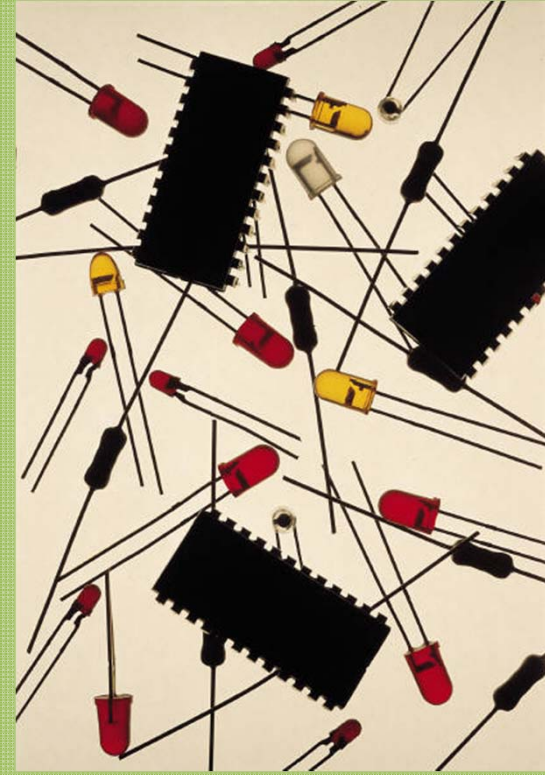


INTEGRATING FM TECHNOLOGY AND CONNECTIVITY



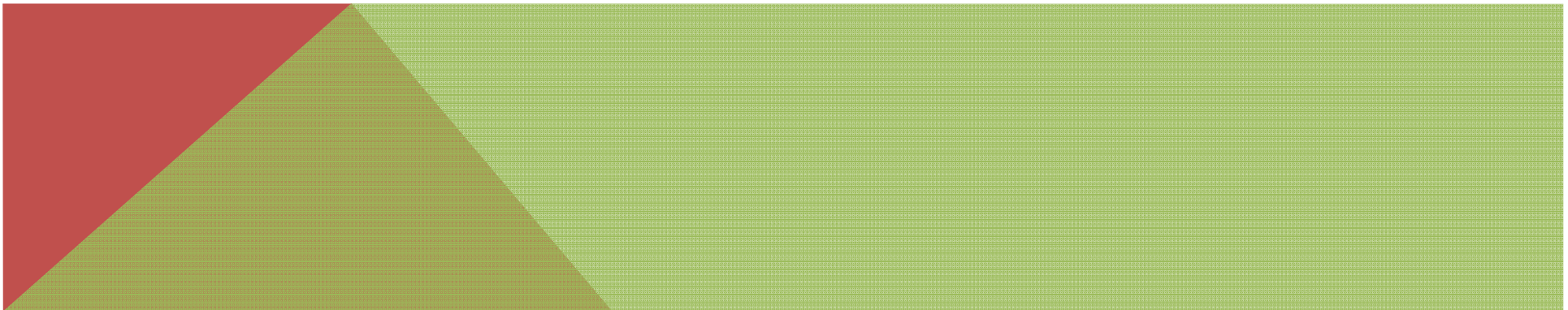
PRESENTERS

**Solange Anderson, Pediatric Audiology
Manager, Phonak AG, Switzerland**

**Samuel Atcherson, University of Arkansas,
Little Rock, AR**

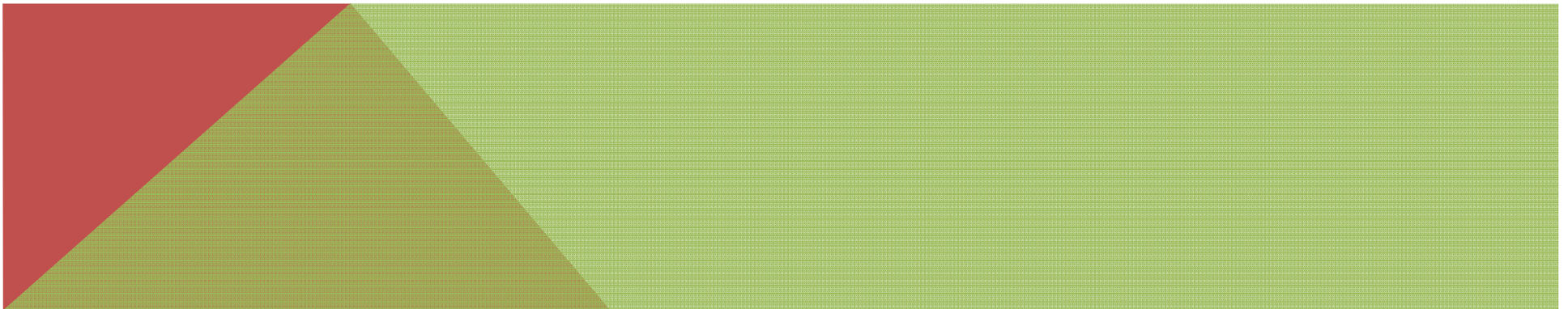
**Carrie Spangler, Stark County Educational
Service Center, Canton, OH**

**Peter Stelmacovich, FM and Sound Field
Manager, Phonak Canada**



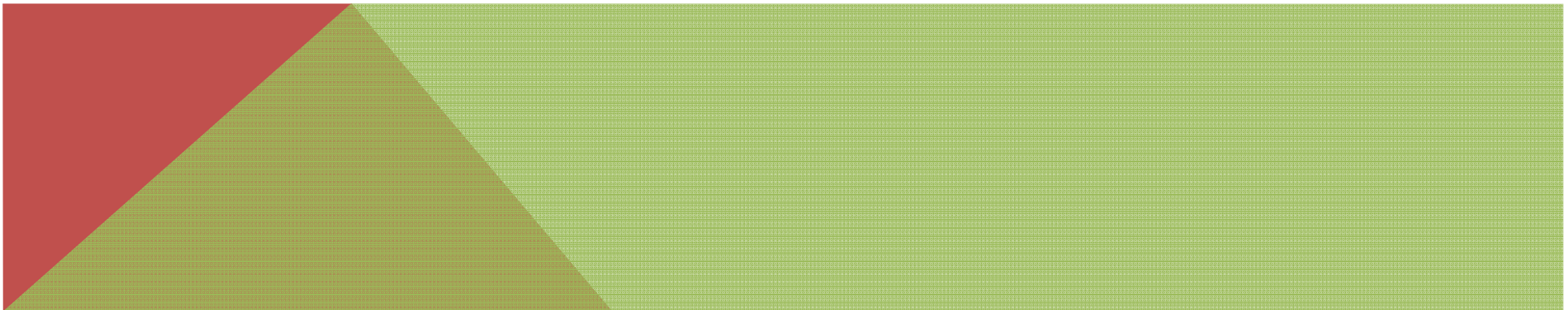
QUESTIONS

1. Based upon your experience as a consumer of hearing instruments, what connectivity features do you require in order to effectively access difficult listening situations?



QUESTIONS

2. To maximize audibility and intelligibility, most users require a hearing package that contains both a personal hearing instrument and remote microphone access. How might you prioritize these technologies when cost is a major concern to the consumer? For example, would you consider a hearing instrument with fewer features to reduce the base cost to be able to add connectivity devices?



QUESTIONS

3. What are your 3 best tips for audiologists to market the concept of the hearing package with their patients?



YOUR TURN: AUDIENCE QUESTIONS

