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Effortlessly Connecting Patients with What Matters Most Recorded September 27, 2022

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- Hello, everyone, and welcome. My name is Dr. Andrea Hannan-Dawkes, and I'm a member of the Education and Training Team at Starkey. And I'm delighted to be your host today for this course entitled Effortlessly Connecting Patients With What Matters Most. Before we get started, we do have a few housekeeping items to cover. If you would like to ask a question during the presentation today, please click on the Q&A area and type in your question and then click Send. I plan to answer all of the questions at the end of the session today, but you are certainly invited to enter questions as they come to mind. I'll be able to scroll back through and address them later on.

A PDF handout of this presentation is available for you through your pending courses on AudiologyOnline, or by clicking on the link in the chat within the classroom today. One CEU hour or .1 CEUs is available for this session with a paid AudiologyOnline unlimited CEU access membership. After completing the course, just go to your pending courses on AO and pass the short multiple-choice exam. Keep in mind that you have seven days to complete the quiz when viewing live courses and 30 days when viewing recorded courses. And, finally, if you need any technical assistance, please stay logged in and request help by using the Q&A window or by calling or emailing AudiologyOnline. We have three learner outcome for today's session.

After attending this course, you will be able to discuss Enhanced 2-Way Audio. You'll also be able to explain how the Thrive and Thrive Care apps help keep patients and loved ones connected. And then our third learner outcome is that you will be able to describe TeleHear Remote Services following this presentation as well. And with that, I think we can go ahead and jump into the material. Starkey's focus has always been the patient. And our 50-plus-year history is really quite expansive and impressive. And our goal during our time in supporting patients and professionals has really been continuous improvement. Starkey's motto is better today than yesterday. Better tomorrow than today. And that really applies to everything we do.

Our technology, our customer service, and our partnerships with you. We introduced Evolv AI a year ago. Now we've taken this family to the next level, making it even better and more capable of delivering what both patients and professionals want with new applications of effortless. And so you can see our tagline here, next-level sound and next-level everything. And I think you'll be really excited about what's been brought to the table with our most recent technology update. Evolv AI is built on the foundation of effortless hearing, selection, and connection, delivering the ability to meet individual needs in more precise and meaningful ways, and doing so in an easy and seamless manner. Sound isn't heard the same by everyone.

We all have unique experiences and perceptions, yet audibility, clarity, and comfort should come effortlessly and naturally to everyone. I think we could all agree on that. And access to the best hearing possible should be available across the board in all hearing aid styles. And that's the case with Evolv AI. Today, we're gonna be focusing on the third core pillar of Evolv AI, which is effortless connection. Before we do that though, I just wanna recap the first two primary components of this product family. When it comes to effortless hearing, Starkey Sound drives the ship. It's the engine that facilitates effortless hearing. It's always on and always automatic. It really allows patients to forget that they're wearing hearing aids by accurately classifying listening environments and adapting the signal processing to the specific listening needs at every moment for that ideal clarity and comfort in every situation.

Starkey Sound is that umbrella term that manages all of the different layers of sound in the environment to truly make every listening experience both authentic and enjoyable. Not only that, but when it comes to Starkey Sound and the ability to meet the needs of patients, we're excited to offer a complete product family. From the non-wireless IIC up through the Power Plus BTE, your ability to provide patients with an effortless hearing solution has really never been easier. And then today, we're gonna be focusing on the

third cornerstone of Evolv AI, as I mentioned, effortless connection. We continue to honor our commitment to connectivity with continuous improvement. And we do that by remaining focused on two core elements, reliability and performance.

With Evolv AI, patients not only receive the best hearing possible, but they can also personalize their listening experience using the Thrive app. So great phone calls, streaming media, wireless accessories, and even healthable features are just a few ways that Evolv AI is meeting and exceeding patient expectations. It's very much critical to stay connected to the things that matter most in life, the important people and moments in day-to-day life. And that really involves being fully engaged and connected. And I think it's reasonable to suggest that a connected experience has become an expectation today. Technology allows people to connect to others in a variety of ways, right? In person, through a phone call, maybe the internet or media outlets, or even social media.

A connected experience has become an expectation. I really wanna dive a little bit more into this and take a look at some data. So I did a recent search and analysis and came up with what I thought were a few interesting data points for you. So according to Verizon, one of the three major cellular networks in the U.S., they reported 800 million phone calls a day in 2020. Facebook reported 1.93 billion, yes, billion with a B, active daily users just this year, in a study that was published this year. And YouTube reported a little over 361 million active daily users in 2021. And I chose these data points because many seniors use their cell phones for making calls, certainly. And interestingly enough, my research led me to the facts that both Facebook and YouTube appear to be the social networks most used by seniors.

So when it comes to smartphone ownership in the U.S., the Pew Research Center found that 85% of adults in the United States own a smartphone. And if we look closer at smartphone ownership as a function of age group, in particular, the age groups most

likely to wear hearing aids, 83% of those, between the ages of 50 and 64, and then 61% of those 65 and older own a smartphone. And I think it's interesting and important even to point out that smartphone ownership gap between the youngest and oldest adults is decreasing. In 2012, there was a 53% difference in smartphone ownership between those two groups. And last year, that was down to 35%. So that 65 plus ownership group, that gap is decreasing. I wanna be sure you know that Starkey is proud to offer smart device compatibility with direct Bluetooth low energy streaming with an incredible number of Apple and Android devices, both smartphone and tablets.

And we definitely remain committed to adding even more devices after testing and vetting to ensure patient success. So what I would say here is that connectivity has never been easier or more accessible. So we created a great clinical tool for you to help identify which smartphones and tablets support streaming and are compatible with the Thrive app. Sometimes it can be difficult to keep up with which phones are compatible, right? And/or where you go to find the compatibility list. And so we've created this QR code that the patient can scan with their phone to let them know if their device is compatible. So go ahead and try it. Pretty safe bet that most of you have your cellphone nearby.

So grab your phone and scan the QR code with the camera. If you see a green check mark, that means that the phone is supported. And then there is an easy button to download the Thrive app. If there is a yellow triangle, that indicates that the phone is supported but that streaming is not yet available, and still the opportunity to download the app. And then the third possibility after scanning the code is a red X, which would also populate a message that says that the phone is not fully tested. In the interim, you are welcome to download the app, but it may not perform optimally. So I think this is wonderful for the reasons I mentioned just before.

Clinically, being able to identify which patients have technology that will be compatible is fantastic. So an easy button, if you will, for that. But then also those realistic expectations on what they can expect by way of performance. So do know that there is a counter card with the QR code that you can display. There are magnets. There's even a business card that you could have that the patient could take along with them if perhaps they are eligible for a technology upgrade and heading to their cellular store to pick out a new phone. Just contact your Starkey account representative for assistance with this if that's something that would be of interest and helpful to you. The Thrive app, this is a tool that empowers patient by allowing them to manage hearing aid settings and for accessing a variety of health and convenience features.

The Advanced Mode is the default application, and you can see that on the left-hand side of the screen. But not all patients may want or need all of the available features within Thrive. So we also offer a basic mode for a more simplified user experience. There's a simple toggle button within the app. That basic mode is going to allow for, no surprise there, basic capability. So managing volume in the hearing aids or hearing aid volume, memory adjustments, there's some simple customization capabilities as well. And still the ability to use our life-saving Fall Alert feature. So good to know there. So for the remainder of this presentation, we're gonna focus on some exciting applications of effortless connection.

And you can see those listed on the screen here. We're gonna talk about Enhanced 2-Way Audio, we will touch on health and wellness features, we'll look at some information and accessibility considerations as it ties into effortless connection, we will talk about caregiver engagement with the Thrive Care app, and we'll also touch a bit on TeleHear professional fitting and fine-tuning. So that's our remote programming feature. So let's go ahead and jump into this. First of all, I want to mention that the ability to access all of these different features requires that the 2.4 gigahertz hearing aids be

paired to the Thrive app. And I'm excited to announce even faster hearing aid pairing with Android devices through the Thrive app.

And that is made possible thanks to your screen. So I've got a video for you now. Let's go ahead and take a look at Android pairing through the Thrive app. Opening Thrive, power cycling the hearing aids. Easy button to pair. Congratulations, your hearing aids are connected. And there you can see the home screen of the Thrive app. So easy, simple, or I should say easier and more simplified when it comes to Android pairing. No updates to the to the Apple technology pairing at this point in time. But for those Android users, that will be a welcome change. And know there is a Quicktip, a Thrive hearing control app Android setup Quicktip, that can be a very helpful resource to both you and patients.

You can find this at StarkeyPro.com or through Inspire Online and the learning library. The Quicktip is nice. It contains those step-by-step directions and is really a wonderful resource, again, for you and for patients as well. And for reference, there is also a Quicktip for Apple pairing. So good to know that as well. Due to the evolving requirement from smartphone manufacturers and the sophistication of our health monitoring features, an updated version of the Thrive app, version 3.4.1, is necessary, which requires users to have a cloud-based account to use to use it. So if a patient already has an account, they may need to sign in after the app updates, but then no further action is necessary.

We realize certainly that this is a change from our previous user experience with the app. But please know that data privacy and security regulations are taken very seriously by Starkey. And as those continue to evolve and we all become more connected online, enhanced security and protection is definitely a good thing. We want you to know that we're working very diligently to be a proactive leader in protecting and caring for user data. And this is the first of a few steps that we'll be taking to

further align with privacy rules and user consent. So do know that patients can sign in, create an account in an easy manner. There are Apple, Facebook, and Google shortcut buttons like you can see in the image here, or they can create an account with an email address.

It's a very simple process no matter which method is chosen. So life is busy, right? And the ability to conduct phone calls hands-free is important for both convenience reasons, like we might see here in these images, but also for safety reasons as well. Certainly, driving the car comes to mind, right? Earlier this year, we introduced 2-Way Audio which was a new way for patients who use Apple devices to have a truly hands-free call experience by allowing the hearing aid microphones to pick up their voice and return it to the phone during a call. Really great tool for phone calls, but even for use with other apps, like Zoom and Teams and even FaceTime. With our recent technology update, we've raised the bar on effortless by introducing what we're calling Enhanced 2-Way Audio with Evolv AI.

So in addition to the hearing aid microphones being able to return the user's voice during a stream call, Enhanced 2-Way Audio adds the ability to accept, decline, or end a call through the hearing aid user controls. This is a very exciting and much requested feature for Evolv AI. So excited to announce that that is now available. The end result with Enhanced 2-Way Audio is that phone calls and video communication is even easier than before. A call can be accepted using the Short Press hearing aid user control. 2-Way Audio will allow the hearing aid microphones, again, to stream the user's voice back to the iPhone or iPad to be heard by the other person. And then the call can be ended simply by using the Push & Hold user control.

So the iPhone or the iPad, for example, don't need to be held or touched. Very nice, very easy. Here you can see specifically how calls are managed with the hearing aid user controls. An incoming call is answered using the Short Press or declined using the

Push & Hold. To adjust the volume of a call during an active call, the patient will use the volume control on the iPhone or iPad. And it's also possible to accept or decline a new call when already on one. And then to end an active call, again, it's just that Push & Hold user control. And just for reference, when calls are declined, the caller is automatically directed to voicemail, which is nice as well.

The ability to accept, decline, and end calls will default enabled, but can be managed through the Inspire software. To access this feature, all you have to do is launch Inspire, navigate to Fitting, select User Controls, and click on Manage Phone Calls. And, hopefully, you can see that easily displayed in the image on the right-hand side. When you print out the customized device guide, which many professionals have become a big fan of, that's that user-specific hearing aid guide, if you will, those instructions for phone call management are now gonna be included on that report. So that is definitely some nice effortless support for the patient. The ability to manage calls for that accepting, ending, and declining can also be managed by the hearing aid user in the Thrive app.

Any changes made in Inspire by the professional or in the Thrive app by the patient will be synced to ensure that the status or the functionality is up to date and visible to both parties, which is nice. The ability to manage phone calls with the hearing aid user controls has been requested by patients since made for iPhone hearing aids first came on the scene. With Enhanced 2-Way Audio, we were also interested, or I should say certainly interested in knowing if the majority of individuals found this enhancement truly effortless. So during our validation study, our clinical research team asked listeners to use their user controls to answer and end calls and then rate the ease of use of the controls when performing those functions.

And so you can see the data here. All listeners, all participants, found the user controls for accepting and ending calls from the hearing aid to be either somewhat easy to use

or easier. So easy is the category number six there and very easy, category number seven. So this definitely confirmed that these tools do improve the hands-free experience. And just a couple of tips for maximizing the audio experience with Enhanced 2-Way Audio. Definitely wanna make sure the Apple device is in front of the user and within 10 feet. And we would definitely want to remove or eliminate background noise that may compromise the quality of the sent signal. So just a couple of tips there for maximizing the audio experience in general.

And then here, this is some information specific to the experience in the car. So my recommendations here for you and your patients, I would recommend using the car Bluetooth system for calls. That's definitely gonna be the best solution for complying with hands-free laws that exist in many states. A very wonderful tool. However, not every car has that capability. Enhanced 2-Way Audio should work very well with the car windows closed. But do consider iPhone audio. So transferring out of 2-Way Audio to the speakerphone, for example, if the car windows are open. Couple of thoughts there for you. There is a helpful Quicktip on 2-Way Audio that you can also access from StarkeyPro.com and also through Inspire Online as well.

All right, now let's talk about effortless connection for supporting health and wellness. Patients with hearing loss are more active than ever, right? And they're not only worried about their hearing, but they definitely express concern about their overall health, safety, mobility, dexterity, and even cognition. It's pretty easy, unfortunately, to research and find studies indicating this. And what's exciting is that Evolv AI makes it possible for a hearing aid to not just improve hearing and communication but also to function as a health aid. So let's take a look at some information explaining why this is important. Certainly, we know that hearing loss is correlated with a number of chronic health conditions. Individuals with mild hearing loss are three times more likely to fall than those with normal hearing.

People with heart disease have a 54% increased risk of hearing loss. Hearing loss is two times as common in people with diabetes. 74% of people with heart failure have hearing loss, and mild hearing loss increases the risk of cognitive impairment by two times. And that's gonna jump to five times with a severe degree of hearing loss. So this type of information is certainly important and can be eyeopening for perspective hearing aid users as well. So Starkey is excited to offer several features to support health and wellness. The wellness score provides activity and engagement information. It's tracking that helps make being physically active and socially engaged fun. Hearing aid wearers earn points during the day to try to meet designated goals.

And then they can compare today's performance to yesterday or last week, or even last month. So just a gamification, a fun way of encouraging individuals to be as active as they can be. The Fall Alert feature, this is a tool that allows individuals selected by the hearing aid user to be informed if a fall has occurred and it provides the ability for them to view the location of the patient, of the hearing aid user, to be able to then go and assist or even send help. It's a potentially lifesaving feature and a wonderful asset given our interest as audiologists in both the auditory and vestibular systems. And then reminders, this is a great tool, it allows patients to really quickly and easily set daily, weekly, monthly, or even yearly reminders for any task or activity.

Maybe that's taking medication, appointment reminders, or even to pick up milk from the grocery store. Audible reminders can be heard through the hearing aids or seen through banner notifications on the phone, for example, if those are enabled. It's a really valuable tool for patients who have memory challenges or for those who just lead busy lives. Effortless connection also extends to the important areas of accessibility and information with Evolv AI. There are several features designed to enhance lives and, like it says here on the slide, give patients more control. This is important because as people age they may start to experience certain limitations. Manual dexterity

deteriorates with age and can certainly impact daily living and independence. Here you can see a data point around arthritis.

By 2040, 34.6 million adults will have activity limitations because of arthritis. And then, of course, unfortunately dexterity along with other factors like visual acuity and tactile sensation and cognitive ability, those can definitely negatively impact successful use of hearing aids as well. So let's take a look at a few of these feature. First up here is Thrive Assistant. This is a wonderful tool. It functions in a couple of different ways. One of the more popular uses of Thrive Assistant has been voice-activated hearing aid controls. So from a dexterity perspective or a tactile sensation perspective, to be able to, for example, just tap the hearing aid and say, "Turn my volume down" or, "Change my memory to restaurant," for example.

Very easy, very straightforward. So those voice-activated hearing aid controls, definitely keep those in mind for patients. Also, Find My Phone, wildly popular feature. We've had Find My Hearing Aids for a while and Find My Phone for a little while now, but what this will do is it will start the ringer on the phone so that the patient can find it hiding under the couch cushion, for example. I had a story the other day about it landing in, their phone was in the laundry basket. So just a neat tool there for finding the phone when it's been misplaced. Translate feature, this is a great example of how Starkey is really allowing patients to do more. So it allows or provides the opportunity for hearing aid users to hear translated speech through their hearing aids.

It connects to cloud services and there are 27 different languages that can be translated. So, really, whether the hearing aid user is traveling or maybe they just live, work, or serve in a bilingual or multilingual community, it can be a really great tool. It can also be used by hearing healthcare professionals when the patient's primary language is different from their own in order to ask questions or maybe even counsel on hearing aid use. So a statement could be made in English, for example, and

perhaps the patient hears that statement then in Russian, for example. So a really neat tool and a variety of different uses for it as well. So not just limited to travel. Transcribe, this is a great tool.

This provides real-time voice-to-text transcription of information. Maybe it's a doctor's visit, any time that maybe there's a memory consideration or challenge, or maybe there's poor word recognition ability and the individual is concerned about not catching all of the information, this can be a great way to capture a full transcription of a conversation that can then be saved, maybe added to notes, for example, and even shared with loved ones. So if a family member lives far away, the transcribed conversation could even be emailed, for example, to share with others. Most of my personal experiences with Transcribe have centered around medical visits. But even also things like the shopping list can be a nice easy use as well.

And then another application here of Thrive Assistant that I wanted to be sure everyone knows about. The sky really becomes the limit with the Thrive Assistant feature if a patient logs into their Amazon account. So when they do that, they now have access to the internet. They can find out, simply tapping their hearing aid, what's the weather today in Charleston, South Carolina, that's where I am based, or I did it one time just myself experimenting a little bit what time was a movie playing, or what are the directions? Lots of different possibilities. And those are just a few examples. And even will allow communication and interaction with smart home technology as well. So, for example, my mom, she can be sitting on her couch and control her thermostat.

She simply taps her hearing aid and says, "Change the thermostat to 68 degrees," for example. And the thermostat changes. Now does every patient need that capability? No, but it may be an incredibly valuable feature for a patient who has mobility challenges. Maybe they use a walker or they're in a wheelchair. And the thermostat, of course, is just one example. Turning off the lights maybe, turning off the television or

on, lots of different possibilities there with smart home technology. Thrive Care, next up in the discussion on effortless connection is Thrive Care. Starkey has always been passionate about hearing, of course, and helping patients live better lives, but it's important to know that we're also very committed to supporting loved ones and caregivers because we know how instrumental they can be in a patient's journey to better hearing and wellness.

And, of course, hearing loss is a team sport, right? The Thrive Care app is a tool that allows hearing aid users and their chosen contacts to stay connected. The patient's ability to share data on things like physical activity, hearing aid usage, social engagement, again, with pre-selected individuals, is definitely effortless and easy. Thrive Care is designed to provide peace of mind to patients as well as to caregivers and help promote a sense of confidence and independence. And it's available in all of the wireless technology tiers of Evolve AI. You can see those there on the screen, 2400, 2000, 1600, 1200 as well. Use this feature, the patient uses the Advanced Mode of the Thrive app and the caregiver or loved one downloads and uses the Thrive Care app.

The patient controls information sharing by inviting individuals to participate through their Thrive app. And please do know that this is free to use. There is no charge involved here for the patient, or the caregiver, or the loved one. Once connected, there is an exchange of information. A caregiver, for example, could look at the different types of information I've got listed on the screen here. For example, this morning at 10:00 AM, I was able to open up my Thrive Care app. I saw that my mom already had 1,000 steps under her belt and she'd been wearing her hearing aids for four hours. Just a quick example, but a really nice opportunity for me to just kinda check in on her.

Also know that there are notifications with Thrive Care. So as a caregiver, for example, as a loved one, I can choose to receive notifications that my loved one has met their goals, or that they've missed their goals, and really provides a nice opportunity for

family members to really support the hearing journey, as I mentioned before, to use and engagement. Just a wonderful tool. From the caregiver perspective, this tool is really incredibly valuable. Most caregivers are family members that are caring for a parent, maybe a spouse, or even a partner. Most caregivers spend 24 hours, a little over 24 hours a week on average providing assistance. So in my own personal example with my mom, I have my full-time job, I have my own family, and then adding in another 24 hours into the mix really can add up quickly by time and exhaustion.

So this tool, again, helping caregivers stay in the loop, can be very, very helpful. And then 15% of caregivers are long-distance as well. So you can see that on the screen. And that's projected to double now. It says 2020 there. And that's a consideration as well. So, again, a nice tool for both patients and loved ones. Research, if not personal experience, tells us that older Americans want to stay independent as long as possible. Nearly 90% or 9 out of 10 seniors wanna stay in their own homes as they age, even if that means they need some day-to-day assistance. And we're gonna see that trend continue with the baby boomers. They definitely tend to be optimistic, more optimistic even than prior generations about their health and are more likely to be proactive versus just putting up with different health concerns.

Being able to share data can be one of the key contributors to senior independence. And there are a number of documented benefits in general on sharing data, and you can see those on the screen here. And so Thrive is designed to help promote independence, informations, and support. Not only do seniors want to remain independent, we also know that it's financially advantageous to age in place. So in the U.S., the average cost for an assisted living facility is over \$3,500 per month. However, the average monthly expenses for aging-in-place are right around \$1,900. Even if we take that and we add in three hours of assistance per day, the average monthly cost rises to about \$2,400, just shy of \$2,400.

If the home needs to be modified to allow easier movements maybe and access handrails, for example, that typical cost is right around \$10,000 or so. By the end of the second year, the cost has really paid for itself compared to the monthly cost of assisted living facilities. Anything that can help someone stay in their own home can save them a significant amount of money over time. I thought that was interesting. The Thrive Care is also advantageous or beneficial for professionals as well. It's a value-added feature for the patient and their family members. So it definitely is a nice opportunity that helps support the cost of the instruments even if and when that comes up in conversation.

Again, family involvement and support for the hearing journey is wonderful. An opportunity maybe for professionals to monitor patients during the trial period. So I've been talking a lot about this. So for the professional to be involved in using Thrive Care during the trial period. So a quick example, if I fit Mrs. Jones on Monday and my typical first follow up is two weeks out, if I get notifications or my staff does, if I get notifications that Mrs. Jones has missed goals, or if I just wanna go in and look maybe the following Wednesday, Thursday, and I'm not seeing the data that I'm hoping to see, now I have an opportunity to intervene sooner rather than later, right?

I can give her a call, I can bring her back sooner. So just a quick example. And then after the trial period, the professional can drop out as a participant in Thrive Care. So this is a nice maybe value proposition even for your practice. Something that makes you stand out and unique in your community. So a few thoughts there. So just you know in summary, it's advantageous for the patient, advantageous for caregivers, and can also be advantageous for professionals as well. I'm a big fan of Thrive Care. Another important consideration in the discussion on connectivity pertains to providing the best streaming experience in every situation. Starkey has a world-class collection of 2.4 gigahertz wireless accessories that are designed to offer superior sound quality.

Patients can enjoy one-on-one conversations in noisy environments, perhaps enjoy their favorite TV shows, or even control their hearing aids, and so much more. These accessories are easy to pair and effortless to use. And I do want to mention, you know, certainly remote mics, there are two flavors of remote microphones. Several capabilities with Remote Mic Plus and then a companion mic application with the mini remote microphone. Also that Table Microphone, incredible directivity index on that and really allows the individual to hone in on one particular angle, one voice or multiple voices, or even go omnidirectional. So some neat tools there. And the remote control, I do wanna mention that one quickly. So not every patient's going to have a smartphone.

And so the remote control provides a wonderful opportunity to control the hearing aid settings and even to control accessory functionality. So starting and stopping an accessory and even the volume of the accessory. So definitely reach out to your account representatives if you'd like more on accessories. Another exciting update share with you with our recent technology update is our newest web-based iteration of our synchronous remote programming feature, TeleHear Remote Services. Provides a user-friendly interface and added security while paving the way for the next generation of Starkey technology. If you haven't used TeleHear, it's a synchronous strategy, the patient or the professional can launch the session at the designated time. Patients can explain the adjustments that they need and then professionals can make and sync those changes and also provide counseling as well.

There are several reasons why patients like TeleHear. I've got a couple of those for you here. It definitely increases access to hearing healthcare, maybe if there's bad weather or transportation challenges, anytime there is an issue of substantial time or effort on the table. TeleHear is able to improve the continuity of hearing healthcare, which is wonderful. It allows us to provide care when other health conditions or life situations make it difficult or impossible for the patient to travel or be seen in person. And then

I've also highlighted here reduced health risks. So can be a nice tool for protection when there is a health risk, maybe there's a situation with flu, for example. We hope, we think, we're climbing out of COVID finally.

But the flu, for example, is always gonna be around if COVID isn't as well in one form or another. So food for thought there. And even beyond that. We're going to have immunocompromised patients, unfortunately. And this is a wonderful tool for being able to provide that hearing healthcare for them. When it comes to us as professionals, I've got a few reasons why we like it and what we're hearing from clinicians. Practice efficiency, you can really turn that time involved in a follow-up visit around, really reduce that with TeleHear. That 30-minute follow up for example, you can condense that down into 15 minutes and really allows you to reserve that in-person activity or chair time for activities that require physical presence.

So food for thought there. Better employment compliance. And this tags back to what I was just saying about bad weather or transportation challenges. When those things happen, typically patients have to cancel their appointments, but not with TeleHear, which is wonderful. And then I've got on here remaining competitive. So a great tool for competing with existing channels for acquiring amplification that offer remote services. Use TeleHear Remote Services. Oh, actually, yeah, I kept this quote in for you. I wanted to touch on this. So as I was doing my research and looking, diving into this topic a bit, certainly we saw a big uptick in telehealth applications as a whole during COVID-19, but I thought this was interesting.

According to the American Telemedicine Association, "Virtual care is now a fundamental part of the U.S. healthcare system, and it will improve patient access to high quality care and strengthen continuity of care well beyond the pandemic." And so it's definitely here to stay. Now to be able to use TeleHear Remote Services, professional is going to need the most current version of Inspire which is 2022.1

Professional will need NOAH or the Starkey PatientBase database systems. You'll need an internet connection. You will need Google Chrome or Microsoft Edge internet browsers. Those are the two that have been tested and vetted. And then you'll want or need a computer camera. So that could be an internal or integrated camera or that could be external like a webcam.

And then also, of course, the computer microphone or maybe speakers or even a headset for the audio portion as well. Patient, what are they going to need to be able to use TeleHear Remote Services? They need to be fit with one or two of our 2.4 gigahertz Thrive platform hearing aids. They'll need the current version of the Thrive app on a supported device. And really exciting, feature is compatible with both iOS and Android devices, which is great. And the patient's also going to need an internet connection. And that can be Wi-Fi, like in their home environment for example, or even a cellular internet connection. The setup process for TeleHear Remote Services is very easy. There are three steps.

Registering the practice, generating a remote programming invite code, and then activating TeleHear Remote Services in the Thrive app. I'm gonna touch on these for you. And then later on down the road, we are planning to have an AO course specifically dedicated to TeleHear. So look for that in the coming weeks. So just as a quick overview, the steps involved in setting up and using TeleHear. Number one, of course, our first step, registering the practice. This is going to be applicable for everyone, except those that are part of government services. Register the practice, you go to the Inspire software, and you go under Get started, and then there's a tab for TeleHear Remote Services. And then I've got highlighted in the gold bar there, there's some blue text that says, "Register your practice."

I recommend selecting an administrator, one person for the practice to get this set up and running for everyone. It's fast, it's straightforward, and does not take very much

time. After the practice has been registered, the second step in the setup process is to generate what we call an invite code. It is a code that is generated and entered into the Thrive app just one time to create a secure connection between the professional and the patient. First, we're gonna generate the invite code, and then we're gonna get it implemented into the app. When it comes to generating the code, we can do that with the hearing aid connected to Inspire or without them connected to Inspire. So, first up here, I've got generating the code with the hearing aids connected.

Patient is with you in the office, for example, and you wanna get up and running with TeleHear. So what you'll do is you'll go to Fitting, you'll navigate to Patient Tools, select TeleHear Remote Services, log into your accounts, and then click the Generate Code button like I have highlighted on the screen. However, if the hearing aids are not connected, you can also get this feature, initiate that code. You go to Inspire, Get Started, TeleHear Remote Services, log in, and generate code. And you'll do that, of course, after selecting the patient in the database. So very clean, very straightforward, very easy to do. Those invitation code are only valid for three days, which is important. And they're gonna remain on the TeleHear Remote Services screen in Inspire until they expire.

If the code expires before it gets entered into the Thrive app, which we're gonna look at or talk about in a second here, then that Generate Code button is gonna return. And do know that the invite codes must be unique for each patient. You don't wanna reuse codes. Very important not to do that. So make sure each patient has a unique invite code. All right, and so now what do we do with the code? We are going to activate use of the feature by entering that code into the Thrive app. And this is a one-time process. So it's a matter of going to the Settings Menu icon in the app, tapping on TeleHear, and then Add a professional, and then very straightforward field that indicates entering the code.

And then from there, there's a popup that asks if the patient is authorizing the practice to access the hearing aid settings. They accept that. And then the practice is going to appear in the Thrive app. Very easy, very straightforward. I like that we decide when to generate the code and get it into the app. We know when we wanna use remote programming. Sometimes there are difficult hearing losses, there are difficult personalities. So it's not just automatically ready and available from the get-go. We as professionals weigh in on who should use the feature and when they should go live with it. All right, so joining a live session, so that actual real-time synchronous engagement between professional and patient.

Actually got a little video for you. So let me run this and then we'll talk more. All right, so hopefully you got a good sense of what's involved. It's easy to begin a live session. The professional can join first, or the patient can join first from their Thrive app, either way. So the TeleHear portal is what is created when the practice is registered and is a wonderful professional control panel for use of the feature. Hopefully, that was a helpful video for you to kind of plant the seeds. Also do know that the patient can join the live session in two different ways. So there's a banner notification, if those are enabled, that will pop up on the screen, indicating that the professional is in session.

So they can enter or join the session just by tapping on the banner notification, or they can navigate through their app and they can go to the TeleHear screen and then tap on Join a Live Session. Two different ways for patients to join. The adjustment capabilities are really incredible. TeleHear Remote Services is available for all of our 2.4 gigahertz hearing aids. So that's our previous generation Livio family as well as Evolv AI. Adjustment capabilities for the Livio family are indicated in the gray box, and adjustment capabilities for Evolv AI is everything on the screen. Nice to know and helpful to know. So whether it is doing a follow-up visit or even with Evolv AI, if you need to do a first fit remotely, can be a wonderful tool.

The not intended, I wanna mention, not intended to replace a first fit with you in the office. I think that's important to say. But it definitely can ensure the patients don't have to postpone their fitting to be able to access better hearing and communication if health or other life situations prohibit them from coming into the office. I had a story not that long ago where I was helping in a practice one day and the gentleman who was coming in for his fitting wasn't able to come. Battling cancer, having chemotherapy. Doing well, I'm happy to report. But we did the initial programming in the office. His son came and picked up the hearing aids, and then we did all of this.

We were able to do all of this with his dad from home. So, again, not intended to replace a first fit, but if there's a situation that calls for it, can be very important to keep in mind. And we've updated the Audiometer tool recently with this most recent technology update. So the stimulus is now going to default as pulse. You'll be able to test all of the Audiometric frequencies regardless of the acoustic configuration. And we've increased the accuracy of low frequency measurements. So all of this is available with the new version of Inspire, 2022.1. So programming adjustments are made. Adjustments can be made one at a time and synced to the hearing aid so the patient can experience them, or you can do several adjustments and sync at one time.

In that AV panel on the right-hand side of the computer screen there, at the bottom underneath, there's that gray hearing aid icon, and that is the sync button. Green circle indicates that everything's up to date, changes ready to sync with the blue circle, bouncing dots indicating updates are in progress, and if for some reason the hearing aids become disconnected, there will be an indication for that as well. Nice data around TeleHear. Patients really do find it easy to use, either easy to use or very easy to use, and have confidence that professionals can program their hearing aids when they're at home. So some nice patient data on their impressions of TeleHear. Some helpful resource tools.

The TeleHear remote fitting user guide, that's available through the TeleHear portal. And then a number of Quicktips as well through StarkeyPro or Inspire Online. Do know, like our other Quicktips, these are designed to be one, two, three, A, B, C with pictures. Very clean, very easy to use. And there are some for you as the professional. And we've even got a couple for your patients so that they can help support the counseling that you're doing on the feature. So a wonderful tool. And the Starkey Team is happy to come alongside you, help you get up and running with it, help you practice a little bit before you go live with a patient. Just reach out, let us know.

So in conclusion today, I hope you've enjoyed this discussion on effortless connection with Evolv AI. All of the different capabilities that you see outlined here on the screen. A wonderful opportunity for us to be able to provide and support the unique needs of each and every patient. I would say that Evolv AI really redefines what it means to provide patient-centered care or holistic care. And I want you to know that there are a lot of awards around the technology as well. So a number of technology design and even manufacturing awards. So it is definitely technology that is being appreciated and respected, which is wonderful. And then just in conclusion here, Mr. Austin, I believe, captured it perfectly when he said that "Hearing aids can transform someone's life and connect them back to the activities and people they love."

And I couldn't agree more. So last thought here. Finally I want to, I'll just skip ahead here to Learn More, want to invite everyone to check out other AO courses. I've got a few here outlined for you. Fitting Considerations for Unique Configurations, Artificial Intelligence, Customizing Fittings. We've got some more on the effortless buckets as well. And, again, stay tuned for more classes coming soon.

And with that, I wanna thank everyone for joining me today. I hope you have a wonderful rest of the week. If you have to get going, I completely understand. I'm gonna head to the Q&A area as I promised to see if there were any questions

answered. I don't see any open questions. I think we are all good to go. All right, everyone, don't forget to reach out to your account representative if there's anything you need. And, again, have a wonderful rest of the week. Thanks so much.