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M&RIE Best Practices

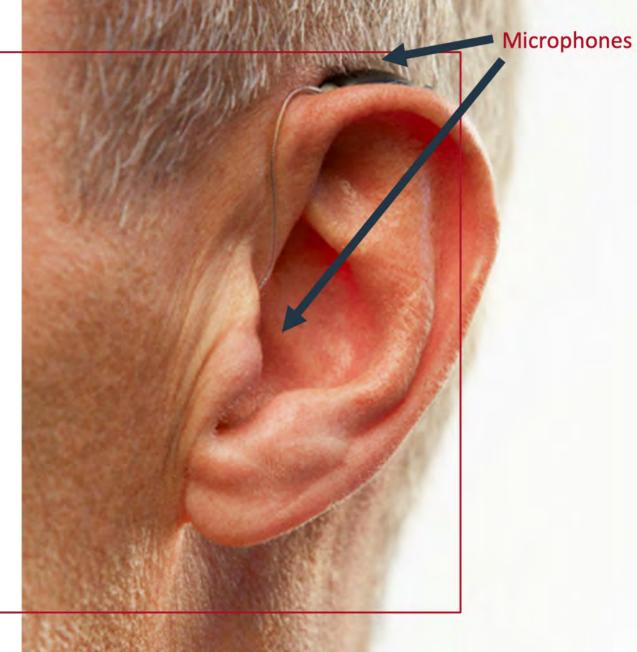
2021

M&RIE

M&RIE MAKES SENSE

Our individual ear provides

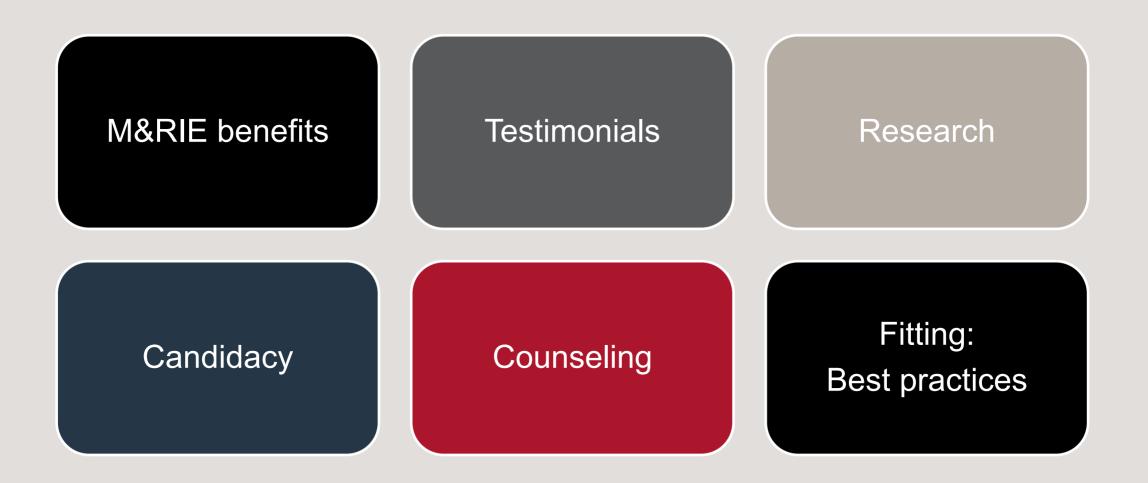
- Our own unique acoustics
- Localization
- Spatialization







Agenda



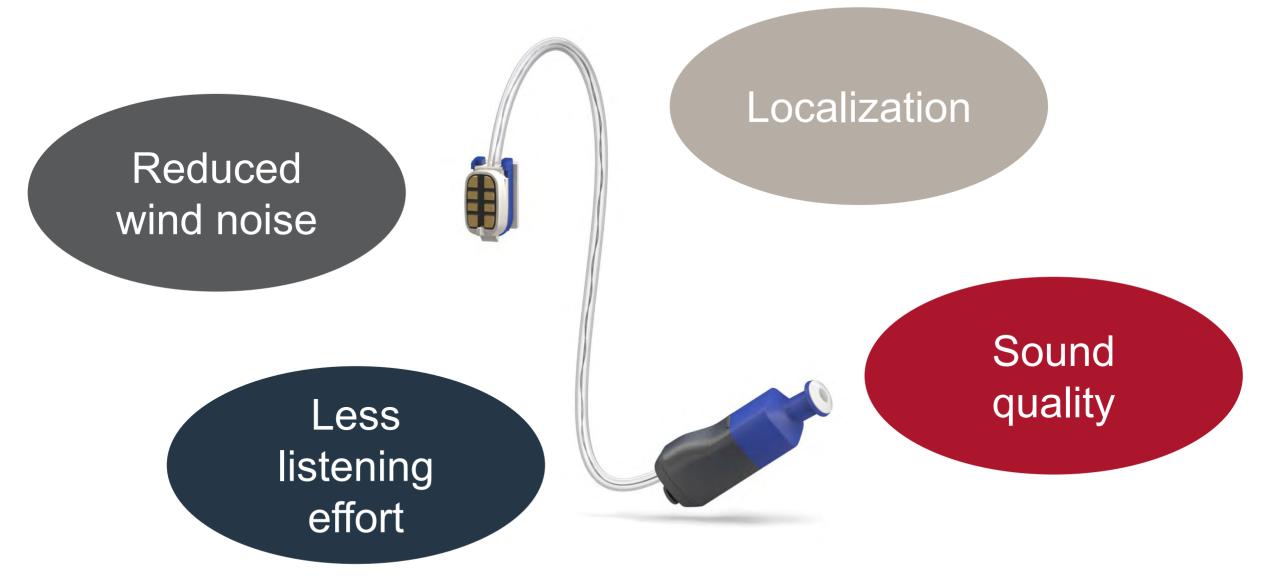




GN Making Life Sound Better







GN Making Life Sound Better

What some users are saying

"It is so hard to describe how it is different from my previous hearing aids, but it undoubtedly is. Things sound less 'processed'." – UK user

"The sound is more natural (especially with music)." – US user

> "Clarity has been just great!" – US user

"With these devices, hearing is finally fun again!" – German user

"I do not need to use the phone app to make adjustments for the immediate environment. These adapt better than any of the previous models." – US user "With a microphone positioned on the entrance of the ear canal, there is no need to reposition the phone when using it with the ReSound ONE hearing-aids. The sound is clear and audible."– UK user

> "I did not think that they could improve on the spatial perception of the ReSound LiNX Quattro, but they have done it!"– US user

ReSound GN

What HCPs are saying

A true WOW effect

Patients feel like they aren't wearing hearing aids -HCP. US As a hearing acoustician, I myself listen to many listening devices, although I have no hearing loss. The first time I had the ReSound ONE in my ear, I was able to identify sounds around me like never before. -HCP, Germany

> I want to fit every patient with M&RIE, so I want a larger fitting range. -HCP, US

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It's been a while since I've had a hearing aid deliver the 'wow' factor, the new M&RIE receiver adds a new dimension. I regularly demo with the aids now and customers love them!

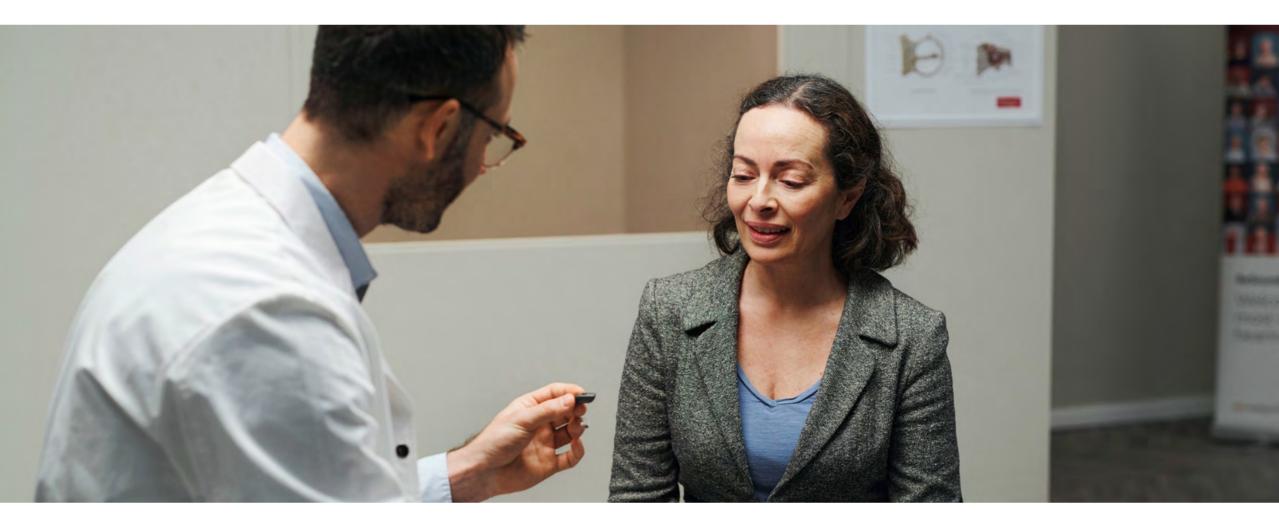
-HCP, UK

Patients love them -HCP, US

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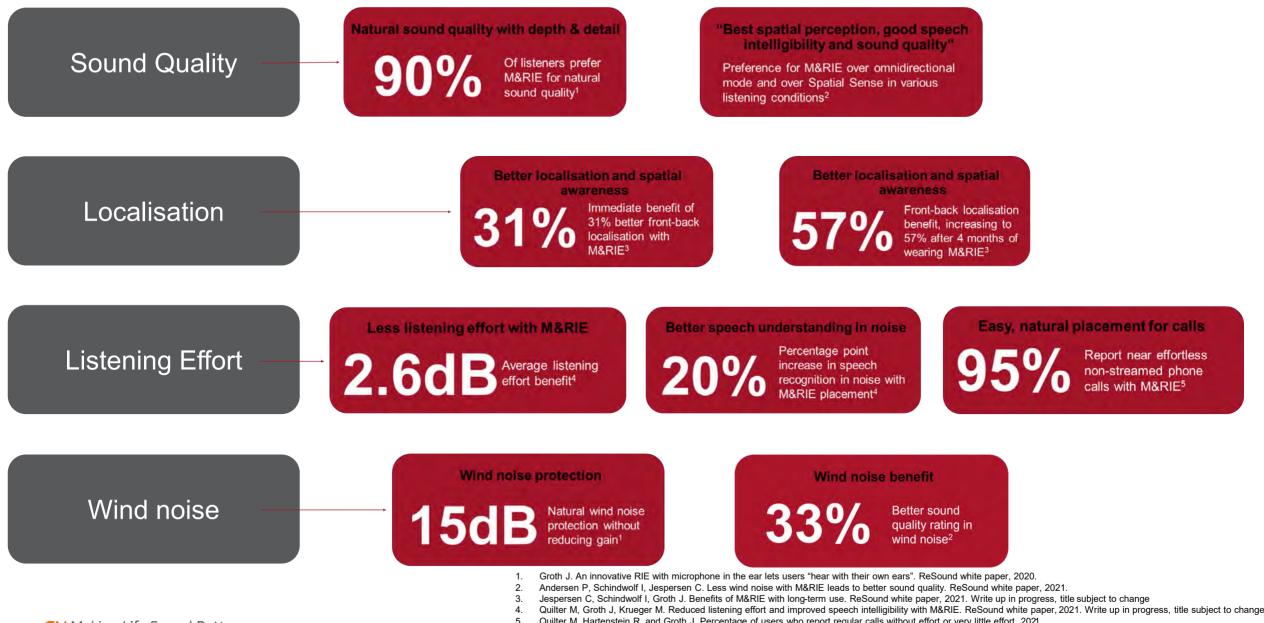
What does research tell us?





Sound quality, listening effort, wind noise, localization

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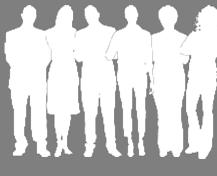
6

Quilter M, Hartenstein R, and Groth J. Percentage of users who report regular calls without effort or very little effort, 2021 Jespersen C, Kirkwood B, Schindwolf I. M&RIE receiver preferred for sound quality and localisation. ReSound white paper, 2020.

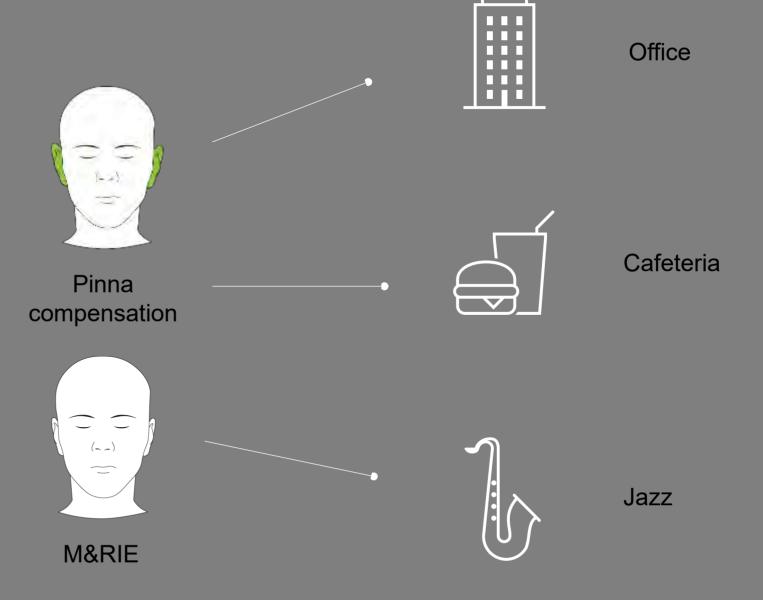


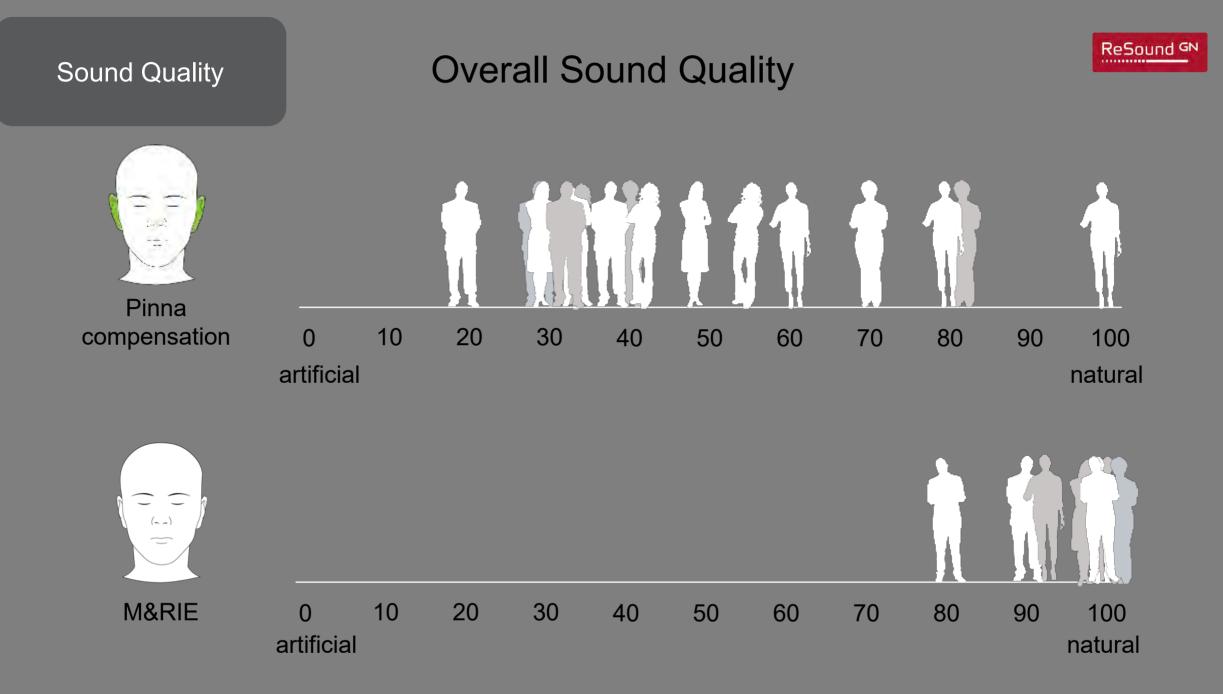






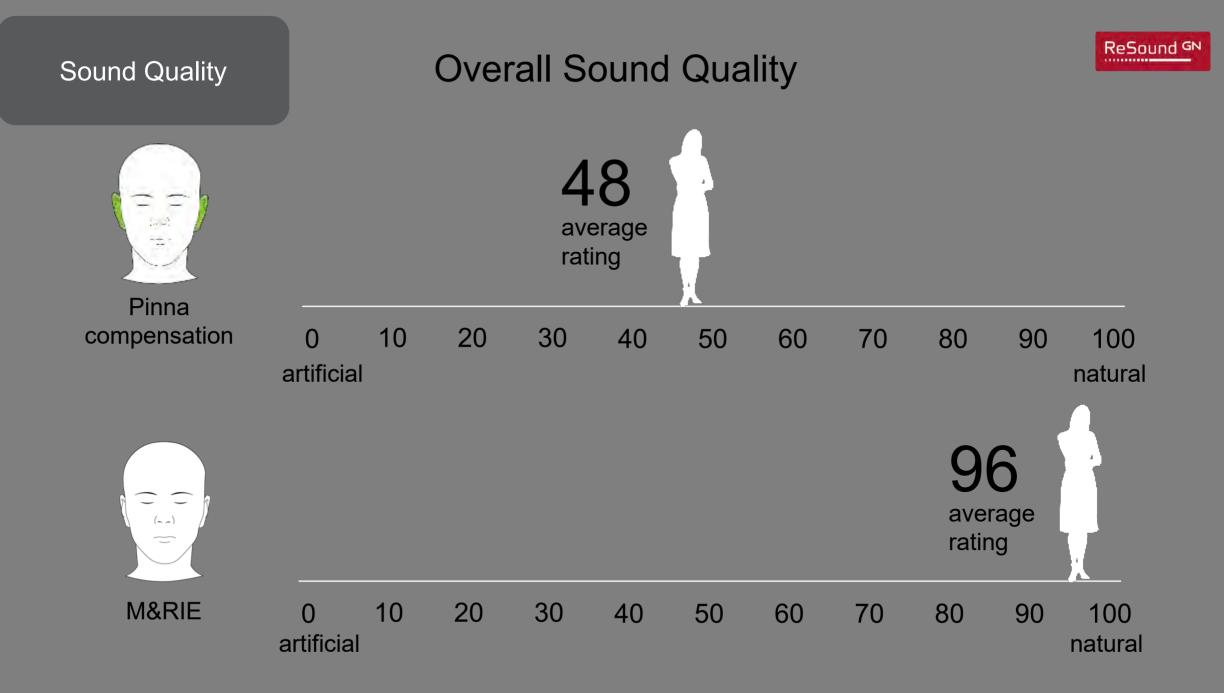
Participants with normal hearing

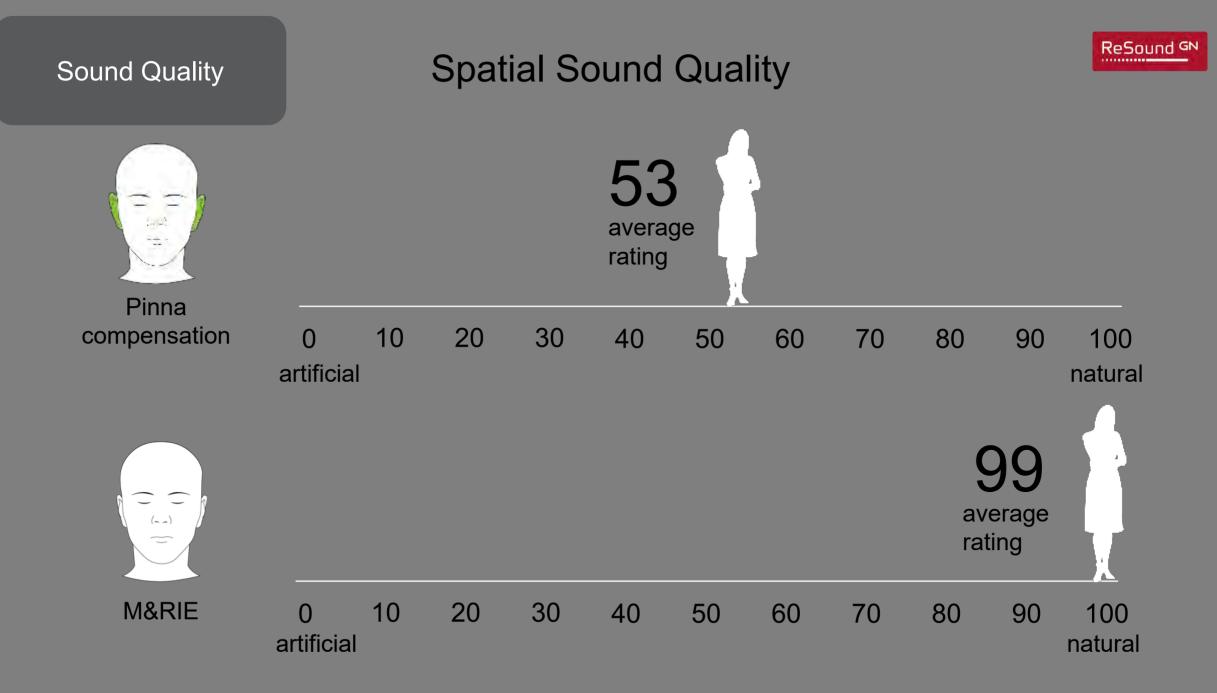




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Groth, 2020 - White paper: "An innovative RIE with microphone in the ear lets the users hear with their own ears"





Groth, 2020 - White paper: "An innovative RIE with microphone in the ear lets the users hear with their own ears"

Sound Quality



Participants

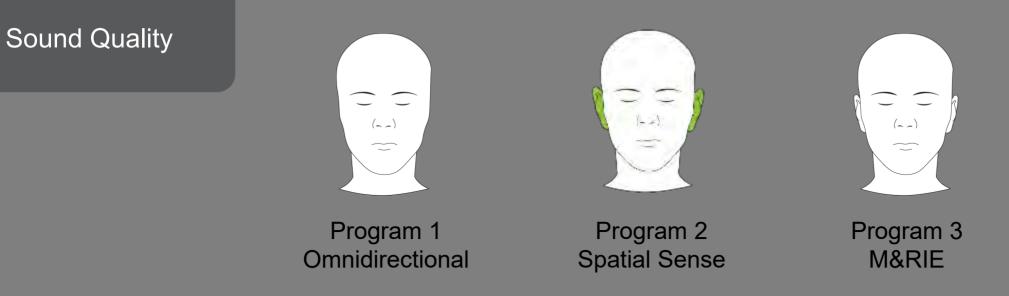




listeners with bilateral mild-to-moderate hearing loss

Jespersen C, Kirkwood B, Schindwolf I. M&RIE receiver preferred for sound quality and localisation. ReSound white paper, 2020.











Train station

Traffic



Strong preference for M&RIE



Sound Quality

listeners with normal hearing



Preferred M&RIE over omnidirectional

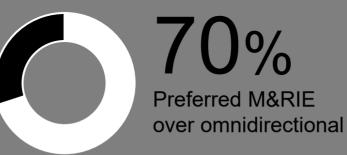


Preferred M&RIE over Spatial Sense

70%



listeners with hearing loss



57% Preferred M&RIE over Spatial Sense

Sound Quality

Natural sound quality with depth & detail

90%

Of listeners prefer M&RIE for natural sound quality¹

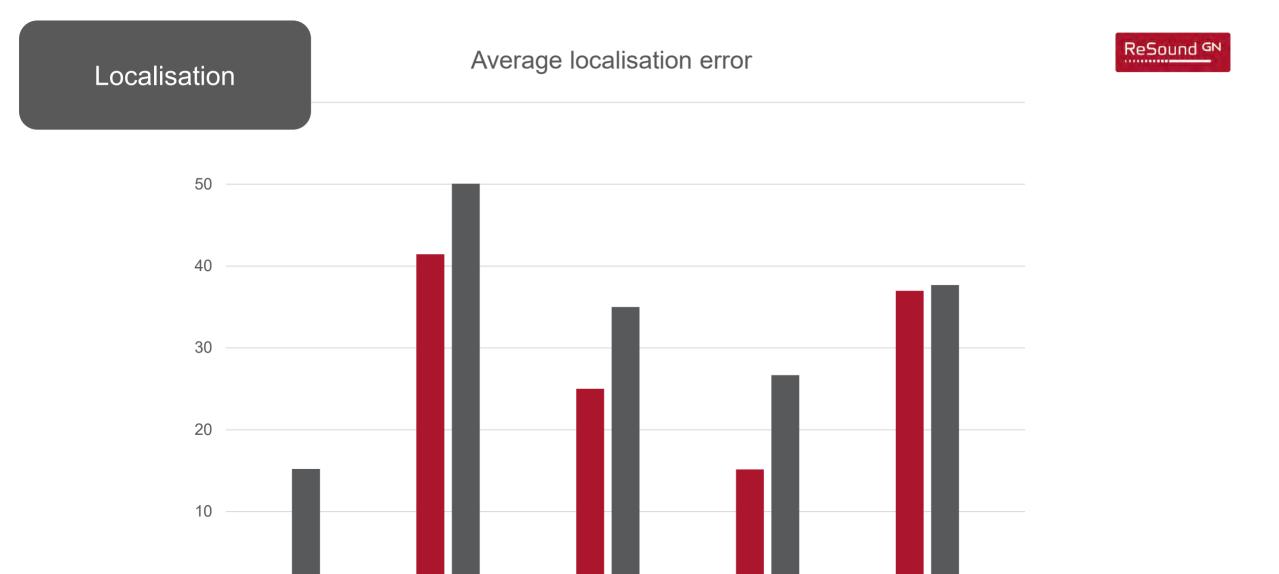
"Best spatial perception, good speech intelligibility and sound quality"

Preference for M&RIE over omnidirectional mode and over Spatial Sense in various listening conditions²

- 1. Groth J. An innovative RIE receiver with microphone in the ear lets users "hear with their own ears". ReSound white paper. 2020
- 2. Jespersen C, Kirkwood B, Schindwolf I. M&RIE receiver preferred for sound quality and localisation. ReSound white paper, 2020.







Spatial Sense

Listeners with hearing loss

M&RIE

Jespersen C, Kirkwood B, Schindwolf I. M&RIE receiver preferred for sound quality and localisation. ReSound white paper, 2020.

Other brands

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0

Unaided

Omni

■ Normal hearing listeners



Localisation



30 Error Error 25 reduced reduced Front/Back error (%) 50 00 by 31% by 57% 28.6 10 19.8 12.2 5 0 Traditional mic placement Visit 1: Hearing aid fitting Visit 2: Follow-up after 4 months

Localisation benefit

Jespersen C, Schindwolf I, Groth J. Benefits of M&RIE with long-term use. ReSound white paper, 2021. Write up in progress, title subject to change



Localisation

Better localisation and spatial awareness

31%

Immediate benefit of 31% better front-back localisation with M&RIE³

Better localisation and spatial awareness

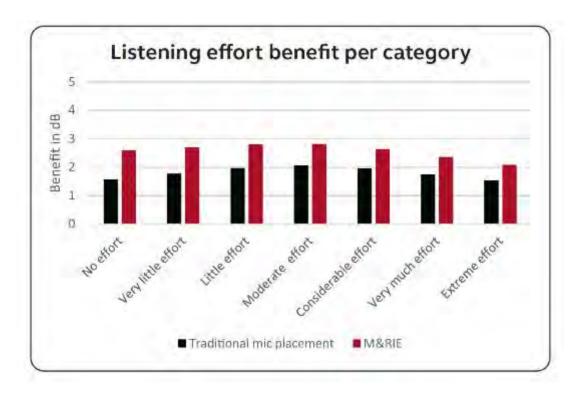
57%

Front-back localisation benefit, increasing to 57% after 4 months of wearing M&RIE³

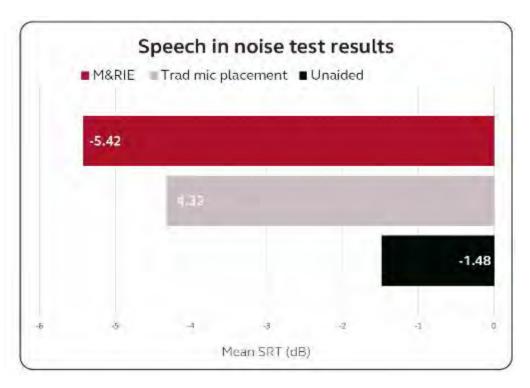
3. Jespersen C, Schindwolf I, Groth J. Benefits of M&RIE with long-term use. ReSound white paper, 2021. Write up in progress, title subject to change



Listening Effort



- 2.6 dB overall listening effort benefit with M&RIE
- Only 1.8 dB benefit with traditional mic placement

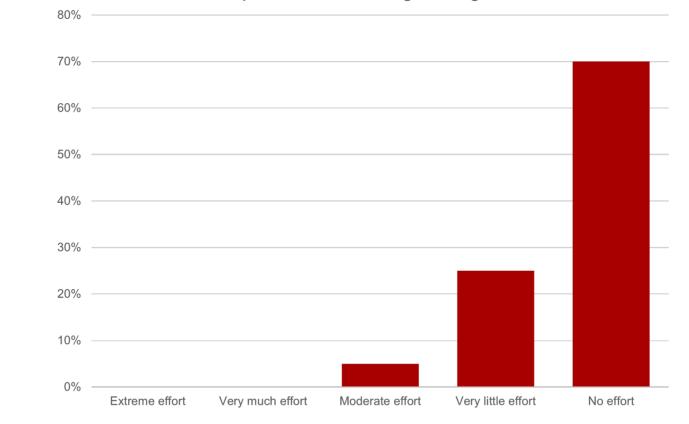


Speech recognition better with M&RIE than with traditional mic placement



Listening Effort

Effort ratings for finding the correct positioning of the telephone while wearing hearing aids



Quilter M, Hartenstein R, and Groth J. Percentage of users who report regular calls without effort or very little effort, 2021.



Listening Effort



Less listening effort with M&RIE

260 B Average listening effort benefit⁴

Better speech understanding in noise

20%

Percentage point increase in speech recognition in noise with M&RIE placement⁴

Easy, natural placement for calls

95%

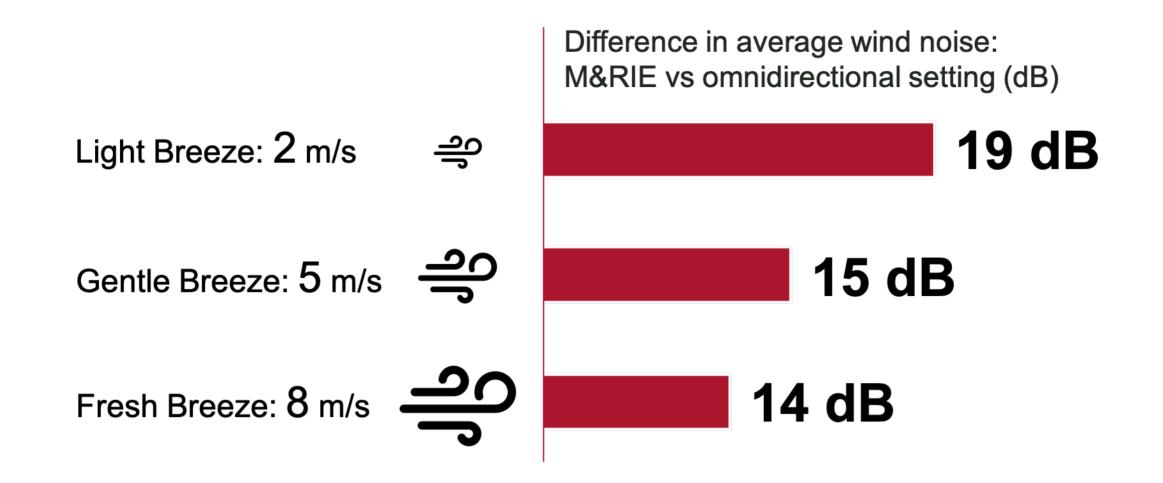
Report near effortless non-streamed phone calls with M&RIE⁵

4. Compared to traditional mic placement. Quilter et al, 2021

5. Percentage of users who report regular calls without effort or very little effort. Quilter, Hartenstein and Groth, 2021.

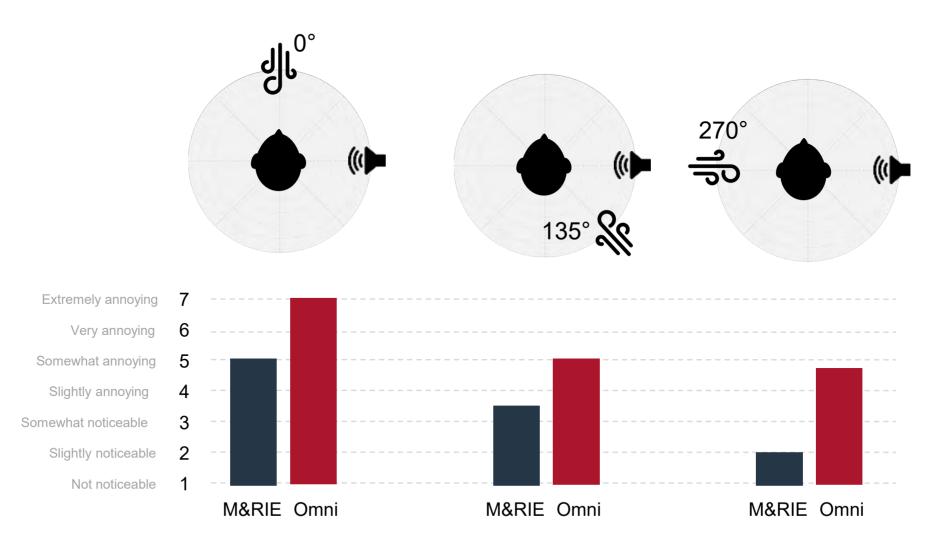






Wind noise

M&RIE provides 33% better sound quality rating in wind noise than traditional mic placement



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Wind noise

Wind noise protection

15dB

Natural wind noise protection without reducing gain¹

Wind noise benefit

33%

Better sound quality rating in wind noise²

1. Groth J. An innovative RIE with microphone in the ear lets users "hear with their own ears". ReSound white paper, 2020.

2. Andersen P, Schindwolf I, Jespersen C. Less wind noise with M&RIE leads to better sound quality. ReSound white paper, 2021.

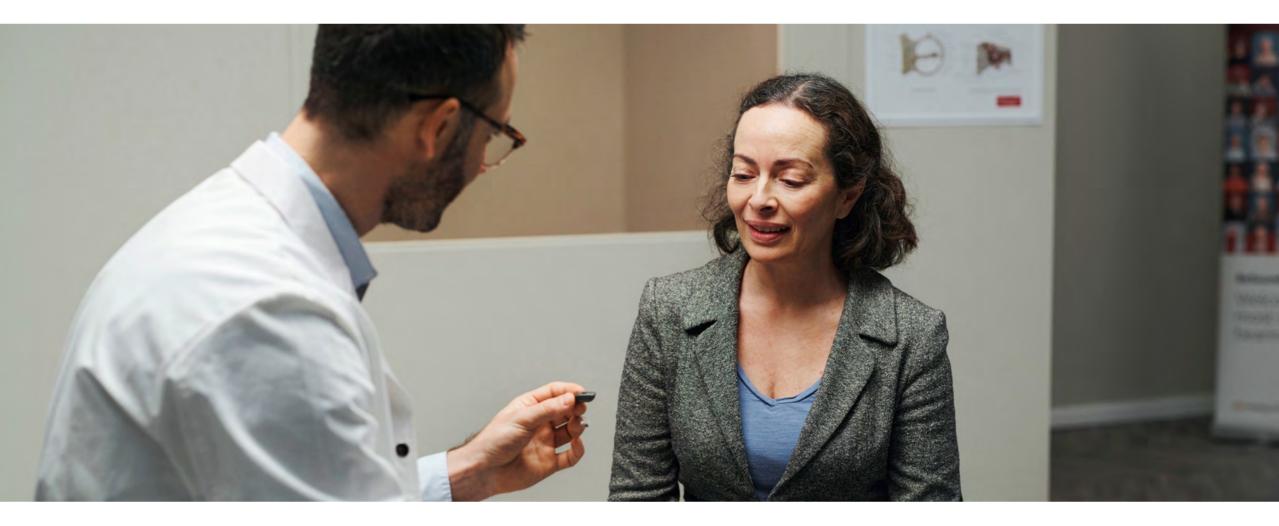


Convince a colleague!

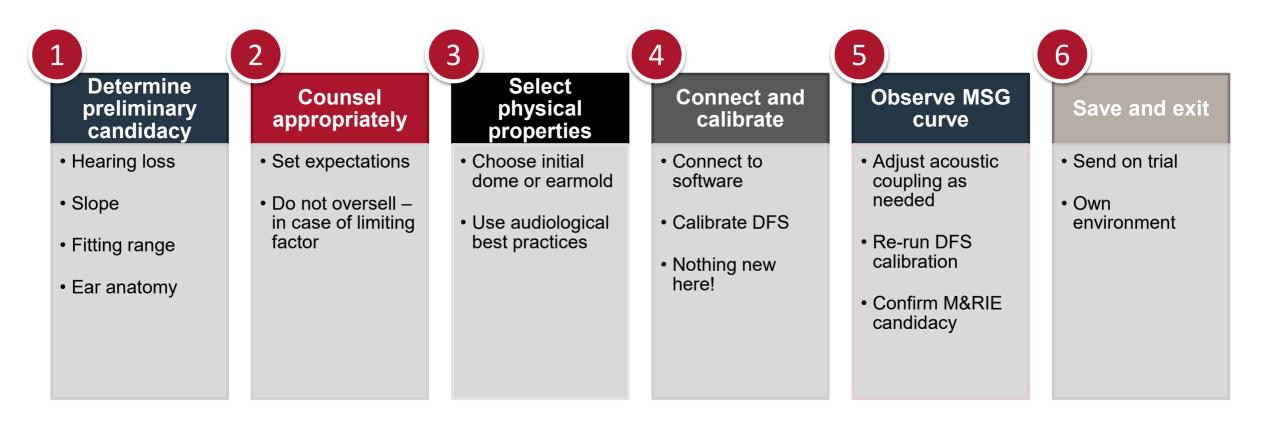


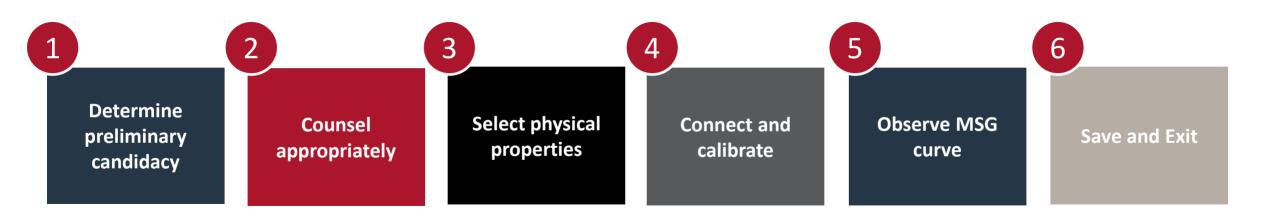
Determining Candidacy



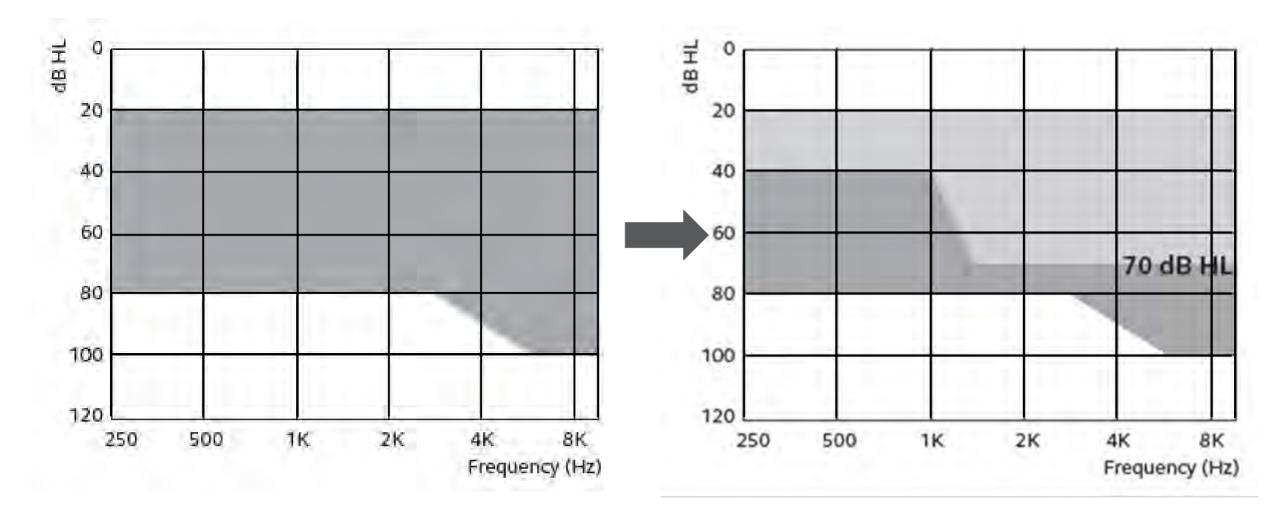


Steps

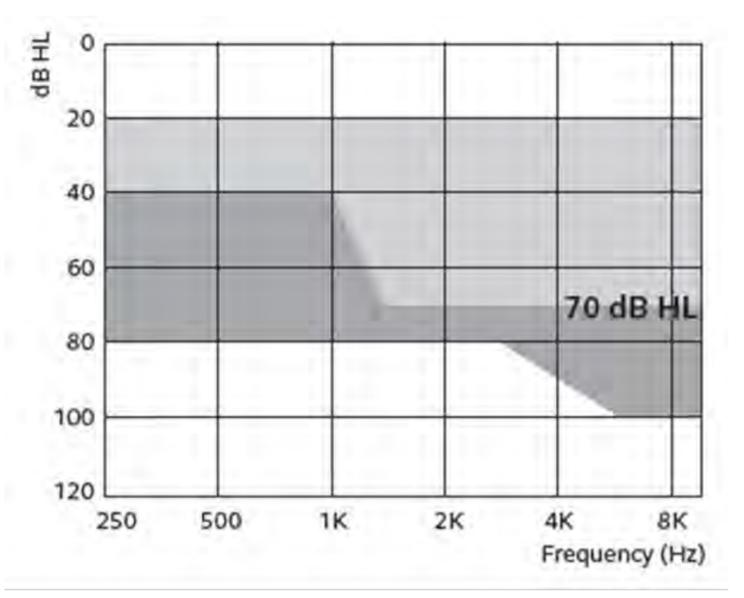




Candidacy recommendations



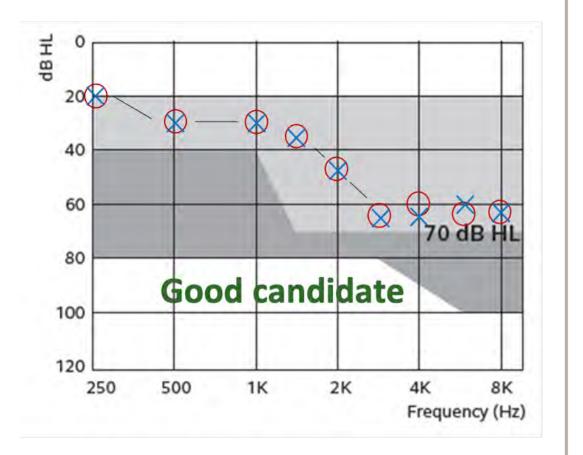
Additional candidacy recommendations

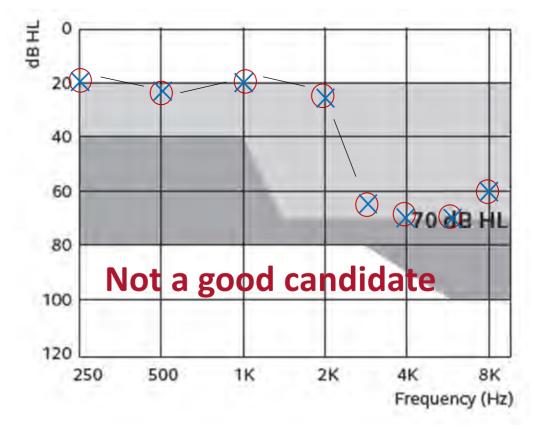


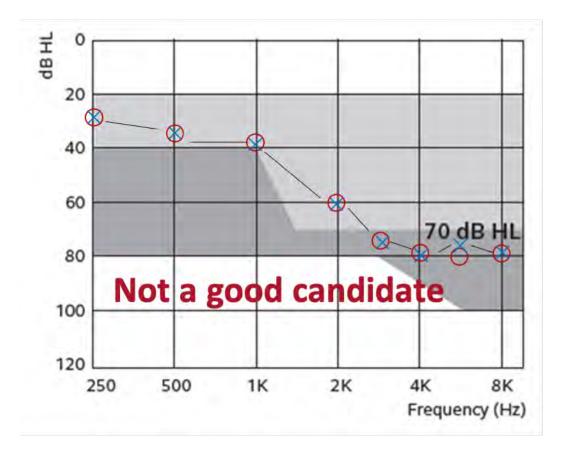
Good candidates...

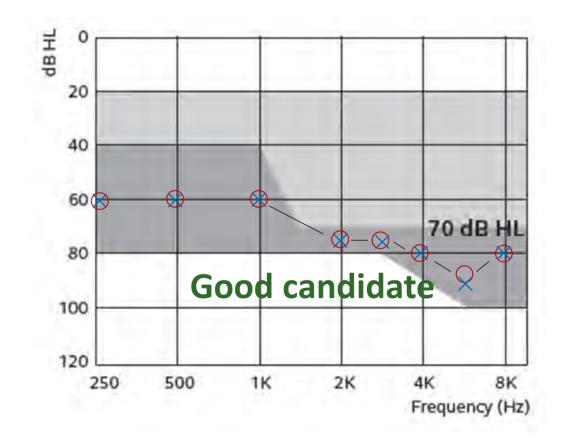
…are comfortable with a closed, tulip or power dome.

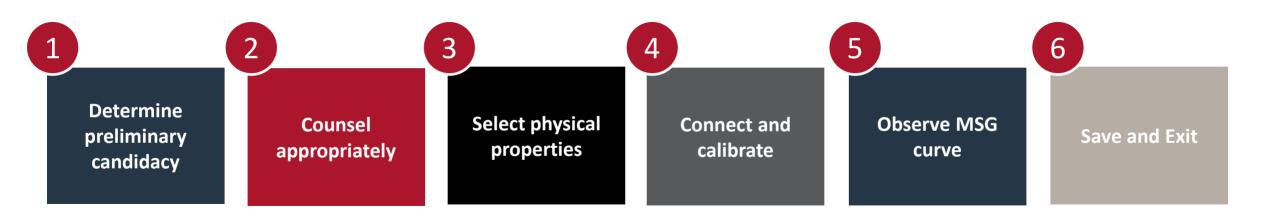
- ...display ear anatomy with no unusual characteristics such as sharp bends, bony growths or narrow canals.
- ...do not have steeply sloping hearing losses.
- ...have no more than 10dB of gain overlapping with the MSG curve. (more on that in a minute!)
- ...have thresholds falling either entirely in the light gray area OR entirely in the dark grey area, but not both.

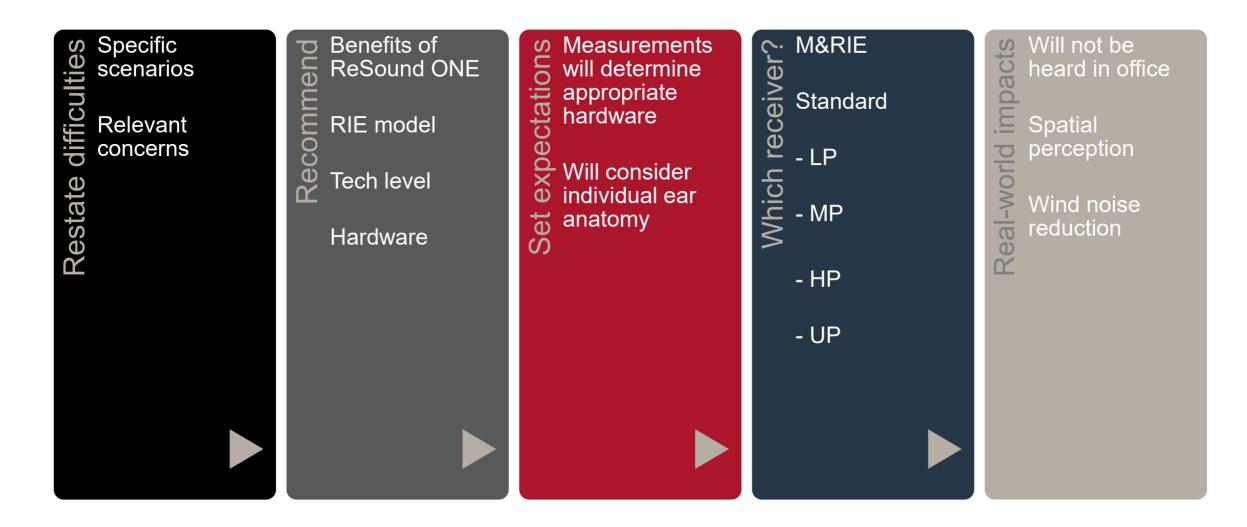


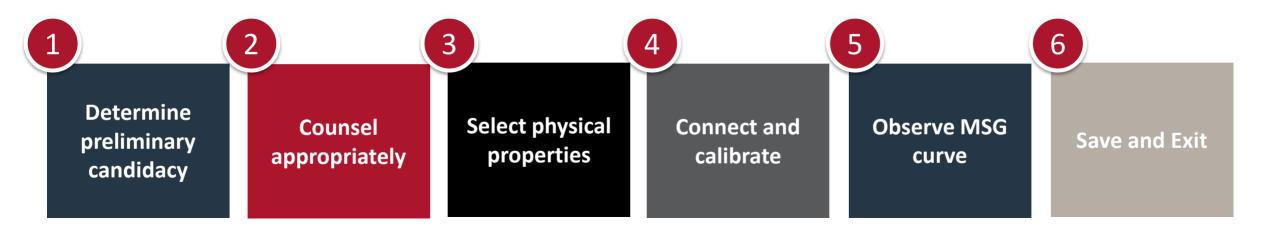




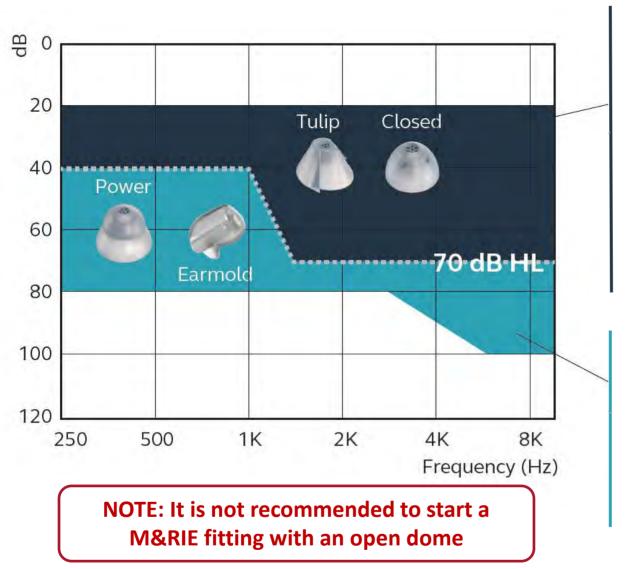








How to get the most organic sound with M&RIE



Best results are obtained with Closed or Tulip dome

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Tulip and Closed domes are rated equally good and provide the same degree of occlusion



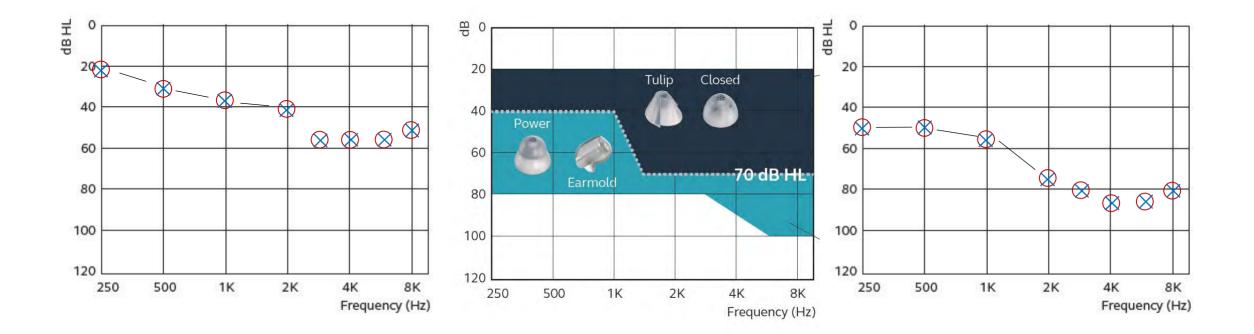
Tulip and Closed domes increase available stable gain by approximately 3 dB relative to the Open dome

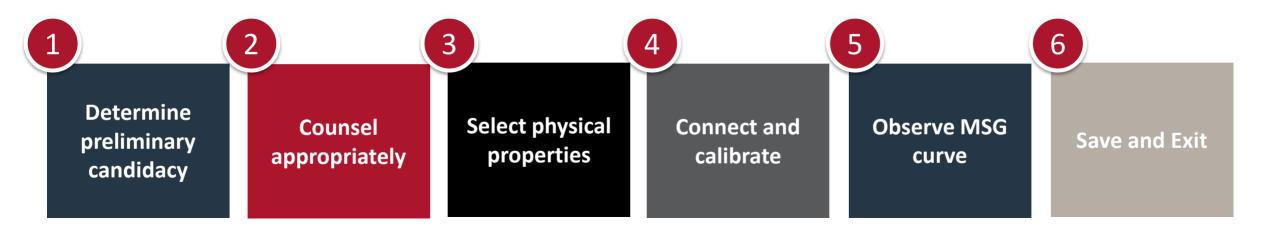


Power domes and earmolds are recommended for users with hearing loss within this range

Earmolds are an excellent option for people with moderate-to-severe hearing loss

Which dome would you start with?

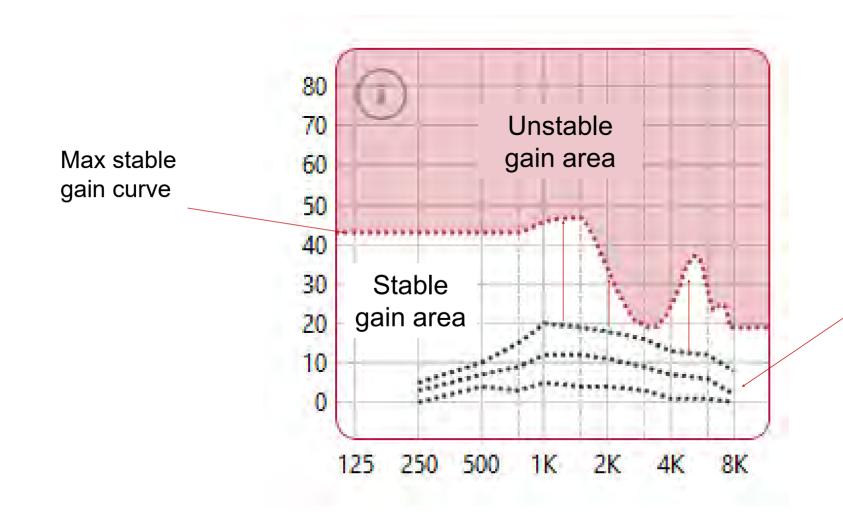






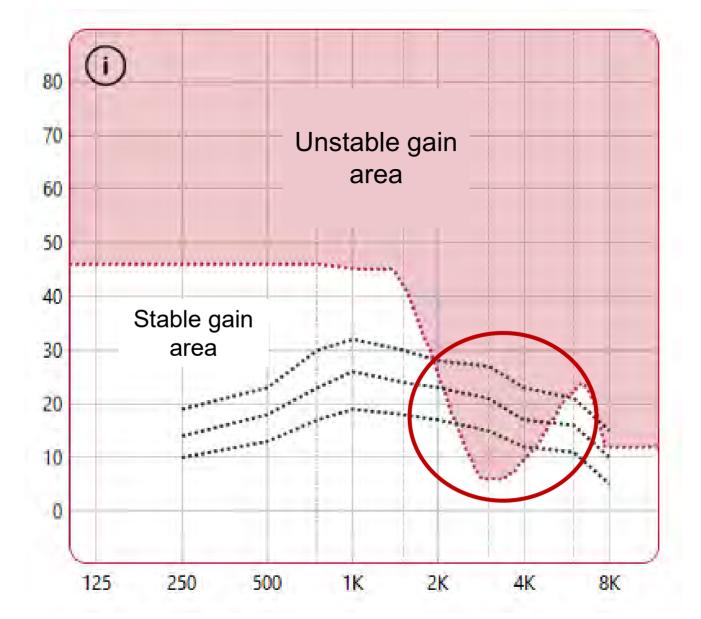
MSG curve information





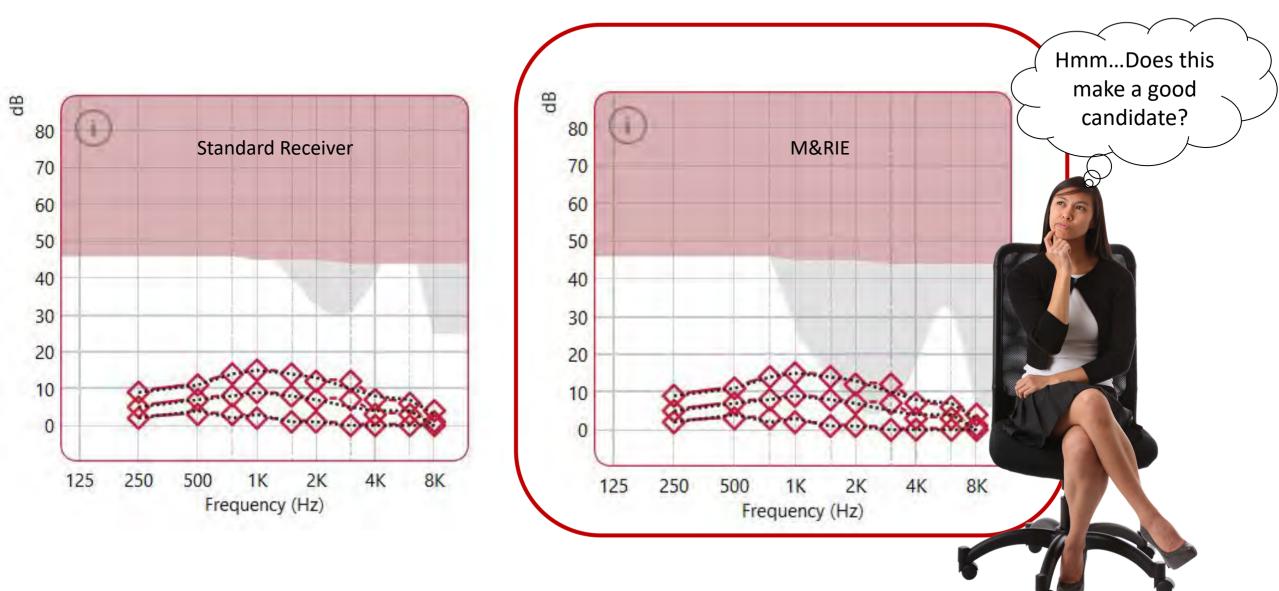
Target gain curves calculated based on the HL

MSG curve information



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Impact on MSG curve by receiver type

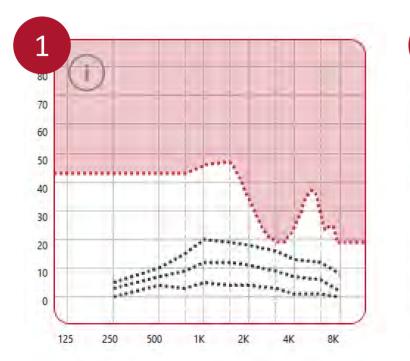


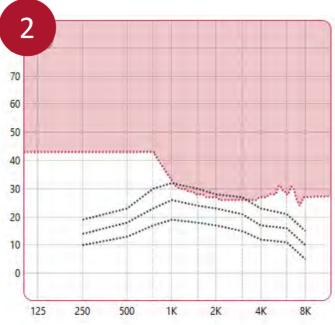
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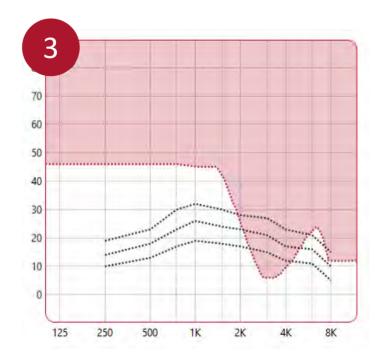
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MSG curve and candidacy

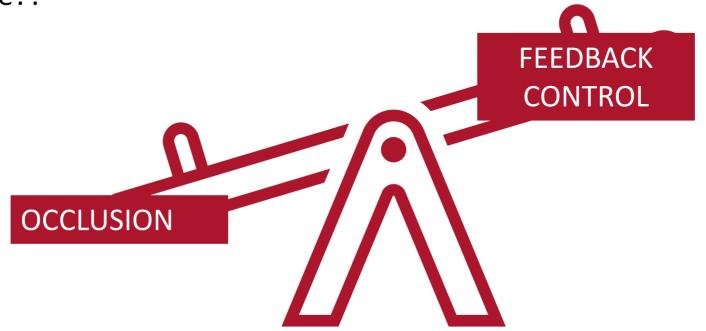






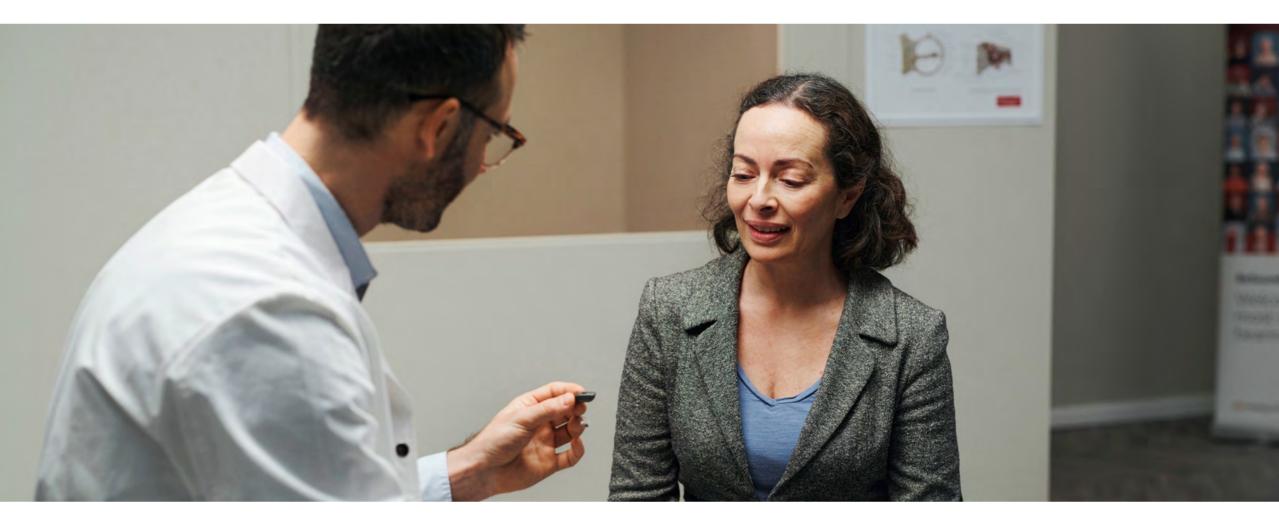


Why wouldn't you fit everyone with the most occluding dome??



Candidacy scenarios

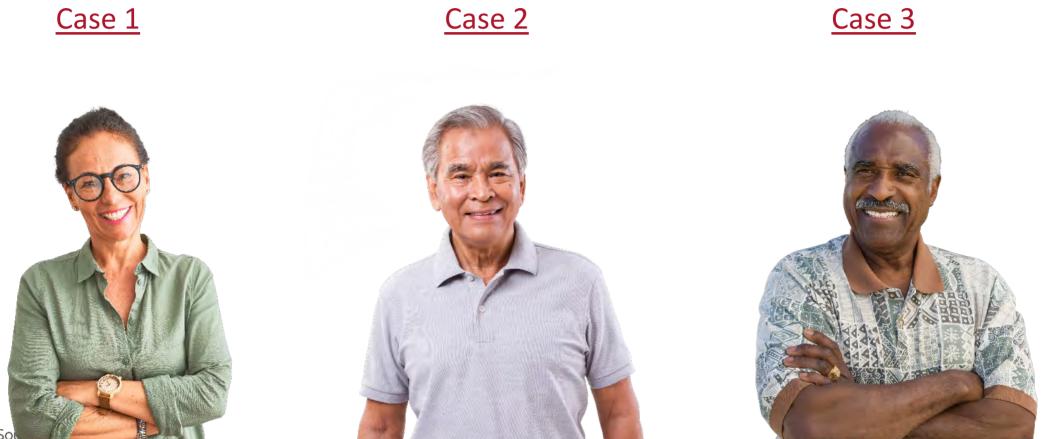




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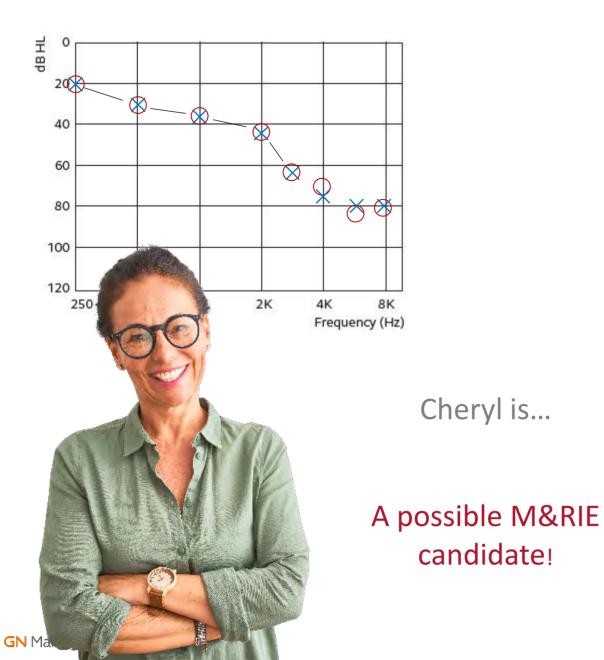
Candidacy scenarios





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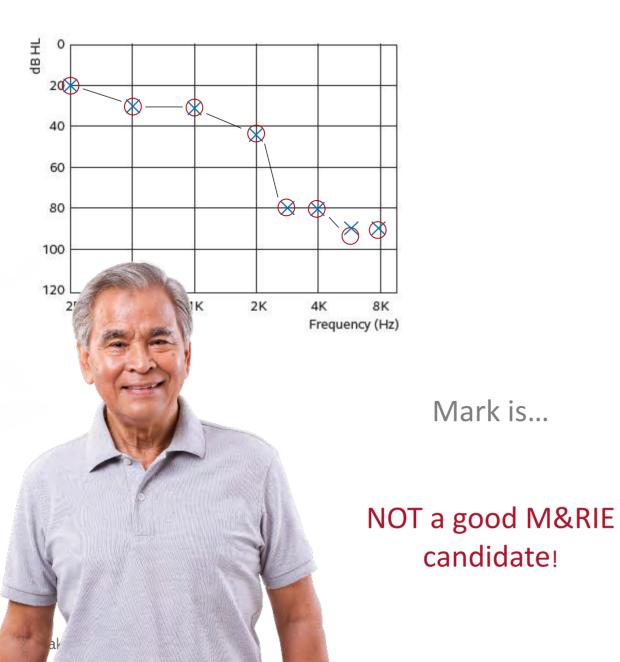
Cheryl



 Diagnosed with a hearing loss > 7 years ago

- Tried hearing aids 2 years ago
- Returned due to the poor sound quality
- Very small ear canals
- Difficulty wearing even the smallest earbuds for streaming audio
- Enjoys gardening, beekeeping and playing tennis

Mark

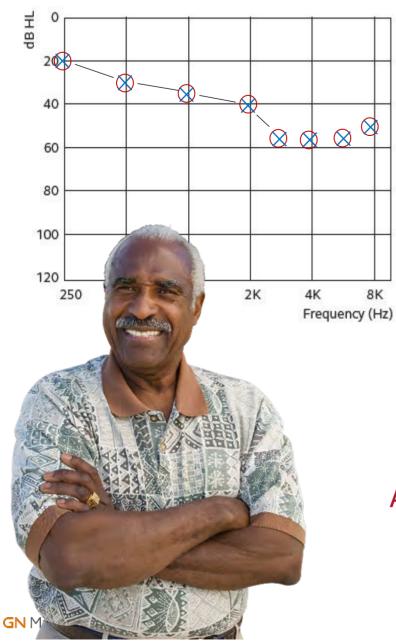


Mark is...

candidate!

- Lifelong musician
- Very particular about sound quality
- Experienced user x many years, • currently RIEs
- Strongly prefers open domes •
- Walks with his wife
- Time with grandchildren
- Nature preserves.

George

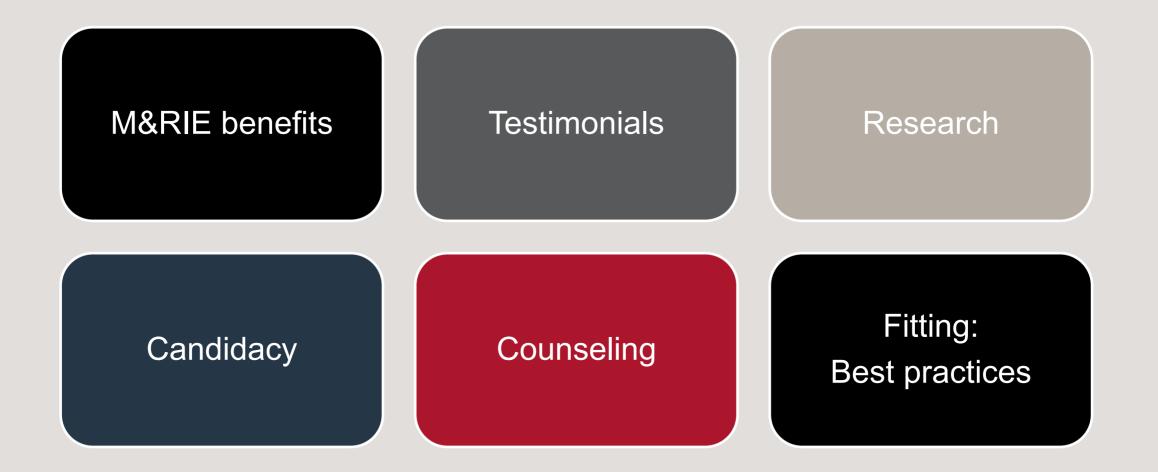


George is...

A great M&RIE candidate!

- ReSound GN
 - Retired Air Force
 - Complaint: sound quality
 - Has worn several pairs
 - Currently RIEs, tulip domes
 - Cycling, golfing, gatherings, gardening

What did we cover?





Thank you!

GN Making Life Sound Better FOR 150 YEARS