



Education
The Science of Hearing Aid Fitting

Audioscan® Webinar Series:
Speechmap® as a Counseling & Fitting Tool
Recorded March 13, 2015

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Audioscan Education

audioscan®
Hearing Instruments Fitting Systems

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The Evolving Provider Future

- The changing senior market will:
 - Likely have a greater need for hearing care
 - Likely have less money to spend on hearing care
- The changing distribution structure will:
 - Provide more access to hearing aids
 - Offer lower cost alternatives than historically available
 - Keep/increase the value focus on product


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The Evolving Provider Future

- The changing technology platform will:
 - Offer newer/better solutions to hearing problems
 - Expand the potential user market
 - Put further emphasis on product

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To Thrive In This Landscape


The Fitting Professional MUST Differentiate!

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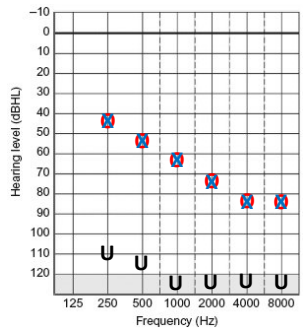


How Do You Differentiate?

- By making *your value compelling & tangible*
 - Audioscan Speechmap® differentiates you:
 - In the counseling experience you provide
 - In the treatment goals you set
 - In your ability to verify your treatment results
 - In delivering an effective solution to their problem




HL Audiogram

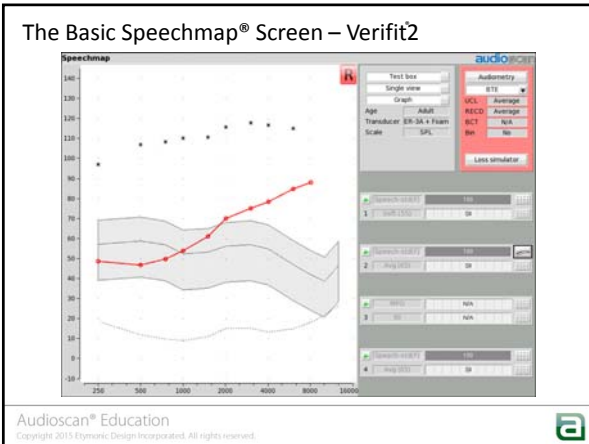


Frequency (Hz)	Hearing Level (dBHL)
250	45
500	55
1000	65
2000	75
4000	85
8000	85

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The Basic Speechmap® Screen – Verifit2



KEY VALUE PROPOSITION:

***WE NEED TO BRING SPEECH SOUNDS
BACK INTO YOUR LISTENING RANGE***

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Curtis Alcock

Curtis J. Alcock is Founder of Audira » Think Tank for Hearing.

He was involved in design and marketing for 12 years before making the transition into hearing care nearly 12 years ago. He now runs an independent family-run hearing care practice in the United Kingdom and has spoken internationally on shaping the future of hearing care.

www.audira.org.uk


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Hearing Loss
Hearing Aids
Hearing Impaired



ABILITY **CONDITION**


Heari	Loss
Heari	Aids
Heari	Impaired



ABILITY **CONDITION**

Heari	Loss
Heari	Aids
Heari	Impaired

AVOID



ABILITY **CONDITION**

Hearing loss
Hearing aids
Hearing impaired


AVOID




ABILITY **CONDITION**

Hearing loss
Hearing aids
Hearing impaired


APPROACH **AVOID**



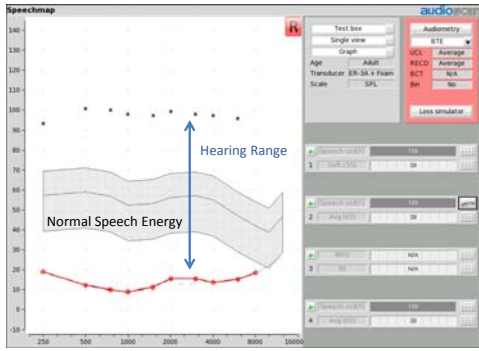
Don't say . . .	Say . . .
"Test your hearing"	"Baseline your hearing" or "Profile your hearing"
"Detect a hearing loss"	"Detect changes in your hearing"
"You have a high frequency hearing loss"	"Some speech sounds are currently falling outside your listening range"
"You need hearing aids"	"You want to bring those speech sounds back into your listening range"



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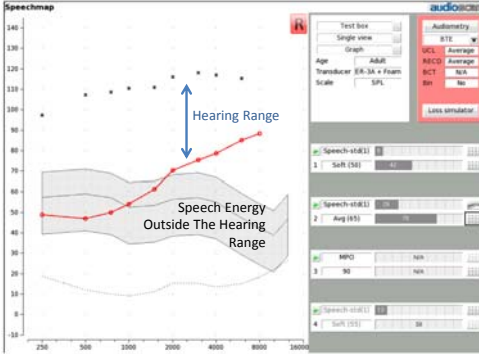
The Basic Speechmap® Screen – Verifit2



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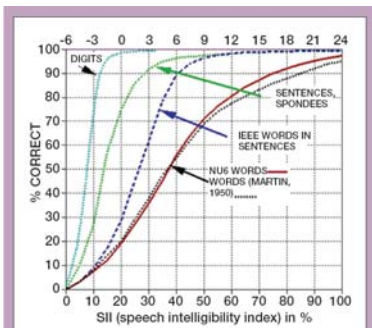


The Basic Speechmap® Screen – Verifit2



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Killion, M., Mueller, H.G., "Twenty Years Later: The New Count-The-Dots Method", Hearing Journal, January 2010, pp 10-15

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From "PedAMP" @ www.dslio.com

Audiogram form for Aided Speech Intelligibility Index (SII) Normative Values v1.0, Revision 1. It includes fields for Child's Name, Test Date, and NOTES. The form contains two graphs, A and B, showing SII vs. Speech Level (dB SPL) for different hearing loss levels. Graph A is for 20 dB HL and Graph B is for 40 dB HL. Both graphs show curves for different frequencies (250, 500, 1000, 2000, 4000 Hz) and a dashed line for the average SII. The form also includes instructions for using the graphs and an interpretation section.

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Your KEY Differentiator

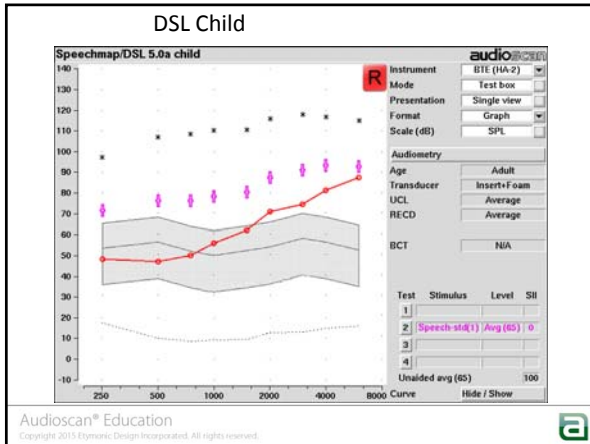
- Break away from the historic model that says:
 - You need to deliver a subjectively acceptable listening experience on day-one.
 - Retail model mentality
 - Focus is on the product, not the treatment
- Move toward the future model that says:
 - We need to effectively bring speech sounds back within the patient's listening range
 - Health care model mentality
 - Focus is on solving the problem

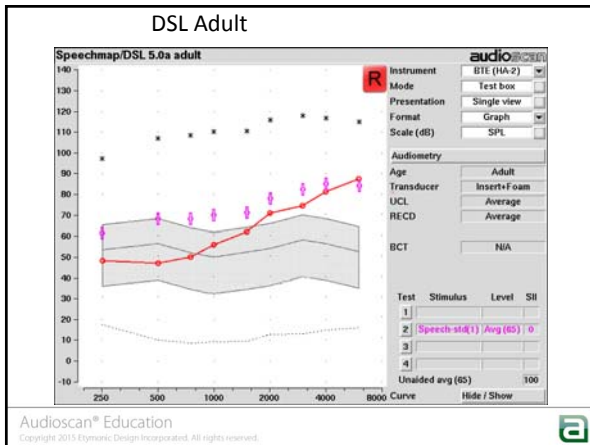
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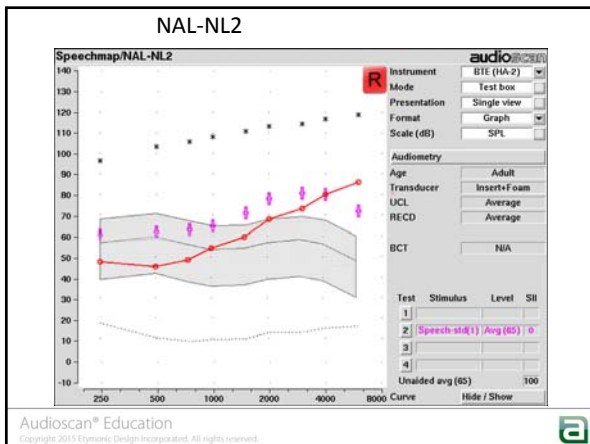
DELIVER A CARE PROCESS RATHER THAN A PRODUCT DELIVERY EVENT

BRAIN PLASTICITY & EFFECTIVE HEARING HEALTH CARE

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FOUR STEPS TOWARD EFFECTIVE LONG-TERM TREATMENT


AN AUDIBILITY-FOCUSED FITTING PROCEDURE

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These Steps Will Be Demonstrated With the Verifit 2 Test Box

- Simulated REM can be done in the test box once an RECD has been measured
- This test box has two coupler microphones that can be measuring aided responses at the same time
- The VF2 is equipped to do wideband measurements




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The Notion of “Goal” & “Starter” Fittings

- Definition of “Goal” Fitting:
 - Brings speech sounds back into the listening range for as broad a range of frequencies as possible:
 - Delivers an acceptable SII result
- Definition of “Starter” Fitting:
 - Settings that the patient feels comfortable enough with to start their new listening experience
- Difference between the two:
 - Practice!

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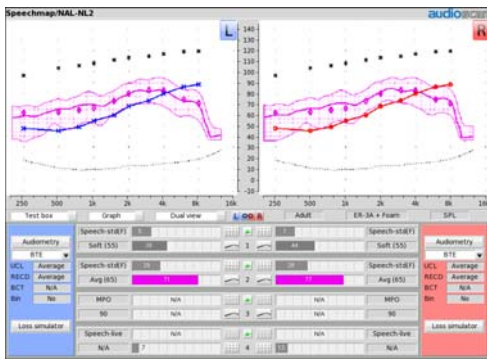
Initial Aided Audibility Verification

- Set instrument to the most experienced user setting with the fitting software
- Select the target rule you wish to use
- Program the hearing instrument (First Fit)
- Place pre-programmed hearing instrument in the test box:
 - Session is re-loaded with RECD if available
- Run Speechmap at 65dB input in TEST 2 and obtain long-term average
 - Did you hit the target?
 - Do you have an acceptable aided SII?

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Example of an Initial Aided Audibility Result



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THREE STEPS TO FINALIZE GAIN, COMPRESSION AND OUTPUT

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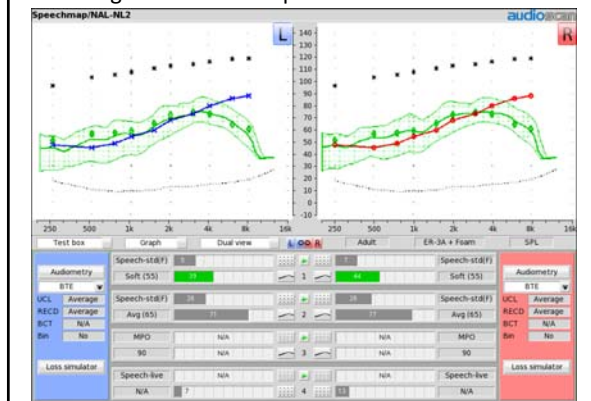


Fitting Test One: Soft Speech

- Test 1:
 - Set input to 50 dB STD speech
 - This will show you a new target for that input level
 - Goal: To adjust the **overall gain** of the aid so that the middle line of the aided speech banana hits the target values indicated



Fitting Test One: Soft Speech



Fitting Test Two: Average Speech

- Test 2:
 - Input: 65 dB STD speech
 - Goal: To verify that the gain adjustments made in Test 1 deliver target results for dots and SII
 - If not, use compression settings to make adjustments as necessary
 - Adjust gain values for Loud and/or Moderate inputs, while leaving gain for Soft inputs as set in Test 1

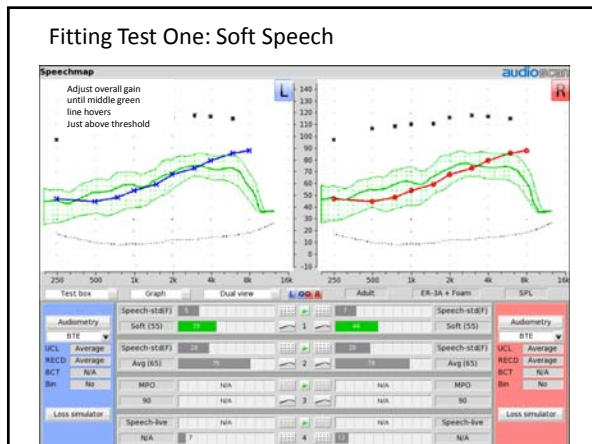




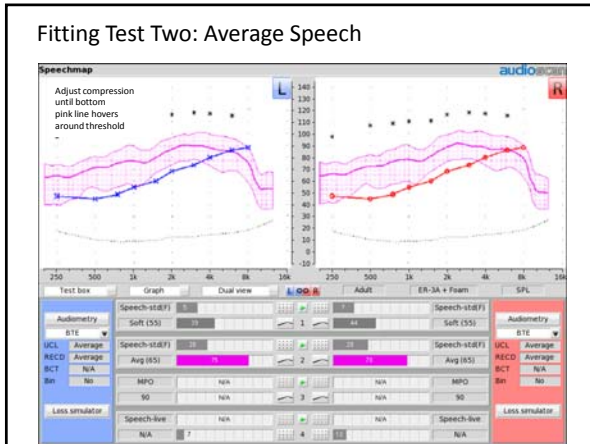
FOR YOUR CONSIDERATION

USING "AIDED SPEECH AUDIBILITY" AS A "TARGET"

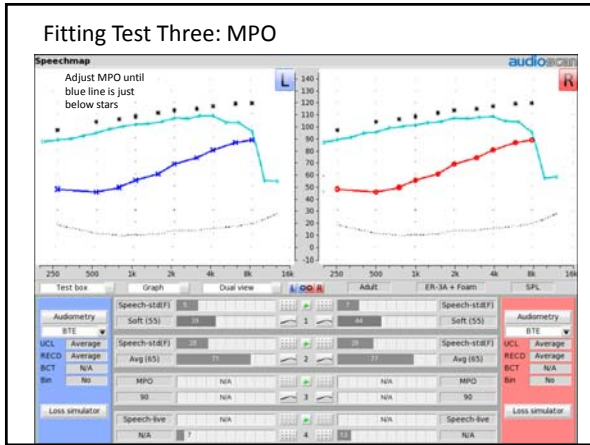
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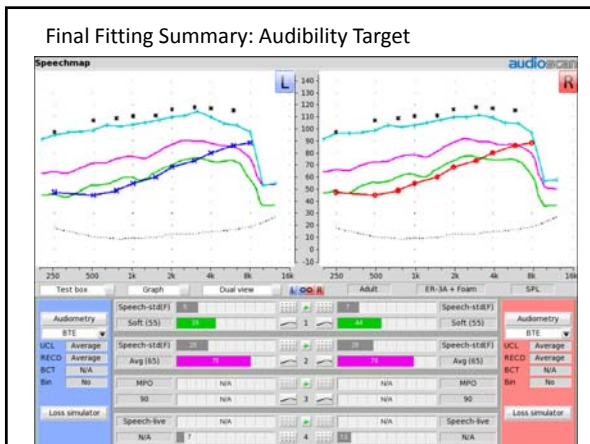
Fitting Test Two: Average Speech

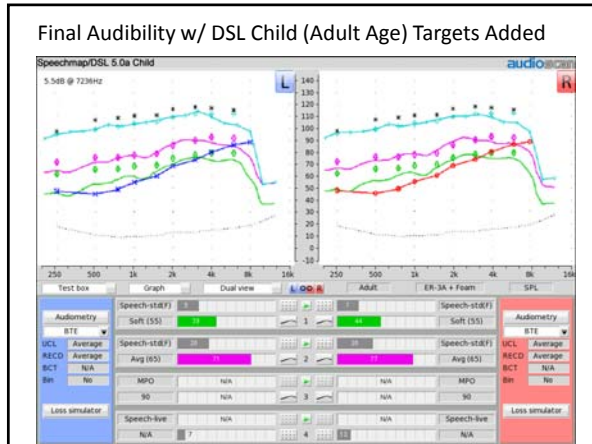


Fitting Test Three: MPO



Final Fitting Summary: Audibility Target



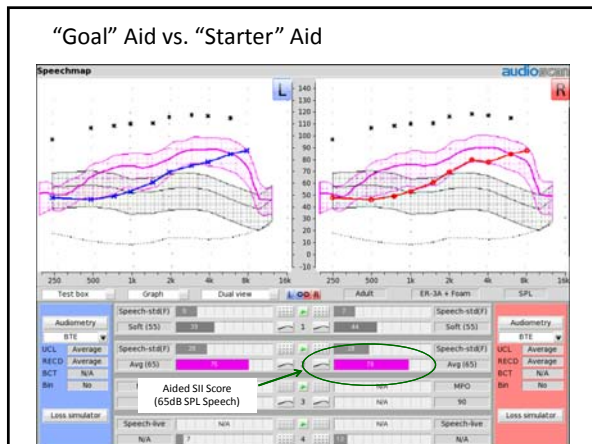


ON-EAR VERIFICATION

FIRST-FIT COUNSELING

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“Process” Counseling

- For first-time wearers:
 - Start with settings that the patient is comfortable to start with
 - Point out the utility that is now missing
 - Discuss the need for practice/brain training
 - Assign brain training tools
 - Outline the therapeutic process that will be undertaken to move toward “Goal” settings while still maintaining comfort

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Some Brain Training Tools

- LACE (www.neurotone.com)
- Read My Quips (www.sensesynergy.com)
- Cut To The Chase (www.cuttothechasehearingpros.com)
- Seeing & Hearing Speech (www.sensimetrics.com)
- Group AR (www.idainstitute.com)


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Final Summary

- You can add compelling, tangible and demonstrable value to your care by:
 - Making the fitting and counseling focus “to bring speech sounds back into your listening range”
 - Moves focus away from initial sound quality and toward effective problem treatment
 - Providing a care giving “process” rather than a product delivery event
 - Acknowledges that brain exercise is an important part of effective treatment
- In so doing, you shift the value focus away from product and toward professional care

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THANK YOU!

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