommend for my patients getting new hearing instruments. Oticon's commitment to research and development is one of the reasons I recommend their products. And you can go as much into that as you feel like you need to with that particular patient. I will tell you if you haven't been to a local seminar before or recently we do have some really exciting new research that shows the benefits that OpenSound Navigator can have in regards to supporting those natural processes of the brain, helping the brain organize sounds. So it's something to keep in the back of your mind. It's not something every patient needs to hear about but some of them do want to know that what they are wearing is actually supporting the brain. So our brain hearing for consumers counseling tool that we talked about before can really be helpful in this particular situation is too. It has some really great visuals and here to be able to compare, you know and show the patient's the difference between traditional technology that they may be wearing and OpenSound Navigator, showing those realistic environments and pictures that may be, you know, they might be meaningful to them.

So if you are fit any products with OpenSound Navigator, you may have some really great descriptions of how you can talk to your patients about OpenSound Navigator. Here are a few options that we have that we came up with that can work for this. Now I do wanna draw your attention to that last one, it says takes your personal listening preferences into account. Now while we haven't seen specifically talked about our personalization concept, it's something that we recommend in order to fit and goes right hand in hand with our brain hearing philosophy. A way you can incorporate that is around OpenSound Navigator since it can adjust the effect of OpenSound Navigator and Genie 2 to take into account their individual perception of sound and how much support they need or want for those devices that you are recommending from them or for them. So lastly, we have made it to our detail-oriented patient and we have all had one of these, I'm sure. You may even be thinking of them and the hair on the back of your neck may stand up, I can think of several at the moment as well. We all know

what they want and that is the details. They want to know about the technology, they wanna know about how it works. But what I want you to keep in mind is, just providing them the details actually answer the question of how this benefits them and that's what we need to keep in mind. So let's see what some approaches might be to help kind of walk that line of providing them the information they want or are requesting but still giving them information on the benefits to them. So here's some key areas that might help make this conversation go a little easier for you. What about if you thought about it in this way? So if this patient let's say is an engineer, he may understand engineering, but you understand as the provider sensory neural hearing loss. So spend a little time up front discussing this with them, really educate them on what you know in regards to hearing loss and how it may affect them. Focus on the speech and noise problem, talk to him or her about the situations where they struggle and tie that recommendation back into the benefits that they can see from those devices.

Let them know about how unique the signal processing is within the devices that you're recommending. And not just unique to Oticon but unique to the industry as a whole. And then always make sure that you can turn that discussion back to the type of problems that patient is facing and focus on those design principles within the hearing instruments that have been put in place to actually address those specific needs. We know that there are some patients who will still try to gets you down into the details. However, if you try and keep this list in mind, you might have a better shot at keeping them kind of focused on what's important and that is the benefits and why you have recommended the specific devices you have. So whether you send out intake forms ahead of appointments or have them online or have patients fill them out in the office, using a questionnaire can be extremely helpful. It can be helpful in all of your appointments but especially with someone who is detailed focused, it's gonna help you keep that conversation focused on what is important. You can see these in both the preparing for a visit but also in the brain hearing brochure as well. Oh, my apologies. So you've done your best to keep them, you know, focused or tried to keep

them focused on the benefits but, you know, sometimes they want those details so we do have some literature and some tools available to help if they're still pushing forward with wanting some details and one of them is this counseling tool or openness counseling tool. Now, it has some really patient-friendly visuals to be able to compare to traditional technology but also compare the different technology levels because sometimes these patients are gonna want to know about different price points or what the specific technologies do. So you have this visual to visually see the difference in the effectiveness of OpenSound Navigator, the number of channels and the effectiveness of Speech Guard. Or you also have this chart format. Now, you can see here that it still keeps it very simple but it is giving them information, simple information on the differences between those two levels.

Again, the effectiveness of OpenSound Navigator, the number of channels and the effectiveness of Speech Guard. Now, if you do need still more detailed descriptions, you can go to our product guide, I always call it the Oticon encyclopedia. You can go to the features section and it's gonna have to call out boxes one of those for you the provider where it tells you information about the feature but then there's also one you see it says tell your patient and it's going to give you simple language you can use to describe this feature to your patients. So we all know that there's sometimes want you to give them more information about a specific system in the hearing instrument so, what would we do and how would you describe something like OpenSound Navigator to this particular patient? Here are some ways that we have come up with to give them a simple description of OpenSound Navigator without getting too technical. You know, gives you all around access to relevant sounds, scans the environment 100 times per second, rapidly balances the noise sources, rapidly attenuates diverse or diffuse noise. You know, always remember that with this group it's going to be really important to bring the conversation back to where they struggle. Focus on the nature of their hearing loss and how it affects their speech understanding, emphasize the uniqueness of the signal processing strategy and discuss how that solution is going to help them

and how it's going to benefit them and those specific challenges that they've actually shared with you. So one last counseling tool or strategy you might consider for patient technology discussions is actually the technology demonstration, now this isn't for everyone. And the reason that you would use it and the success of it are going to vary by patient and location and provider, all of those things. But this really gives you and your patient, it lets them see the technology really speak for itself. Standard of care implies a standard or a set of expectations from the solution. With this in mind, it makes the most sense to always kind of begin your conversation or the presentation of the solution with the best technology or solution and why this recommendation makes the most sense to address the need that they have. The counseling suggestions and tools we've talked about were designed to kind of support this discussion in a way that allows you to focus on the needs of that patient and educate them about, you know, the impact of their hearing loss and make a strong recommendation from those solutions that you have and give them the opportunity to, you know, get the most benefit from the hearing that they have.

And while we would all prefer to offer patients the best technology we know that situations arise where you have to meet certain budget requirements by the patient and so streamlining your recommendations by offering that strong recommendation and an alternative option for a more limited budget can give you that opportunity to focus your discussion on benefits without giving the patient so many choices that it's difficult to understand the differences because we know that a patient who is overwhelmed with information is not going to be able to make an informed decision because confusion gets us nowhere. You can also then if you need to bring in another performance level to the discussion when price is still an issue based off of the solutions that you've recommended. But times they are a change in and in addition to the wide variety of Oticon products that you have available to recommend to your patients. The standard of care today may also include discussing rechargeable solution and connectivity options. And while the life changing technology in our products lays the foundation, we

have a wide range of accessories to help with connectivity and a wide range of areas. Everything from a connect clip, to the TV adapter, to a remote control are ON App and the list goes on and on. Whatever situation may arise we have a connectivity solution to help. So I hope during our time together today, you've gathered some ideas on how you can you know, things that you can use in your next discussion with a patient about technology. Make sure that you're using that intent and purposeful listening and tailoring your discussions to your individual patient. Using that simple, positive, patient-centered language and taking advantage of those counseling tools that we have available to assist. Make it easy and make it meaningful for your patients to understand and move forward with Oticon solution that you have recommended. Do you have any questions for me? I would love to help, let's see here. I need to pull this over so I can see your questions. Are the brochures and product guides available provider? Let's see. Sorry, I'm struggling here. Not sure why I'm not getting this to, I can't see the full question my people, hold on. Can you answer that for me? Let's see here. I'm not sure if they're available yet online if not, there's something that your account manager can get for you in regards to the PDF. If you have a my own Oticon, my people are helping me, you know that phone a friend thing it's very helpful. If you have a my Oticon login, they are those brochures, those all of those things are available in my Oticon. If not, contact your account manager or customer service and we can get that information for you. There are PDFs available on my Oticon. Other questions that I can help you with? I'm so glad you could spend some time with me today.