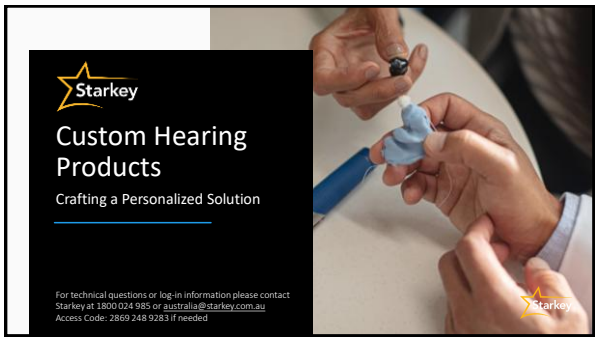

Starkey
Custom Hearing Products
Crafting a Personalized Solution
For technical questions or log-in information please contact Starkey at 1800 024 985 or australia@starkey.com.au
Access Code: 2869 248 9283 if needed

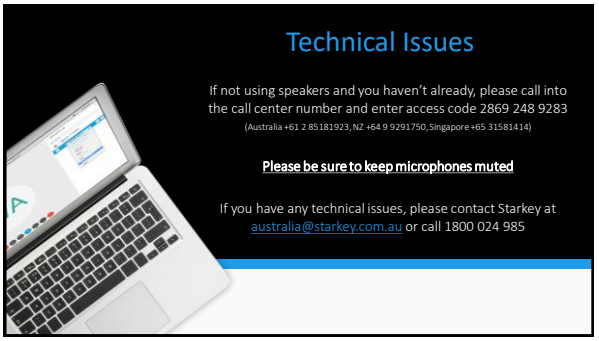
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Starkey
Custom Hearing Products
Crafting a Personalized Solution
The Webinar will start in....
00:05:00
For technical questions or log-in information please contact Starkey at 1800 024 985 or australia@starkey.com.au
Access Code: 2869 248 9283 if needed

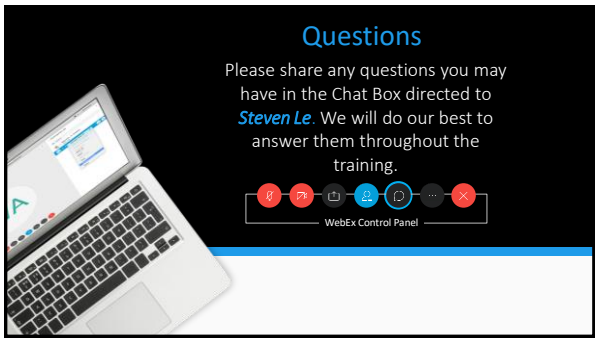
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Starkey
Custom Hearing Products
Crafting a Personalized Solution
Judy Grobstein
Regional Director of Education and Audiology - APAC
Steven Le
Consumer Support Specialist and Trainer- ANZ

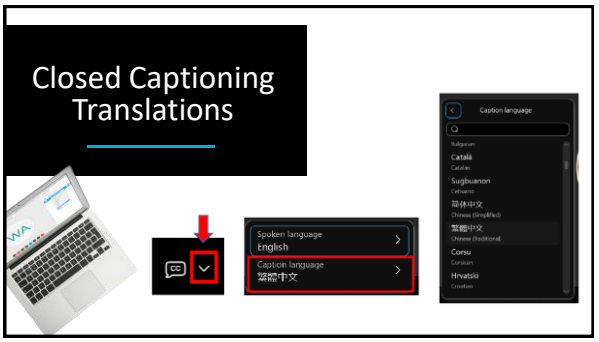
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Technical Issues
If not using speakers and you haven't already, please call into the call center number and enter access code 2869 248 9283
(Australia +61 2 85181923, NZ +64 9 9291750, Singapore +65 31581414)
Please be sure to keep microphones muted
If you have any technical issues, please contact Starkey at australia@starkey.com.au or call 1800 024 985

4


Questions
Please share any questions you may have in the Chat Box directed to Steven Le. We will do our best to answer them throughout the training.
WebEx Control Panel

5


Closed Captioning Translations
Spoken language
English
Caption language
Caption language
Català
Sugbuanon
Corsu
Hrvatski

6

Endorsed Session

This webinar is endorsed for Audiology Australia and ACAud inc. HAASA points

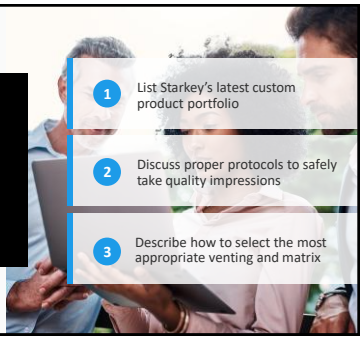
You must stay logged on for the full session

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

ACAud inc. HAASA members must complete the quiz to receive full points.

7

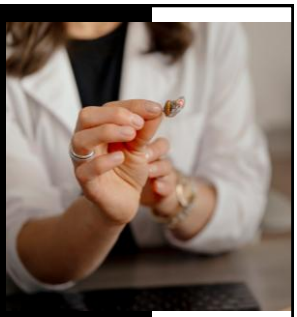
Learning Outcomes



1. List Starkey's latest custom product portfolio
2. Discuss proper protocols to safely take quality impressions
3. Describe how to select the most appropriate venting and matrix

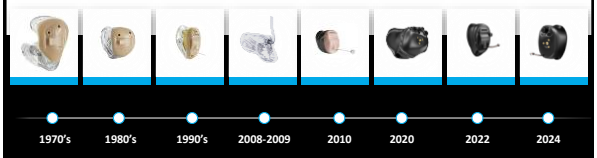
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Custom Products

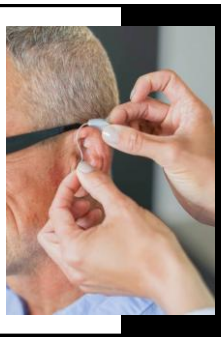


9

Custom Products



10

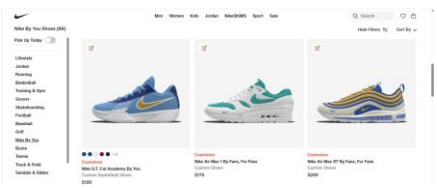


Approximately 80% of patients want custom products, yet only 10-20% end up purchasing them

Wichard: 3D Ear Scanning Has Arrived

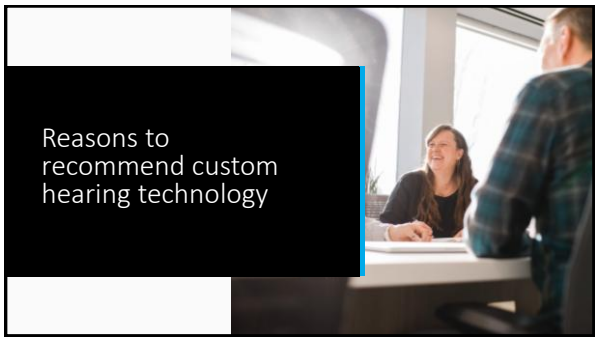
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In the digital era, consumer expectations are higher and they want interactions and products to be personalized

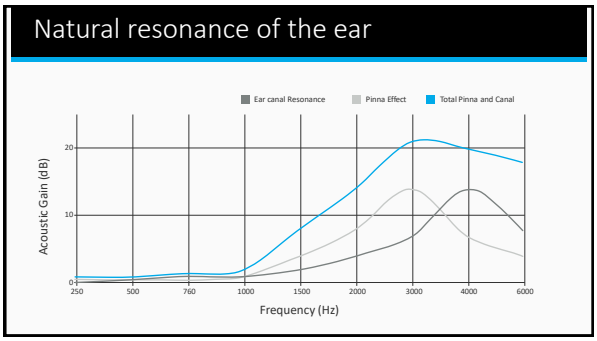


The nature of personalization implies custom solutions will be better

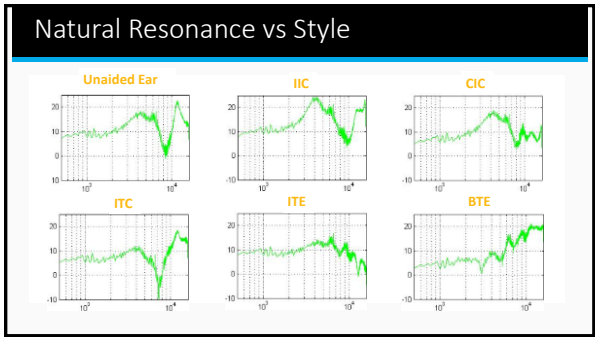
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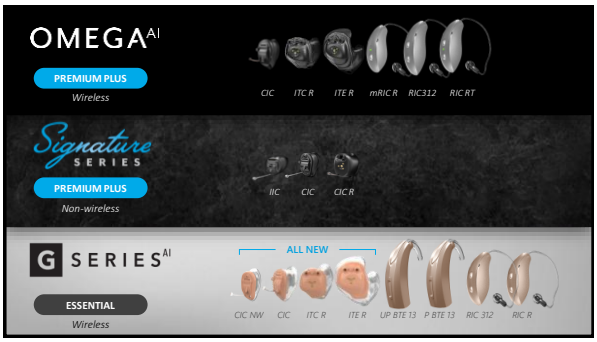
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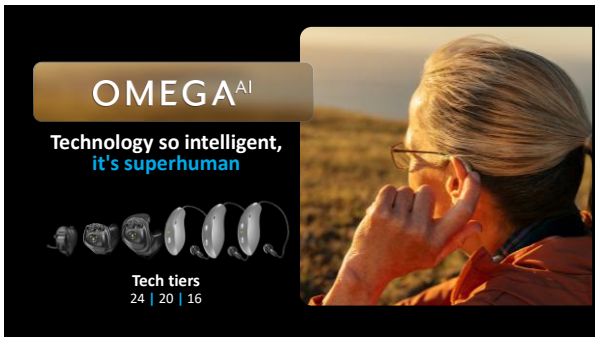
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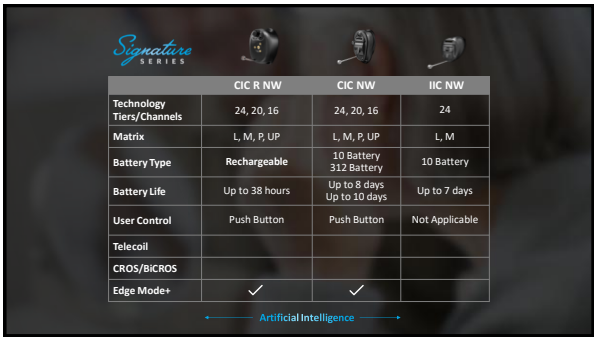
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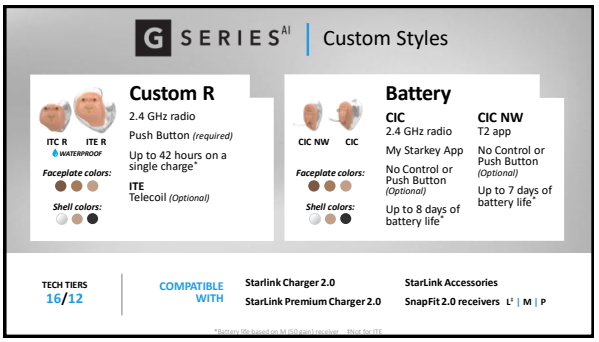
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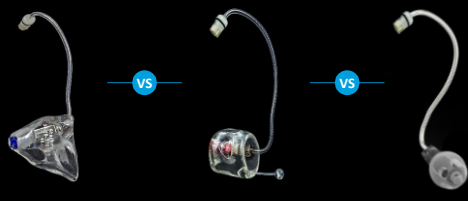
24

RIC
Custom Cased Mold



25

Custom *vs.* Bud



26

Custom *vs.* Bud

Variability of fitting wide range of ears-
Do instant fit tips really fit most?

Underfitting important low and mid-frequency information

Creating a clear path for environmental noise



27

vs. Custom Cased Receivers



Snap In

Custom Fit

Field replacement of the receiver

Limited canal length

Limited flexibility with cable alignment - protrusion

Limited venting

28

Snap In vs. Custom Cased Receivers



Custom Cased

Any canal length for retention and sound direction

Better cable alignment – *little/no protrusion*

Larger vents possible

More power

Starkey must replace the receiver

29

Getting *the best* out of custom products

Everything matters when ordering a custom product

Steven Le
Consumer Support Specialist and Trainer- ANZ



30

Much More than Meets the Ear

Many considerations factor into determining candidacy for custom hearing aids

- **Audiogram**
- **Dexterity**
- **Lifestyle**
- **Ear anatomy & history**

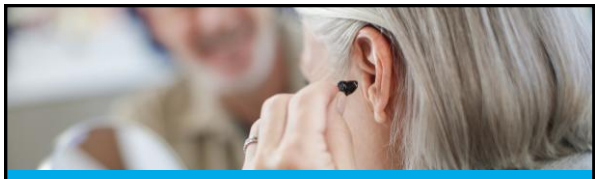
31

Much More than Meets the Ear

Many considerations factor into determining candidacy for custom hearing aids

- Infection risk: diabetes, immunocompromised
- Bleeding risk: therapeutic blood thinning
- Coughing reflex: vagus nerve stimulation
- Surgery: mastoidectomy, fenestration, tubes
- Active infection: bacterial or fungal
- Congenital or other malformation

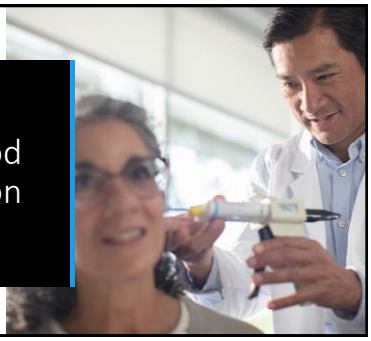
32



The best sounding hearing aid is only as good as the best **fitting** hearing aid

33

Taking a Good Impression



34

The Ear is *the Boss*

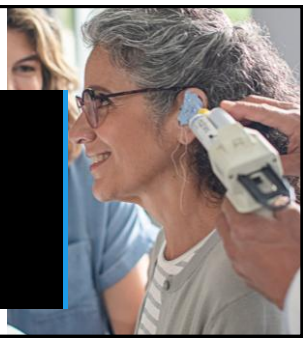


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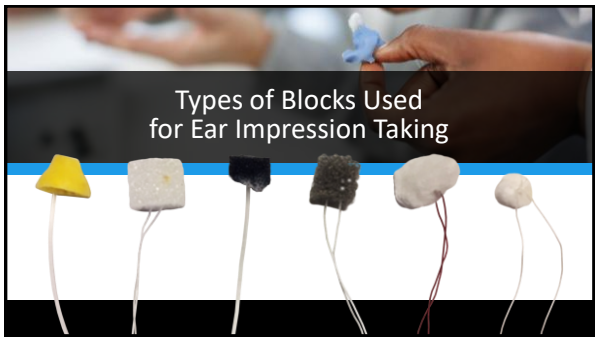
5 Key Points

for a successful ear impression

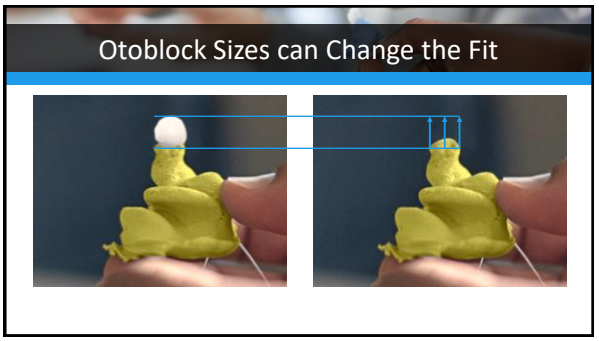
1. **Size** of oto-block
2. Oto-block **placement**
3. **Syringe tip** placement/angle
4. **Waiting time** to move syringe tip outward while shooting
5. Breaking the **seal**



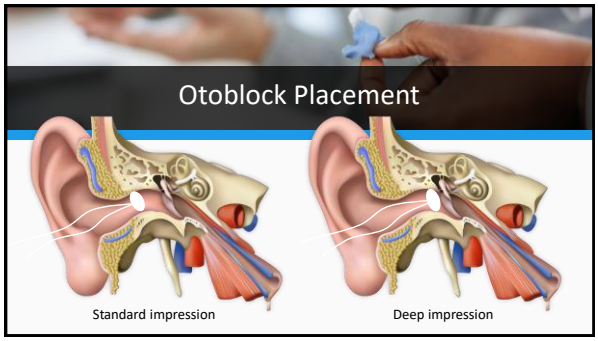
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37



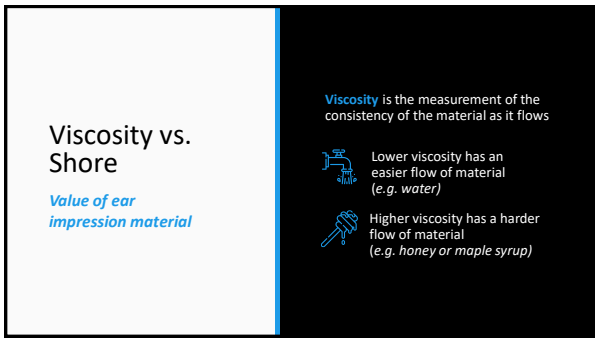
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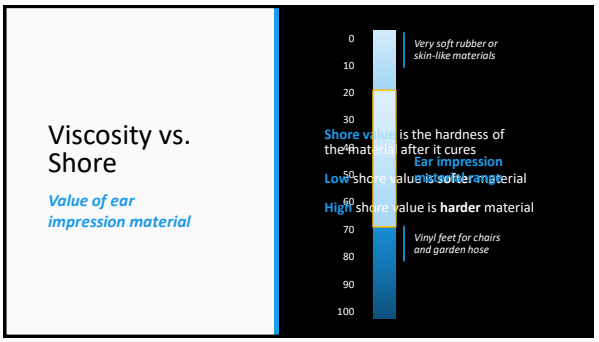
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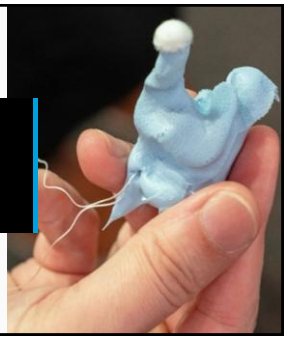
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42

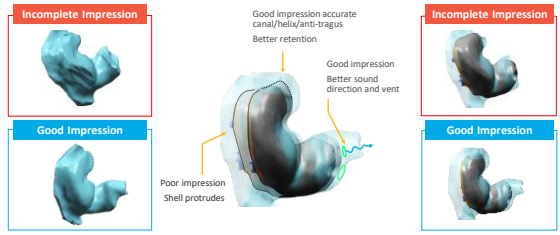
Final Step for a *High-Quality* Impression

Examine the Impression



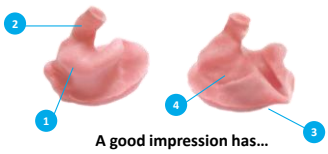
43

Quality In, Quality Out



44

Evaluate the Impression



A good impression has…

1. A concha that is round and full, no pockets or voids
2. Canal length past the 2nd bend
3. Complete helix through to the tip
4. Material completely covers the tragus

45

Evaluate the Impression



A poor impression has…

1. Voids
2. Underfilled or missing anatomy
3. A short canal
4. Poor otoblock selection and placement

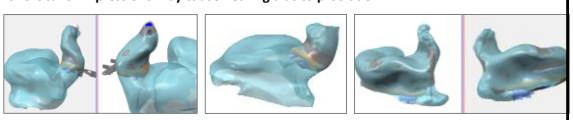
46

25% of impressions

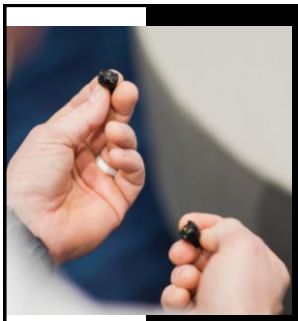
we receive do not meet canal length criteria



Short canal impressions may cause hearing aids to protrude

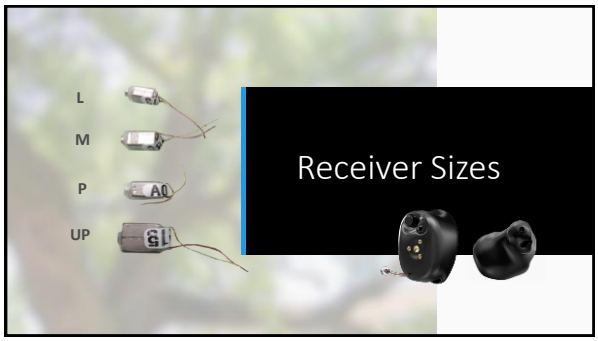


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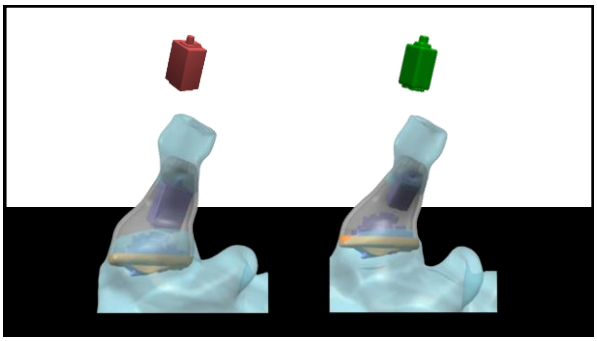


Selecting Proper Customization

48



49



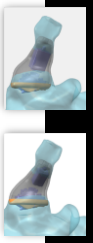
50

Pro Tip

Select the receiver matrix based on the audiogram

UP orders with a short or narrow canal may result in the hearing aid protruding

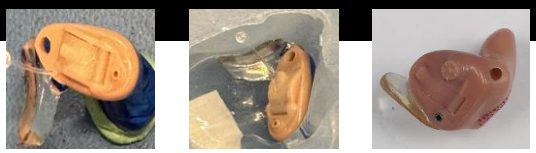




51

Pro Tip

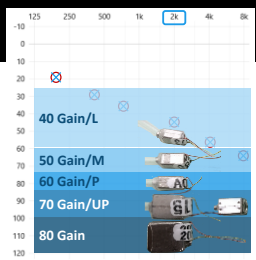
Add a canal lock to help with retention and reduce returns



52

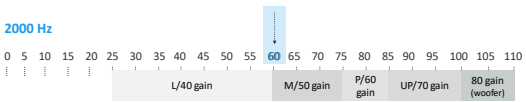
Receiver Selection





53

Choosing the Right Matrix
Custom Considerations



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

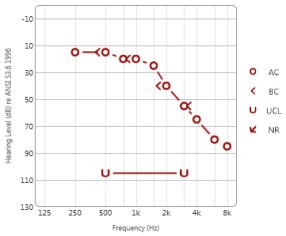
54

Power Requirements

Poor high frequency thresholds should not determine hearing aid gain

Do not want high frequency gain to overpower low frequencies and introduce distortion and impact sound quality

Consider Frequency Lowering



55



56

Vents

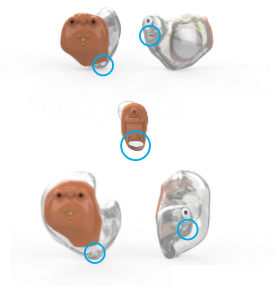
Designed to:

Allow air flow in and out of ear

Manipulate the acoustics /sound of the fitting

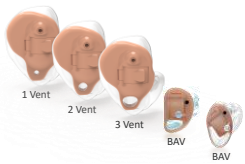
Facilitate sound quality of patient's voice

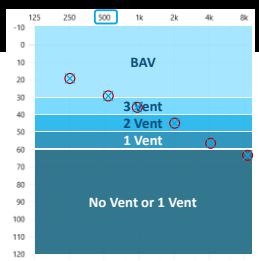
Not all hearing aids will have a vent
Various sizes and configurations are available



57

Vent Selection





58



Occlusion

L and M receivers with a 1V or 2V vent have the highest occlusion returns

59



60

Modeling Different Types of Customs


IIC


CIC


ITC Rechargeable


Custom Cased
Snap-in Receiver Bud

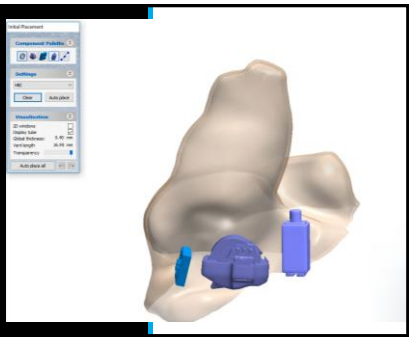
61

IIC
Invisible-in-Canal



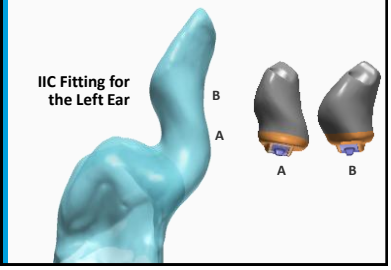
62

IIC
Parts Placement



63

IIC
Invisible-in-Canal



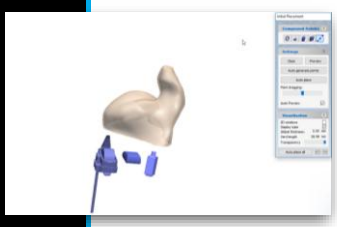
64

2.4 GHz CIC 312
Completely-in-Canal



65

2.4 CIC 312
Completely-in-Canal



66

ITC
In-the-Canal



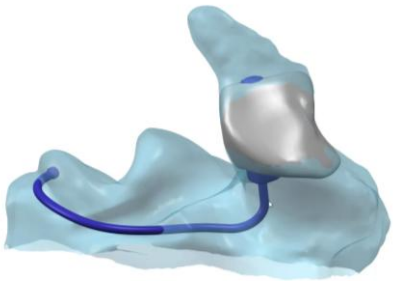
Custom Rechargeable

67

RIC
Custom Cased Mould



68



69

Customization is Personalization



70



Dexterity & Removal Solutions

High Strength Silicone Removal Handle



String Removal Handle



Nubbin Handle



Slot Handle



*Style and material specific

71



Cognition & Identification Solutions

Color Code



Engraving



Cloth or Vinyl Cords



Metal Chain Loops



72



73



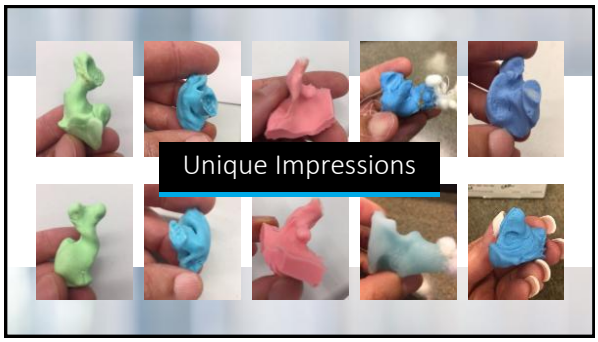
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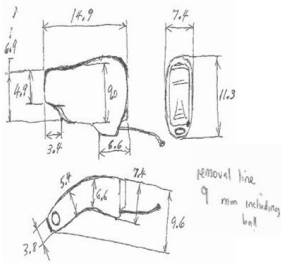


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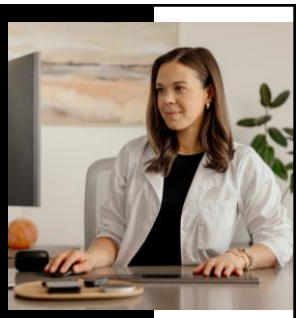
We do our best with requests…



79

Starkey **Pro Fit**

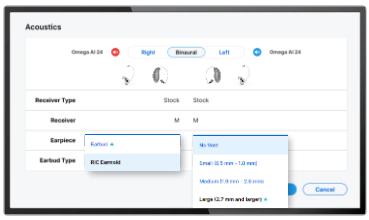
Programming Devices



Judy Grobstein
Regional Director of Education and Audiology - APAC

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Acoustic Options



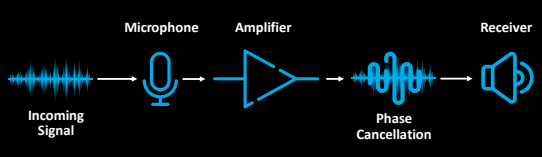
82

Fitting Precision

Feedback Cancellation + **Optimize Acoustic Model 2.0**

Two unique features for personalizing the hearing aid fitting using the Feedback Cancellation Initialization (FBCi) measurement

83



Feedback Canceller

Automatically suppresses feedback before it happens with the primary goal of maintaining audibility

Running the feedback canceller initialization is recommended at every first fitting to ensure the personalized settings are unique to that patient's ear canal

84

Feedback Messenger

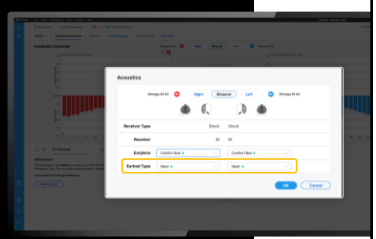
Adaptation settings are audiogram and acoustic-coupling dependent

Open Fittings

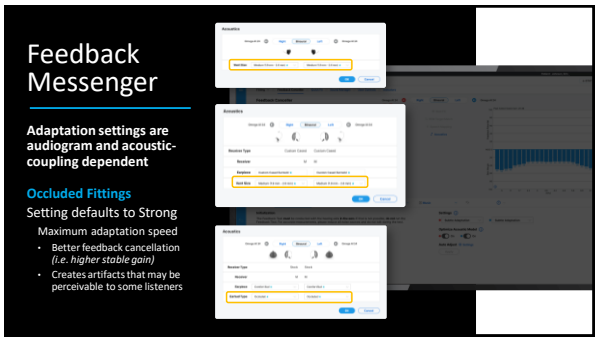
Setting defaults to Subtle

Slower adaptation speed

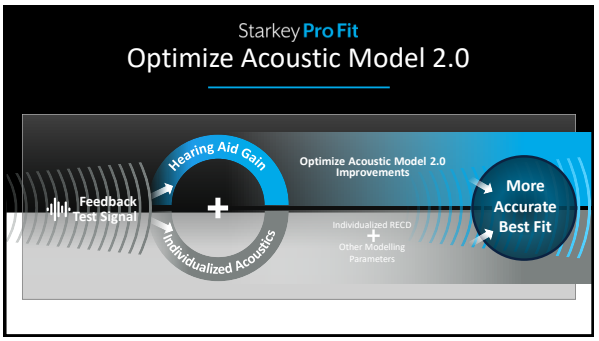
- Better sound quality and fewer artifacts vs. a faster adaptation speed



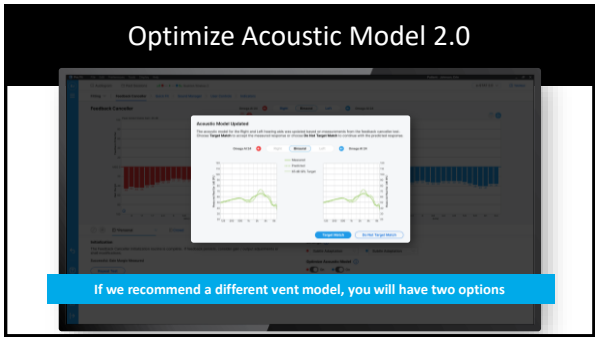
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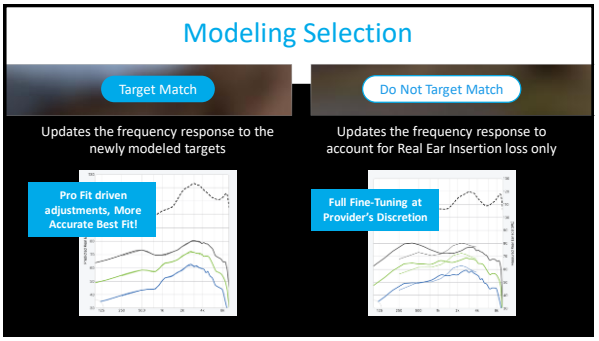
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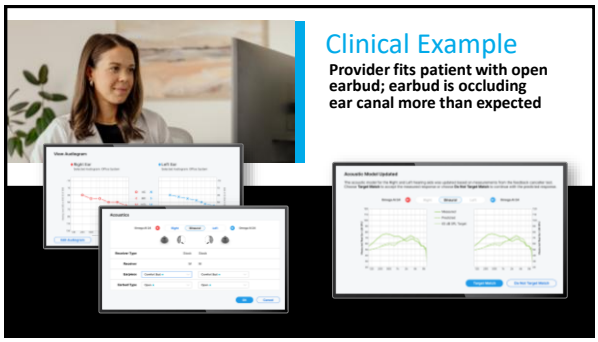
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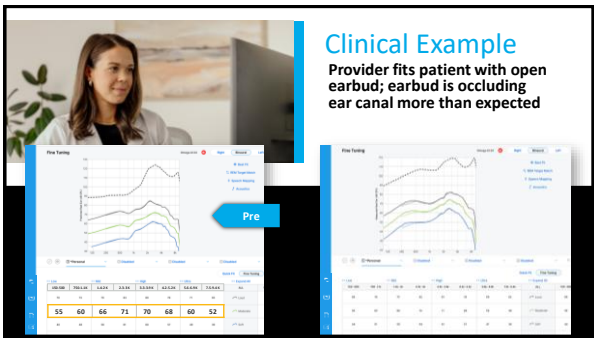
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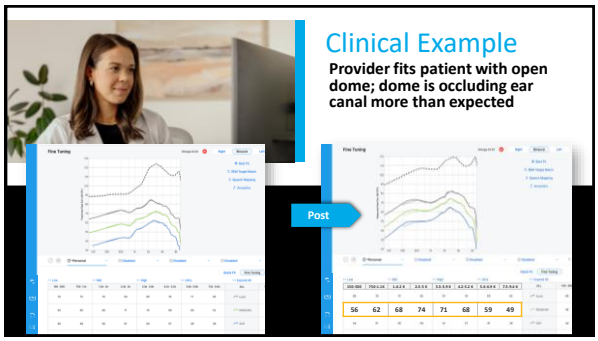
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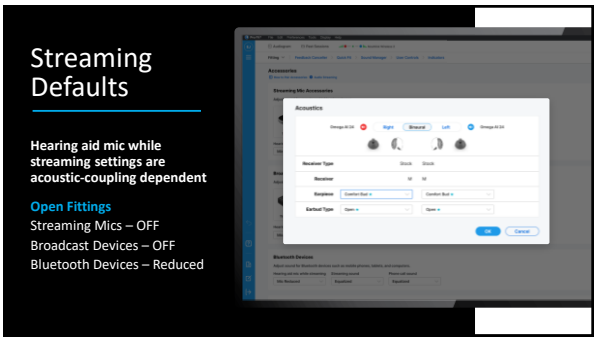
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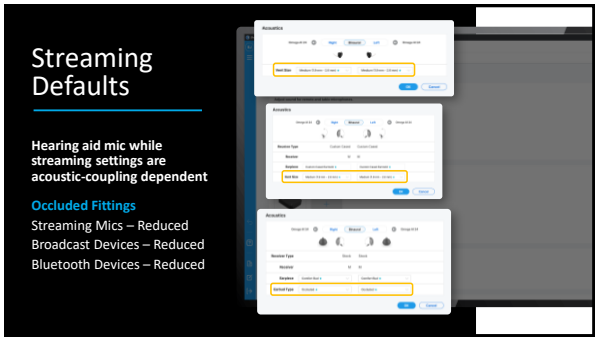
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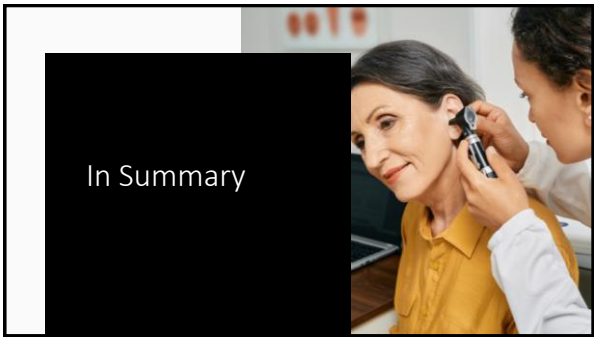
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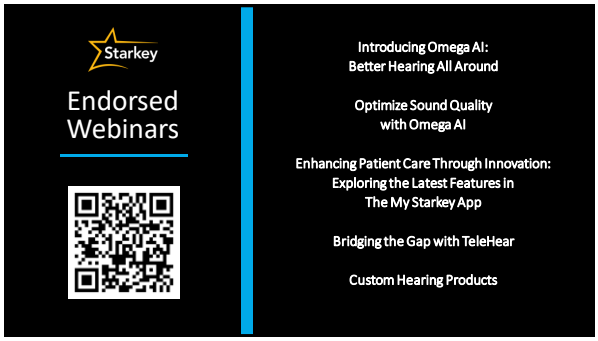
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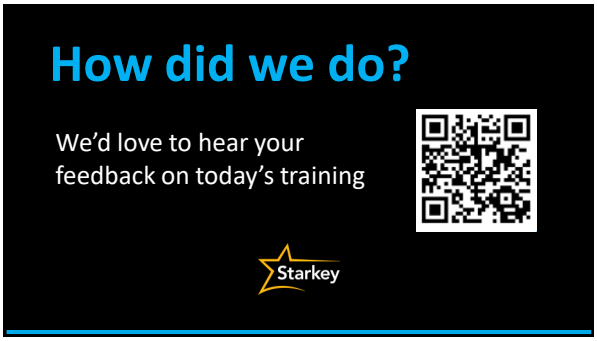
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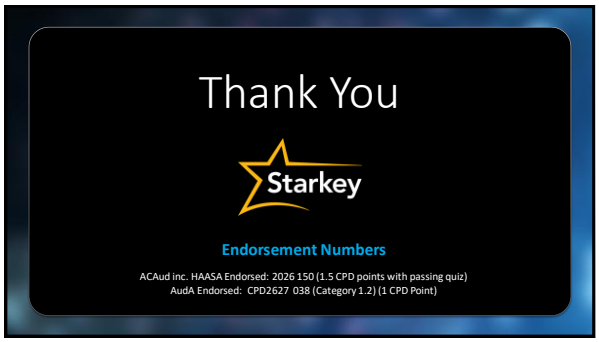
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101



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