
Connected Audiology: Trends informing modern audiology care



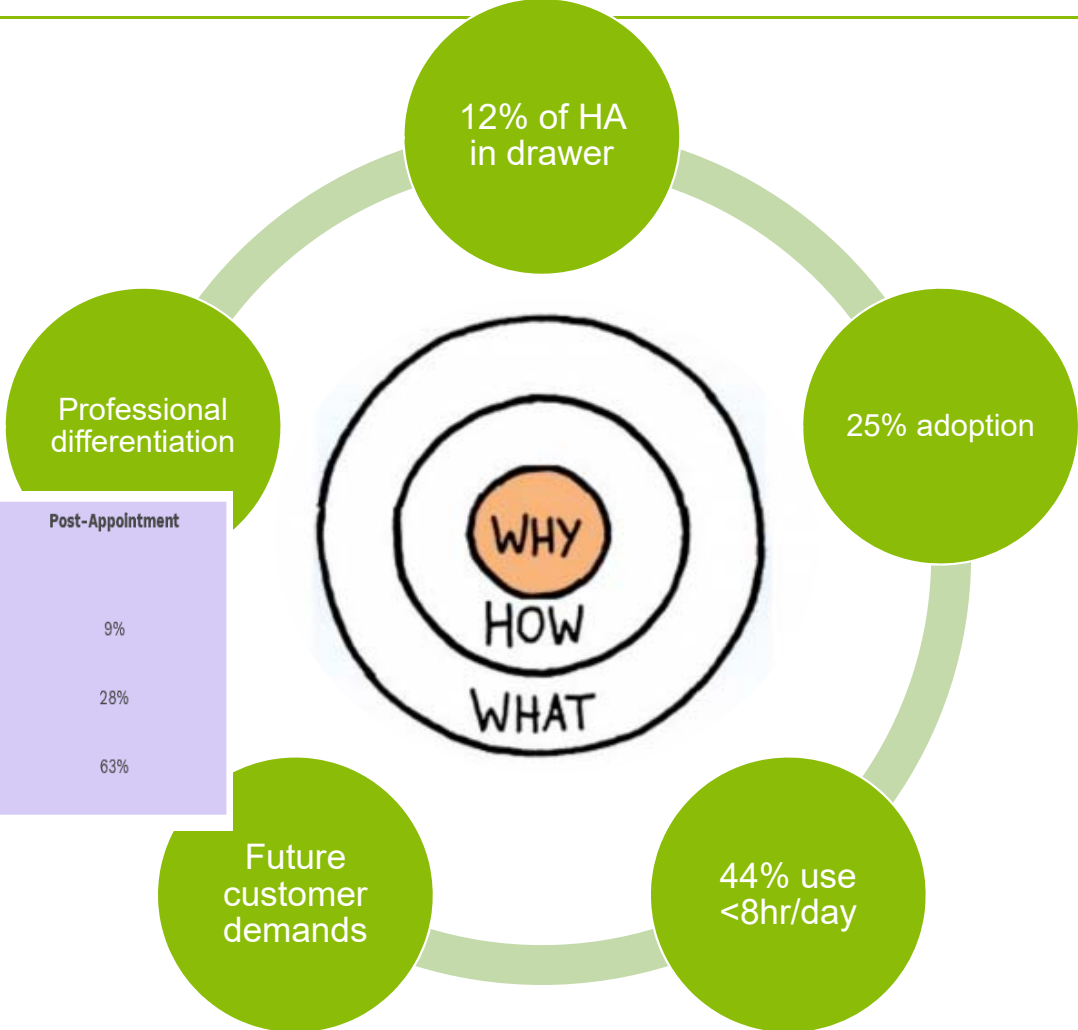
Canadian Academy of Audiology
Niagara Falls
October 18-20, 2018



Christine Jones, AuD

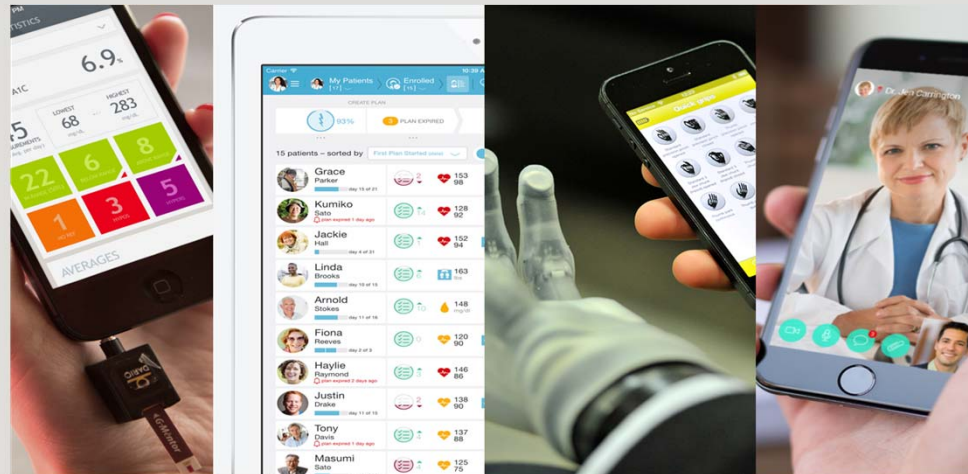
VP, Audiology

Phonak Audiology Research Center



Professional Classification of Audiology	Pre-Appointment	Post-Appointment
A. Medical	23%	9%
B. Rehabilitation	63%	28%
C. Consumer Electronics	14%	63%

Digital Transformation in Health Care



Self
Diagnosis

Health
Coaching

Self
Adjustment

Online
Assistance

Engagement, Ease, Empowerment

HCP

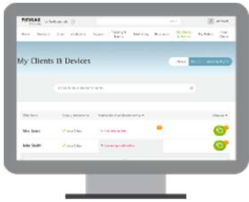
Hearing Screener in PhonakPro



Phonak Target



Hearing Diary in PhonakPro



Remote Support in Phonak Target



Awareness

Counseling

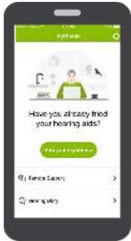
Trial

Use

Client



Hearing Screener



myPhonak App with Hearing Diary



myPhonak App with Remote Support

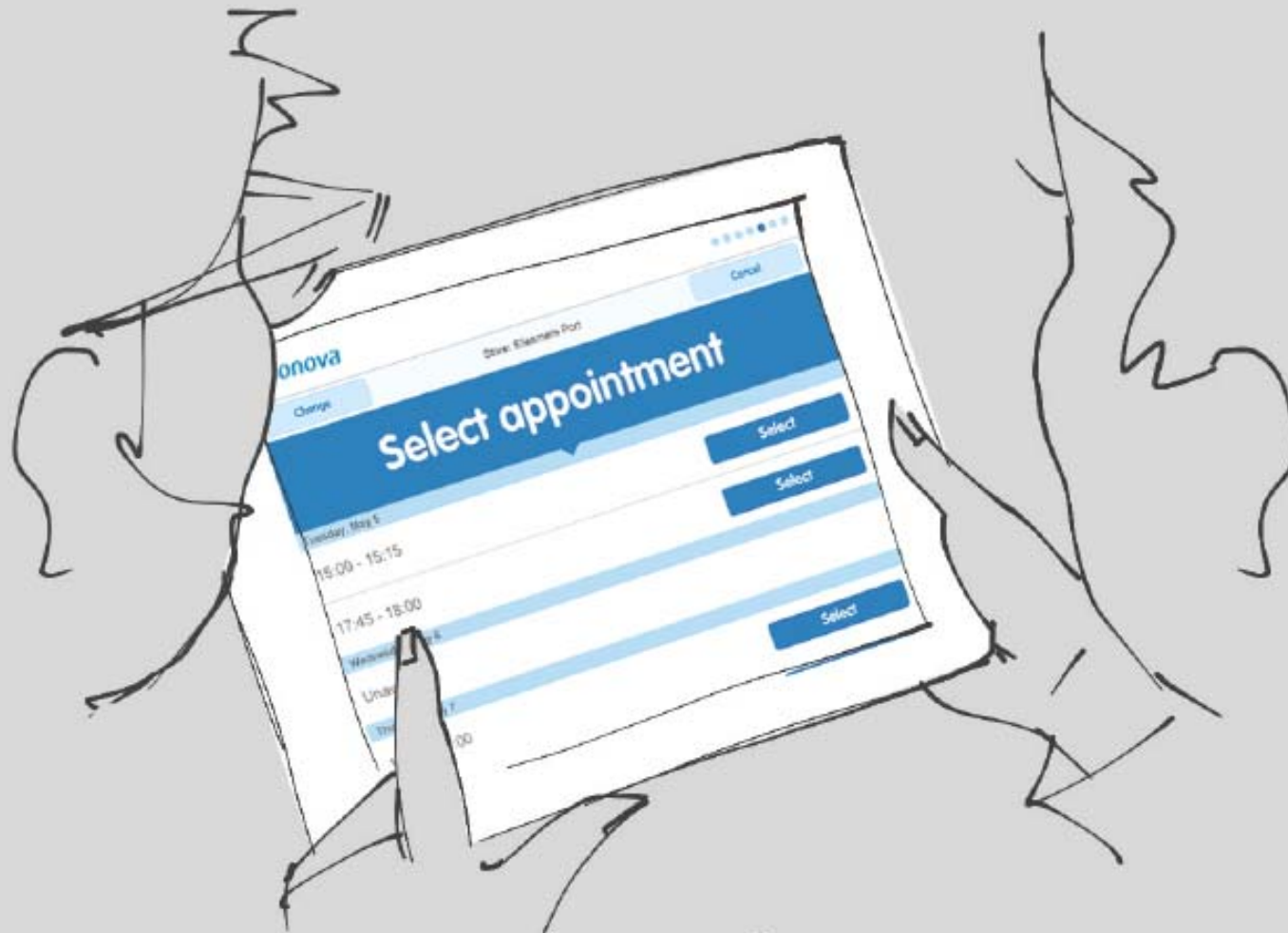


Remote App

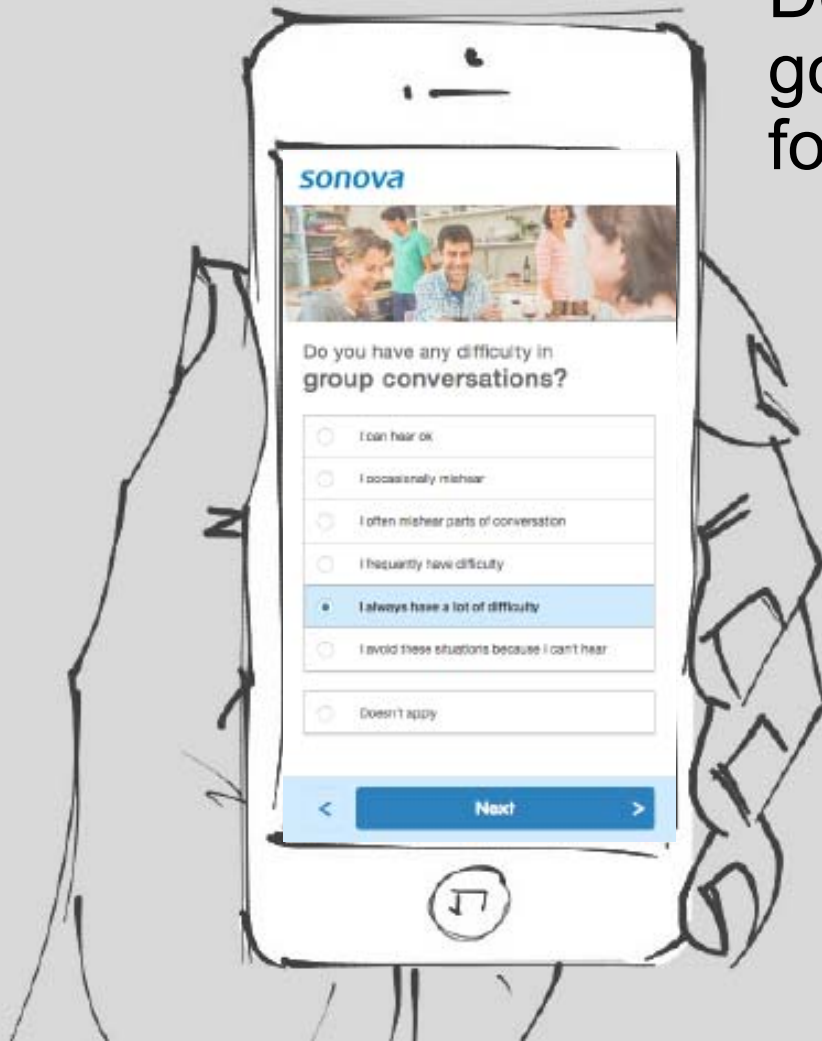
3 min hearing screening,
calibrated for iPad



Direct booking into the CRM



Defining hearing goals is the baseline for whole journey





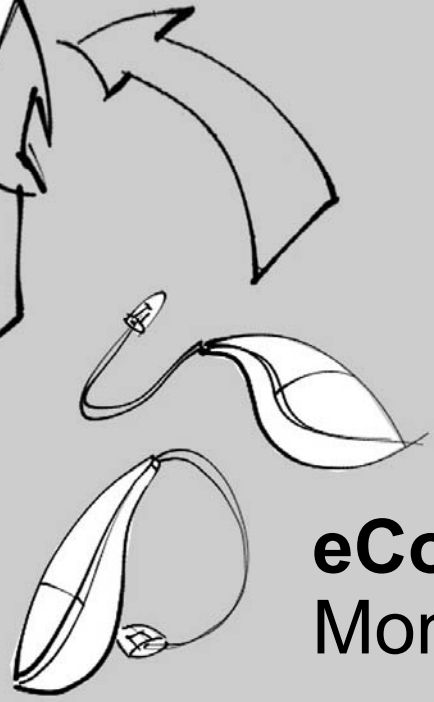
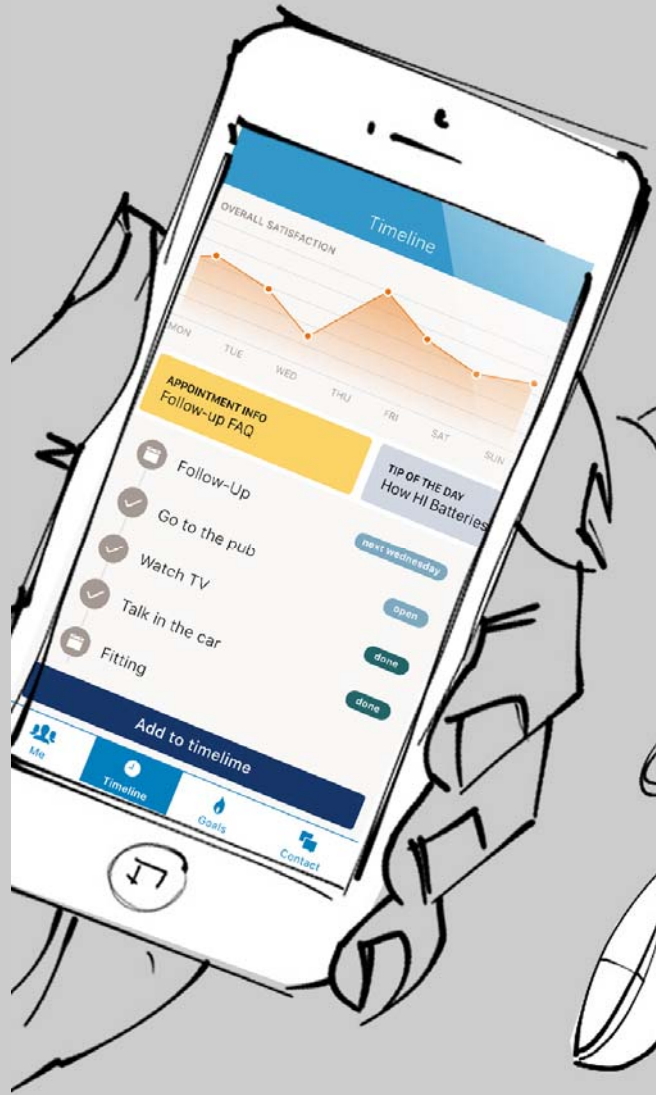
Day 1 – A tailored counseling pertaining to their needs

Counseling starts



Adaptation starts
with activation of his
new hearing
system...

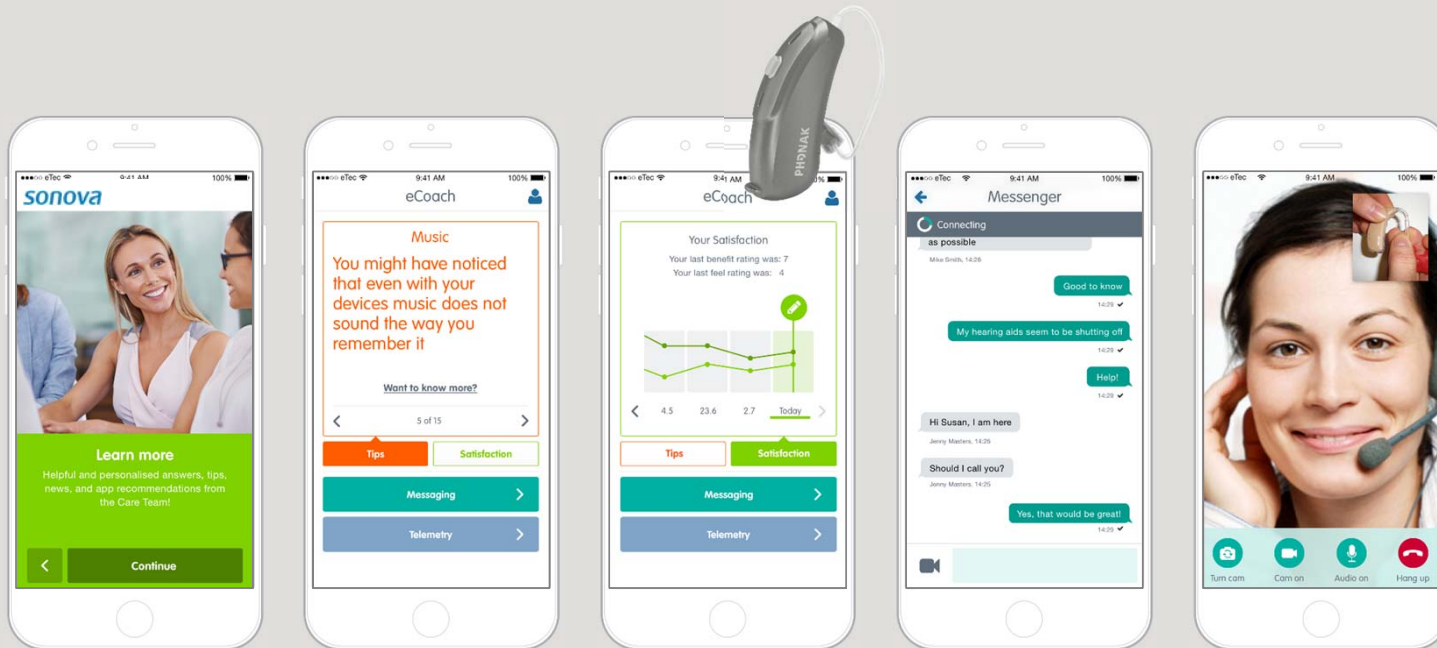




**eCoach App -EMA
Monitor & Engage**

eCoach – Engage new users

Market trial 2016



Home

Tasks, Tips
Engagement

Satisfaction
and Feeling

Asynchronous
Messenger

Synchronous
Video-chat

eCoach

Hearing Care Professional
real-time data dashboard
and Video / Messenger

sonova Customer details

Client details
Name: Susan Hayes
First fit: 06.02.2016
Email: s.hayes@bbc.co.uk
Date of Birth: 11.12.1965
Hearing code: MW6CRST
Wearing for: 4 months
Gender: Female
Age: 46

Satisfaction
Line graph showing Perceived benefit (green) and How do you feel (blue) over time (4.5, 5.5, 15.0, 2.0).
Legend: Perceived benefit, How do you feel

Issue
Susan has issues with the automatic setting when at work. Programms change to quickly. **open**

Notes
Audeo B - 312, both sides

DataLogging LiveReadout

Wearingtime
Total average: 8.2 h/d
Last week average: 9.1 h/d
Total days: 312d
Last readout: 3d

Program usage
Donut chart showing usage percentages:
Calm situation: 61.6%
Speech in Noise: 11.9%
Comfort in Noise: 7.1%
Speech in Car: 5.7%
Comfort in Echo: 5.2%
Other: 8.5%

Message history:
14:37pm: Good to know
14:37pm: My hearing aids seem to be shutting off
Just now: Help!
Just now: Should I call you? I am here to help!
14:20pm: Client is online

Send

sonova

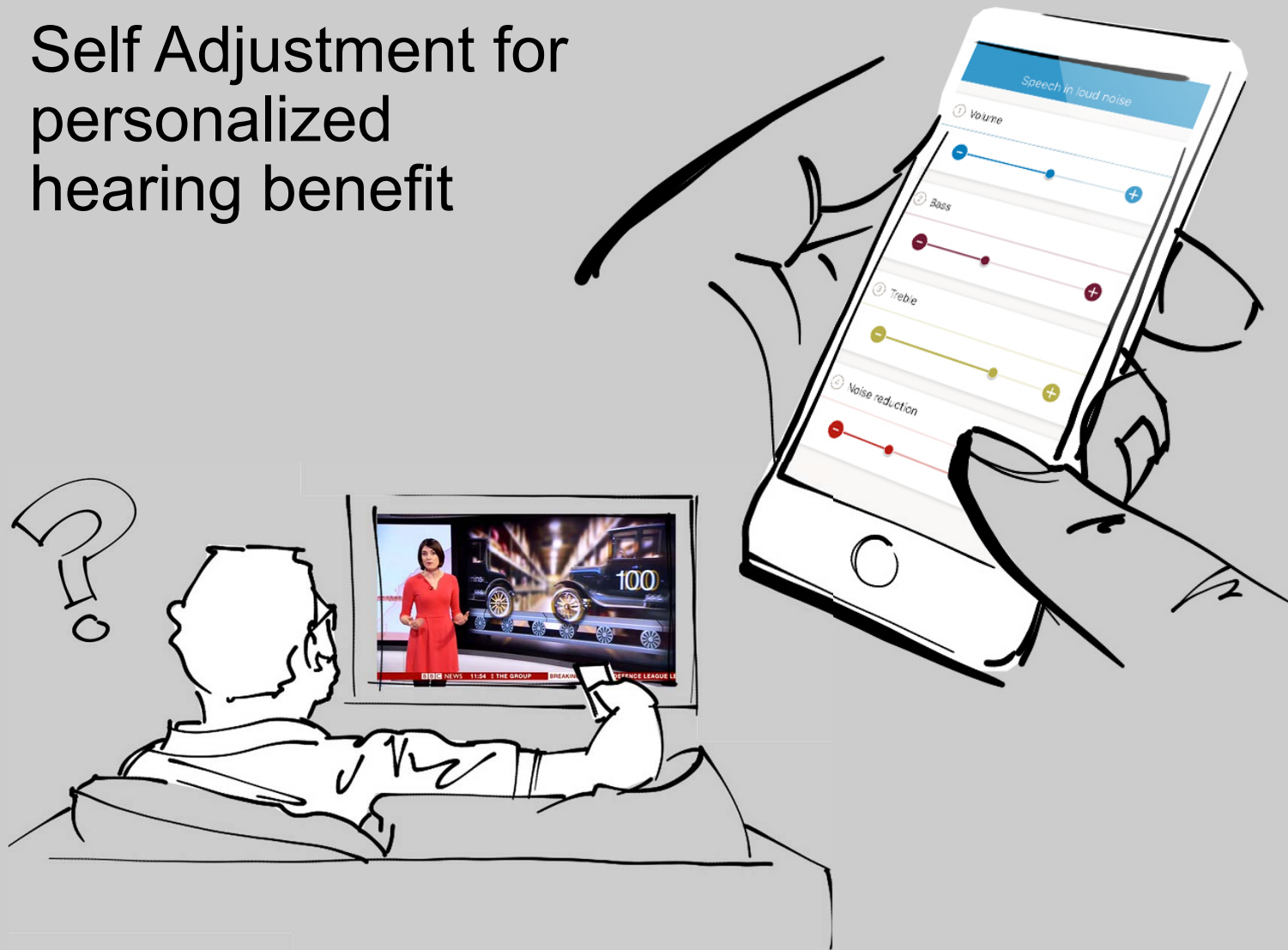
Filter by customer name

NAME	STATUS	MESSAGES	VIDEO	SATISFACTY	Client
Francisco Albedro	Open	1 unread			Name: Francisco Albedro Hearing code: MW6CRST First fit: 06.02.2016 Email: francisco.albedro@bbc.co.uk Date of Birth: 11.12.1965 Gender: Female Age: 46
Tim Bath					
cloudact greater					
Audrey Conley	Open				
Cloudia Venouler					
Wip Wip	Open				
Philipp Schneider					
cloudact greater	Pending	unread			
Tim Bath	Open				
Alexander Tolstovsk	Pending	unread			
Duc Ruf					
Zigzag Lygostea	Open				
Tim Bath					

Message history:
14:20pm: How are you doing Susan?
14:20pm: I am doing ok, but everything feels very loud
14:20pm: I know it can be tough at the beginning
14:20pm: The key is to wear your aids as often as possible
14:20pm: Good to know
14:20pm: My hearing aids seem to be shutting off
Just now: Help!
Just now: Should I call you? I am here to help!
Client is online

Video call:
Cam on, Audio on, Hang up

Self Adjustment for personalized hearing benefit



I like being able to program and have the ability to make as many adjustments as necessary when in a situation in which automatic is not enough

I left in automatic most of the time, unless I was in a unique situation

It's a life changer

I found myself in certain situations and going right to that app to see if I could increase the experience and make it better

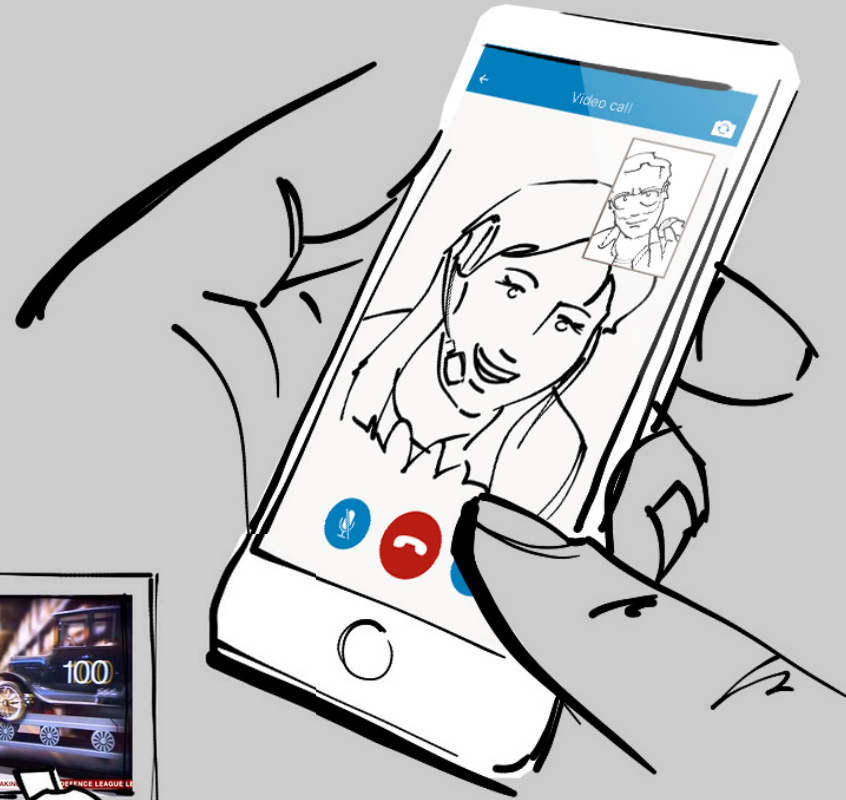
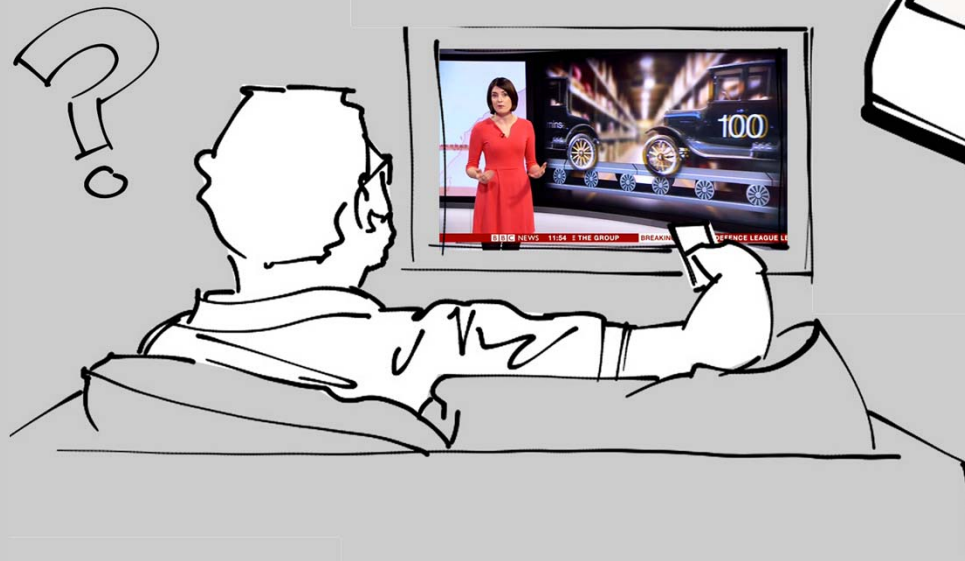
I loved the flexibility of changing it

The longer I had the app, the less I used it, but I still see it as a long term solution. I would re-adjust the few presets that I had already created

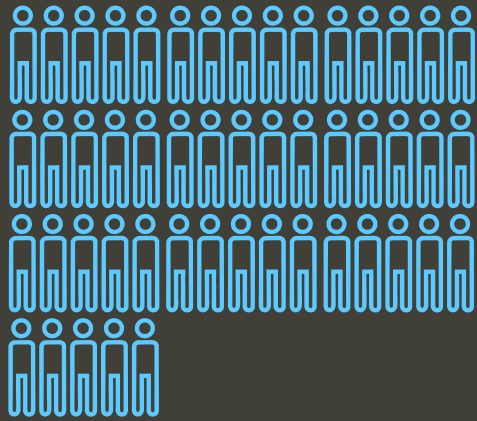
I'm not anxious anymore when I walk into a new situation

Virtual Assistance if needed

- routine appts
- troubleshooting
- distance



Users in study were ...



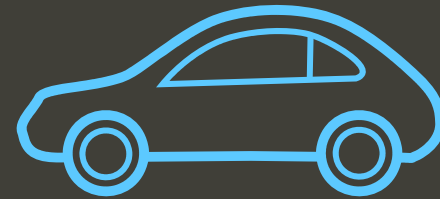
50

Participants



65

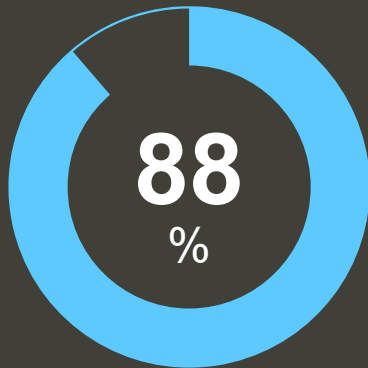
Age avg.



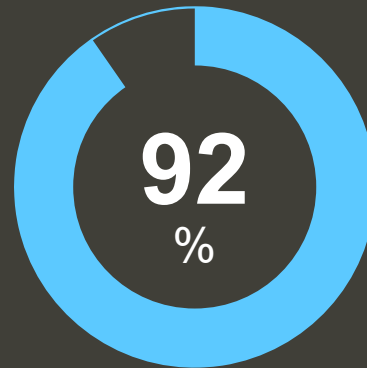
35

Minutes avg.

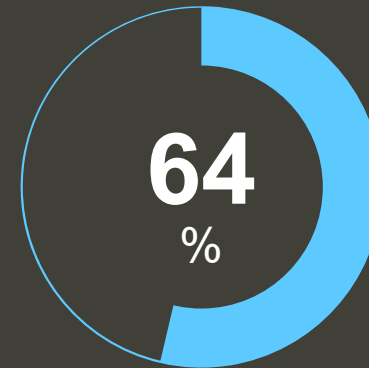
Users in a tele health study reported ...



prefer tele sessions under difficult conditions

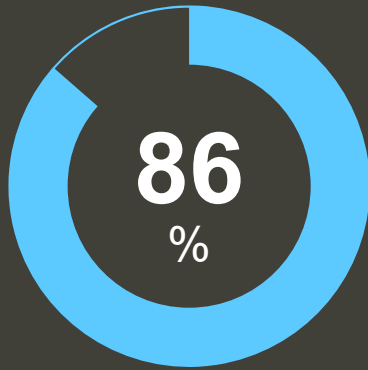


would recommend tele sessions to other users

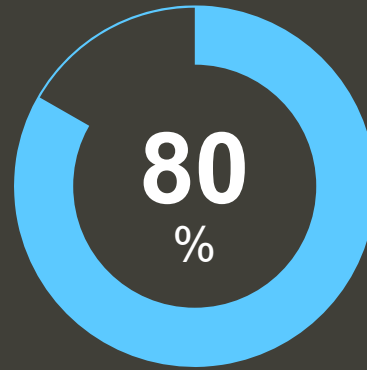


would prefer tele sessions if offered a **choice**

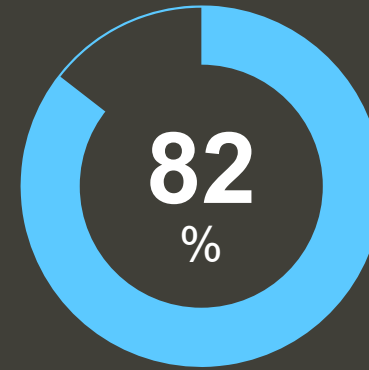
HCP reported ...



Tele sessions had
**stable
connection**

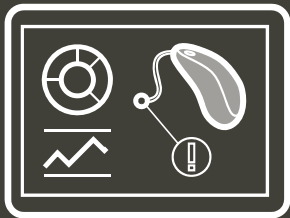


Tele sessions as
**efficient as
face-to-face**

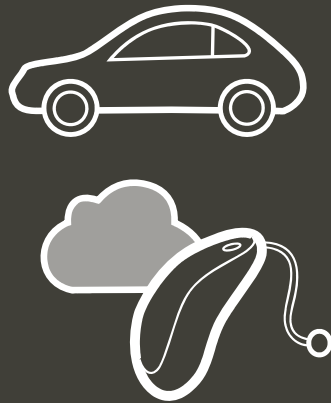


Tele sessions
clinician was
satisfied

Engage
access



Ease
Partnership



Empower
Optimize



S A T I S F A C T I O N

Thank you!