

# Personalized digital services.

Conversations shine with Lumity



# Delivering an enlightening hearing experience

# Leverage digital services to optimize your customers' experience

Offering advanced digital services has become increasingly important for all hearing care professionals – especially in today's environment. Phonak is committed to providing more audiological solutions digitally which focus on the well-hearing, well-being and overall health of the client.

With new personalized digital solutions, designed by Sonova's hearing care experts as healthy living companions for those who use hearing aids, Phonak provides both hearing care professionals (HCPs) and clients with an empowering smart app dedicated to delivering an enlightening hearing experience.

Regardless of location and time or even at first fitting, changes to a client's hearing aid can be made remotely or at an in-person consultation.

- **Latest myPhonak app** - empower your clients with remote care and personalize their hearing experience to improve their overall sense of well-being



Remote Control



Remote Support



Personalization

- **Health data tracking** - enable your clients to go beyond hearing improvement with a solution that enables them to track their activities



Activity level



Steps counter



Wearing time

- **Universal connectivity** - give your clients the choice of convenient universal connectivity to a multitude of Bluetooth® enabled devices
- **Hearing screener 5.6**
- **Phonak Target 8.0**

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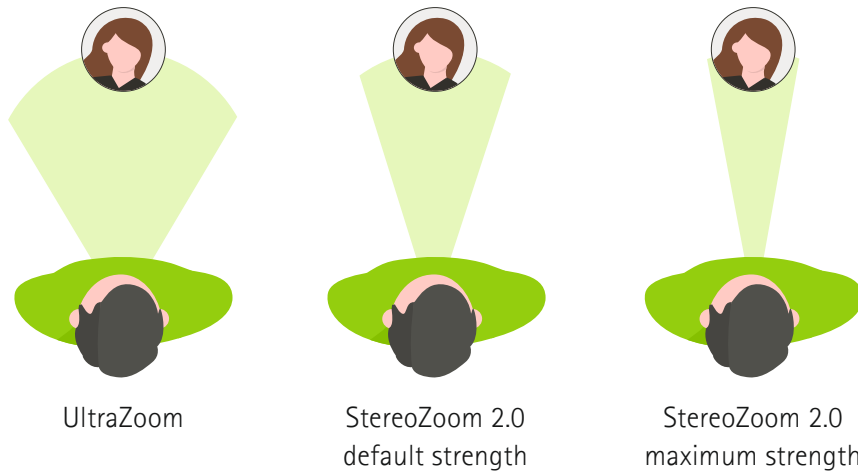
# New myPhonak app

The latest version of myPhonak has been developed with health and well-being at its core. It empowers your clients to personalize their hearing experience and to access remote care.

It allows your clients to not only take control of their hearing with remote control functionality, but to track their health data and connect to their HCP remotely, providing clients the comfort of knowing that they are receiving optimal care and assistance.

## New StereoZoom 2.0 – smoother, smarter and stronger

myPhonak allows the user to adjust the focus of StereoZoom, Phonak unique binaural directional beamforming technology, in real time. With the new StereoZoom 2.0, there is a smooth transition between the wider directional mode of UltraZoom and the narrower focus of StereoZoom 2.0. It intelligently adapts the strength of focus as the level of noise increases. The result is 3 dB better SNR\*.



## New health data tracking functionalities

Lumity empowers your clients beyond hearing improvement and enables them to track **steps** and **wearing time, activity levels, distance walked and ran**, in addition to existing features, like Remote Support and Remote Control. myPhonak allows for configuration of Tap Control, setting up cleaning reminders and provides additional information, such as the status of connected hearing aids and accessories.

\*Compared to Real Ear Sound (tested with power dome)



# Remote support

Remote Support<sup>1</sup> provides HCPs with an excellent opportunity to connect with clients to support their listening needs no matter where they are through virtual appointments. This includes adjusting their hearing aids in real-time and in everyday listening environments using the myPhonak app. In addition, HCPs can also use Remote Support to counsel their clients on topics, such as acclimatization, strategies for improved communication, and hearing aid care and maintenance through a live video call.

## Benefits for the client

- Video with the HCP to solve hearing issues in real-time
- Clients can save time and effort on commuting to the HCP's location
- Easy connection through any Bluetooth® enabled smartphone<sup>2</sup> with the installed myPhonak app and Wi-Fi or cellular network

## Benefits for the HCP

- Flexibility in scheduling appointments
- Offering an alternative model of service delivery and proactively finding the right solutions for your clients
- Professional growth by incorporating the latest technological developments into your clinic service offerings
- Expanding client reach as clients do not need to travel to your clinic as often for hearing aid adjustments
- Support and managing your clients' hearing needs

<sup>1</sup> Available in limited countries only. Visit [www.phonakpro.com/eSolutions](http://www.phonakpro.com/eSolutions) to find out more

<sup>2</sup> Bluetooth® 4.2 wireless technology and most older Bluetooth phones

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# AudiogramDirect via Remote Support

AudiogramDirect is available via Remote Support<sup>1</sup> and allows the HCP to test a client's hearing directly through their hearing aids, taking into account the properties of the individual ear, the acoustic coupling and the chosen hearing aids.

It is designed to check a client's hearing during a follow-up session but can also provide a starting point for a new remote fitting for clients who are temporarily unable to get into the clinic.

## Benefits for the client

- Easy access via Remote Support with their iOS® or Android™ smartphone and myPhonak
- Remote hearing test directly through his or her hearing aids
- Enables a more personalized fitting experience

## Benefits for the HCP

- Offers the world's first in-situ audiometry directly via Phonak direct connectivity hearing aids with any iOS or Android smartphone
- Enabled through Phonak Target

<sup>1</sup> Available in limited countries only. Visit [www.phonakpro.com/eSolutions](http://www.phonakpro.com/eSolutions) to find out more

iOS® is a registered trademark or trademark of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.  
Android™ is a trademark of Google LLC.

# Remote Control

Remote Control is available in myPhonak app and allows the client to easily make changes to their hearing aid to suit their personal preferences for various listening situations. They can easily adjust the volume and various hearing aid features or select pre-defined programs according to the different listening situation they are in. Remote Control allows users to make quick adjustments to the pitch of the sound in the equalizer by using the presets (default, comfort, clarity, softer, etc.) or more personalized adjustments using the sliders (bass, middle, treble).

## Benefits for the client

- Possibility to create different hearing programs
- Personalization of how the hearing aids sound



# Hearing Screener 5.6<sup>3</sup>

The Hearing Screener 5.6 is a convenient way to do a simple hearing screening without requiring clients to visit the office and in the comfort of their own home.

We optimized the Hearing Screener for HCPs, offering features for lead generation and marketing campaigns as well as left and right ear measurement and a more detailed report. In addition, HCPs can integrate it into their own websites.

## Functionality

- Environment Noise Tracker
- Audiogram Prediction Model

## Benefits for the client

- New screener type which assesses the client's hearing sensitivity to four pure tones in quiet
- More reliable recommendations and reduced testing time
- Clients will have the option to track their environment noise during the test

## Benefits for the HCP

- Obtain and evaluate estimated hearing loss results from clients
- Option to select "5 frequencies Left/Right" in Hearing Screener settings
- Estimated results in dBHL in the Phonakpro report
- Lead generation tool which is provided to HCPs and can be customized to any look and feel
- Provides tailored recommendations for each client

<sup>3</sup> Available in limited countries only. Visit [www.phonakpro.com/eSolutions](http://www.phonakpro.com/eSolutions) to find out more

# Phonak Target 8.0

Fitting is an important part of the hearing journey and the impact it can have both on clients' satisfaction and on HCPs' user experience should not be underestimated. Phonak Target helps HCP's ensure their clients not only get the most out of their technology - but truly reap the benefits of hearing well for their overall well-being.

Within Phonak Target 8.0, we have added new features and functions to ensure both you and your client have an improved first fitting experience, while using the same fitting process you know, trust and like.

## Benefits for the HCP

- Compatibility to Phonak Audéo Lumity hearing aids with unique Phonak SmartSpeech™ technology so clients can fully immerse in conversations around them
- Adaptive Phonak Digital 2.0 symmetrization which has the potential to reduce fine tuning efforts at the first appointment by automatically compensating for asymmetric gain up to 5 dB



### Scan the QR code:

to download the app and find out more about how myPhonak supports your hearing



With Phonak personalized digital solutions, you can take the first step in helping your clients connect socially, thrive mentally, and improve their hearing experience and overall health.

### Phonak Well-Hearing is Well-Being™

Hearing well goes beyond the ability to simply hear sounds clearly. It's linked to a greater state of social-emotional, cognitive and physical well-being. This bigger picture, with taking action to treat hearing loss as a catalyst for well-being, is what we refer to as "Well-Hearing is Well-Being".



#### Social-emotional well-being

Hearing well fosters easier engagement, stronger connections, and a more positive outlook.



#### Cognitive well-being

Hearing well supports cognitive fitness<sup>4</sup>.



#### Physical well-being

Hearing well enables people to live a more active and healthy lifestyle.

Visit [phonakpro.com/well-hearing](https://phonakpro.com/well-hearing) to implement Well-Hearing is Well-Being into your daily practice.

The content of this page, unless specified otherwise, is based on: Vercammen, C., Ferguson, M., Kramer, S.E., Meis, M., Singh, G., Timmer, B., Gagné, J-P., Goy, H., Hickson, L., Holube, I., Launer, S., Lemke, U., Naylor, G., Picou, E., Scherpiet, S., Weinstein, B., & Pelosi, A. (2020). Well-Hearing is Well-Being: A Phonak Position Statement. *Hearing Review*, 27(3):18-22. Accessed June 1, 2020,

<sup>4</sup> Karawani, H., Jenkins, K., & Anderson, S. (2018). Restoration of sensory input may improve cognitive and neural function. *Neuropsychologia*, 114, 203–213. <https://doi.org/10.1016/j.neuropsychologia.2018.04.041>



# life is on

Since 1947, Phonak is dedicated to preserving life quality by opening new acoustic worlds. Already back then, in the days of our foundation, our company was driven by a formative conviction: We believe that well-hearing equates to well-being and thus is essential for living life to the fullest. In fact, the sense of hearing is directly linked to social, emotional, cognitive and physical well-being. Today as in future, we thrive to offer the broadest portfolio of innovative hearing solutions. And, together with our hearing care professionals, we keep on focusing on what matters most: improving speech understanding, changing people's lives and having a positive effect on society as a whole.

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