

Phonak Lyric™ and its unique benefits.

Information for Ear, Nose & Throat Physicians
and General Practitioners.



100%
invisible
hearing



Lyric is the world's only 100% invisible hearing aid

Developed by Ear, Nose and Throat physicians, engineers and audiologists, Lyric by Phonak, was successfully launched in the US in 2007 and is now available in many countries around the world. Thanks to its unique and innovative characteristics, it is completely invisible and can be worn 24/7 with no manual interaction required.

100% Invisible

Lyric is positioned approximately 4mm in front of the Tympanic membrane in the bony portion of the external auditory meatus – this makes it completely invisible from the outside.

24/7

Lyric is the only hearing aid that is designed to be worn 24 hours a day for months at a time. With this ability, the benefits of hearing aids can be enjoyed even while sleeping. Lyric can be worn during all daily activities: in the shower, wearing earphones, doing exercise or sleeping.

Hassle free

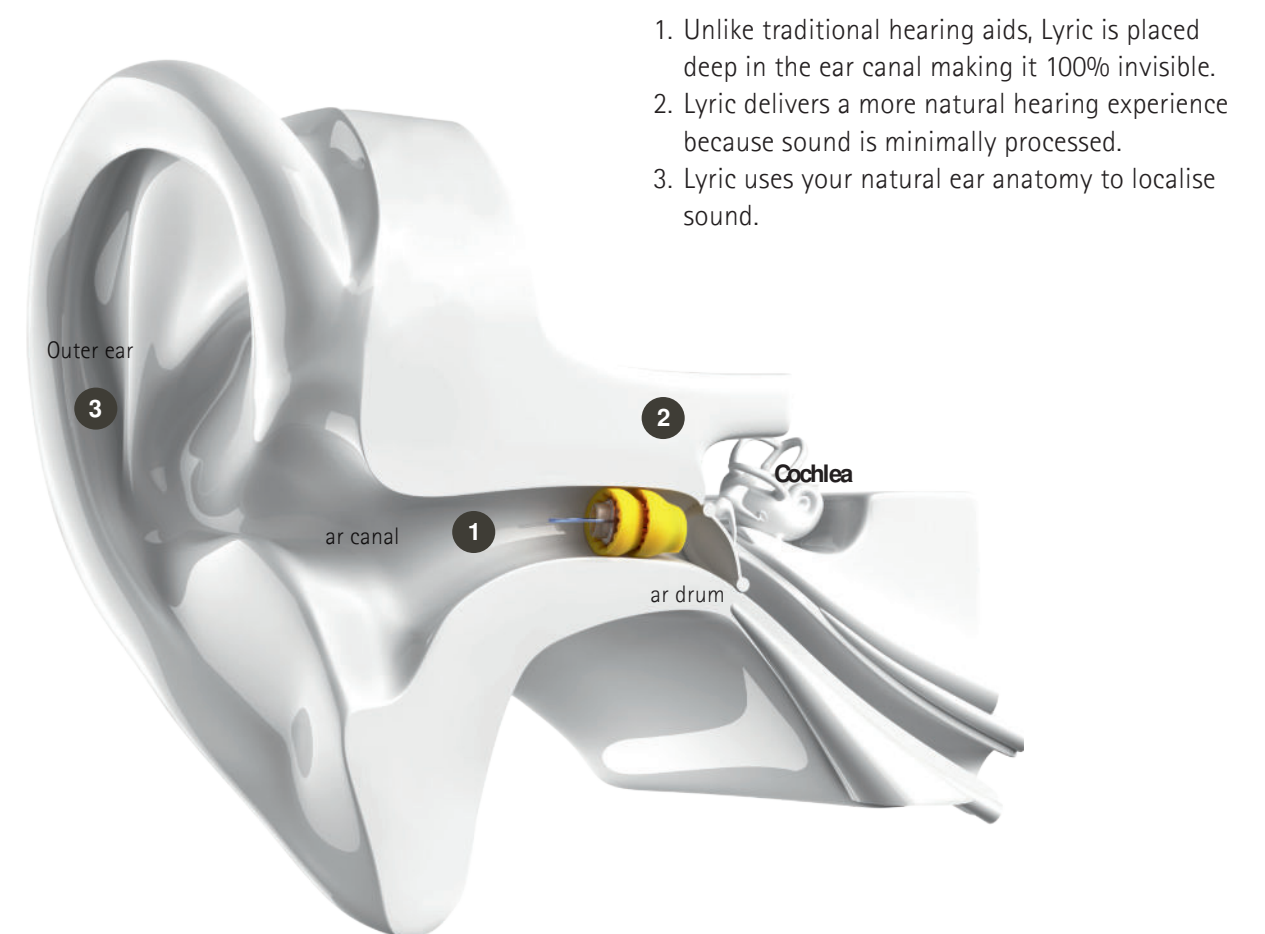
Once correctly inserted by a Lyric certified Hearing Care Professional (HCP), Lyric can remain in the ear for up to several months.

A Lyric patient can make changes to the settings of the instrument with a remote control. The patient does not need to remember to put their hearing aids in every morning. If required, the device can be removed by the patient or they can return to their hearing care professional to have it removed.

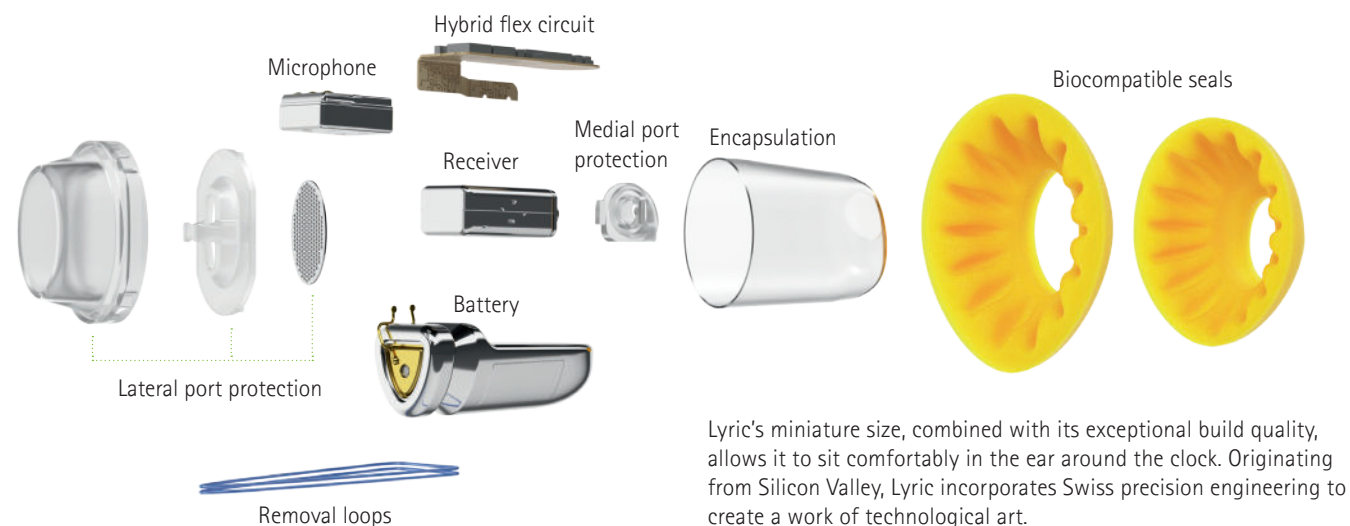
However, the real advantage of Lyric is that it is hassle free because the battery does not require changing and no maintenance is required.

Clear, natural sound experience

Because Lyric is fitted close to the tympanic membrane it requires very little amplification. The natural effects of the pinna, such as directionality and localisation, are preserved to provide a clear, natural sound experience.



A close look at Lyric



Materials

The yellow soft foam seals are made from a breathable biocompatible material. This provides a comfortable, secure fit while allowing the moisture to pass out of the ear (moisture vapor transfer rate), reducing the possibility of wet ears and non-infectious otitis externa. The soft material also exerts the right amount of capillary pressure on to the wall of the meatus, creating a seal to prevent feedback. Additionally, it minimises any soreness or injury to the skin of the ear canal.

Size

All Lyric devices are 12 mm long. They are available in 7 sizes, ranging from XXS to XXL to accommodate the different diameters of the ear canal.

Battery

Lyric features a unique zinc air battery technology designed to withstand the warm moist conditions of the external auditory ear canal. This combined with the low gain required to deliver amplified sound (due to its proximity placement to the tympanic membrane), means that Lyric will perform for months at a time.

Programming

Lyric is programmed by a Certified Lyric hearing care provider. The prescription used to program Lyric was developed by the National Acoustic Laboratory in Australia.

Supplying and fitting Lyric

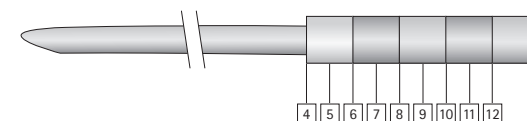
Comprehensive Training is conducted before a Hearing Care Professional is certified to fit Lyric.

The positioning of Lyric deep in the ear canal requires a different fitting protocol and procedure to standard hearing aids. Specialised equipment is required and part of the training covers the correct usage of this equipment. This includes a microscope/magnification and length and sizing tools. Best practice fitting guidelines have been developed using the expert knowledge of Lyric key opinion leaders and ENT Physicians.

Fitting Lyric

Before any fitting takes place, the HCP must establish whether Lyric is suitable for a patient. This requires an inspection of the external auditory ear canal with the help of a microscope/magnification. This will establish whether the ear is healthy and determine the shape and size before any measurements are taken.

To check the length, a depth sizer (similar to an in-situ probe tube) is used. To check the diameter, the HCP uses a specially made Lyric sizer. Once established, the HCP uses these measurements to determine whether the ear is suitable for a Lyric fitting.



Quick and easy fitting process

The fitting process for Lyric is also unique and requires a degree of skill when using the adapted fitting tool for correct positioning. Once fitted, the patient may experience an awareness of the device in the ear and possibly some mild discomfort which will resolve within 5 days.

If any pain is encountered, the device should be removed immediately. Once the Lyric patient has acclimatised to the device, it should no longer be felt in the ear. Lyric patients generally undergo a 30-day trial or longer where legally required, before deciding whether they wish to wear the device on a long-term basis.

Lyric patients can easily remove the device themselves with the help of a special tool that is provided. If they do not feel comfortable doing this alone then an HCP will be able to do this for them.

Self-replacement

Certified Lyric Providers can now offer their patients the option to replace their Lyric by themselves. This option offers eligible patients more **freedom and independence**. Until now, only Lyric trained hearing care professionals could refit Lyric for their patients.

Patient selection for self-replacement

Self-replacement of Lyric is a decision that must be agreed upon by both the Certified Lyric Provider and the patient, based on fulfillment of candidacy criteria and patient comfort. All risks and benefits of self-replacement should be discussed prior to initiating training. Patients should not engage in self-replacement without an established recommendation from a Certified Lyric Provider, and completion of appropriate training, as defined and provided by the Certified Lyric Provider. Regardless of eligibility, patients should not be pressured to follow the self-replacement procedure if they are not comfortable or interested.

Intention to purchase Lyric is 20% greater with self-replacement as an option.¹

The Self-replacement model of care

Within the Sonova approved self-replacement model of care, the Certified Lyric Provider remains in charge of the Lyric patient care by conducting in-office Lyric visits for every other replacement.

This model allows for the Certified Lyric Provider to retain oversight of the Lyric patient and only provide spare Lyric devices for self-replacement following regular ear health observation.



¹ Gardner-Branson, G (2020). Lyric self-replacement: safety, efficacy and precision. Phonak Field Study News. Retrieved from www.phonakpro.com/evidence.

Tried and tested

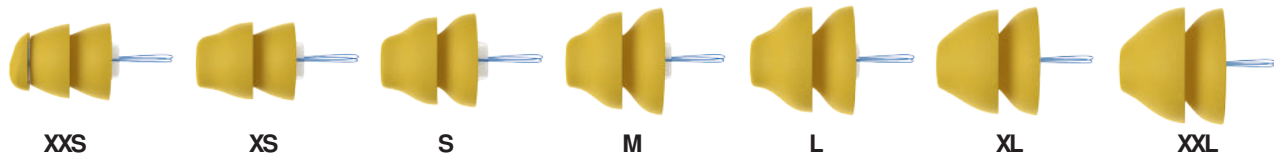
Lyric has been CE certified, and is categorised as a conventional hearing instrument.

Since 2007 many studies have been conducted looking at the benefits of Lyric. More recently, in the field of tinnitus and the combined unique benefit of noise protection and amplification. Lyric has established itself as an alternative to other forms of hearing aids around the world and more than 2.4 million Lyric fittings have taken place. With over 15 years of clinical data monitoring, Lyric has continued to show that it's a safe and effective hearing solution for patients with mild to moderately-severe hearing loss.

From its inception, it was understood by the Lyric Research and Development Team that the device would need innovative technology to enable an extended wear hearing aid to reside in the warm, humid, acidic, oily ear canal, while also maintaining the natural health of the ear.

100% invisibility comes in all sizes

Lyric is designed with a broad range consisting of 7 sizes, from XXS to XXL models is available to be able to comfortably fit as many different ear sizes as possible.



24/7 tinnitus relief

An estimated 10- 15% of the population has tinnitus but most cases go untreated.¹

This is due to a lack of information and the fact that most people are unaware of who will understand their condition or assist them. While some cases are minor, some require more specific treatment to overcome possible long-term effects.

Although there is no cure for tinnitus, there are various effective forms of counseling and treatments available. Once your patient decides to seek help, consider whether Lyric would be an option to help reduce their tinnitus.

Research shows that Lyric:

- Reduces tinnitus annoyance faster than daily wear hearing aids²
- Provides greater relief from tinnitus than daily wear hearing aids³
- Improves sleep quality²

¹ Hoffman, Hand Reed, G. (2004). Epidemiology of Tinnitus, Theory and management Lewison NY 16-41
² Biggins, A., Power, D. (2021). Reducing Tinnitus with hearing aids: Does Phonak Lyric offer a more effective option? *Phonak Field Study News* retrieved from <https://www.phonakpro.com/com/en/resources/information-forms/evidence/Library.html>
³ J. Henry et al., Randomized Controlled Trial: Extended-Wear vs. Conventional vs. Combination Hearing Devices for Tinnitus. *J Am Acad Audiol* 00:1-16, (2016)



Questions and answers

What makes Lyric different?

- 100% invisible
Placed in the ear canal, Lyric remains completely out of sight - invisible to the world.
- 24/7 for months at a time
Lyric can be worn during daily activities, such as exercising, showering*,² talking on the phone and sleeping. There are no batteries to change, no daily maintenance is needed and no daily insertion or removal is required.
- Clear natural sound
Lyric delivers exceptional sound quality by using the outer ear to naturally direct sound into the ear canal, without the need for multiple channels or settings.

* Lyric is water resistant, not waterproof, and should not be completely submerged underwater.

How does Lyric work?

The mechanical geometry of the Lyric core is stored safely inside soft, biocompatible foam seals that contour to the ear canal and ensure natural ventilation and stable placement. The battery is specifically designed to withstand the deep in the ear canal for months at a time. Lyric amplifies sounds using the natural mechanisms of the ear.

Is Lyric safe?

Lyric is an FDA-cleared hearing aid and has been extensively studied in hundreds of clinical research patients since 2001. In more than 15 years of clinical monitoring, there have been no reports of serious complications. Lyric was commercially launched in 2007 and has been safely worn by hundreds of thousands of patients.

Is the device digital or analog?

Lyric uses an analog, digitally programmable Wide Dynamic Range Compression (WDRC) circuit with very low power consumption. Its design and placement reduces feedback and occlusion and allows the natural acoustics of the pinna, concha and ear canal to work normally for improved sound quality while requiring less output.

How long does each Lyric hearing aid last?

Lyric can be worn for months at a time. However, individual replacement needs will vary as device battery life is subject to individual ear conditions, level of hearing loss and environmental noise level.

Who is a suitable candidate for Lyric?

Lyric is designed for people with mild to moderately-severe hearing loss. A Certified Lyric Partner will assess hearing loss, ear size and shape, medical conditions and lifestyle to determine if Lyric is the right choice.

How do patients purchase Lyric?

Lyric is purchased through an Certified Lyric Location and is offered on a subscription basis only.

Can a patient adjust the volume or settings?

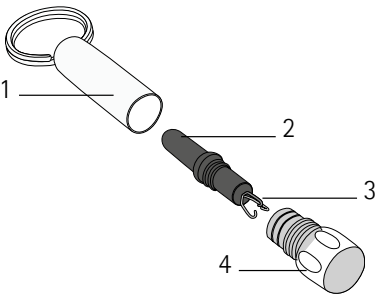
Once Lyric is placed, patients control the volume and settings with the SoundLync™ adjustment tool.

Can patients take the Lyric hearing aid out?

Lyric can be self-removed if necessary. Customers are provided with a removal tool integrated within the SoundLync™.

SoundLync™

- 1 Keychain housing
- 2 Magnet
- 3 Removal tool
- 4 Cap



Can patients swim with Lyric?

Lyric is water resistant, not waterproof. Therefore, underwater swimming and diving are not recommended. However, Lyric can be worn in the shower or during water activities in which the head is not fully submerged under water. Further protection measures for Lyric hearing aids can be taken, such as using over-the-counter or custom swim molds.

Can patients use headsets, insert earphones and earplugs with Lyric?

Headsets, insert earphones and earplugs can be used if they do not touch the Lyric hearing aid. The Certified Lyric Partner will check if the chosen headsets will work in combination with Lyric.

Will an MRI, X-ray, or CT scan damage Lyric or place my patients at risk?

Lyric must be removed before your patient undergoes an MRI. Unlike an MRI, an X-ray or CT scan will not damage or dislodge the device because a magnet is not used. However, patients should inform the physician or the technician about the Lyric hearing aid. If an X-ray or CT scan of the ear or head is needed, Lyric may need to be removed. Lyric patients should also always inform their physician about their hearing aid prior to any surgery or medical procedure.

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For further information please visit www.phonakpro.com/lyric or contact claims@phonak.com

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.

www.phonak.com



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