

# The Sonova vision

A world where everyone enjoys the delight of hearing and therefore lives a life without limitations...

...help people hear the world by providing the most innovative technology, service-oriented dedication and by accepting responsibility for all of our actions.

# Your presenters from the Sonova hearing aid groups



**Lena Kyman, AuD**  
Phonak Clinical Trainer  
NC, SC, DC, VA, MD, NY, GA  
*UNC Chapel Hill*



**Alyssa Ricevuto, AuD**  
Phonak Clinical Trainer  
PA, NJ, DE, MD, NH, ME, VT, MA  
*University of Oklahoma*



**Jon Brittan, AuD**  
Phonak Clinical Trainer  
OR, WA, NorCal, AK, HI  
*Salus University*



**Marion Dellamonica,  
AuD**  
Unitron Regional Trainer  
Eastern USA  
*LSU Health Sciences Center*



# From classroom to clinic with Phonak

# Agenda

---

1

Engaging the patient in the process

---

2

Choosing the right technology

---

3

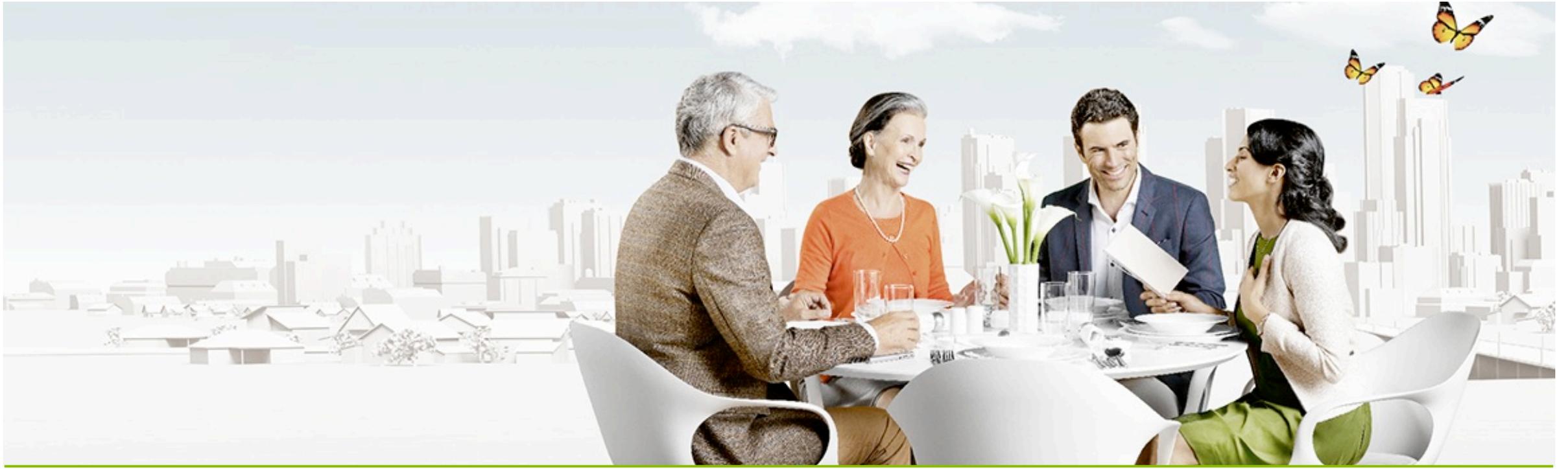
Making the most of an in-office demo

---

4

Providing quality after care

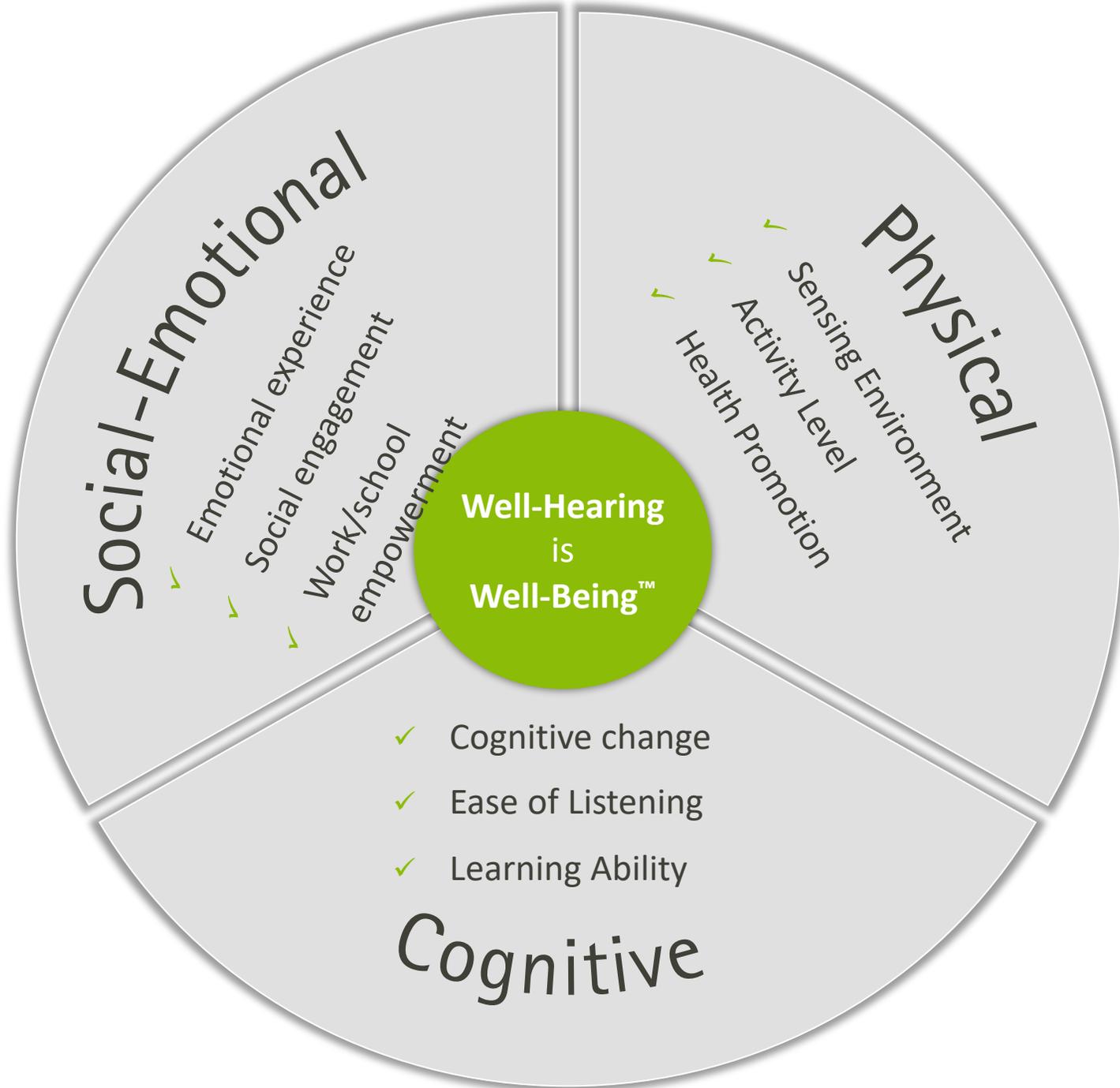
---



# Engaging the patient in the process

Engaging the patient in the process

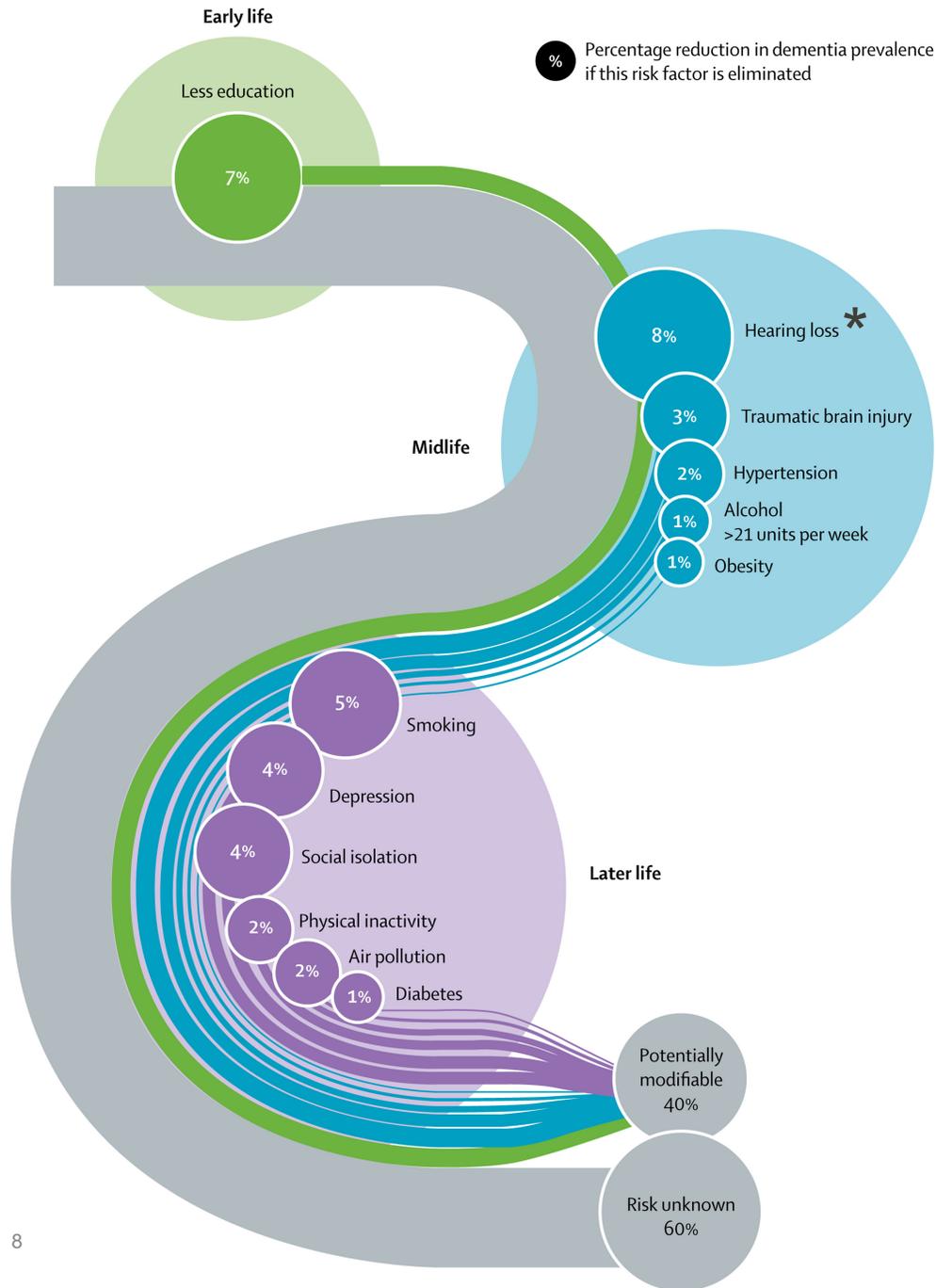
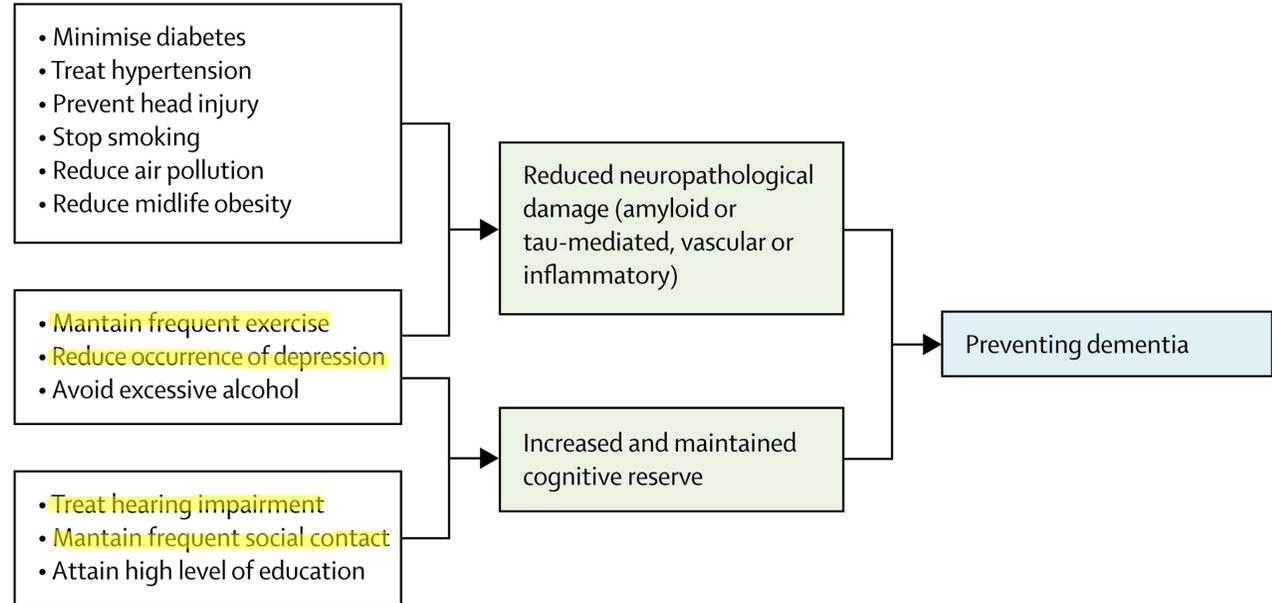
Well-Hearing is Well-Being™



# Dementia prevention, intervention, and care: 2020 report of the *Lancet*

## Commission

\*Hearing loss in midlife (55-65 years) is the #1 **modifiable** risk factor for dementia



## Panel: Recommended strategies for dementia risk reduction

Risks are particularly high in more socially disadvantaged populations including in Black, Asian, and minority ethnic groups.

### Population-wide

- Prioritise childhood education for all, worldwide
- Implement social public health policies that reduce hypertension risk in the entire population
- Develop policies that encourage social, cognitive, and physical activity across the life course for all (with no evidence for any specific activities being more protective)
- **Scrutinise the risks for hearing loss throughout the life course, to reduce the risk of exposure to this risk factor**
- Reduce the risk of serious brain trauma in relevant settings, including occupational and transport
- National and international policies to reduce population exposure to air pollution
- Continue to strengthen national and international efforts to reduce exposure to smoking, both for children and adults, and to reduce uptake and encourage cessation

### Targeted on individuals

- Treat hypertension and aim for SBP <130 mm Hg in midlife
- **Use hearing aids for hearing loss; we need to help people wear hearing aids as many find them unacceptable, too difficult to use, or ineffective**
- Avoid or discourage drinking 21 or more units of alcohol per week
- Prevent head trauma where an individual is at high risk
- Stopping smoking is beneficial regardless of age
- Reduce obesity and the linked condition of diabetes by healthy food availability and an environment to increase movement
- Sustain midlife, and possibly late-life physical activity

## 2020 *Lancet* Commission Recommendations

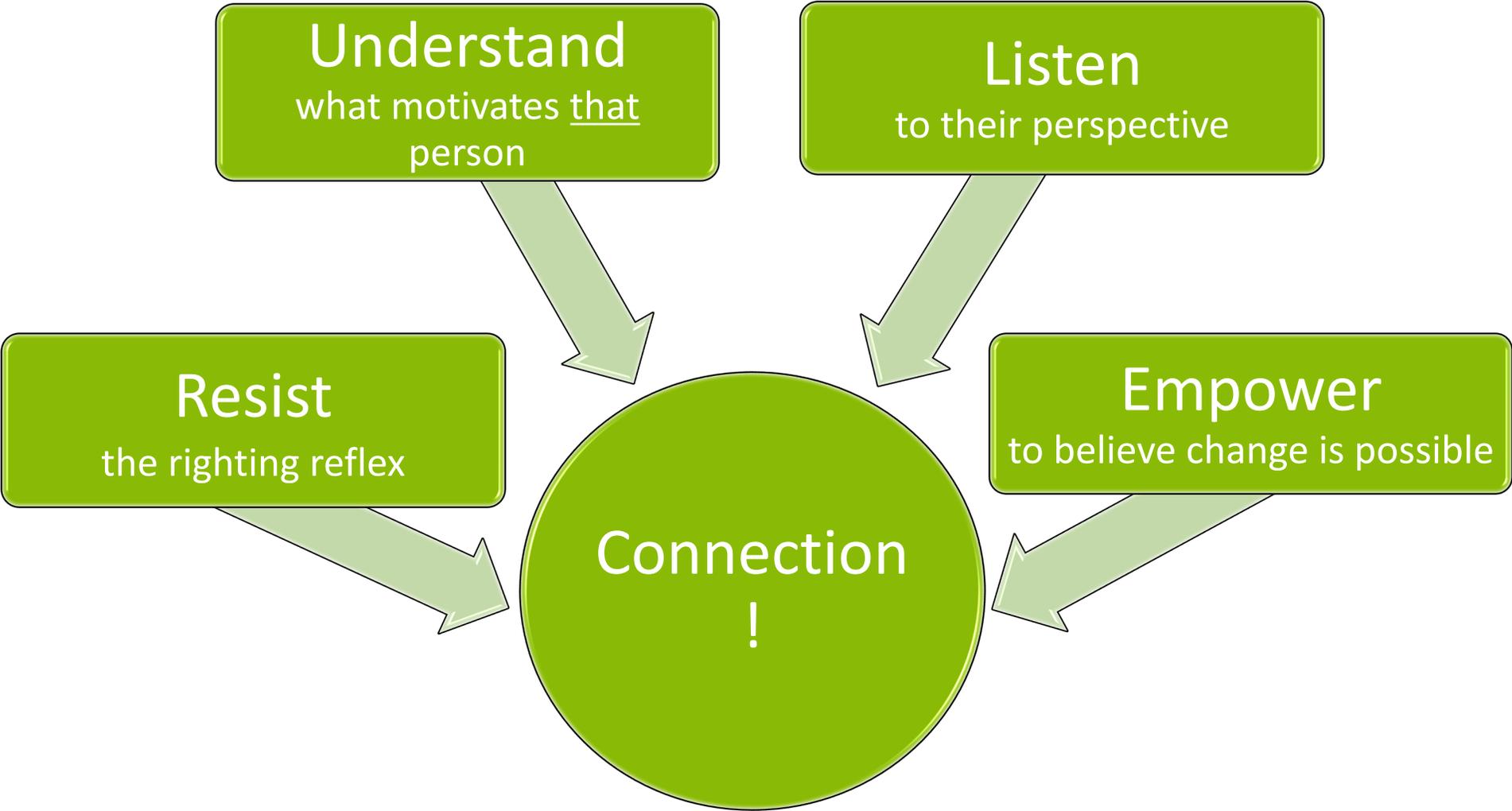
We need to figure out how we can:

- Promote prevention
- Screen and diagnose early
- Get people using hearing technology sooner
- Destigmatize that technology and make it accessible for them
- Integrate that technology into their lives, making it more enjoyable

Engaging the patient in the process

# Motivational Interviewing

# Four Principles of Motivational Interviewing: **RULE**



Engaging the patient in the process

# Family Centered Care

# What is current research telling us about the concept of FCC?

- 1** Family support **drives help-seeking** for hearing impairment and leads to **increased adoption rates** and **decreased return rates**<sup>1</sup>
- 2** Family support **drives hearing aid satisfaction**, independent of reported benefit with amplification<sup>2</sup>
- 3** Family experience difficulties associated with hearing impairment as well as the person with the loss. This is called **'third-party disability'** by the WHO. This means family also need your help

<sup>1</sup>Singh, G., & Launer, S. (2016). Social Context and Hearing Aid Adoption. *Trends in hearing*, 20, 2331216516673833. <https://doi.org/10.1177/2331216516673833>

<sup>2</sup>APA Singh, Gurjit<sup>1,2,3</sup>; Lau, Sin-Tung<sup>3</sup>; Pichora-Fuller, M. Kathleen<sup>3,4</sup> Social Support Predicts Hearing Aid Satisfaction, *Ear and Hearing*: November/December 2015 - Volume 36 - Issue 6 - p 664-676  
Doi: 10.1097/AUD.0000000000000182



# Choosing the right technology



Choosing the right technology

# Phonak Marvel hearing aids

# Phonak Marvel



Virto M-Titanium



Virto M-10 NW O



Virto M-312 NW O



Virto M-312



Audéo M-312



Audéo M-R



Audéo M-RT



Audéo M-312T



Audéo M-13T



Bolero M-M



Bolero M-PR



Naída M-SP



Sky M-M



Sky M-PR



Sky M-SP

# Marvel feature summary

## 90 Premium

Calm Situation
Speech in Noise
Comfort in Noise
Music
Comfort in Echo
Speech in Loud Noise <sup>1</sup>
Speech in Car
Streamed Speech
Streamed Music

Speech in 360° <sup>1</sup>
EchoBlock
WindBlock
SoundRelax
SNR-Boost
DuoPhone <sup>1</sup>
Real Ear Sound
WhistleBlock
NoiseBlock
QuickSync
SoundRecover2
Tinnitus Balance
Environmental Balance
auto Acclimatization
UltraZoom Premium
20 channels
Rechargeable model available

## 70 Advanced

Calm Situation
Speech in Noise
Comfort in Noise
Music
Streamed Speech
Streamed Music

Speech in Loud Noise <sup>1</sup> (manual)
Speech in 360° <sup>1</sup>
WindBlock
SoundRelax
SNR-Boost
DuoPhone <sup>1</sup>
Real Ear Sound
WhistleBlock
NoiseBlock
QuickSync
SoundRecover2
Tinnitus Balance
Environmental Balance
auto Acclimatization
UltraZoom Advanced
16 channels
Rechargeable model available

## 50 Standard

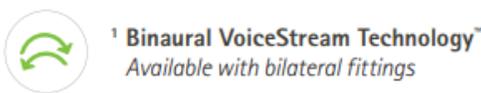
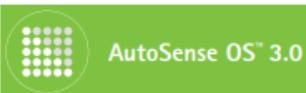
Calm Situation
Speech in Noise
Comfort in Noise
Streamed Speech
Streamed Music

SNR-Boost
DuoPhone <sup>1</sup>
Real Ear Sound
WhistleBlock
NoiseBlock
QuickSync
SoundRecover2
Tinnitus Balance
Environmental Balance
auto Acclimatization
UltraZoom Standard
12 channels
Rechargeable model available

## 30 Essential

Calm Situation
Speech in Noise
Streamed Speech
Streamed Music

WhistleBlock
NoiseBlock
QuickSync
SoundRecover2
Tinnitus Balance
Environmental Balance
auto Acclimatization
UltraZoom Essential
8 channels
Rechargeable model available



# Marvel feature summary

## 90 Premium

Calm Situation
Speech in Noise
Comfort in Noise
Music
Comfort in Echo
Speech in Loud Noise <sup>1</sup>
Speech in Car
Streamed Speech
Streamed Music
Speech in 360° <sup>1</sup>
EchoBlock
WindBlock
SoundRelax
SNR-Boost
DuoPhone <sup>1</sup>
Real Ear Sound
WhistleBlock
NoiseBlock
QuickSync
SoundRecover2
Tinnitus Balance
Environmental Balance
auto Acclimatization
UltraZoom Premium
20 channels
Rechargeable model available

## 70 Advanced

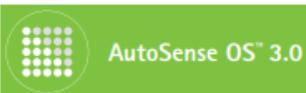
Calm Situation
Speech in Noise
Comfort in Noise
Music
Streamed Speech
Streamed Music
Speech in Loud Noise <sup>1</sup> (manual)
Speech in 360° <sup>1</sup>
WindBlock
SoundRelax
SNR-Boost
DuoPhone <sup>1</sup>
Real Ear Sound
WhistleBlock
NoiseBlock
QuickSync
SoundRecover2
Tinnitus Balance
Environmental Balance
auto Acclimatization
UltraZoom Advanced
16 channels
Rechargeable model available

## 50 Standard

Calm Situation
Speech in Noise
Comfort in Noise
Streamed Speech
Streamed Music
SNR-Boost
DuoPhone <sup>1</sup>
Real Ear Sound
WhistleBlock
NoiseBlock
QuickSync
SoundRecover2
Tinnitus Balance
Environmental Balance
auto Acclimatization
UltraZoom Standard
12 channels
Rechargeable model available

## 30 Essential

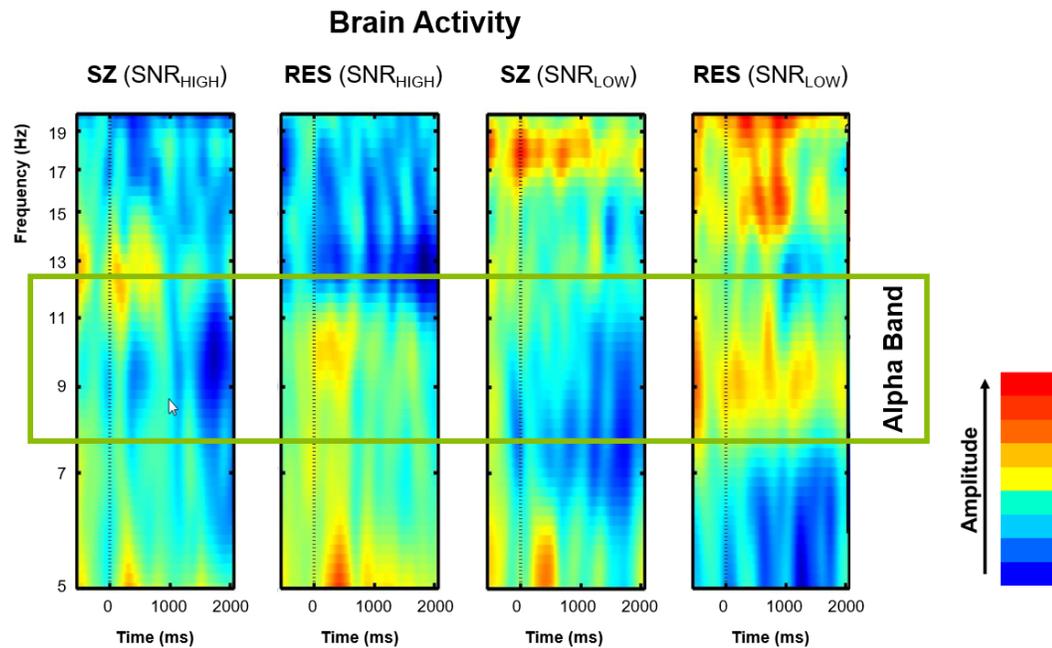
Calm Situation
Speech in Noise
Streamed Speech
Streamed Music
WhistleBlock
NoiseBlock
QuickSync
SoundRecover2
Tinnitus Balance
Environmental Balance
auto Acclimatization
UltraZoom Essential
8 channels
Rechargeable model available



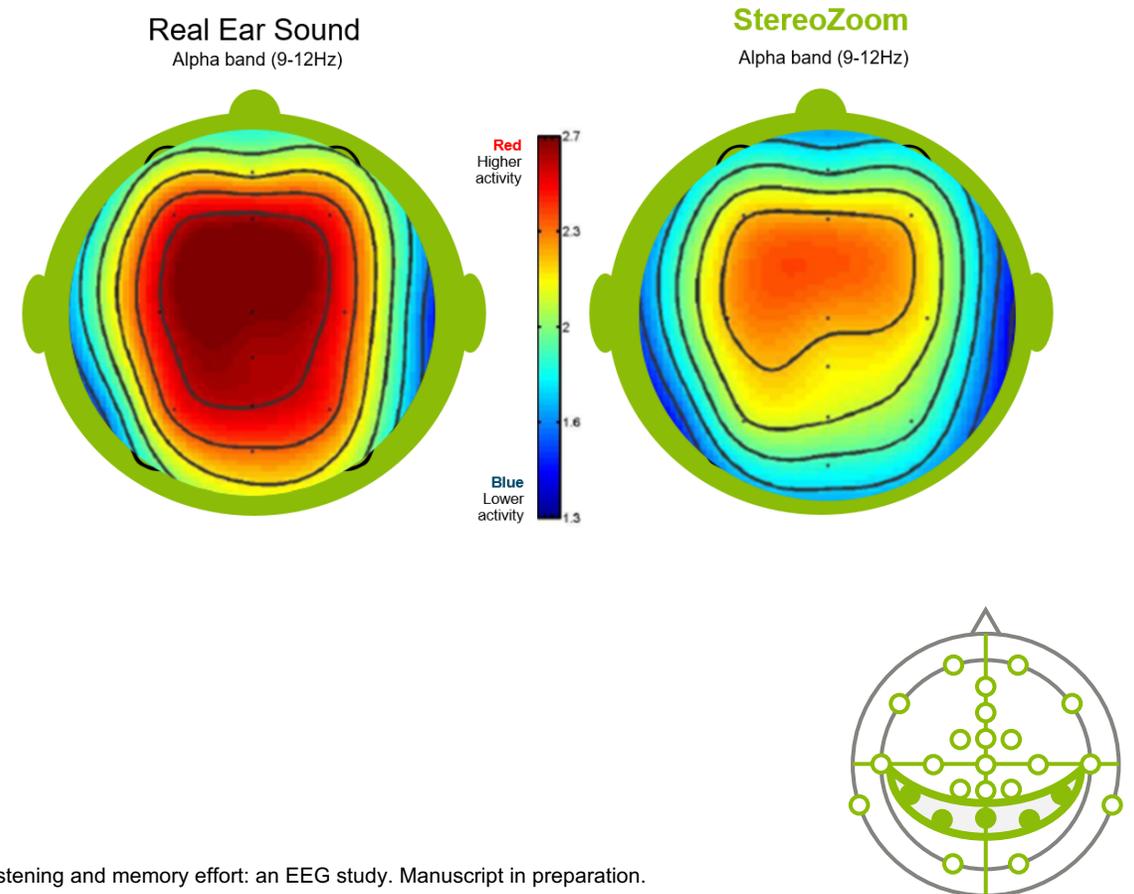
<sup>1</sup> Binaural VoiceStream Technology™  
Available with bilateral fittings

# EEG- Less listening effort in noise with StereoZoom

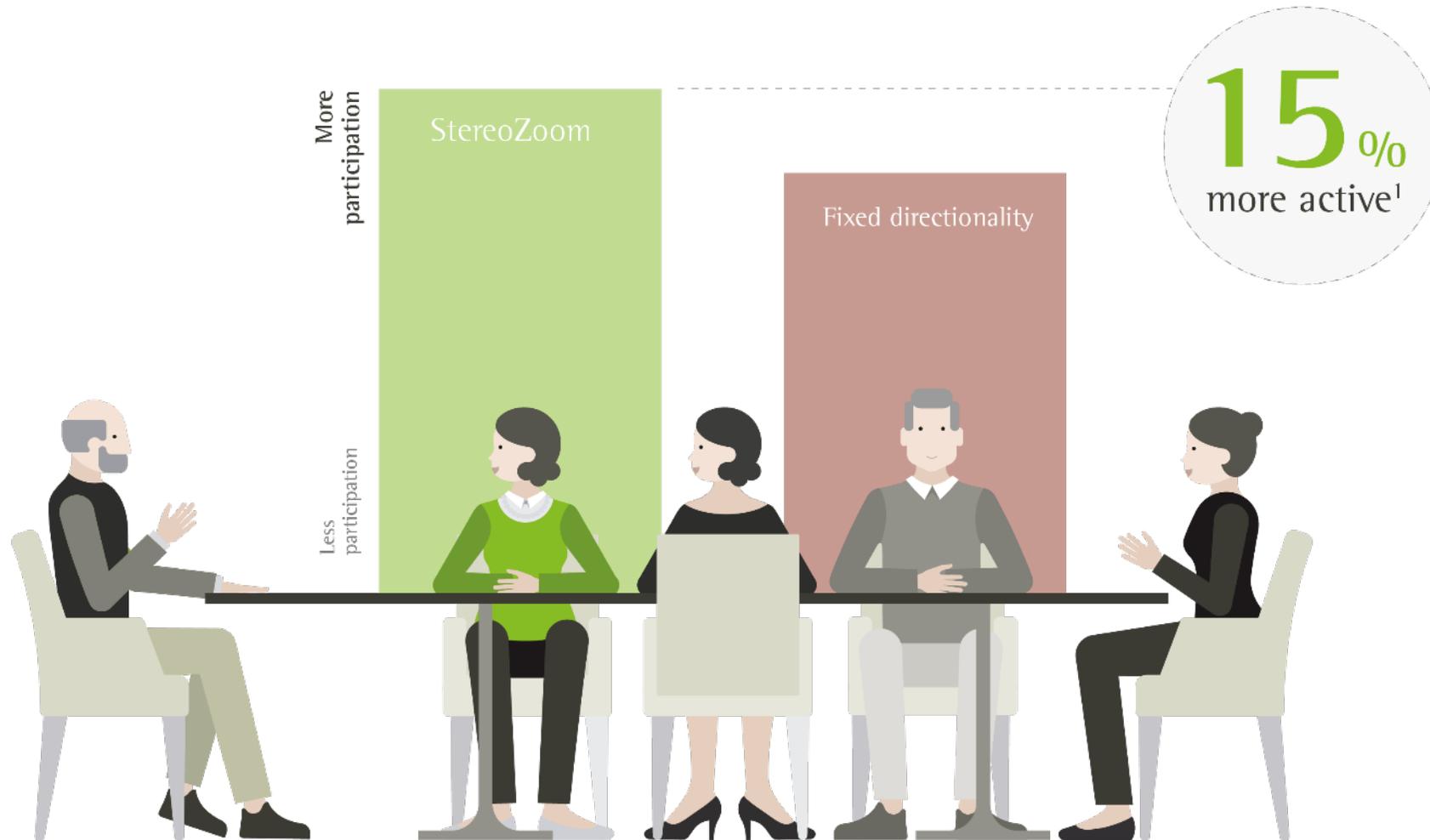
## Moderate loss



## Severe to profound loss



# Technology supports social interaction



Choosing the right technology

# Wireless accessories

# Phonak wireless accessories



**RemoteControl**  
for simple user control



**PartnerMic**  
for conversation



**Roger**  
for complex conversation



**TV Connector**  
for multimedia



# Making the most of an in-office demo



Put yourself  
in their ~~shoes~~

TDH-39's

Making the most of an in-office demo

# Phonak Trial Devices

# Phonak Trial™

1 Ready to trial at 1<sup>st</sup> visit

2 Multiple performance levels in 1 device

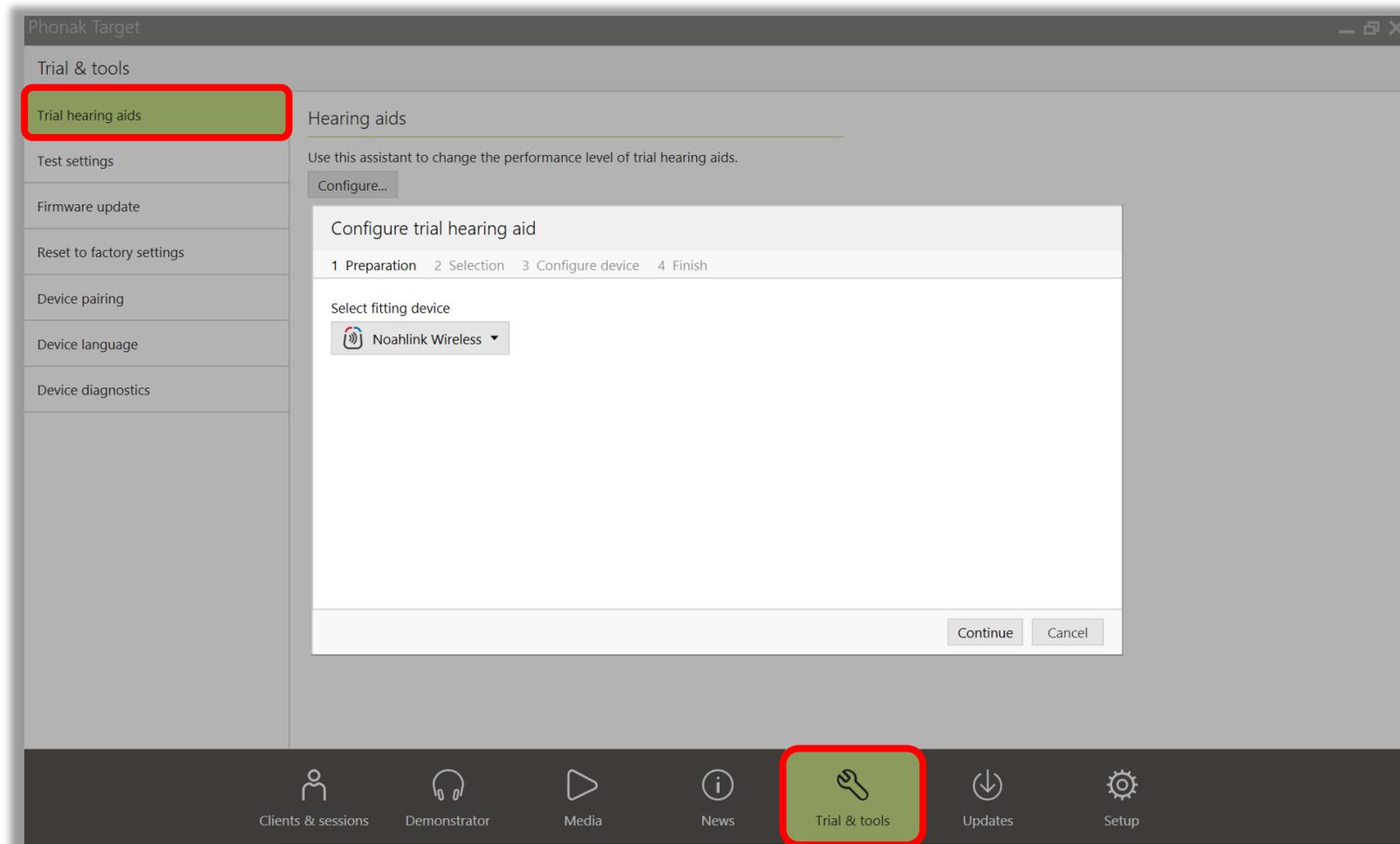
3 Expires after 6 weeks

4 Silver gray (P6) only

5 Marked as PHONAK Trial™ hearing aids



# Phonak Trial: changing performance level



# Phonak Trial: changing performance level

Phonak Target 6.2.8 File eService Help

Trial & tools

Trial hearing aids

Test settings

Firmware update

Reset to factory settings

Warranty

Device pairing

Device language

Device diagnostics

Trial hearing aids

Configure trial hearing aid

1 Preparation 2 Selection 3 Configure device 4 Finish

Select desired performance level.

	30 Essential	50 Standard	70 Advanced	90 Premium
AutoSense OS 3.0	✓	✓	✓	✓
RogerDirect	✓	✓	✓	✓
Speech in loud noise			✓	✓
Speech in car				✓
Comfort in echo				✓
Speech in 360°			✓	✓
Tinnitus balance	✓	✓	✓	✓
SoundRecover2	✓	✓	✓	✓
UltraZoom	✓	✓	✓	✓
DuoPhone		✓	✓	✓
Real ear sound		✓	✓	✓

Select Select Select Select

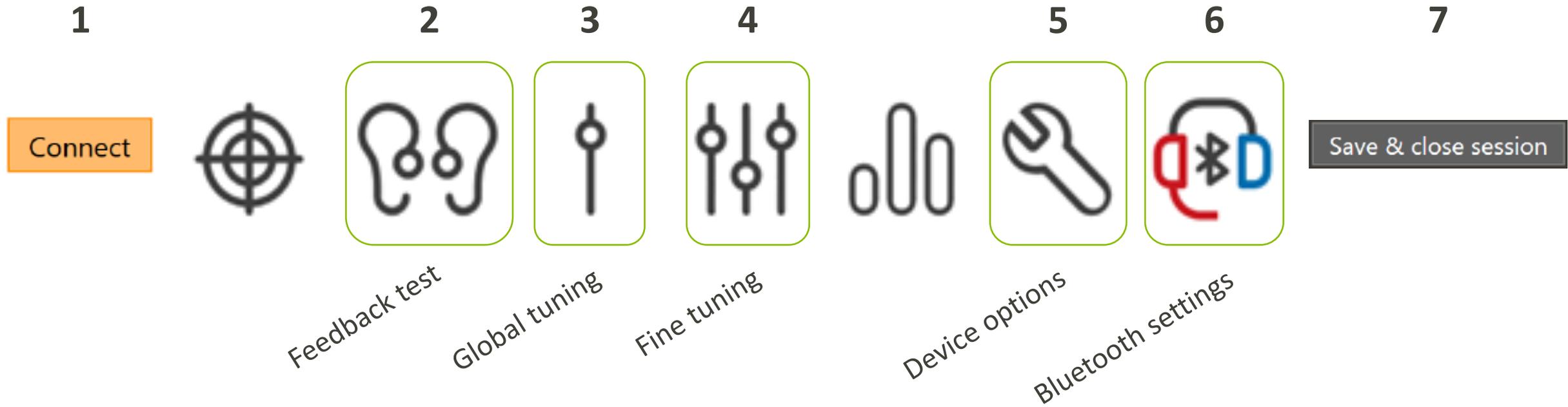
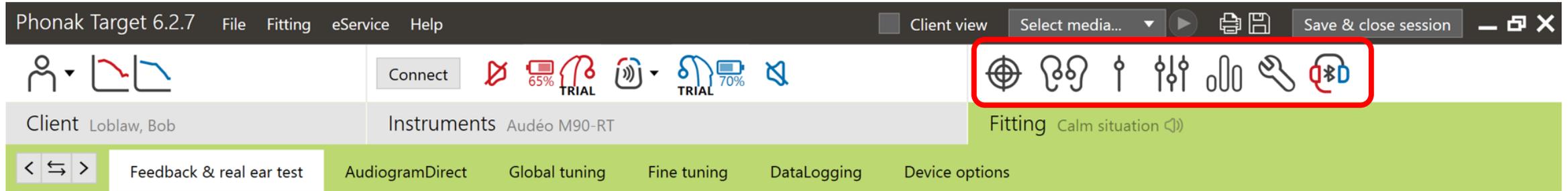
Start over Continue Cancel

Client & session Demonstrator Media News Trial & tools Updates Setup

Making the most of an in-office demo

# An efficient first fit with Phonak Trial Devices

# Phonak has an efficient first fit



Making the most of an in-office demo

While you're there...

Target can make counseling easy  
with Client View

Connect 100% TRIAL 99% TRIAL

Client Loblaw, Bob Instruments Audéo M90-RT Fitting Calm situation

Feedback & real ear test AudiogramDirect Global tuning Fine tuning DataLogging Device options

Program manager >>

All programs

AUTOMATIC PROGRAMS

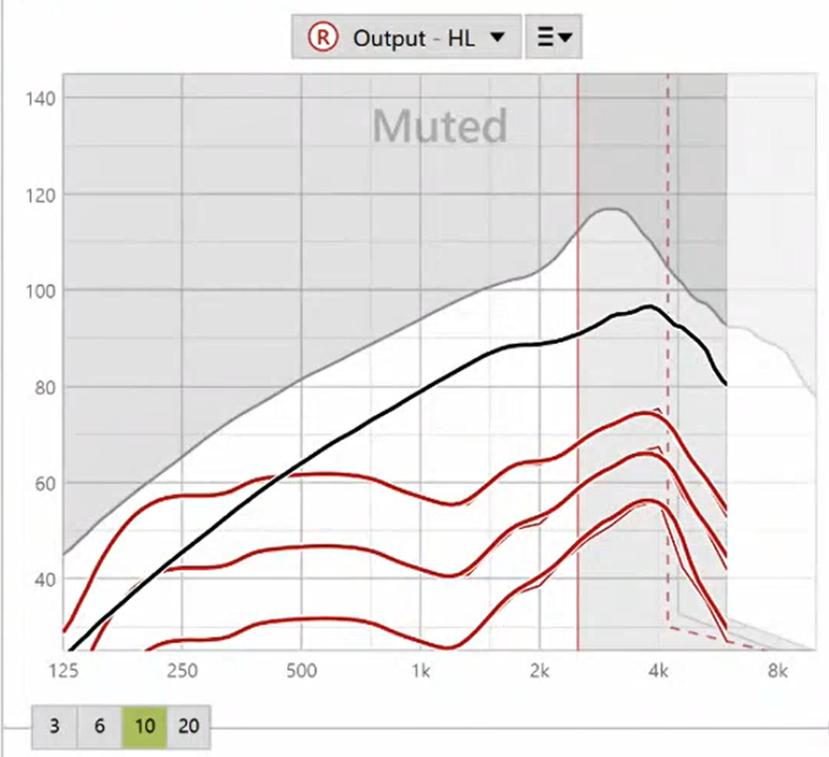
- AutoSense OS 3.0
  - Calm situation
  - Speech in noise
  - Speech in loud noise
  - Speech in car
  - Comfort in noise
  - Comfort in echo
  - Music
- AutoSense OS 3.0 (streaming)
  - Media speech + mic
  - Media music + mic

STREAMING PROGRAMS

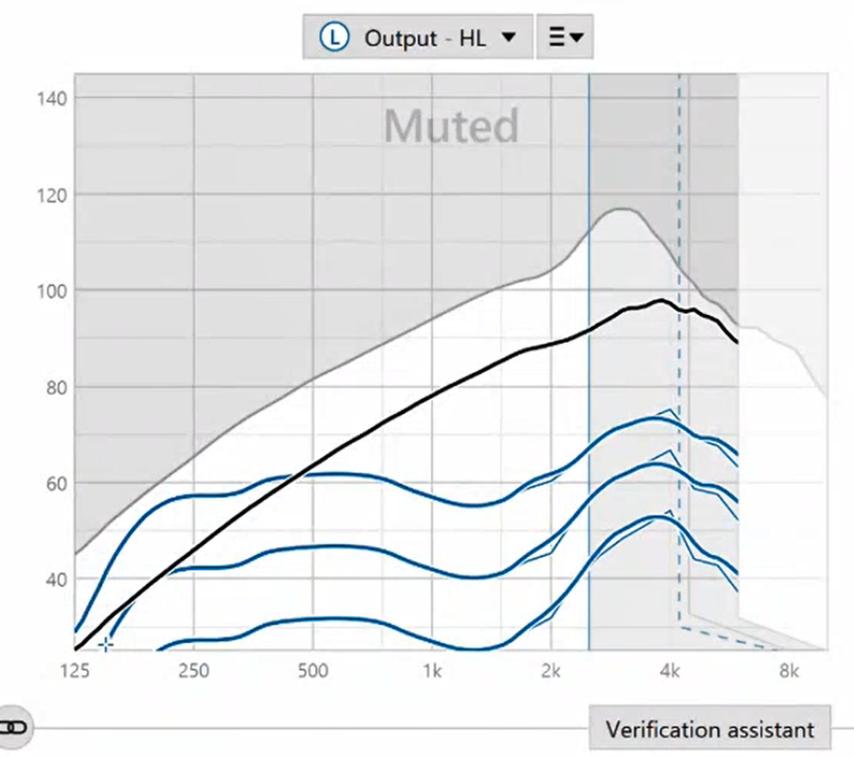
- PartnerMic + mic
- Phone call + mic
- RogerDirect + mic

ADDITIONAL PROGRAMS +

+ Add programs...



MPO	44	64	73	79	86	89	92	95	94	87
All	250	500	750	1k	1.5k	2k	3k	4k	6k	8k
G80	-1	-1	0	0	3	9	13	16	19	21
G65	-1	-1	0	0	4	13	19	22	26	27
G50	-1	-1	0	0	5	15	23	27	31	28
CR	1	1	1	1	1.1	1.3	1.7	1.9	2.1	2



MPO	45	64	72	78	84	89	93	96	96	93
All	250	500	750	1k	1.5k	2k	3k	4k	6k	8k
G80	0	-1	0	0	0	6	13	15	19	28
G65	0	-1	0	0	0	8	17	20	24	33
G50	0	-1	0	0	0	8	20	24	28	34
CR	1	1	1	1	1	1.1	1.5	1.7	1.8	2.3

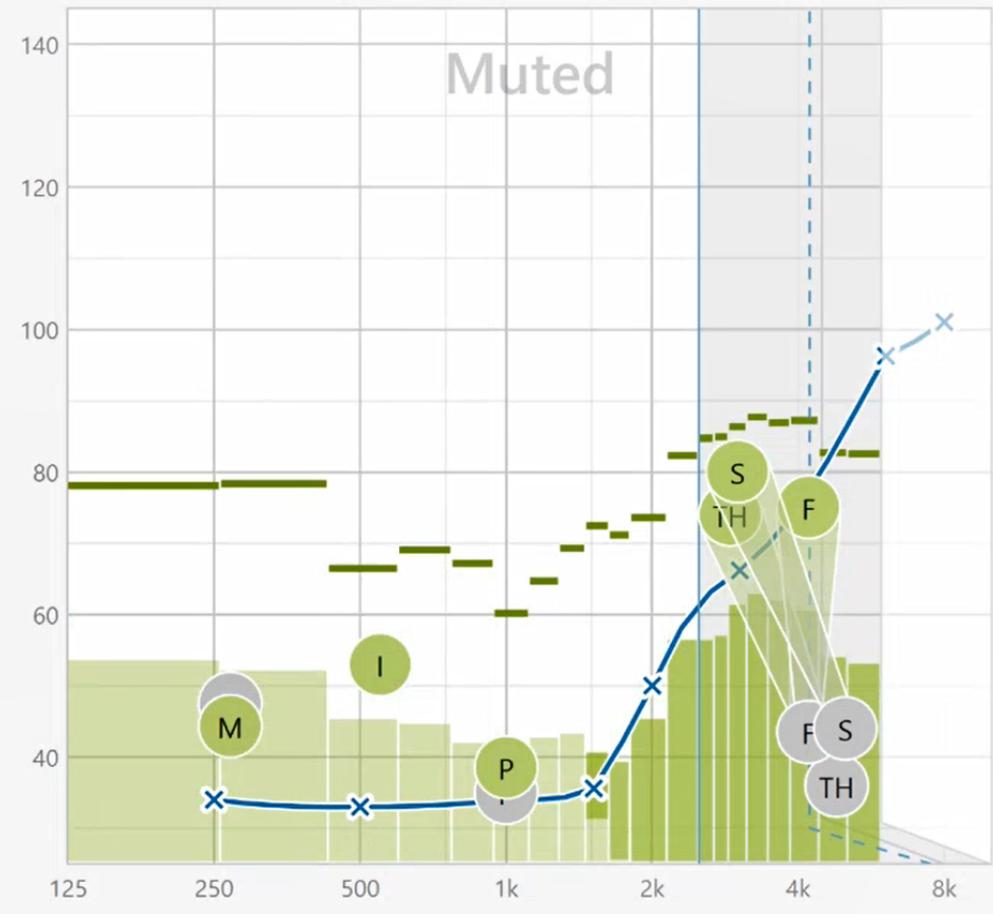
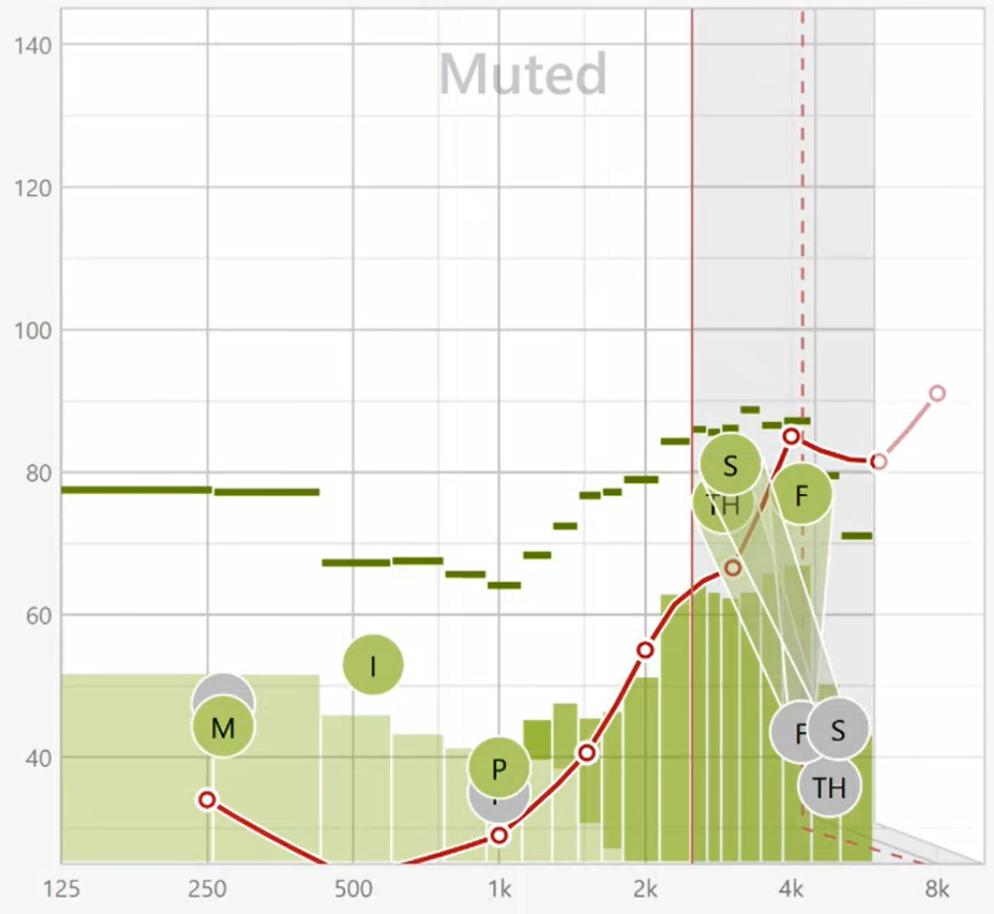
Gain & MPO Audibility fine tuning Program options SoundRecover2 TK/Gain 35 dB Automatic fine tuning Tinnitus balance tuning

Show both

Ⓡ

🔊 Calm situation

Ⓛ



DISPLAY OPTIONS

- Aided
- Unaided

SPEECH SOUNDS

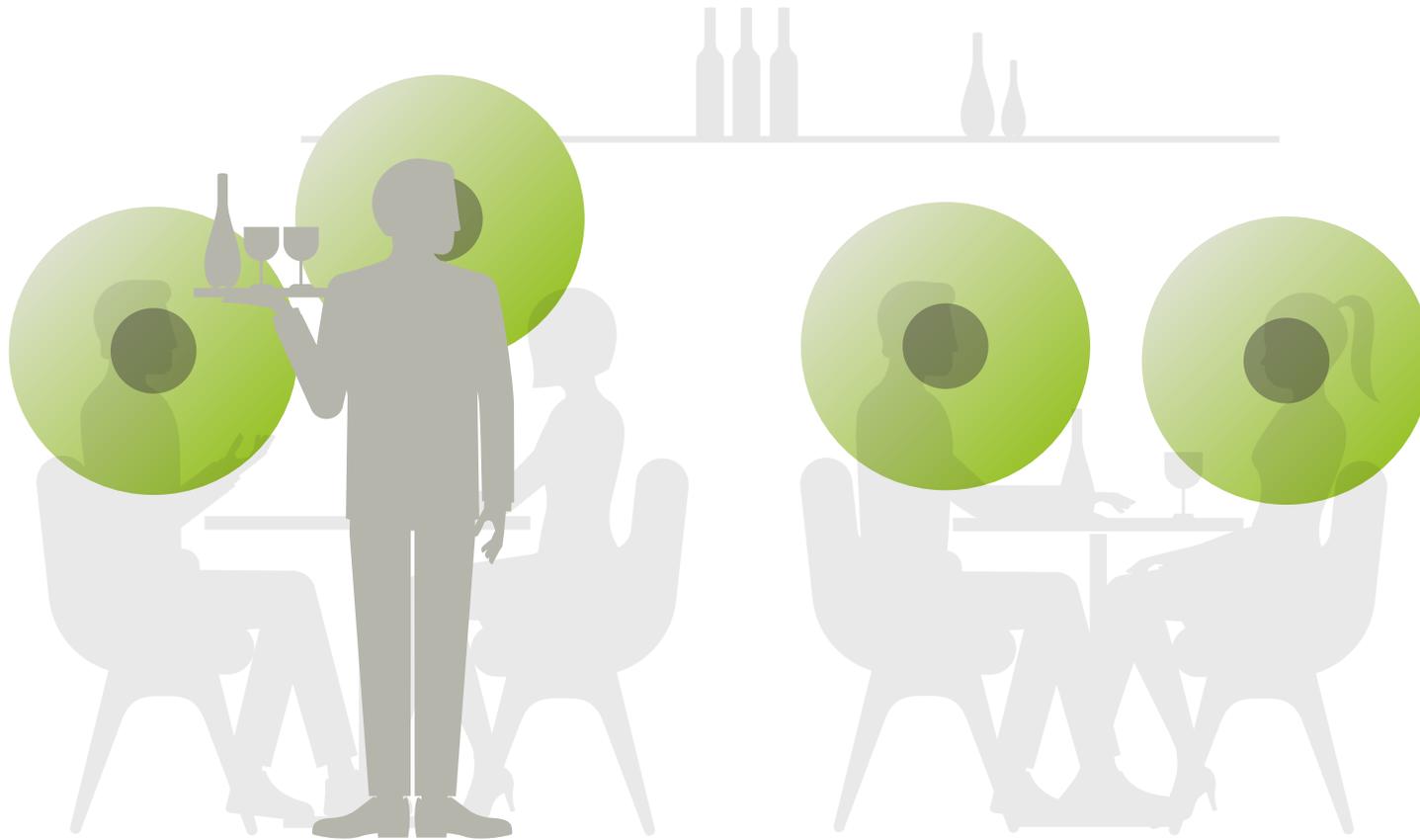
- M
- N
- E
- U
- I
- O
- P
- F
- S
- TH

HEARING LEVEL

- (Red line with circle)
- x— (Blue line with x)

Demo an accessory to help with  
conversations... in noise or at a  
distance

# Why are accessories for conversation important?



Because...

**31%**

of hearing aid wearers report they have challenges hearing in background noise<sup>1</sup>

# Conversation in noise and at a distance

## Roger

for complex conversations and more



## PartnerMic

For simple conversations



### Considerations:

- Who's voice(s) will the patient be listening to?
- How will this fit into their life?
- What are the distance limitations of the space?
- What is the noise source?

More hearing performance with Roger™ technology

roger

roger

roger

roger

roger

roger

roger

roger

roger

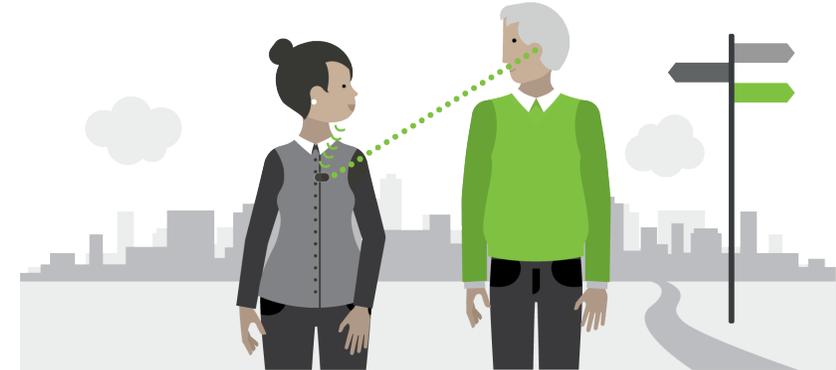
StereoZoom

UltraZoom

Real Ear Sound



# Choosing between PartnerMic and Roger



**Roger** is universal- not just for Sonova users

- Individuals in more complex listening situations with multiple speakers
  - adaptive gain
  - multifunctional situations
  - multiple listeners or speakers
  - connect to multiple networks as needed

**PartnerMic** is only compatible with Marvel HAs

- Individuals with less complex listening situations
  - fixed gain
  - one situation
  - one-to-one
  - pairs to one set of hearing aids

Making the most of an in-office demo

# Demo the TV Connector



## Considerations

- No reboot of the hearing aids required
- One touch pairing
- Connects to multiple sets of hearing aids
- Dolby/Surround sound compatible
- What will be used as the audio source?
- What type of media will be used?

Making the most of an in-office demo

# Demo Bluetooth connectivity

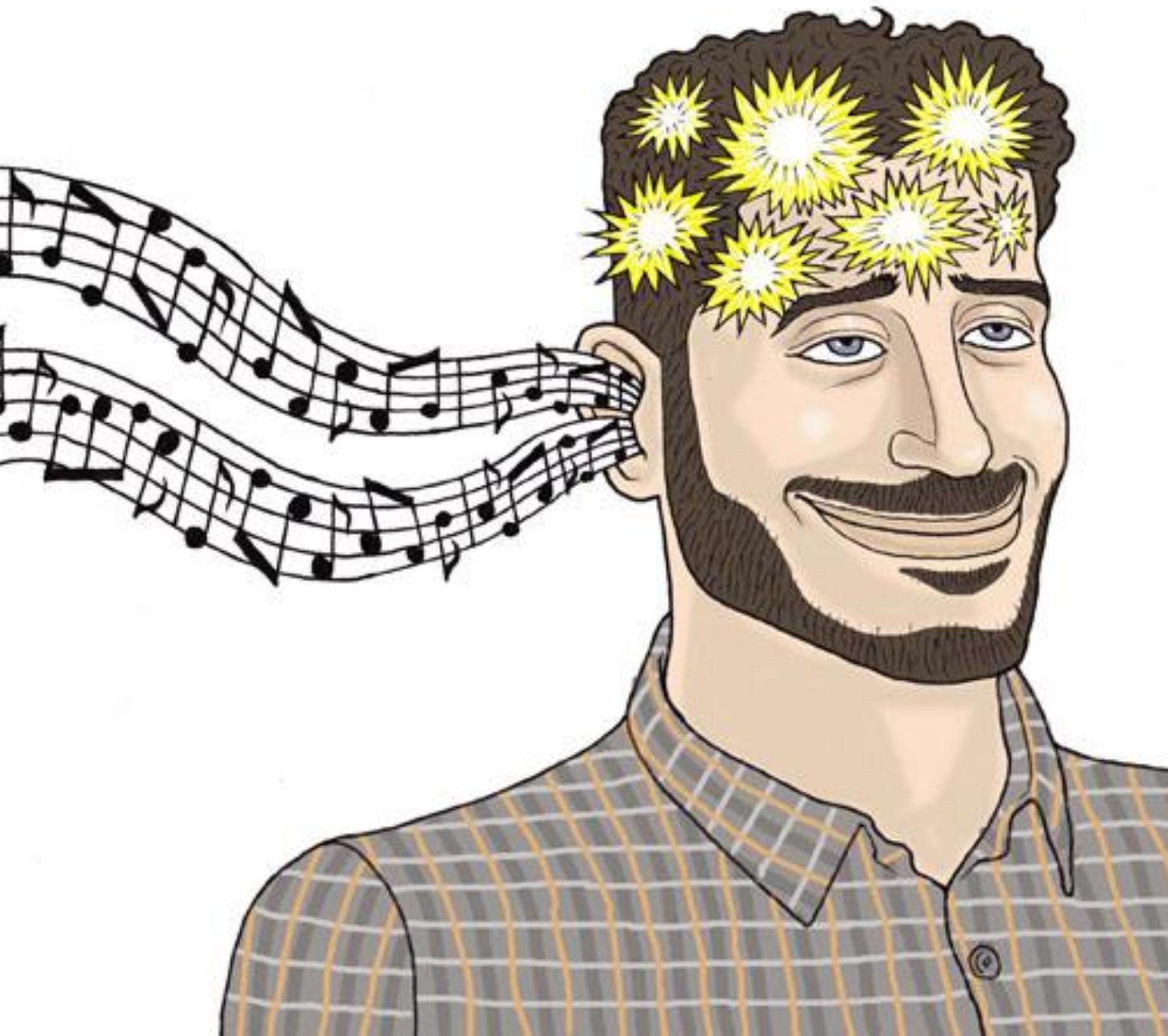
# How to do a streaming/hands-free phone call demo

- Bluetooth classic pairing is quick and easy
  - Settings → Bluetooth → Select device and pair
- Made for ALL



Why demo  
streaming?





People have a  
nostalgic  
connection to  
music

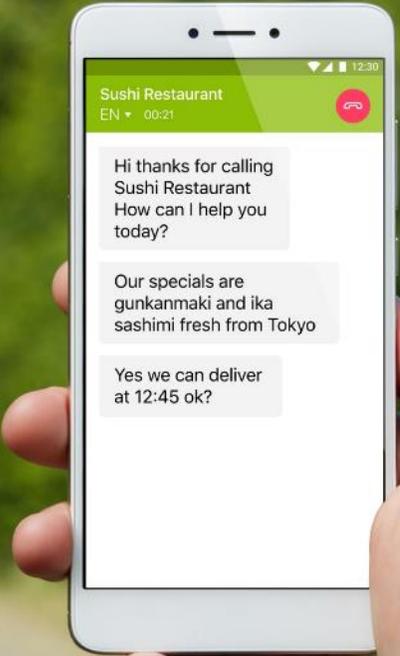
# The Streaming Demo: Tying It All Together

- Thanks to our new first fit calculation, patients are experiencing excellent on-target sound quality from the moment you program the hearing aids. This opens up more time in your consultation for counseling and demonstrating streaming and other features
- Thanks to the classified streaming programs, the hearing aids optimize the sound quality for speech and music independently, providing top rated streaming sound quality
- This is an impactful experience for the patient, providing and demonstrating a lot of value, in a short amount of time that is easy for you to incorporate into your consultation appointments

Making the most of an in-office demo

# Demo the myCall-to-Text app

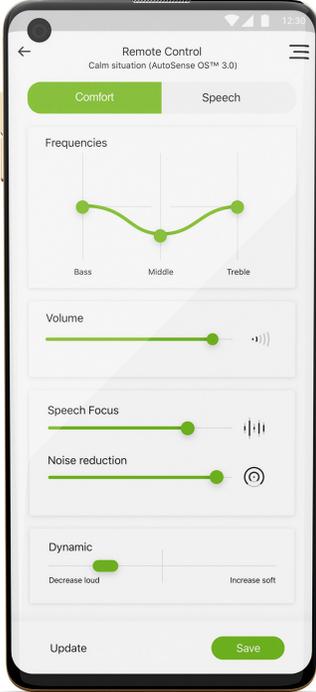
The Phonak  
myCall-to-Text app  
allows users to  
read, in real time,  
what the person  
says on the other  
end of the phone



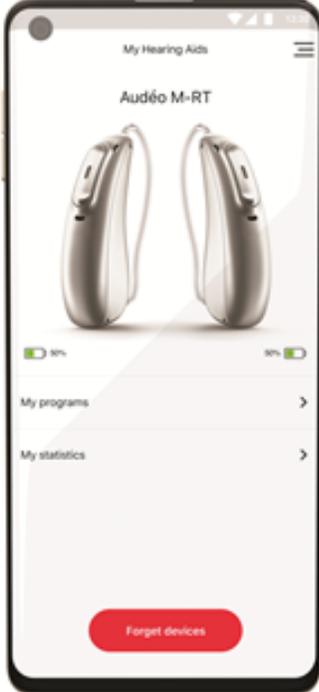
Making the most of an in-office demo

# Demo the myPhonak app

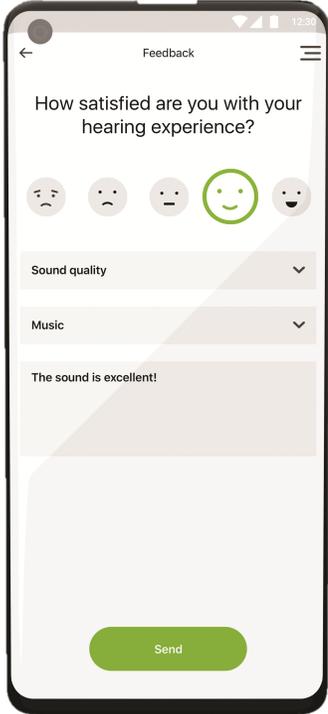
# Demo the myPhonak app



Remote Control



My Hearing Aids



Hearing Diary

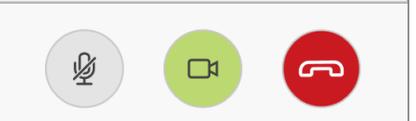


RemoteSupport

Making the most of an in-office demo

# Demo Remote Support

tester tester is connected  
P2P: Good quality WIFI 63%



Client tester, tester Instruments Virto M90-312

Feedback & real ear test AudiogramDirect Global tuning Fine tuning DataLogging Device options

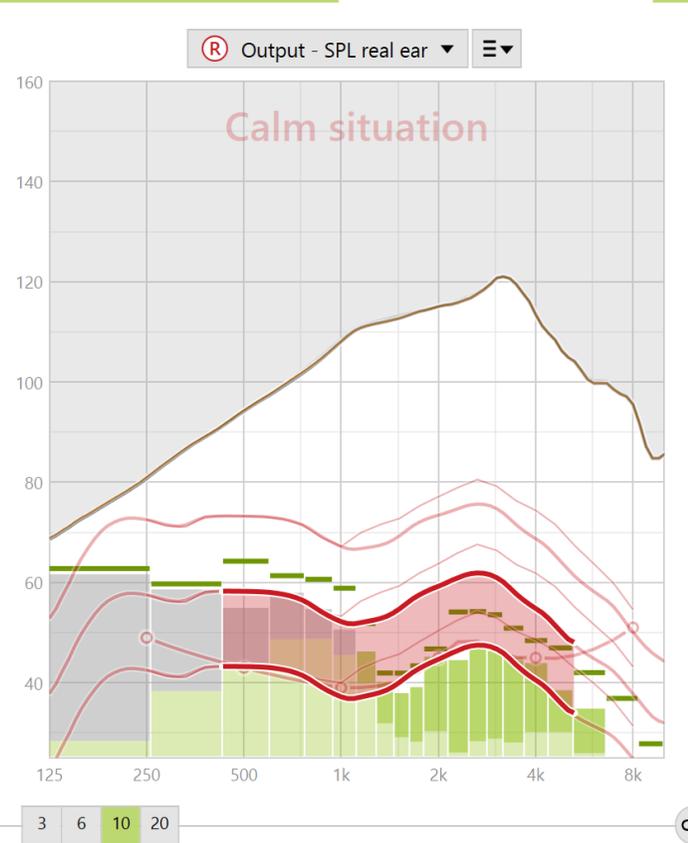
- Program manager >>
- All programs
- AUTOMATIC PROGRAMS
- A AutoSense OS 3.0
    - Calm situation
    - Speech in noise
    - Speech in loud noise
    - Speech in car
    - Comfort in noise
    - Comfort in echo
    - Music
  - A AutoSense OS 3.0 (streaming)
    - Media speech + mic
    - Media music + mic
- STREAMING PROGRAMS
- PartnerMic + mic
  - Phone call + mic
  - RogerDirect + mic
- ADDITIONAL PROGRAMS +

MPO	80	94	102	108	112	115	119	112	102	93
All	250	500	750	1k	1.5k	2k	3k	4k	6k	8k
G80	1	1	2	3	7	14	17	13	5	-5
G65	1	1	2	3	7	15	18	14	6	-3
G50	1	1	2	3	7	15	19	15	8	-1
CR	1	1	1	1	1	1	1.1	1.1	1.1	1.2

+ Add programs...

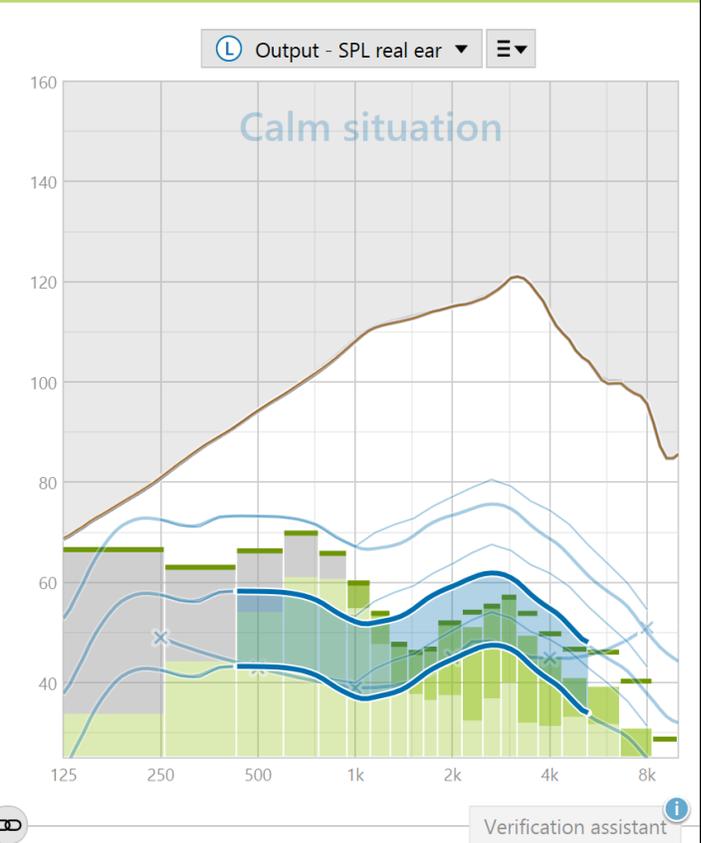
Connect [Icons]

Fitting Calm situation



3 6 10 20

MPO	80	94	102	108	112	115	119	112	102	93
All	250	500	750	1k	1.5k	2k	3k	4k	6k	8k
G80	1	1	2	3	7	14	17	13	5	-5
G65	1	1	2	3	7	15	18	14	6	-3
G50	1	1	2	3	7	15	19	15	8	-1
CR	1	1	1	1	1	1	1.1	1.1	1.1	1.2



Verification assistant

MPO	80	94	102	108	112	115	119	112	102	93
All	250	500	750	1k	1.5k	2k	3k	4k	6k	8k
G80	1	1	2	3	7	14	17	13	5	-5
G65	1	1	2	3	7	15	18	14	6	-3
G50	1	1	2	3	7	15	19	15	8	-1
CR	1	1	1	1	1	1	1.1	1.1	1.1	1.2

Gain & MPO Audibility fine tuning Program options SoundRecover2 TK/Gain 35 dB Automatic fine tuning Tinnitus balance

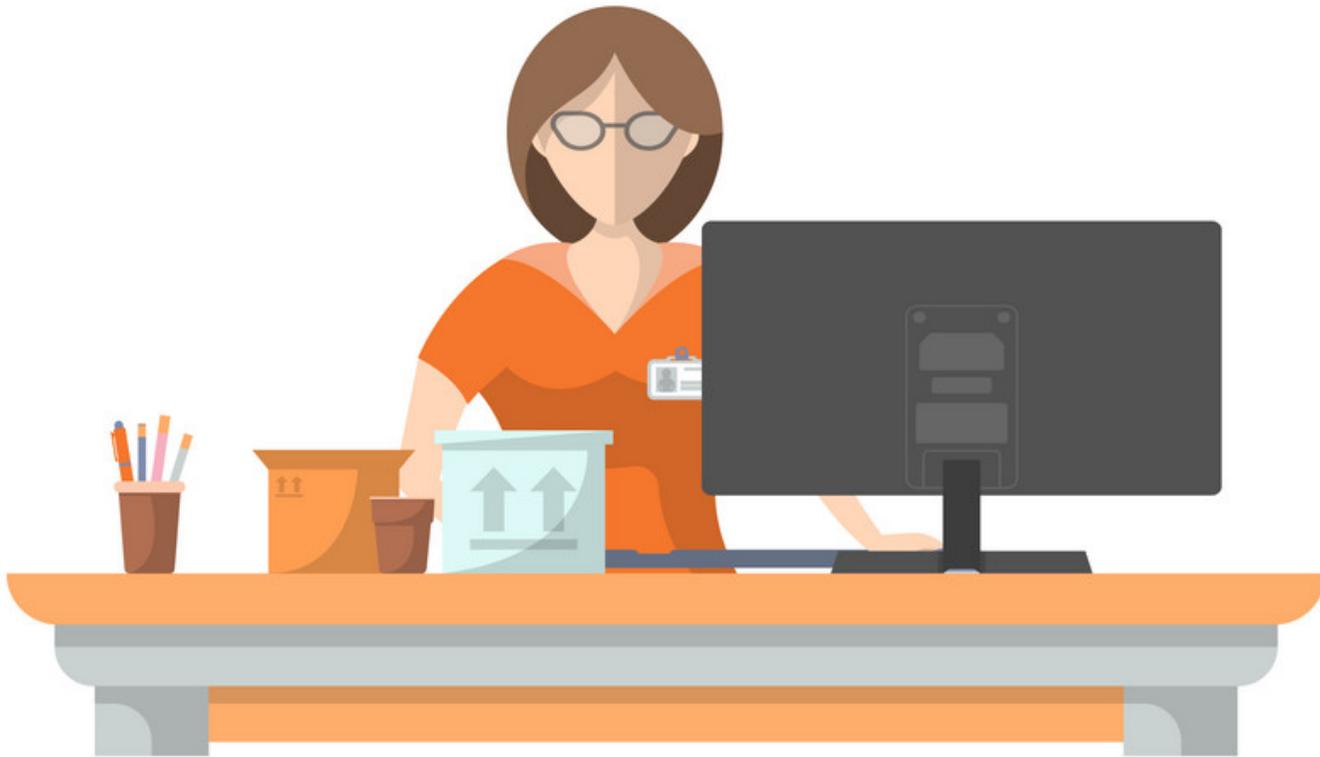
# Making the most of an in-office demo

## Final thoughts:

- Prioritize what will be most important to the person sitting in front of you
- Don't think you need to show them everything during one visit
- Try to mimic their real environments as much as possible
- Streamline the process to make it efficient for you
- Ask your Phonak representative how you can get trial devices and demo accessories for your clinic... we make it easy!



## Providing quality after care



## Today's schedule

**8:00**

Ava

6 month clean and check

**9:00**

Jerry

Struggling to hear his wife

**10:00**

Jamie

c/o background noise

**11:00**

Richard

First follow up



Ava is an adult who leads a very active lifestyle. She has a moderate hearing loss, and has been wearing Marvels for a few months and loves them. She regularly attends safe socially distant yoga, yet has trouble hearing the instructor. She also has watch her classes online due to COVID, however her computer doesn't have Bluetooth. Additionally she has backyard get togethers with friends where everyone sits far apart around a round table.

## Poll question #2

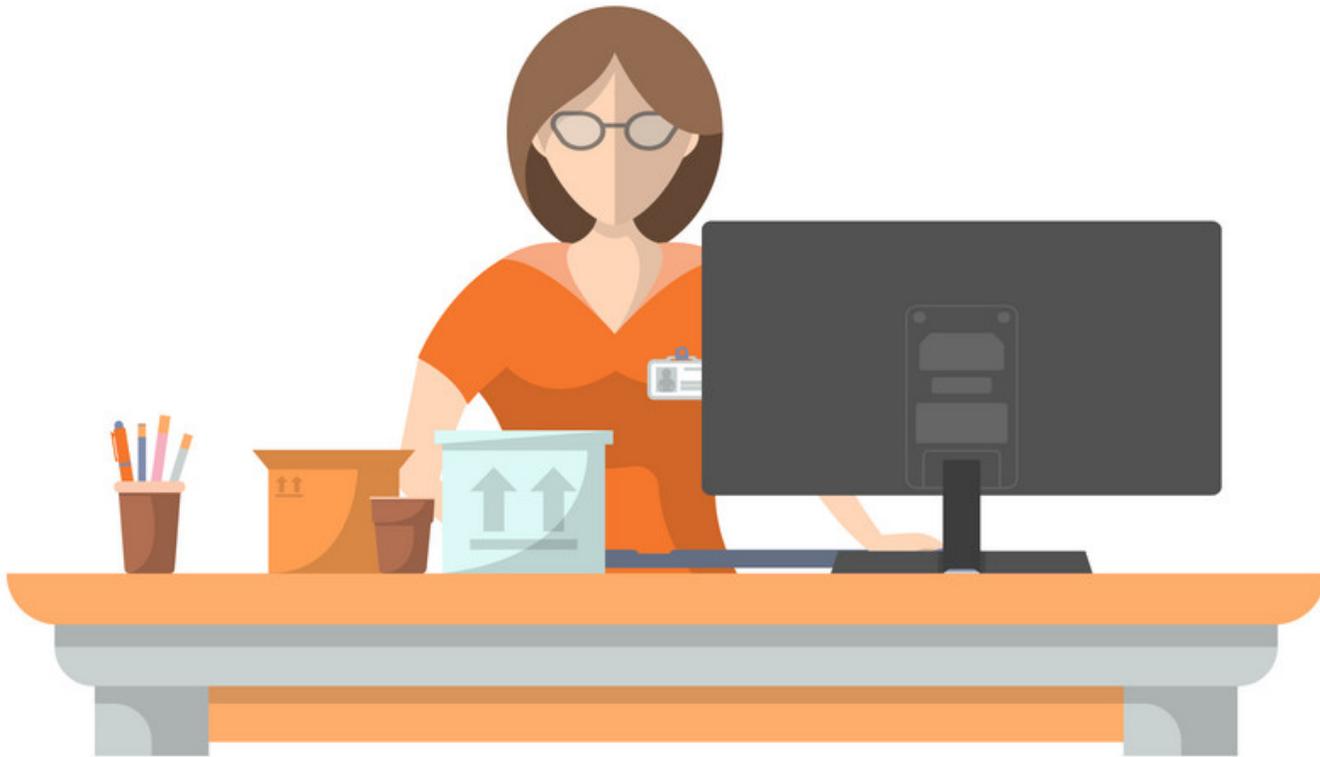
Knowing that Ava needs help hearing one person, a group of people, and multimedia... which accessory could you demo for Ava?

- A. PartnerMic
- B. TV Connector
- C. Roger Select iN
- D. myPhonak app

# Roger Select iN!

- Roger Select iN is incredibly versatile
  - It can be used for one on one conversations
    - Her yoga teacher can wear it and sanitize it after
- It can be used as a media streamer
  - It can plug into the audio jack of a tv, computer, etc.
    - And used for her online classes
- It can be used in group situations
  - It's the optimal accessory for easy conversations while social distancing!
    - She can place the Select in the middle of the table at her get togethers and it will follow the conversation





## Today's schedule

**8:00**

Ava

6-month clean and check

**9:00**

Jerry

Struggling to hear his wife

**10:00**

Jamie

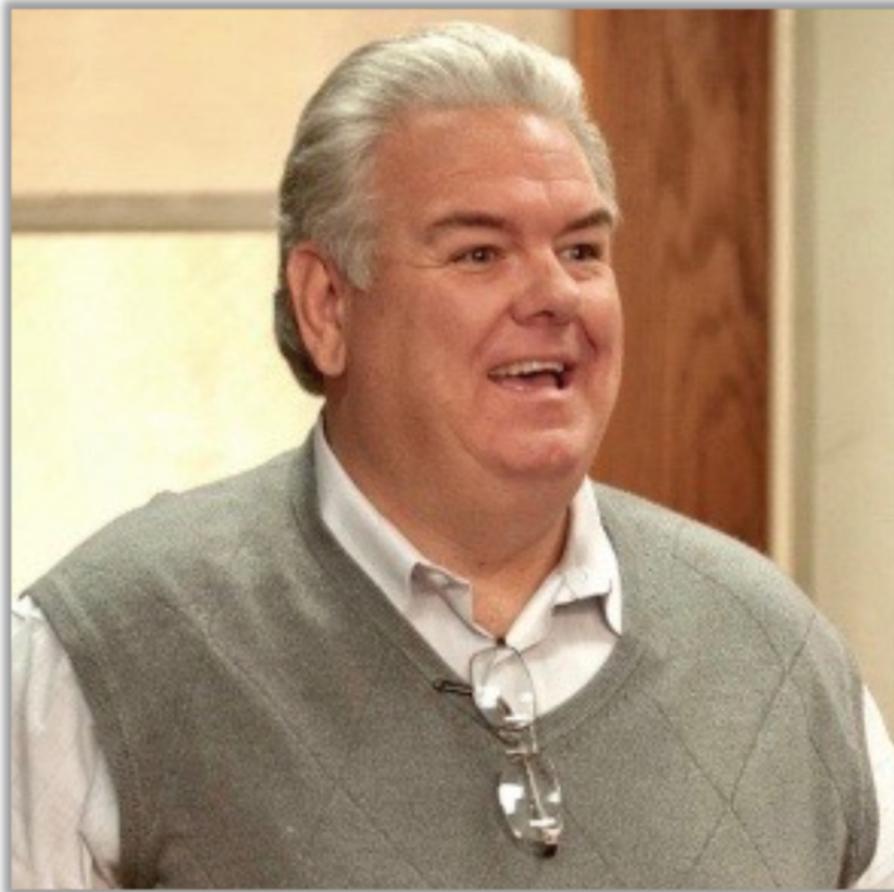
c/o background noise

**11:00**

Richard

First follow up

# Jerry



Jerry regularly streams from his TV connector. Sometimes his daughters are too talkative during the shows, and Jerry wants to hear the TV better. Other times however, Jerry likes to have a conversation with his wife Gail while streaming.



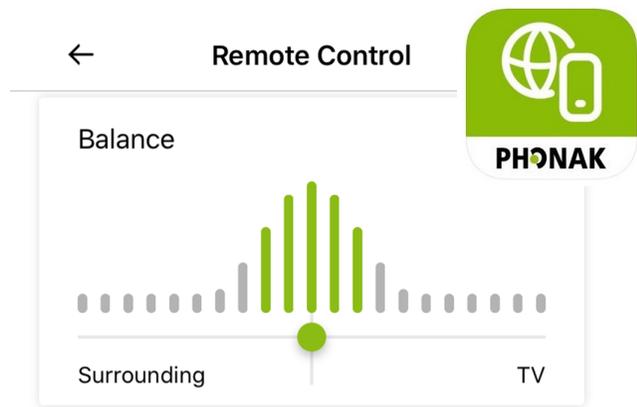
### Poll question #3

Does Jerry have the ability to adjust his hearing aid microphones while he streams?

A. Yes

B. No

# Yes! In fact, he has 3 choices



In the myPhonak app



**SHORT PRESS**  
Streaming volume\*  
±10 dB (±5 steps)  
\* An increase will reduce environmental sounds

On the hearing aid



With a RemoteControl



## Today's schedule

**8:00**

Ava

6-month clean and check

**9:00**

Jerry

Struggling to hear his wife

**10:00**

Jamie

c/o background noise

**11:00**

Richard

First follow up

# Jamie



Jamie is the sister of one of your loyal patients. Because she is hearing so well now with her new Marvel hearing aids, Jamie has started going out for coffee with her friends every Saturday morning.

She has been in your office every Monday since her fitting for adjustments because she cannot understand her friends at that coffee shop.

She actually skipped seeing her friends last Saturday morning. Too frustrating.

## Poll question #4

Jamie's frustrated, you're frustrated... What do you do now?

- A. Demo PartnerMic
- B. Create a manual speech in noise program
- C. Explain the advanced remote control functions in the app
- D. Schedule a Remote Support session

# Make your adjustments at the coffee shop with RemoteSupport!

**Program manager**

All programs

**AUTOMATIC PROGRAMS**

- A AutoSense OS 3.0
- Calm situation
- Speech in noise
- Speech in loud noise
- Speech in car
- Comfort in noise
- Comfort in echo
- Music

**A AutoSense OS 3.0 (streaming)**

- Media speech + mic
- Media music + mic

**STREAMING PROGRAMS**

- PartnerMic + mic
- Phone call + mic
- RogerDirect + mic

**ADDITIONAL PROGRAMS**

+ Add programs...

**Output - SPL real ear**

**Calm situation**

**Output - SPL real ear**

**Calm situation**

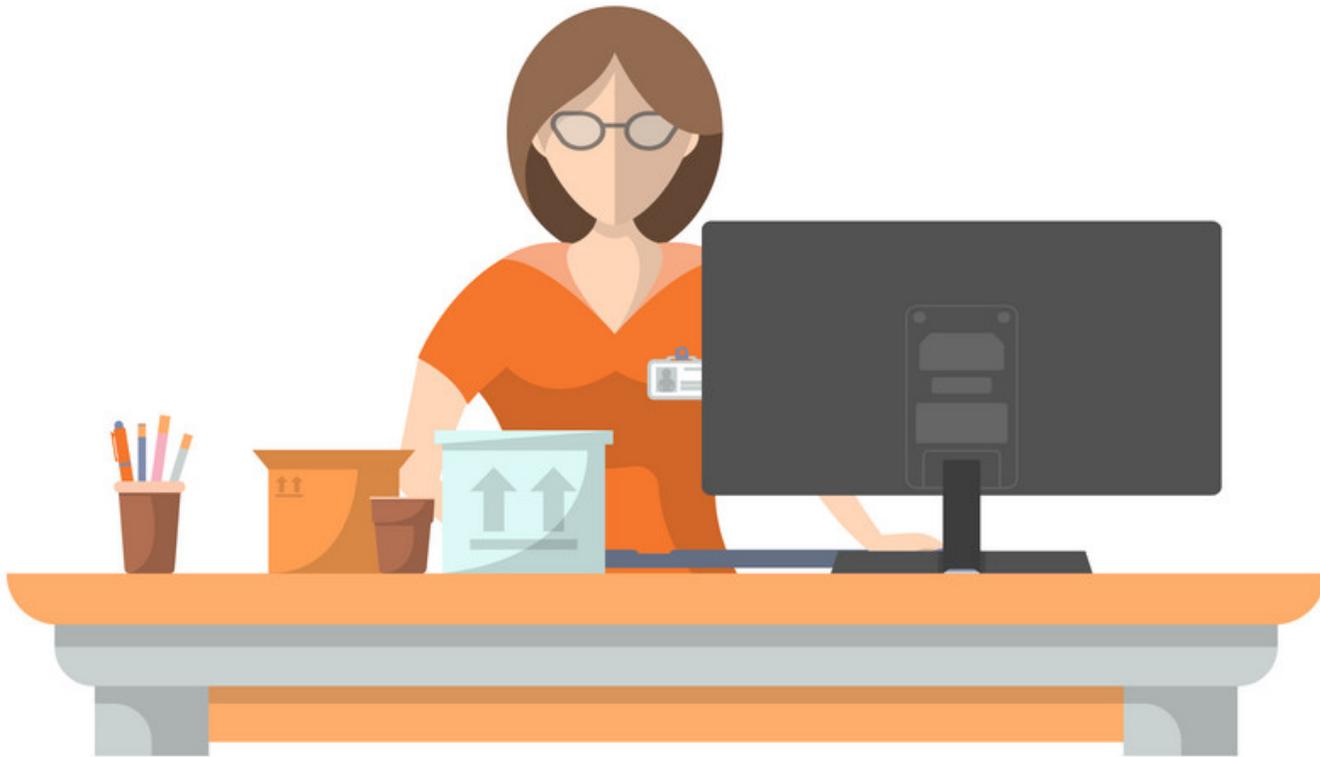
3 6 10 20

MPO	93	103	104	104	105	109	110	107	99	85
All	250	500	750	1k	1.5k	2k	3k	4k	6k	8k
G80	2	8	9	10	13	20	22	18	10	0
G65	2	11	11	12	15	22	25	20	12	3
G50	3	12	13	14	16	24	27	22	14	5
CR	1.1	1.1	1.1	1.1	1.2	1.2	1.2	1.2	1.2	1.3

MPO	93	103	104	104	105	109	110	107	99	85
All	250	500	750	1k	1.5k	2k	3k	4k	6k	8k
G80	2	8	9	10	13	20	22	18	10	0
G65	2	11	11	12	15	22	25	20	12	3
G50	3	12	13	14	16	24	27	22	14	5
CR	1.1	1.1	1.1	1.1	1.2	1.2	1.2	1.2	1.2	1.3

Increase by 3 steps

Gain & MPO    Audibility fine tuning    Program options    SoundRecover2    TK/Gain 35 dB    Automatic fine tuning    Tinnitus balance



## Today's schedule

**8:00**

Ava

6-month clean and check

**9:00**

Jerry

Struggling to hear his wife

**10:00**

Jamie

c/o background noise

**11:00**

Richard

First follow up

# Richard



Richard comes to his first appointment after his fitting with his wife, Gloria.

They have clearly been bickering.

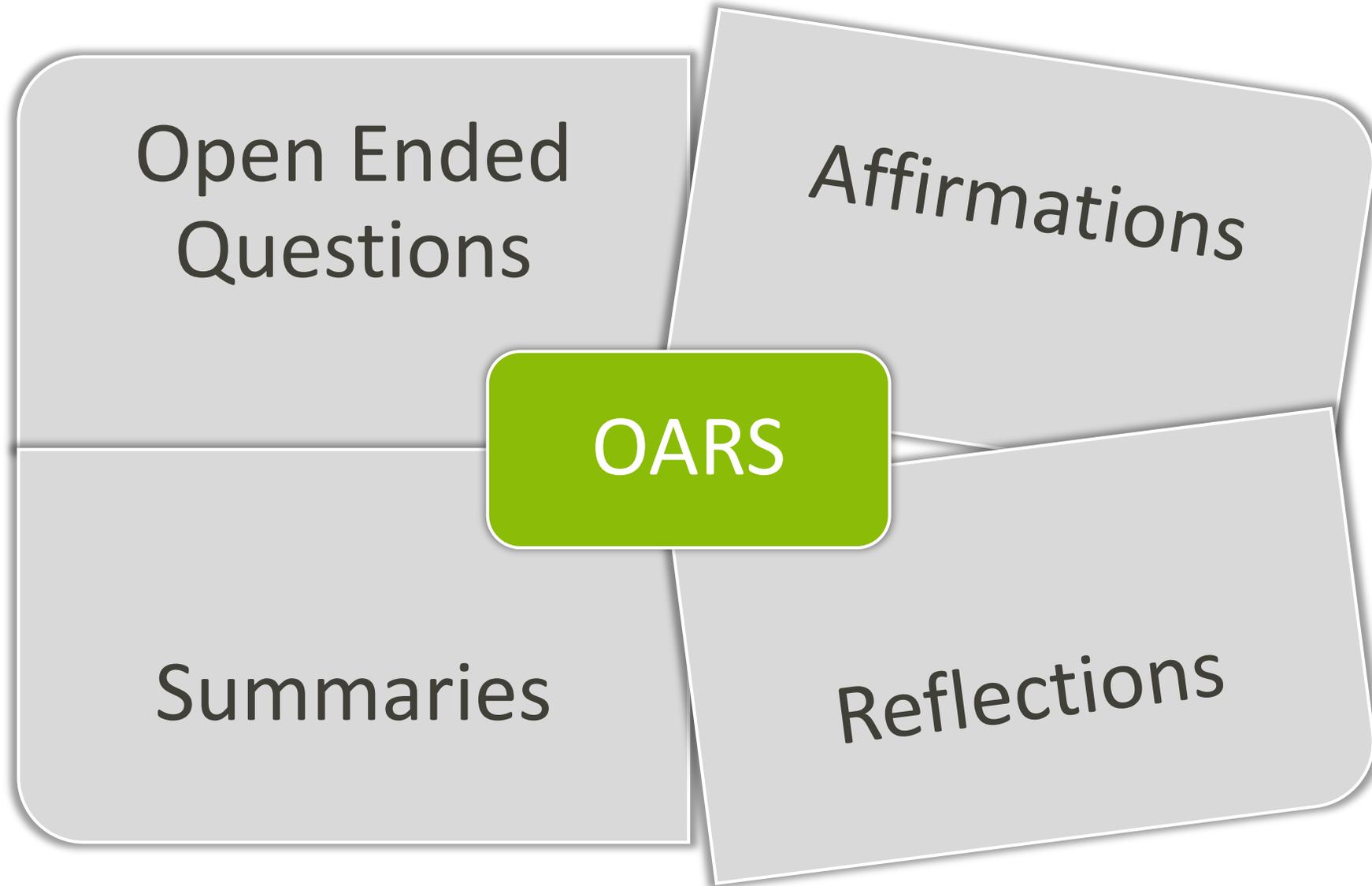
Richard says he wants to return the hearing aids because he feels they “aren’t worth the money.”

Gloria rolls her eyes.

## Poll question #5

What is your next step?

- A. Adjust programming to prioritize comfort
- B. Demo an exciting accessory
- C. Accept the return... he'll be back when he's ready
- D. None of the above



“The hearing aids seem to help when we go out to eat. I don’t wear them at home, though. There’s nothing I need to hear there.”

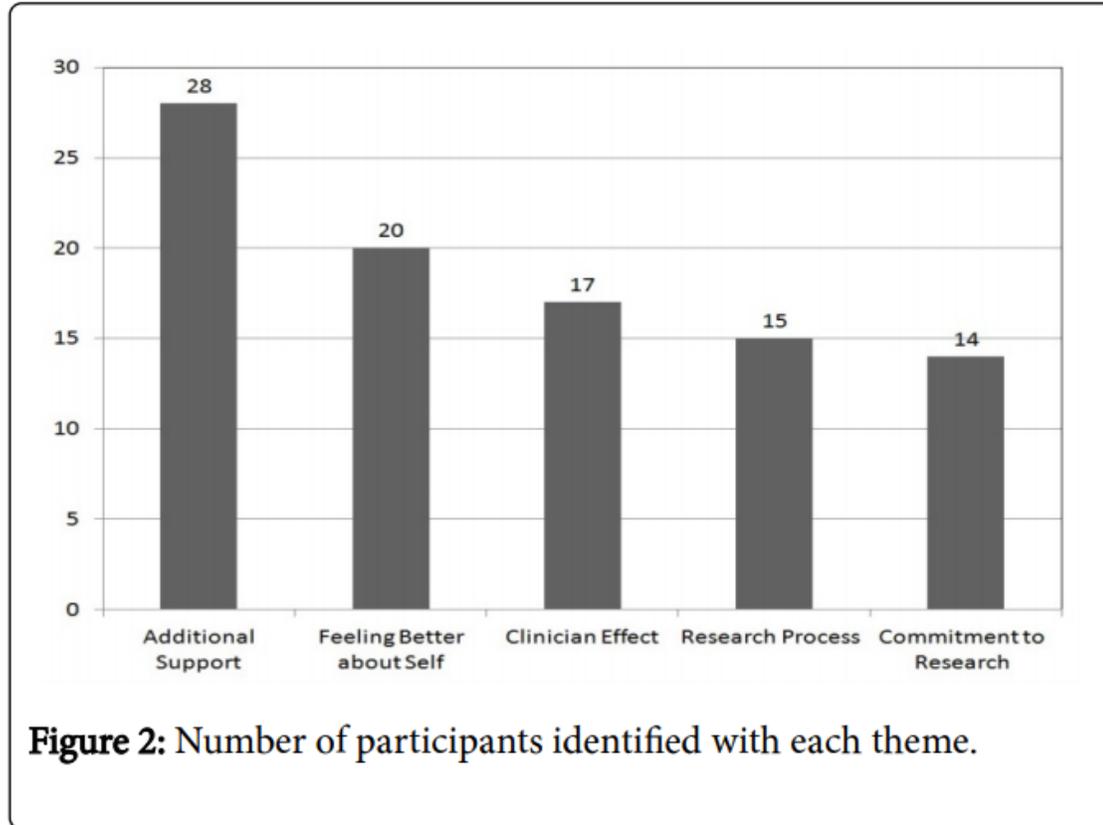
“But he’s still saying “what?” all of the time when we’re at home together. I’m still repeating things all of the time. It’s frustrating.”

“You notice that the hearing aids make it easier to have conversations when you’re out together, and, at the same time, you can now see that wearing them at home would make your wife happier.”

# Hearing well supports connection



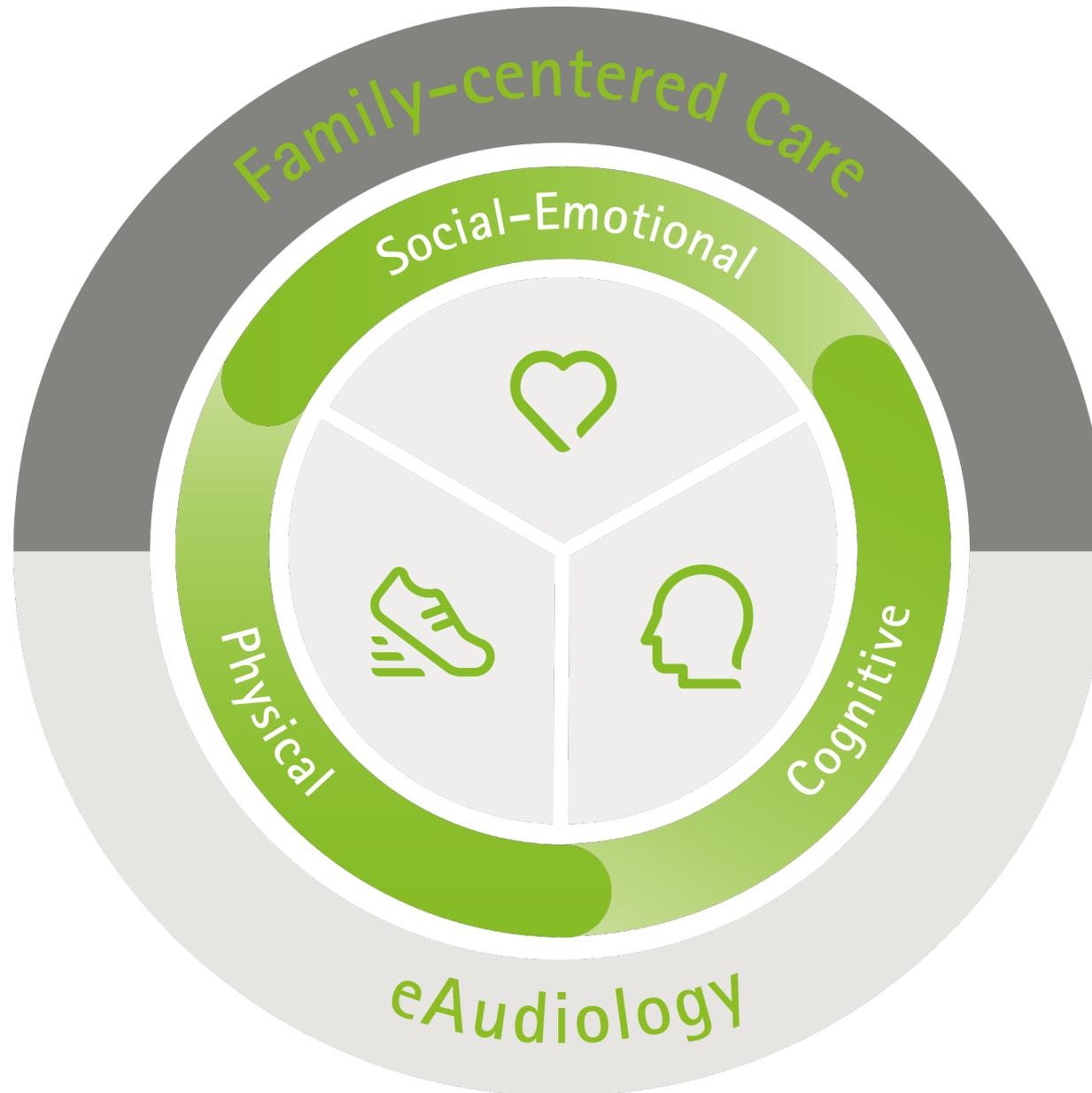
# How do patients feel about MI?



- Patients receiving MI plus standard care during a 60 minute follow up appointment one month post-fitting increased average wear time from 1 hour/day to **7 hours/day**
- Rated feeling as though they had **additional support** and a **good rapport** with the clinician as top reasons for increased usage of hearing aids
- MI group gave the audiologist higher ratings for **partnership, empathy, and evocation**

How could you leverage **eSolutions** for this scenario?

Thank you!



Together,  
we change lives

A large, stylized white letter 'U' is centered on the page. The background is a vibrant, abstract composition of curved shapes in shades of yellow, orange, and blue. The 'U' is partially filled with a bright blue color, creating a layered effect.

**Love the experience™**

**unitron™**

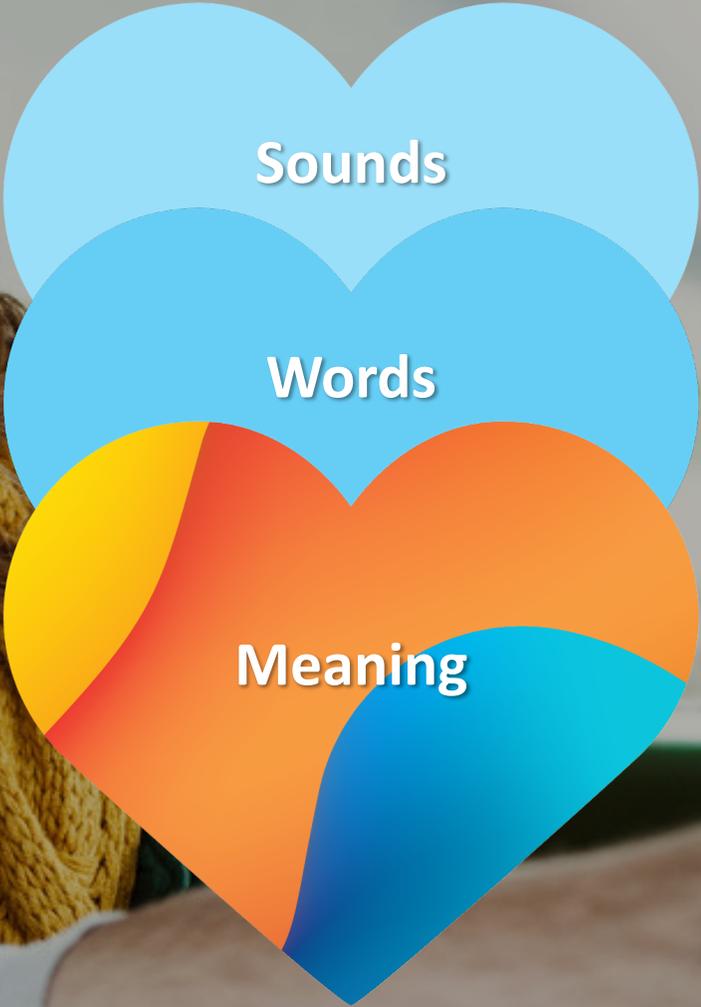


## **Move beyond the words**

Keep clients closer to the heart of conversations with exceptional sound performance.

A photograph of a man and a woman sitting in the front seats of a car. The man is on the left, looking towards the woman on the right. They are both smiling warmly. The woman has her head tilted back and eyes closed in a joyful expression. They are wearing winter clothing, including scarves. The background shows the interior of the car and a glimpse of the outside world through the window.

**Discover Next:  
Move  
beyond the words**

A graphic consisting of three overlapping hearts. The top heart is light blue and contains the word 'Sounds'. The middle heart is a medium blue and contains the word 'Words'. The bottom heart is larger and is divided into three sections: yellow on the left, orange on the right, and a darker blue on the bottom right. It contains the word 'Meaning'.

Sounds

Words

Meaning

A group of young adults are celebrating on a rooftop or balcony. They are holding up streamers and confetti, with some shouting and cheering. The scene is festive and joyful. The background shows a cityscape with buildings and trees.

**Innovating beyond the hearing  
instrument itself is what sets us apart**

# Welcome to the FLEX™ experience

A standout solution that delivers  
the most flexible, empowering and  
easy hearing experience. Ever.

# FLEX tool kit

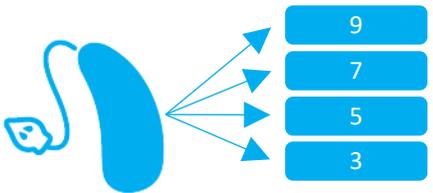
Let them try



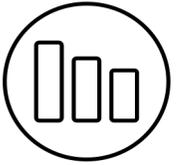
Get a clearer picture with Insights



Provide peace of mind



FLEX:TRIAL



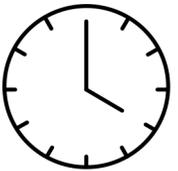
Log It All



Ratings



Coach



Usage



Overall satisfaction



FLEX:UPGRADE

When your patient says...

How do I know if hearing  
aids are right for me?



## **Move beyond the words**

Keep clients closer to the heart of conversations with exceptional sound performance.



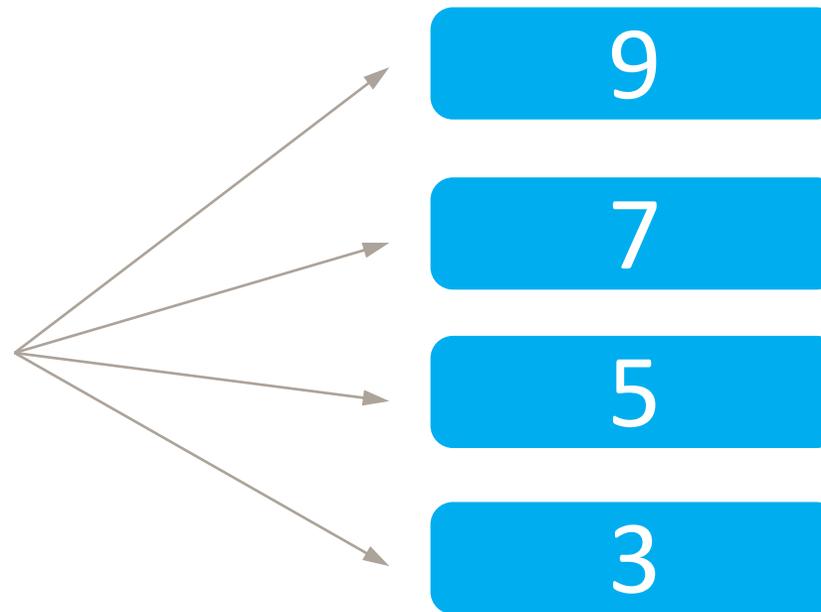
## **Real-world assessment**

Clients can try hearing instruments in the places they spend time, every day. No financial commitment necessary.

# FLEX:TRIAL



Hearing instrument innovation that uses a device with open platform technology to enable HCPs to offer a **no obligation trial of any technology level**



FLEX:TRIALs available on Discover Next, Discover and Tempus platforms in several form factors

# Initial configuration complete

1 2 3 4 5  
Level Client Device Confirm **Finish**

## Insights Setup i

Name: Training Session1

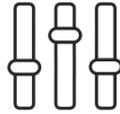
Email:

**Enable client activation**

---

By enabling client activation, I confirm that my client is at least 18 years old and that I have received their consent to transfer their personal data to the Sonova cloud.

## Where to next?



Tuning



Program Manager



Accessories



Fitting Summary

When your patient says...

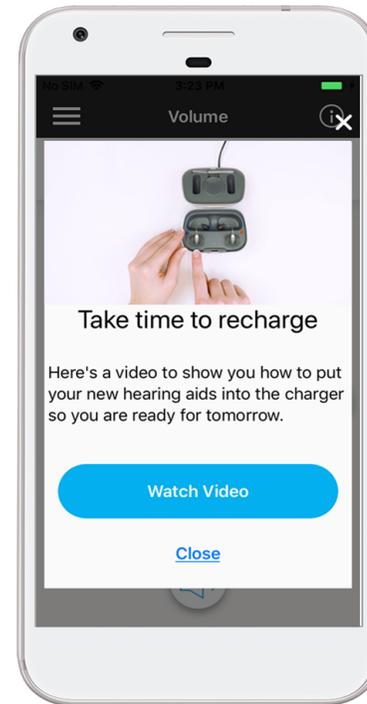
...

**“Nobody ever  
told me that!”**



# Coach

Help your patients reach their full potential with their new hearing aids with [performance analysis](#), [instruction in relevant skills](#), and [providing encouragement](#) using their Remote Plus app



When your patient says...

How do I know what  
technology level will work  
best for me?



## **Move beyond the words**

Keep clients closer to the heart of conversations with exceptional sound performance.



## **Real-world assessment**

Clients can try hearing instruments in the places they spend time, every day. No financial commitment necessary.

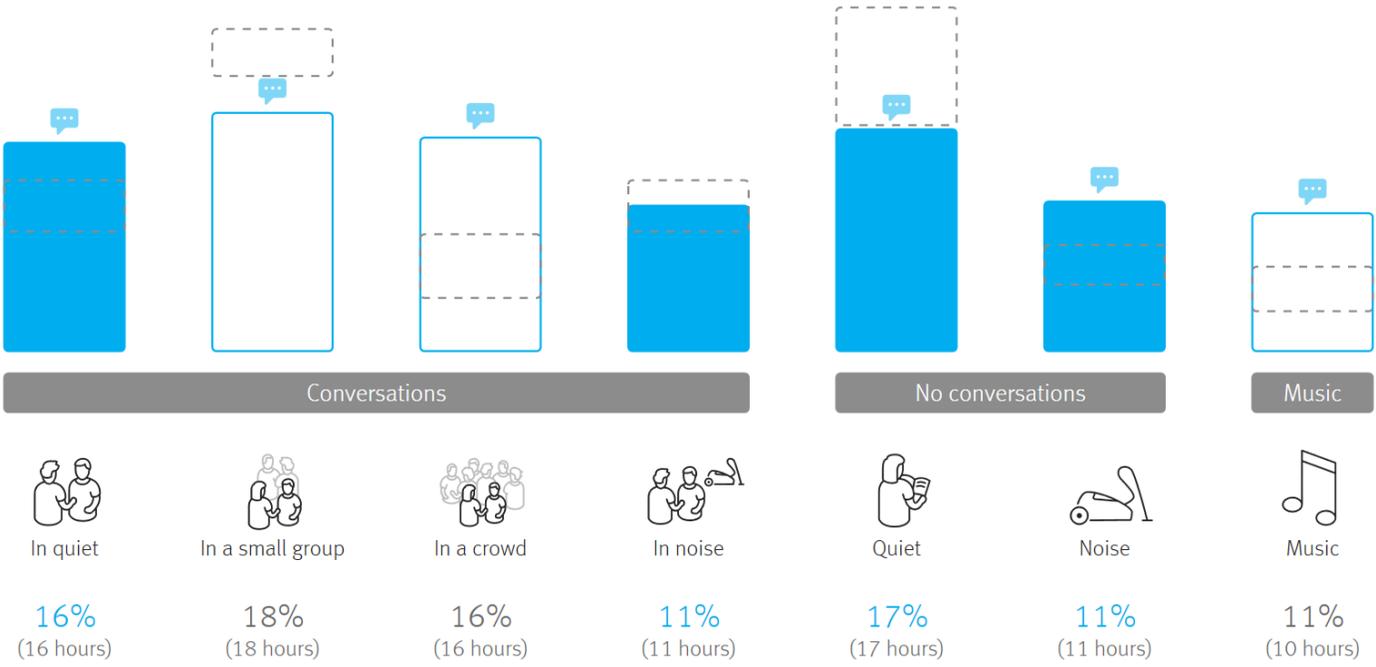


## **Clearer picture**

Gain evidence-based insights about unique acoustic lifestyles and personalize hearing solutions to best meet needs – all in our fitting software.

# Log It All

Hearing instrument innovation that informs HCPs with **objective evidence** of the time consumer spends in each seven listening environments





Recalculate



R X Detect X L

Temporary Upgrade DX Stride P R 5 BTE | Temporary Upgrade DX Stride P R 5 BTE

Log It All

### History

View history from:

Previous - 5/9/2017

### Technology Level

Select to compare

3 5 7 9

Technology Change >

Show Comparative Listening Data

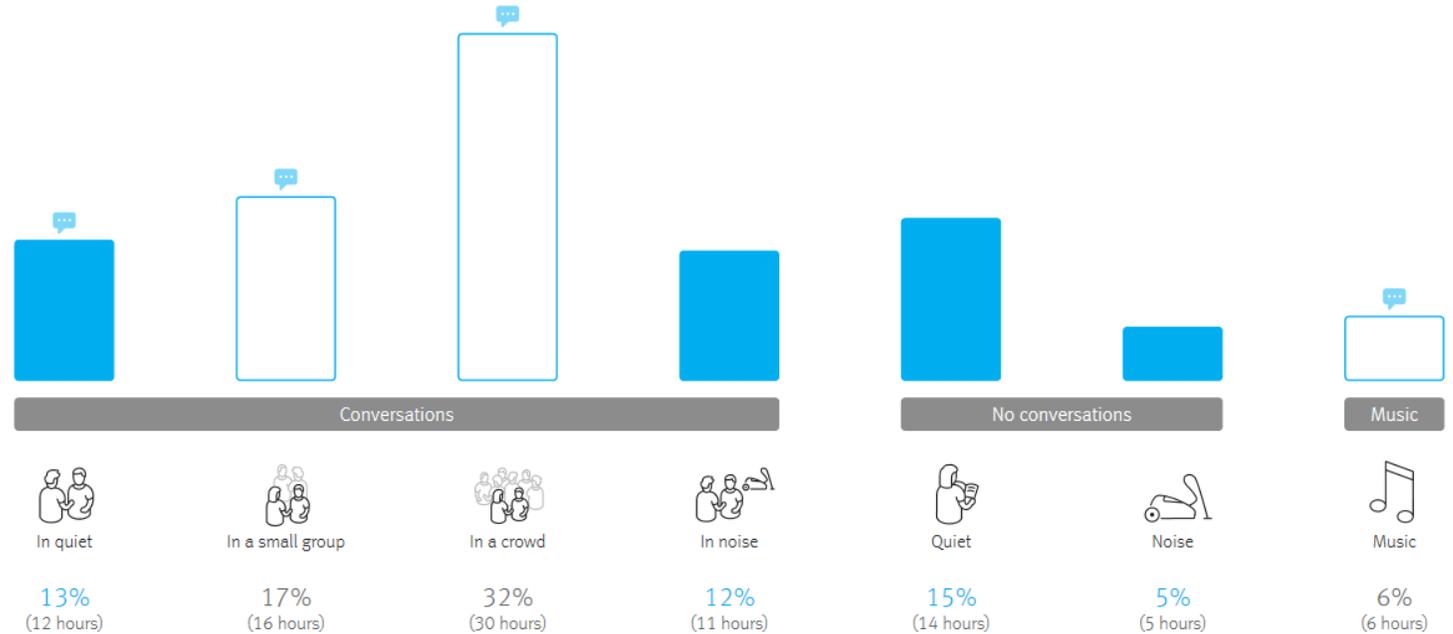
### DX Stride P R 5

- SoundNav 3.0 with MediaNav
- 4 Listening Environments
- 2 Streaming Environments
- Spatial Awareness
- Sound Conductor
- Soft Speech Lift
- MyMusic

DX Stride P R 7 includes more

[Explore DX Stride P R 7 >](#)

### Typical Weekly Listening Environments



History

View history from:  
Previous - 5/9/2017

Technology Level

Select to compare  
3 5 7 **9**

Technology Change >

Show Comparative Listening Data

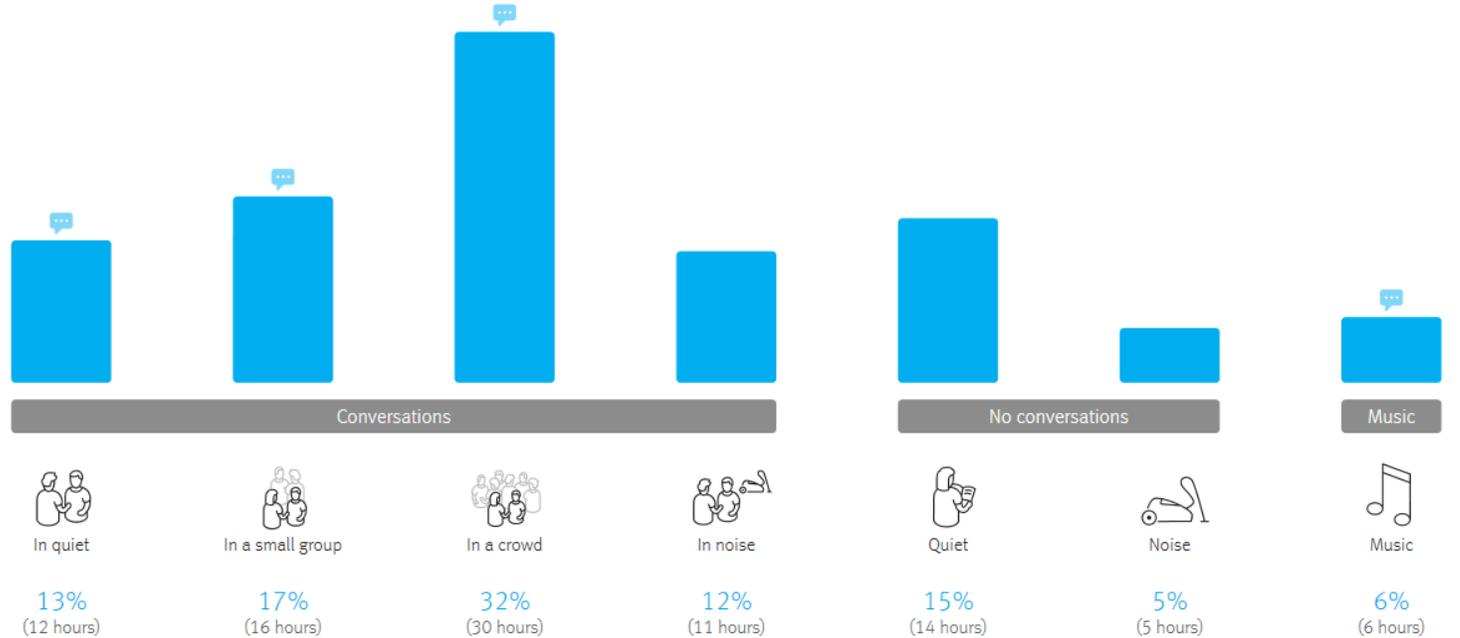
DX Stride P R 9

- ★ SoundNav 3.0 with MediaNav
- ★ 7 Listening Environments
- ★ 2 Streaming Environments
- ★ Personalized Spatial Awareness
- ★ SpeechPro - 44%
- ★ Speech Locator
- ★ Speech Focus
- ★ Spatial Speech
- ★ Spectral Speech

Existing features from 5

- Sound Conductor
- Soft Speech Lift
- MyMusic

Typical Weekly Listening Environments

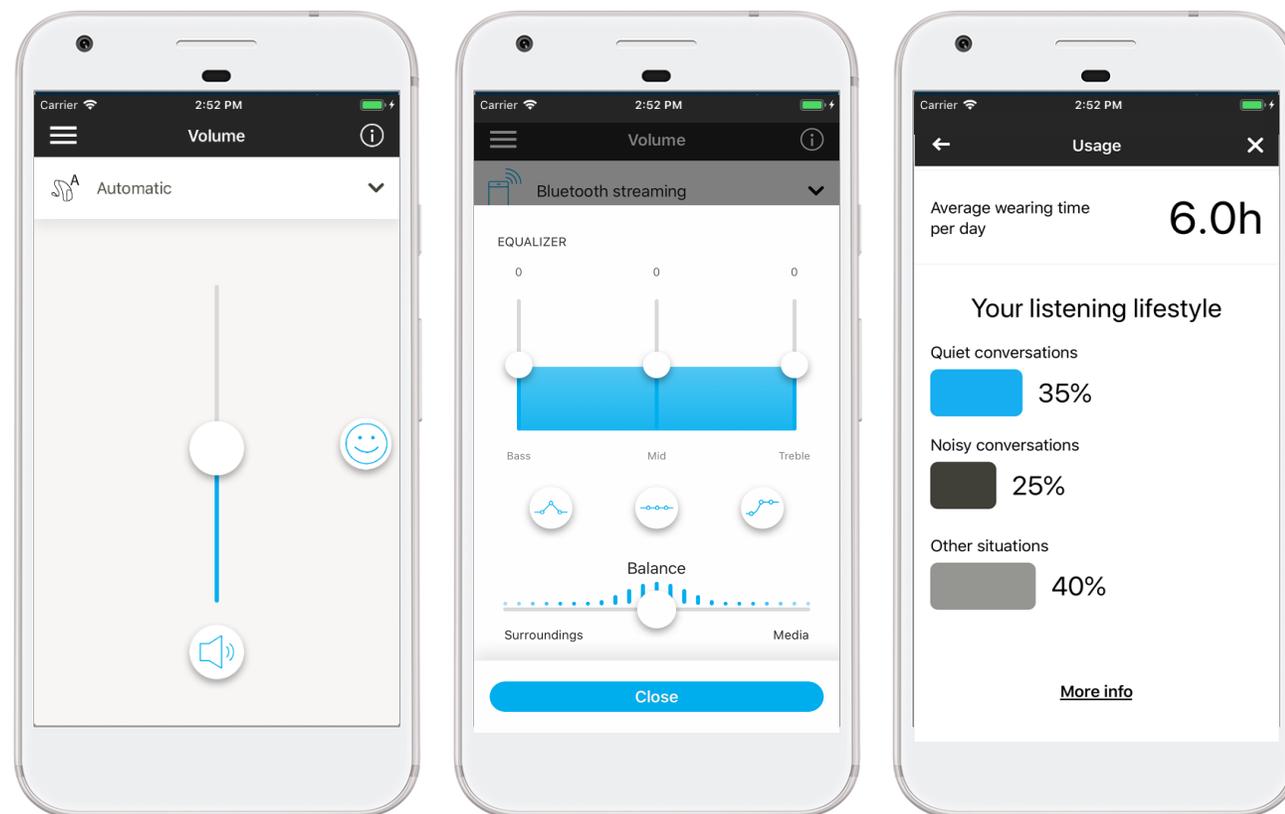


When your patient says...

I need some hearing aid  
adjustments

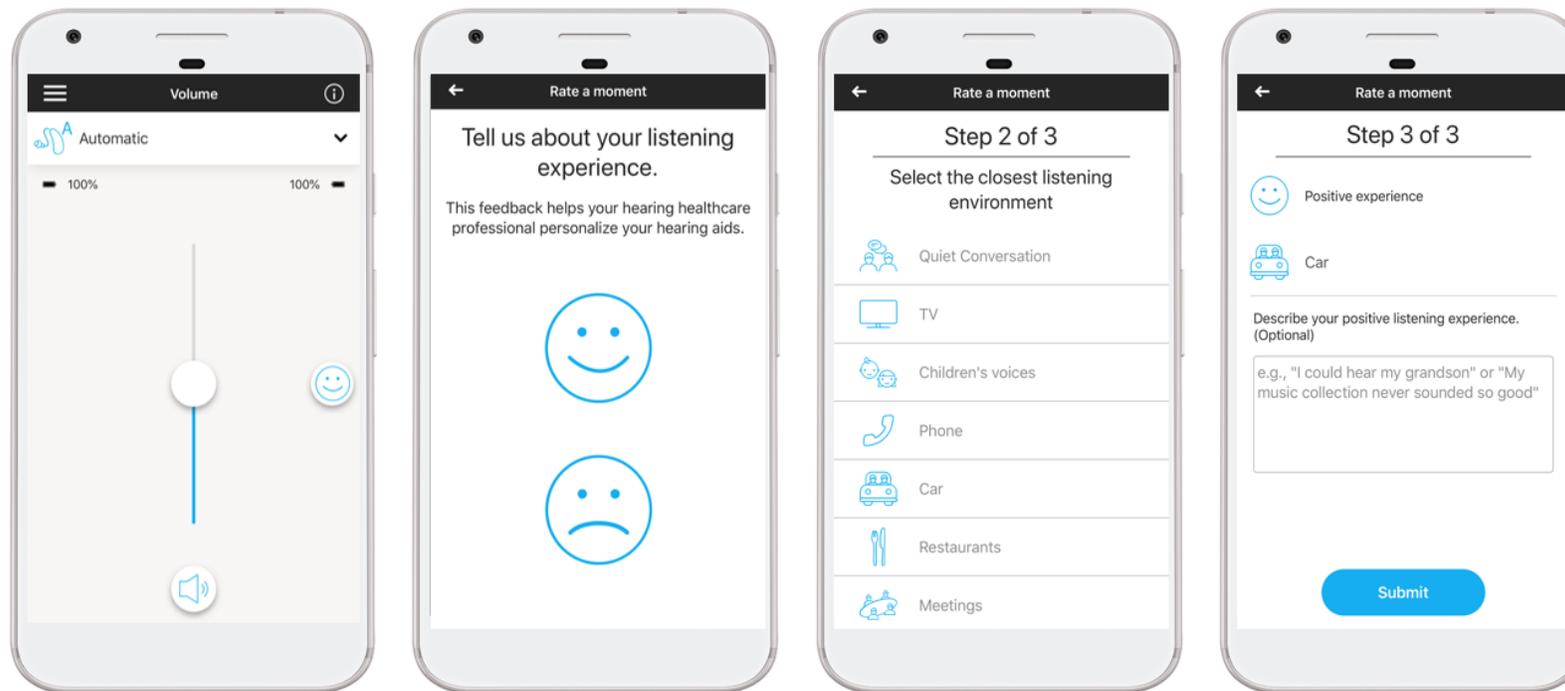
# Remote Plus app – functionality

- Change programs
- Control volume
- Adjust tinnitus masker
- Watch how-to videos
- Adjust the balance between the media audio and the environment
- **3-band Equalizer (persistent)**
- **Simplified Log It All data**
- **Submit ratings on their hearing experience**



# Ratings

Hearing instrument innovation that informs HCPs with **in-the-moment device performance perceptions** from each consumer



# Ratings within TrueFit

## Moment Ratings on Tuesday, February 20



6:06 PM

Client Situation: Restaurants

HI program: SoundNav - Conversation in noise

Automatic Adaptation Manager: 85%

Log It All environment: Conversation in a crowd

Volume level: + 6 dB

Problem description: Sounds very tinny

Listening to the music in the car on the way to the office was a bit tinny



8:26 PM

Client Situation: Games

HI program: SoundNav - Conversation in a crowd

Automatic Adaptation Manager: 85%

Log It All environment: Conversation in a crowd

Volume level: + 4 dB

Playing card games with six people with music in background. Love being able to hear!

Close



Clients



FLEX:TRACKER™



Settings

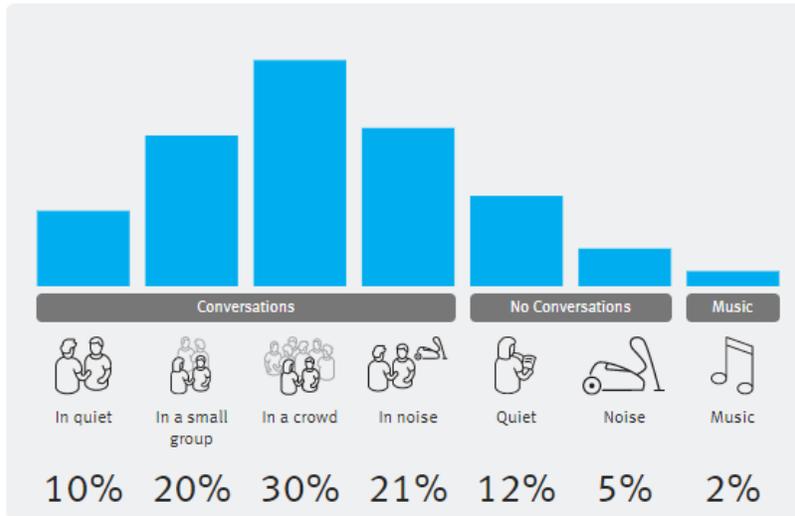
[Back to list](#)

## Client overview

### Personal details

Name	Discover Demo	Activation code	MKEUSP
Email		Active since	Jul 22, 2020
HI model (left)	DX Moxi Move R 9	HI model (right)	DX Moxi Move R 9

### Log It All



### Ratings

- Feb 23, 2018, 4:06 am | Quiet conversations  
 Quiet time but I can hear all the subtleties of sound in my space.
- Feb 23, 2018, 3:26 am | Meetings  
 Client meeting with soft spoken person and every word crystal clear
- Feb 20, 2018, 2:26 pm | Games  
 Playing card games with six people with music in background. Love being able to hear!

### Usage

**8.0** hours/day since Feb 9, 2018  
 Data last updated Feb 23, 2018

### Satisfaction

**5** Submitted Feb 23, 2018  
 Areas of concern:

[Send satisfaction Email](#)

When your patient says...

I'm going out more, but I can't hear my family as clearly as I'd like

I'm struggling to function at the level I'd like

I don't like having to push buttons to change programs



## **Move beyond the words**

Keep clients closer to the heart of conversations with exceptional sound performance.



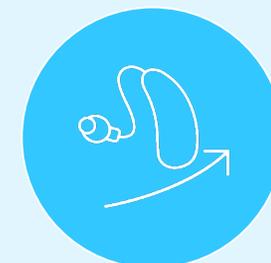
## **Real-world assessment**

Clients can try hearing instruments in the places they spend time, every day. No financial commitment necessary.



## **Clearer picture**

Gain evidence-based insights about unique acoustic lifestyles and personalize hearing solutions to best meet needs – all in our fitting software.

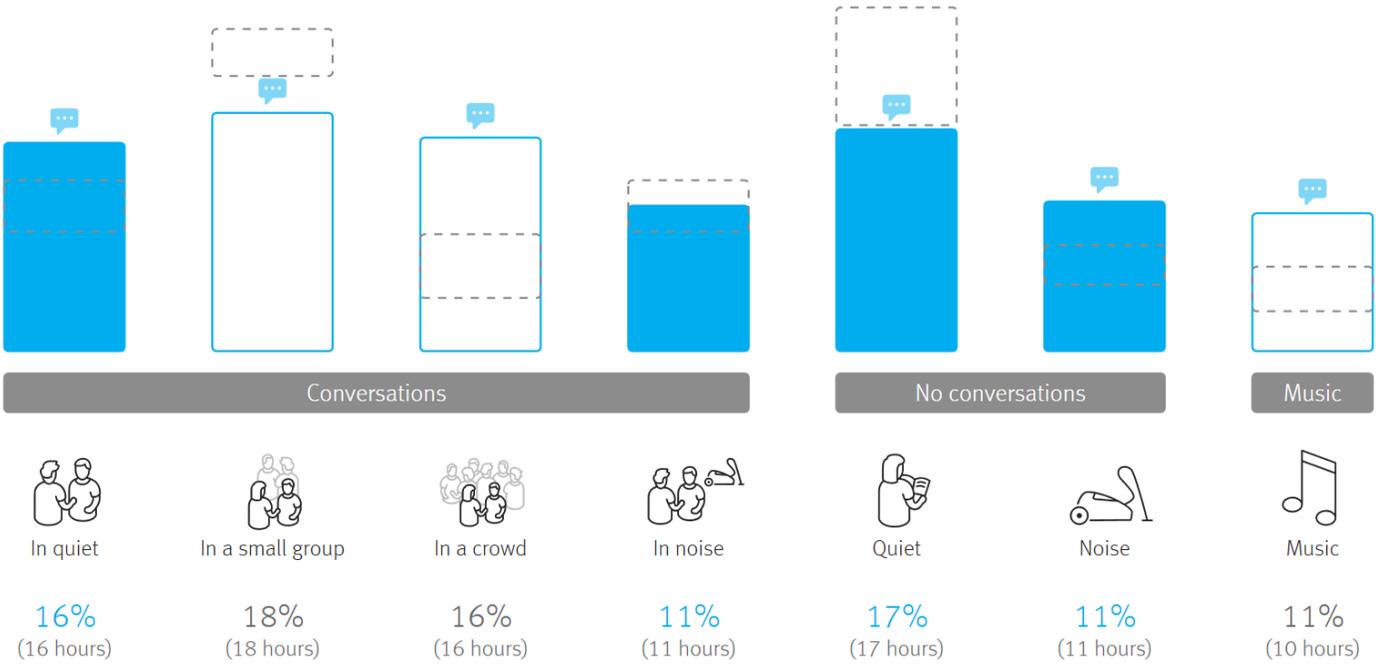


## **Ready for the future**

Leverage our open platform and upgrade clients to higher available technology levels at any time.

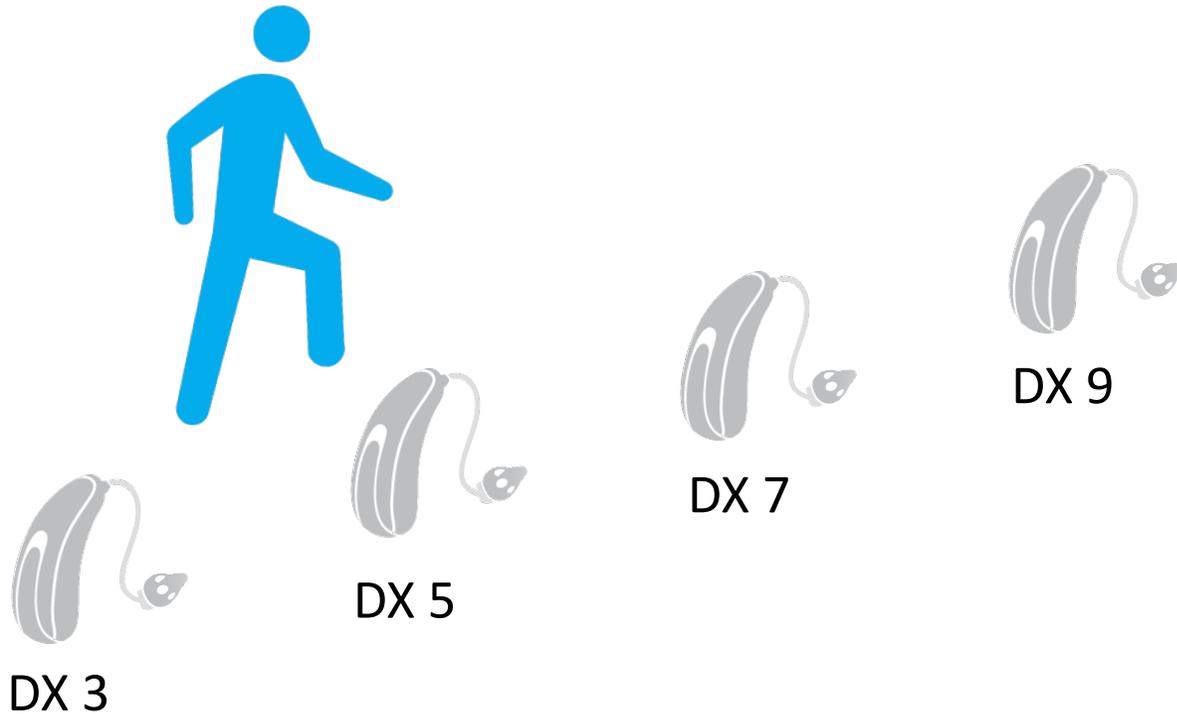
# Log It All

Hearing instrument innovation that informs HCPs with **objective evidence** of the time consumer spends in each seven listening environments



# FLEX:UPGRADE

Hearing instrument innovation that allows HCPs to make **in-clinic temporary or permanent technology upgrades to purchased devices**



- **Install higher technology** in patients' own instruments
- **Future-proof** their hearing instruments

Training Session | Unitron | File | Tools | Hearing Instrument | Options | Help

Client Instruments | Fitting | End Fitting | Insights

Selection | Acoustics | Accessories | Pre-Fitting | In Situ

Recalculate | Conversation in quiet | Detect | R ✓ | L ✓

DX Moxi Move R 9 | DX Moxi Move R 9  
 DX Moxi Move R 9 M RIC | DX Moxi Move R 9 M RIC  
 Battery Level: Good | Battery Level: Good

Technology Change

### Upgrade Technology Level

1 Preparation | 2 Information | 3 Upgrade | 4 **Finish**

✓ Technology level changed successfully

R	DX Moxi Move R 5 → DX Moxi Move R 9 SN: SN30352474	L
	DX Moxi Move R 5 → DX Moxi Move R 9 SN: SN23289065	

✓ Information transfer successful

The program structure, frequency response, acoustics, Automatic Adaptation Manager status, and accessories have been transferred to the new technology level.

All other parameters have been set to their recommended defaults for the new technology level.

Finish

Discover Next 9

- Discover Next 3
- SoundNav 3.0 with MediaNav
- 2 Listening Environments
- 2 Streaming Environments
- Pinna Effect
- Sound Conductor
- MyMusic

Discover Next 7

Locator

Focus

Speech

al Speech

ures from Discover Next 7

ductor

h Lift

**Experience is everything.** We're redefining what hearing care looks like for you and the patients you help everyday.



A vibrant, out-of-focus background of a festival or concert. In the center, two hands are raised and joined to form a heart shape. A large, stylized letter 'U' is overlaid on the heart, filled with a gradient of yellow, orange, and blue. The text 'Love the experience' is written in white, bold, sans-serif font across the middle of the image, with a small 'TM' trademark symbol at the end.

Love the experience™

Any questions about your future *career* in audiology?

*sonova*  
HEAR THE WORLD

# The Sonova vision

A world where everyone enjoys the delight of hearing and therefore lives a life without limitations...

...help people hear the world by providing the most innovative technology, service-oriented dedication and by accepting responsibility for all of our actions.