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**Did you know?**

With only 15 minutes of charge, Oticon Intent™ instruments can be utilized for 4 hours!

Oticon Government Services  
Bi-Annual Newsletter

SUMMER  
2024

# OTICONNECTION



oticon.com

Oticon is part of the Demant Group.

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life-changing technology

# We need social connection

The impact of social connection cannot be understated

According to a 2023 U.S. Surgeon General Report\*, connection is critical to individual, community and societal health. It decreases loneliness, reduces isolation and can “transform our whole health and well-being.” That’s why the Surgeon General believes providers should integrate social connection into the healthcare discussion.

The Department of Veteran Affairs (VA) feels the same way.



## The Whole Health approach

The VA's Whole Health\*\* initiative is designed to support Veterans' overall well-being by focusing not on what's the matter with them, but rather on what truly matters to them. This person-centered approach translates to all patients, including patients in Department of Defense and Indian Health settings.

Whole Health considers a patient's unique needs, values and goals. It makes them an active partner in creating a personalized care plan that goes beyond just treating medical issues by prioritizing lifestyle changes that let them be more present and live life to its fullest.

That same philosophy is at the very heart of Oticon Intent.

\*Social Connection – Current Priorities of the U.S. Surgeon General. (2023). <https://www.hhs.gov/surgeongeneral/priorities/connection/index.html>

\*\*Whole Health. (2024). VA.gov | Veterans Affairs. <https://www.va.gov/wholehealth/>





# Hearing with intention

Oticon Intent provides personalized support with the world's first user-intent sensors.

Research shows that hearing aid users have different listening needs even within the same sound environment. Yet, traditional hearing aids apply a one-size-fits-all approach to sound processing. Oticon Intent takes a new approach. Using the world's first 4D Sensor technology, the hearing aid incorporates information from head and body movement, conversation activity and the acoustic environment to understand and seamlessly adapt to what an individual wants to hear. This helps users communicate and engage in life like never before.



## Oticon Intent technology is fueled by

-   
**4D Sensor technology**
-   
**Deep Neural Network 2.0**
-   
**MoreSound Intelligence™ 3.0**
-   
**MoreSound Amplifier™ 3.0**
-   
**Sirius™ platform**

# What does 4D Sensor technology mean for your patient?

The 4D Sensor technology in Oticon Intent personalizes the hearing aid based on the patient's:

### Conversation activity

Oticon Intent monitors for an active conversation (or not), informing the system to prioritize speech.

### Body movement

Oticon Intent anticipates the need for increased spatial awareness support from physical movement.

### Head movement

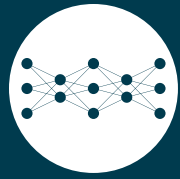
Oticon Intent monitors if and how the user moves their head to understand the type of communication situation.

### Acoustic environment

Oticon Intent gathers details of the 360° sound scene as the wearer moves amongst environments.



In this way, Oticon Intent prescribes individualized help and moment-to-moment support in any listening situation, regardless of whether a wearer is assessing the room for the people they want to talk to, enjoying a lively conversation with multiple speakers, or listening intently to the conversation in front of them.



# Spotlighting the Deep Neural Network 2.0

Our newest sound processing strategy works more like the brain because it learned through experience.

## What is a DNN?

Instead of relying on a strict set of pre-established, man-made algorithms, like other hearing aid technologies, the DNN 2.0 in Oticon Intent is trained on large amounts of data from real-world sound scenes and learns to enhance speech signals and reduce noise.

## How is it different?

The DNN 2.0 was trained with more diverse sound samples and runs a 256-channel analysis compared to a 24-channel analysis in our first generation DNN. As such, Oticon Intent can provide more attenuation of noise while producing a clearer output and preserving important environmental cues.

## What does this mean for the patient?

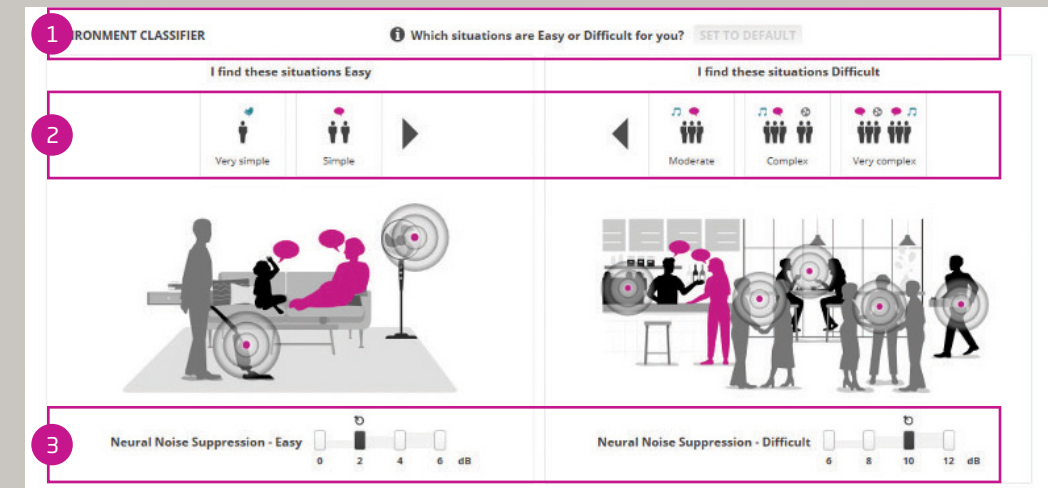
Individuals will experience a more natural sound quality in any given environment, as well as more support when they need it most. Because of the DNN 2.0 in MoreSound Intelligence 3.0, Oticon Intent users can get up to 12 dB of noise attenuation in difficult environments while enhancing speech, without the risk of distortion.

## How is this controlled?


The DNN 2.0 is controlled through MoreSound Intelligence 3.0 in Genie 2 under "Neural Noise Suppression." Here, you can customize the contrast between speech and noise for easy and difficult environments to fit your patient's needs.

## ★ PRO TIP: Do more with the MoreSound Intelligence™ screen

- 1 Use the top portion of the screen to ask patients which environments are easy, and which are difficult.
- 2 Hover over the images to see what types of environments are included in each setting.
- 3 Use the Neural Noise Suppression Easy or Difficult to provide more or less support.



# Get to know the Oticon Safety Indicator Light Card

**Oticon Intent™**  
Safety Indicator Lights and Service Beeps 

**Safety Indicator Lights – Receiver**  
When 16 lights are visualized (4 long orange lights, repeating 4 times), this indicates there may be a speaker mismatch or error.

- Check speaker STRENGTH matches settings in Genie 2 software (ex: Instrument has 60 receiver and software has 85 receiver)
- Check speaker SIDE is correctly assigned in Genie 2 software (ex: Right and left speakers are switched)
- Speaker damage/error – In this case, the lights will be visualized and the microphone will mute.
- **Easy way to remember:** Sparkles (16 lights) = Speaker

**Service Beeps – Microphone**  
When 32 beeps are heard (8 beeps, repeated 4 times), this indicates a microphone problem. This is the well-known Service Beeps. The visual LED indicator will only show if activated in Genie.

- **Easy way to remember:** Music (32 beeps) = Microphone

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# What makes our new miniFit Detect Speakers so smart?

## Embedded memory

It identifies serial number, level, length and left or right when instruments are detected in Genie 2.

## Safety mode

It is indicated by the hearing aid LED lights if the wrong side or level is detected.



## Redesign

The receiver was redesigned for a more comfortable and secure fit.

# Leading the way in partnership

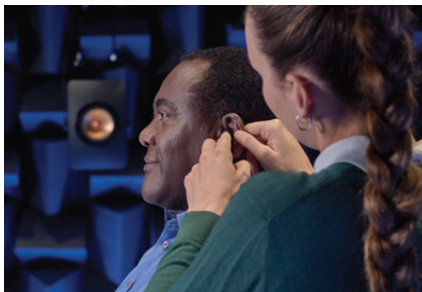
Oticon values its longstanding relationships with its Government Services partners and remains committed to delivering the best value and care to all users. These aren't empty words. The proof is in our actions.

We are:



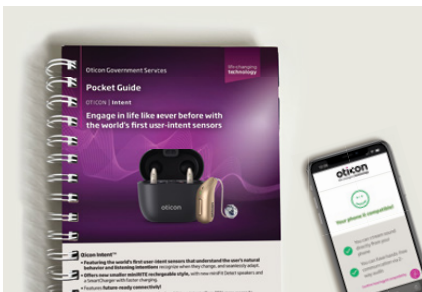
### Expanding the Oticon team to meet your clinic needs

- We increased Audiology and phone support to ensure reduced wait times when patients are being fit in the clinic.
- We welcomed new account managers and internal support staff to enable dedicated resources and smaller territories. Our team now includes 18 audiologists with over 277 years of combined audiologic experience to best serve you!



### Continuing our history of innovation

- We have the largest independent psychoacoustics facility in the world in Eriksholm Research Centre.
- We use objective measures (EEG, Pupillometry) to verify that new Oticon solutions are working most effectively for your patients.
- We base all product development on BrainHearing™ – delivering precise information to the brain so that patients can make sense of the world around them with less listening effort.



### Improving clinic efficiency

- Our instruments and chargers arrive with a higher state of charge.
- We provide easy-to-use guides, like the Oticon Pocket Guide.
- Our QR code for compatibility takes the guesswork out of phone compatibility.

## ★ PRO TIP: Did you know that Oticon Intent can be programmed while in the charger?

This new feature is helpful for:

- ✓ Pre-programming
- ✓ Firmware updates
- ✓ Walk-ins when the instruments have minimal charge
- ✓ Remote Care sessions

Oticon Intent users can see the charging status of their hearing aids within the Oticon Companion app.

# Meet Mads Prebensen

Senior Director of Strategic Accounts & Private Label,  
Commercial Operations



### What is your role?

I work as senior director within the commercial operations team at Oticon Headquarters in Denmark. In that role, my number one priority is supporting the amazing Oticon U.S. Government Services team.

I like to think of my role as the voice of the Government Services team in Denmark, so it is important to have a close communication loop with my U.S. colleagues. I prioritize being present at most, if not all, Government Services training sessions and events, so I get first-hand insights – and can carry any improvement tasks across the headquarter organization in Denmark.

I just celebrated my second year of employment with Demant, and I'm as super excited now as I was on that first day! I have actually returned to the hearing aid industry after 15 years. It is incredible to see how much has happened – especially in terms of improved patient outcomes and the technology driving that development.

Having said that, I also recognize some of the same challenges to more widespread adoption, such as stigma and access, which we as an industry must continue to improve on.

### What do you like most about your job?

Improving the quality of life for our patients is truly motivating. Seeing the significant impact that our hearing aids carry – e.g., a return to a more active lifestyle with family and friends – makes me proud to work for Oticon. Also, it is such a treat to work with my U.S. colleagues, who are so dedicated and professional. I have learned much from them in such a short time.

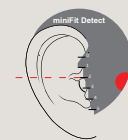
### Who are you outside of work?

A family man. My wife Karen and I have two children, Astrid (16) and Karl (14), and our family dog, Eddie, who is named in honor of the canine character in "Frasier"!

I am an avid tennis player, with room for improvement on the backhand side, and I also enjoy joining our local "old boys" basketball team... with overall, full-court improvement needed!

Family ski trips to Sweden and holidays across Southern Europe are also favorites on our activity list.

## What else is new?



Our **new measuring tool** allows for a more accurate measurement of receiver length. When measuring, remember to make sure the patient's ear is at your eye level, as measuring while you are looking down on the patient's ear can cause receivers to be too short.



Oticon Intent is equipped with **Bluetooth® LE Audio**, which allows for consistent, reliable streaming, multi-stream audio, bi-directional streaming, and binaural pairing. Plus, it reduces battery drain and enhances sound quality. Oticon Intent also contains the hardware to be compatible with Auracast™. As Auracast devices become more widely available, there will be a firmware update required to access this technology.



**Expanded bandwidth and new Power Bass** options give Oticon Intent better sound quality for streaming.

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