

Welcome To  
**Effortless Selection**

Options for audio include computer speaker or dial-in at 02 8518 1923 / Access Code: 2464 226 2179  
For technical questions or log-in information please contact Jenelle Hocking at 0460 332 205 Jenelle\_Hocking@Starkey.com.au




Hear better. Live better.

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Welcome To  
**Effortless Selection**


The webinar will start in.....  
**00:05:00**

Options for audio include computer speaker or dial-in at 02 8518 1923 / Access Code: 2464 226 2179  
For technical questions or log-in information please contact Jenelle Hocking at 0460 332 205 Jenelle\_Hocking@Starkey.com.au




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**Effortless Selection**



**Judy Grobstein, Au.D., MACAud**  
Manager of Education and Audiology



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**Webinar FAQs**

**Effortless Selection**

If not using speakers and you haven't already, please call into the call center number 02 8518 1923 and enter access code 2464 226 2179

**Please be sure to keep microphones muted**

If you have any technical issues, please contact Jenelle Hocking at Jenelle\_Hocking@starkey.com.au or call her direct at 0460 332 205

If you have any questions, please type them in the chat box. You can view the chat box by clicking the chat bubble at the bottom of your screen

Participants Chat ...

WebEx Control Panel

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**Endorsed Session**

**Effortless Selection**

This Session is endorsed for ACAud, AudA and HAASA points

You must stay logged on for the full session

AudA members must complete a 10 questions quiz with a passing score of 70% as well as your CPD Reflections and Evaluations

ACAud, HAASA and NZAS members must complete the quiz to receive full points.

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**Learning Objectives**

- Participants will be able to identify the newest product styles of Starkey hearing aids
- Participants will be able to discuss proper protocols and key landmarks for taking quality impressions for custom devices
- Participants will be able to describe 3 ways to enhance the patient experience with healthable features and intelligent assistant tools

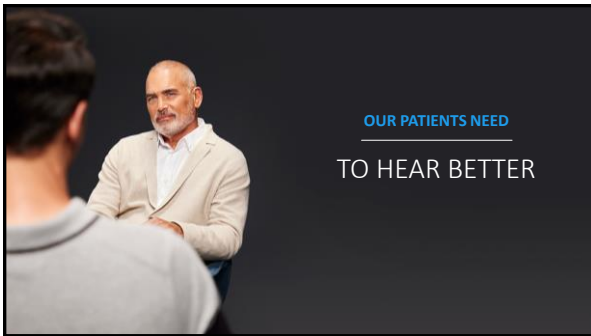
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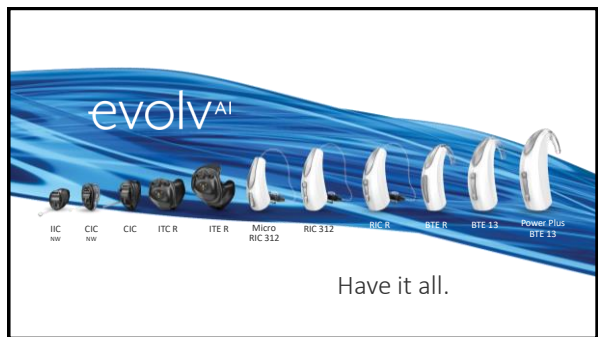
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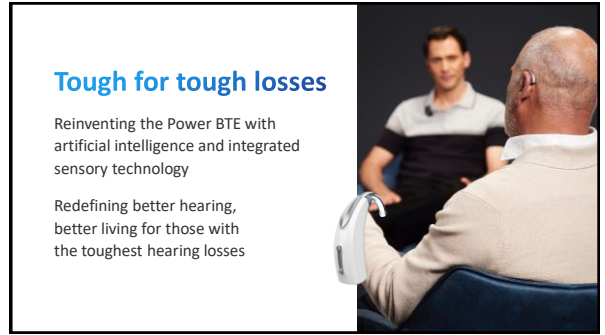
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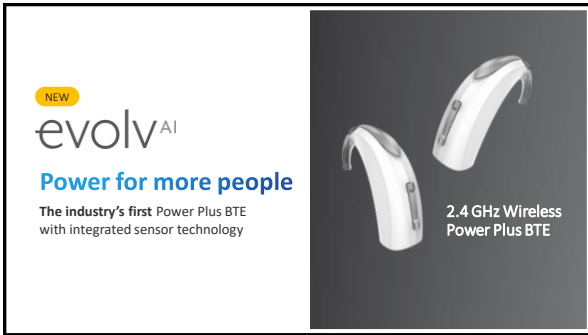
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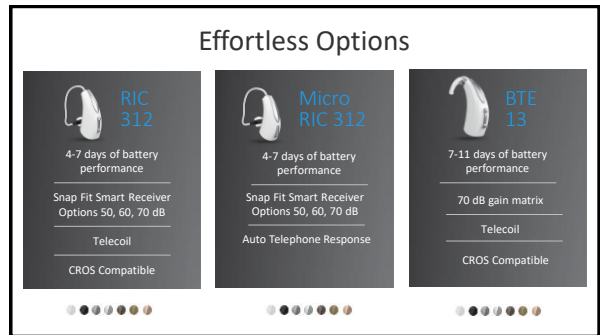
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evolv<sup>AI</sup>  
**BTE R**  
**22 hours of superior hearing,**  
 includes 4 hour of streaming  
**3.5 hour charge time**

2.4 GHz Wireless Technology      130/70 Matrix  
 Thin Tube Compatible              Telecoil  
 IP 68\*                                      Push button

Available Colors

\*IP (Ingress Protection) a rating of how resistant a device is to foreign material such as dust and water.

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evolv<sup>AI</sup>  
**RIC R**  
**24 hours of superior hearing,**  
 includes 4 hour of streaming  
**3.5 hour charge time**

2.4 GHz Wireless Technology      IP 68\*  
 Snap Fit Receiver                      Telecoil  
 Options 50, 60, 70 dB                CROS Compatible

Available colors

\*IP (Ingress Protection) a rating of how resistant a device is to foreign material such as dust and water.

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evolv<sup>AI</sup>  
**Effortless Charging**

Case can fully charge the hearing aids 3 or more times when removed from a power source

**Standard Charger**  
 Compatible with RIC R and BTE R

**Mini Turbo Charger**  
 Compatible with RIC R and BTE R

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**CROS System**

Fully Wireless System  
 Robust battery life

Simple fitting process with a variety of options to customize for the patient

Compatibility with 2.4 GHz Accessories and the Thrive app

RIC 312  
 BTE L3  
 RIC R

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evolv<sup>AI</sup>  
**The evolution of custom craftsmanship**

IIC NW      CIC NW      CIC      ITC R      ITE R

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**Nobody does custom like Starkey**

Partner with Starkey and take advantage of our 50-year history of creating and building custom devices

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2020  
Custom Impact

HEARING AID INDUSTRY  
+25% growth  
First growth since 2015

STARKEY  
+50% growth

INDUSTRY +25%

STARKEY +50%

Hearing Industries Association, 2020

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Stigma still exists.

7-10 YEARS

Average time before a person with hearing loss seeks help

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2.4 GHz Custom Rechargeable

The Industry's First and Only

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2.4 GHz Custom Rechargeable

23 hours of superior hearing, includes 4 hour of streaming

3.5 hour charge time

2.4 GHz Wireless Technology

Push Button, Rotary VC, or Dual User Controls

ITE, HS, and ITC styles

Telecoil (ITE only)

Up to 130/70 Matrix

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Industry-leading Design

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PRO TIP

Custom Rechargeables

Rechargeable Considerations

- Patient anatomy
- Size of the rechargeable battery
- Modular faceplate

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**We keep learning**

As more and more custom devices have been fit, we've continued to make improvements including our faceplate design to allow for larger vents

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**NEW**

evolv<sup>AI</sup>

**Intentional design in every detail**

World's smallest 2.4 GHz CIC



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**evolv<sup>AI</sup>**

**2.4 GHz Wireless CIC 312**

Industry first 2.4 GHz CIC with sensor technology  
Enhanced environmental management with Starkey Sound™

Revolutionary antenna design built into the retrieval line

Matrix options: 110/40, 115/50, 120/60, 130/70

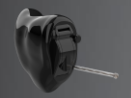
Size 312 zinc-air battery  
4-7 day battery life

Thrive App compatible  
Stream from 2.4 GHz accessories, Apple iOS and select Android devices

2400, 2000 and 1600 tiers

Faceplate Colors:  Shell Colors: 

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**Intentional design in every detail**

Revolutionary antenna design, built directly into the retrieval line  
Robust wireless performance

**Attention: Hearing Professionals**

We're known for our Custom Craftsmanship and we've done it again. Our revolutionary antenna design is built directly into the retrieval line for robust wireless performance.  
**Please do not cut or modify.**

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**NEW**

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**The evolution of custom craftsmanship**

The smallest of small



IIC (NW)

CIC (NW)

Faceplate Colors:  Shell Colors: 

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**Reinventing Small and Smallest**


Artfully crafted, effortlessly discreet design™  
Enhanced environmental management with Starkey Sound™

CIC Non-wireless	IIC Non-wireless
2400, 2000, 1600, 1200	2400, 2000, 1600 tiers
Size 10 zinc-air battery 4-7 day battery life	Size 10 zinc-air battery 4-7 day battery life
Optional push button user control	

T2 Remote app compatible

Faceplate Colors:  Shell Colors: 


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**T2**

Allows users to control their hearing aids with a simple touch on their iPhone or iPod touch. T2 in the hearing aids will discreetly and instantly classify the tone signal from the iPhone or iPod touch and automatically adjust itself to the desired setting.

Available on the App Store and Google Play.



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**evolv<sup>AI</sup>**  
Reinventing Small and Smallest

Compatible wired programmers

- NOAH Link
- SpeedPort 2
- USB Hi-Pro 2, USB Hi-Pro, Hi-Pro

Programming cables  
Orange flex strips\*

Faceplate Colors: [Color swatches]  
Shell Colors: [Color swatches]

\*programming with a battery inserted is recommended




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**Customs are for more than just masks**

The past two years has reminded patients and clinicians how easy it is to fit custom devices.

- Multiple technology tiers
- CIC to ITE
- Easy to fit
- Superior wireless
- Address patient's overall health and wellbeing
- Dexterity
- Smallest of the small

If you are not offering them, you should be.



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**Optimizing the Custom Experience**


Jenelle Hocking  
Product Specialist and Sales Support




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**Benefits of Custom Products**

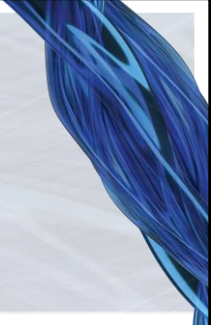
- Provide a personalized product
- Provide an easier to insert form factor
- Provide a secure fitting
- Provide consistent sound quality that your patients need/desire



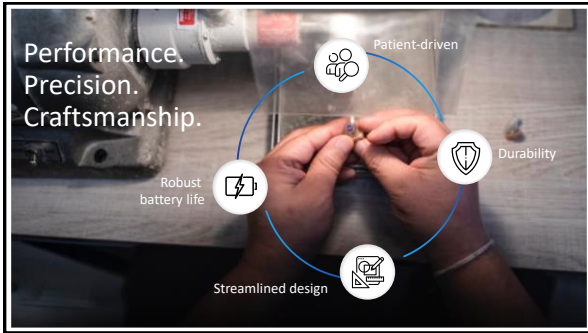
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**Our Commitment**

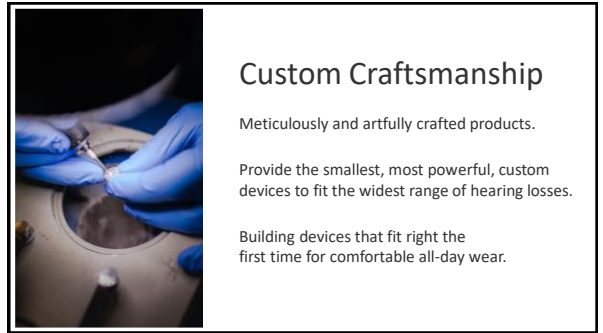
To build devices that fit right the first time for comfortable all-day wear



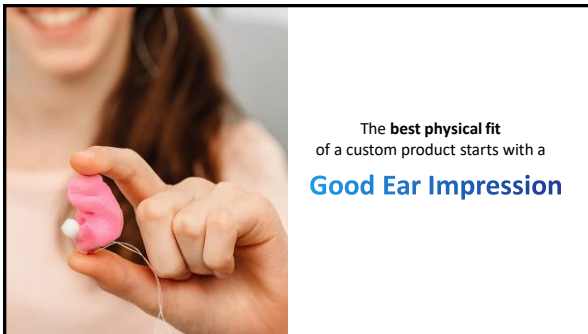
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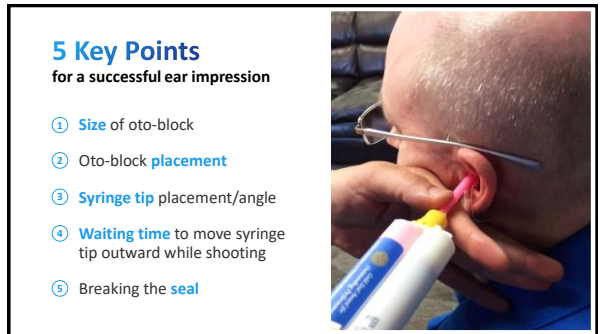
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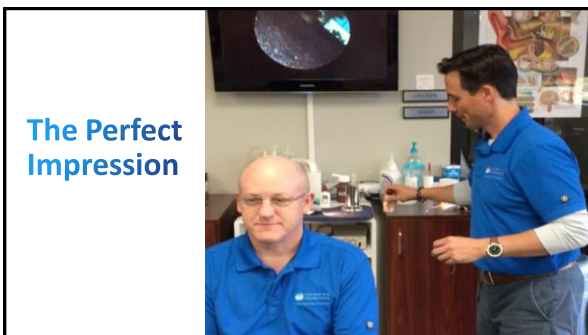
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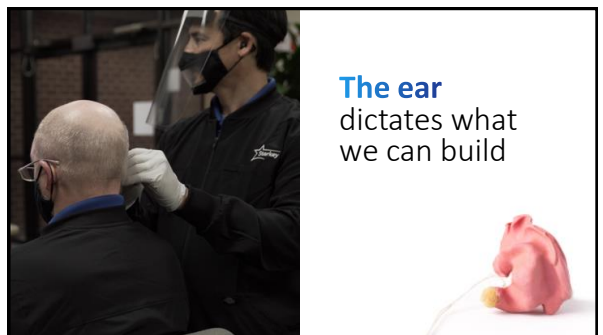
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### Impression Inspection Checklist

Does the impression capture the concha bowl, helix, and ear canal?

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### Impression Inspection Checklist

Does the impression capture the concha bowl, helix, and ear canal?

Is the impression past the 2<sup>nd</sup> bend?

Are there any natural voids or gaps I should note on the order?

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Quality of Impression =  
Quality of End Product

**GOOD IMPRESSION**

**INCOMPLETE IMPRESSION**

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### Good Impression

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**PRO TIP**

### Face Masks

Remove mask ear loop for soft textured ears as to not distort the impression.

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**PRO TIP**

### Acoustic Coupling

**RIC fitting solutions:**

**BTE and Thin Tube fitting solutions:**

**Stock solutions:**

### Acoustic Coupling

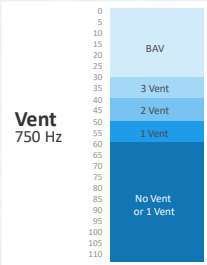
- Custom RIC Earmoulds
- Absolute Power Moulds
- Custom BTE Earmoulds
- Thin Tube Earmoulds

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**PRO TIP**

### Choosing the right vent

- 500-1000 Hz is the most important frequency range for vent selection
- The deeper the IIC fit, the less occlusion there is

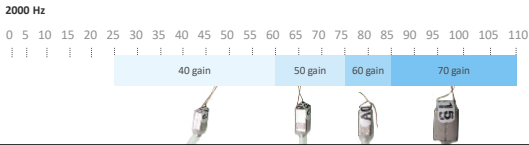


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**PRO TIP**

### Matrix

- Hearing threshold at 2000 Hz is pivotal for receiver selection
- Speech MCL – Preferred loudness helps with receiver choice
- Speech UCL – Tolerance measurement helps with receiver choice

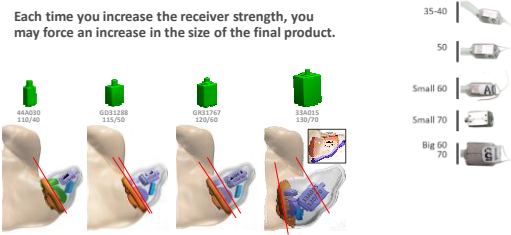


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**PRO TIP**


### Trade Off

Each time you increase the receiver strength, you may force an increase in the size of the final product.




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### Custom Fitting Considerations



Impression Quality



Cosmetics, Comfort and Performance



Realistic Expectations

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**evolv<sup>AI</sup>**

Effortless.  
Discreet.  
Connected.

Starkey custom craftsmanship; delivering life's big and little moments

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**evolv<sup>AI</sup>**


### Effortless Selection

Have it all.



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**Effortless healthable options**



Judy Grobstein, Au.D., MACAud  
Manager of Education and Audiology

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**To lead the world in better hearing and help people live better lives**



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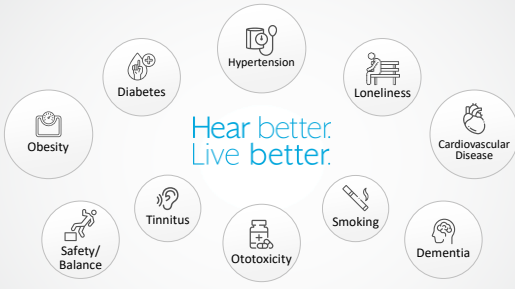
*“The very focus of our healthcare system must shift from only treating disease to also treating health and well-being.”*




Center for Innovation, Mayo Clinic

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**Hear better. Live better.**



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**Fall Alert**


World's first and only hearing aid with fall detection and alerts

Detects falls and sends alert to selected contacts


- Peace of mind
- Easy to use

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**Alarming Fall Statistics**



**EVERY 11 SECONDS** an older adult is seen in an emergency department for a fall-related injury.




**INCREASED INCIDENCE OF FALLS** for every 10 dB of measured hearing loss



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### Why patients will want it

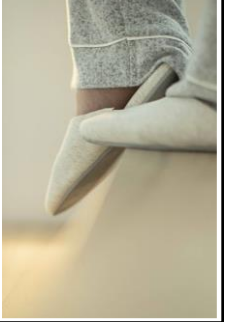
- Offers reassurance if they have balance concerns and/or experience falls frequently
- Supports their independence
- Provides peace-of-mind for not only the patient but also their loved-ones
- Convenience of having the Fall Alert feature already in their hearing aids



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### How it helps you

- You can offer an *automatic* fall detection and alert feature – most systems require the user to manually activate the alert
- Providing this feature helps to promote you as a trusted healthcare provider
- Fall alerts can also help motivate new patients and offer another reason for current patients to upgrade

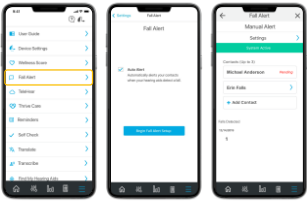


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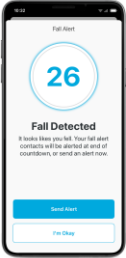
### Fall Alert Setup

Feature is automatically enabled in the hearing aids

**In the Thrive app**  
Ensure cloud sign in  
Settings > Fall Alert > Begin Fall Alert Setup and follow the prompts to add a contact  
Green "System Active" banner




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**NEW**

More feature-rich technology tiers. **Effortless.**

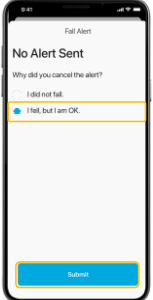
Fall Alert is now available in **all technology tiers, all styles** of Evolv AI 2.4 GHz wireless devices from CIC to Power Plus BTE.



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### Fall Alert Improvements

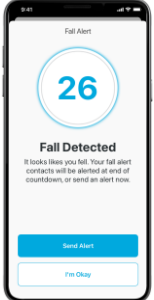
Easier to understand terminology



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### Fall Alert Improvements

Refined and improved algorithm

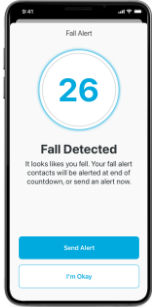


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## Fall Alert Improvements

Refined and improved algorithm


- Fewer false alarms** when in High or Normal sensitivity mode
- More falls detected accurately** when in low sensitivity mode




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## Wellness Score

With real-time tracking of both physical and cognitive activities, the Wellness Score addresses patient concerns of mobility and cognition




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## Wellness Score

Activity Engagement



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## Intelligent Assistant

Ready to use whenever you are

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## Intelligent Assistant

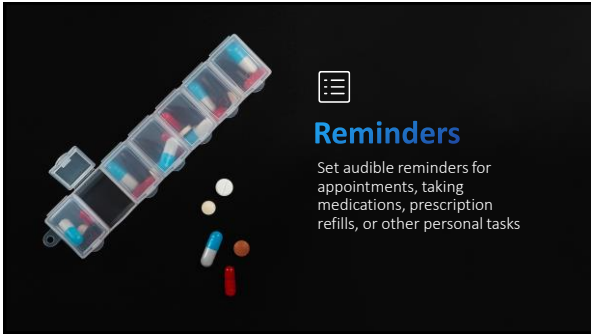
- Tap Control
- Translate
- Transcribe
- Thrive Assistant with Voice Commands

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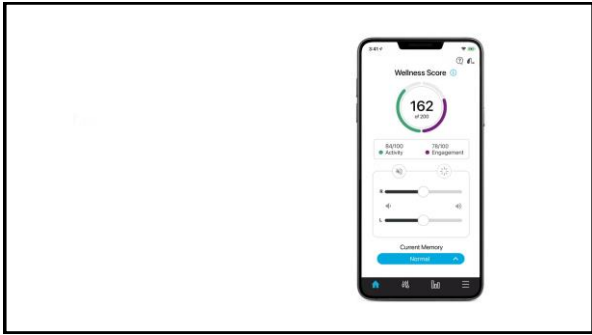
## Intelligent Assistant

- Tap Control
- Translate
- Transcribe
- Thrive Assistant with Voice Commands
- NEW** Reminders now available on all technology tiers

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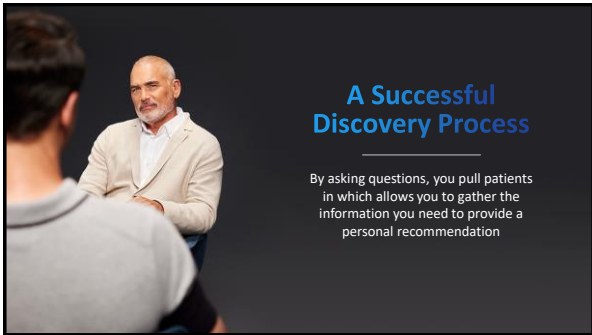
**Effortless Intelligence**  
Our latest technology provides superior sound quality plus advanced features and capabilities

	Premium 2400	Advanced 2000	Select 1600	Basic 1200
Voice AI (iOS only)	●			
Translate	●			
Edge Mode: Tap Control	●			
Transcribe	●	●		
Edge Mode: Thrive app access	●	●		
Thrive Assistant	●	●	●	
Find My Phone	●	●	●	
Thrive Care app compatibility	●	●	●	●
Engagement Tracking	●	●	●	●
Activity Tracking	●	●	●	●
2-Way Audio	●	●	●	●
Fall Alert	●	●	●	●
Reminders	●	●	●	●
Self Check	●	●	●	●
Auto On/Off	●	●	●	●
Tap Control	●	●	●	●
TeleHear	●	●	●	●
Tinnitus Technology	●	●	●	●
REM Target Match	●	●	●	●
CROS system*	●	●	●	●

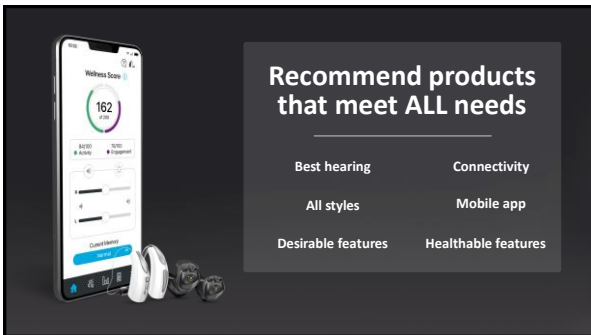
BOLD indicates a feature new to this technology tier

Wireless CIC | ITE R | ITC R | miniRIC | RIC 312 | RIC R | BTE 13 | BTE R | Power Plus BTE

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**AUDIENCE POLL**

Would you most likely use a tool like this to counsel patients on Starkey's Healthable features?


YES or NO

Any recommendations?



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**Effortless Selection**  
**Have it all.**



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**Questions**


Judy Grobstein, AuD-FAAA, MACAud  
*Judy\_Grobstein@Starkey.com*





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**Resources**

  
New Brochures

  
White Papers

  
QuickTips

  
Endorsed Webinars

Visit the Starkey Learning Hub for more information

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**Learn More**

Upcoming Endorsed Webinars

Effortless  
Hearing

Effortless  
Selection

Effortless  
Connection

5 July 2022

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**Learn More**

**Starkey Learning Hub**

At Starkey Australia we want to support the continued development of you and your clinic. This hub provides you with access to all of our learning resources, including live and recorded endorsed online training activities, downloadable documentation, and video tutorials.



[www.starkeylearninghub.com.au](http://www.starkeylearninghub.com.au)

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**We're Here to Support You**

**Professional  
Audiology Support**

**1800 024 985**

**Contact your  
Product Specialist**



Vincent Santana  
NSW (N)/SA

Connie Lu  
VIC/TAS

Phil Nelson  
QLD/NT

Jenelle Davis  
NSW (S)/ACT/WA

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**Thank You.**

**Endorsement Numbers**

ACAud Endorsed: 2022107 (2 CEP points with passing quiz)  
 AudA Endorsed: CPD2122.071 (Category 1.2) (1 CPD Point)  
 HAASA Endorsed: CPED2021-2023 (2022-49) (1.5 CPED points with passing quiz)



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