

Oticon Government Services
Bi-Annual Newsletter

SUMMER
2022

OTICONNECTION



Welcome to the first edition of OtiConnection, a bi-annual newsletter from the Oticon Government Services team.

We look forward to sharing practical advice, professional insights and stories gathered from our interactions with audiologists and staff from the Veterans Health Administration, Indian Health Clinics, and Department of Defense locations around the world with you.



Oticon Government Services team in the news

Flag Day benefit race for homeless veterans

The Oticon Government Services Team led an enthusiastic group of Oticon employees and their families on a Flag Day 5K Run/Walk to raise funds for NJ Hope for Veterans. The race benefits homeless veterans and at-risk veteran families, providing emergency, transitional and permanent housing. This is the third year that the Oticon Government Services team has supported this great cause. The Oticon team included employees on the grounds of the VA campus in NJ and a virtual team of Oticon employees joining from cities across the US.

Stories from the field: never forgetting your why



“Why did I become an audiologist?” Sometimes in the hustle of a busy clinic day that question can be hard to answer. Stories shared by our colleagues ‘in the field’ can be powerful reminders and motivators for all of us. Here’s a story told by an audiologist at a southeastern clinic.

My patient, a 46-year-old veteran, suffered from hearing loss and tinnitus due to an IED in Afghanistan. He arrived for a hearing test and hearing aid evaluation with a negative attitude, unhappy with his current hearing aids. It was clear that hearing loss had impacted his personal life and career.



I fit him with Oticon More™ hearing aids. He left with the same negative attitude, begrudgingly saying that the new hearing aids “sounded better than the old ones.” He returned for

follow-up a few weeks later. I admit I wasn’t looking forward to the appointment. But when I greeted him, he was a completely different person – kind and friendly. He said his new hearing aids were “the best thing since sliced bread.” He had no issues and needed no adjustments.

So why had he come in? He kept his appointment to thank me! He reported that with his new hearing aids, his life had changed for the better. His relationship with his wife had improved significantly and he was able to get a new office job, one that he wouldn’t have been able to handle previously due to his hearing loss and tinnitus. I am so happy for him. He is thriving again. I am also grateful to him. After a long day at the clinic, this veteran helped me to remember why I do what I do – to not only help people communicate better but to improve their quality of life.

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How to talk about Deep Neural Networks with your patients

We asked Oticon Head of Audiology Virginia Ramachandran, AuD, PhD to answer this question – you’ll be surprised at her answer!

It is exciting to talk about brand new technology. But as professionals information about new technology is really more for us to know. Talking with patients about the embedded Deep Neural Network (DNN) in Oticon More is not necessarily what most patients are looking for.

When my primary care physician recommends a medication, I don’t need or even want to understand the chemical composition and what is going to happen from a biological perspective. What I want to know is that she has listened to me and understands my problem. I want to be confident in her diagnosis and her treatment recommendation. I also expect her to know me well enough that she understands my priorities. What’s the most important thing that I’m looking for when I’m considering treatment options? I want to know she is helping me get the right medication at the right dosage and that it is going to work so I won’t need to keep going back for modifications.

I believe the same is true for most patients we care for. **They want us to listen, understand and help them choose the best solution. That’s why my favorite tool to use in clinical practice is the COSI.** It is a great way to engage in a productive conversation with your patients. What happened? Why are you here? What do you want to see happen in your life to make it better? I can then use that information to make recommendations about the technology that will meet those needs and preferences.

I don’t get into the details about how the technology works, unless the patient wants that level of detail. I find that most patients appreciate that I am able to frame my recommendation in a way that helps them understand that the hearing solution I recommend is the best fit for their individual needs.



Helping patients rediscover their love of music



The Oticon MyMusic program is tailor-made to help patients with hearing loss rediscover their love of music. In fact, MyMusic overcomes one of the toughest challenges for hearing aids, delivering excellent music sound quality, whether it is live music or streamed directly from a device.

How is this possible? MyMusic is a brand-new way of amplifying music to help bring out the details. Developed from the ground up and based on the unique characteristics of music, it uses the life-changing technology in Oticon More hearing aids to ensure an outstanding music listening experience. The MyMusic program is a great addition for patients who enjoy listening to music, going to concerts, playing a musical instrument, or singing.

A recent clinical study found that the new game-changing music rationale in Oticon More hearing aids significantly improves the music listening experience, enabling people with hearing loss to once again enjoy their favorite music in all its nuances. Across 23 test participants, with a wide range of hearing loss and music preferences, the MyMusic program was rated 72% higher than the previous music program and higher still

when compared to the General program*. It's no wonder MyMusic won a Consumer Electronic Show (CES) 2022 Innovation Award.

The MyMusic program is added to Oticon More hearing aids in Oticon Genie 2. It adapts to the user's hearing loss but can also be fine-tuned separately for specific preferences.



*Oticon Whitepaper (2021). Oticon MyMusic – Clinical Evidence



Important must-knows about firmware updates

★ PRO TIP

To maintain important binaural communication with the hearing instruments, include the firmware version of the lost hearing aid when you send in a Loss & Damage claim

What makes hearing aid firmware updates quick and easy?

Oticon More firmware updates are **wireless** and take approximately 3 minutes to update a pair of hearing aids.

Oticon Opn S™ and older products require cables to be updated. Updates are fastest (approx. 3 minutes) when performed using EXPRESSlink or HiPro2.

Reference May 2022 Pocket Guide (pages 71-72) or visit "Cable Overview" on the Welcome screen in Genie 2 to find which cables are needed

Why should I update firmware?

Oticon hearing aids should be updated with the latest firmware to enable the latest features and functionality.

What are the latest firmware updates?

- Oticon More current firmware version - 1.3.0
 - Added hands-free communication for select iPhone® and iPad® devices*, and updated the streamed volume settings with the TV Adapter 3.0.
- Oticon Opn S current and final firmware version - 8.0
 - Added compatibility with CROS, the ability to pair to multiple TV Adaptor 3.0s and EduMics, and stability and connectivity improvements

For all firmware update benefits, please reference May 2022 Pocket Guide (page 56) for a full list of features added by each firmware version

*Hands-free communication is available with iPhone 11 or later, running iOS 15.2 or later, and iPad running iPadOS® 15.2 or later. You can see which hearing aids and devices are compatible here: oticon.com/support/compatibility

Where can I find a hearing aid's firmware version?



Noah: click on the "eyeball" icon next to a previous session



Genie 2: End Fitting screen



Oticon ON app: click on "Hearing Aids" and choose either listed hearing aid

A couple additional tips to know:

- Our team will set the loss and damage replacement aid to the same version, ensuring you will be able to load in the previous session (including all binaural features!).
- If we do not have the firmware version, the replacement aid may come back with a different version than its partner. In that instance, refer to May 2022 Pocket Guide (pages 69 - 70) or the orange or yellow card that arrived with the replacement aid for step-by-step instructions on how to load-in the previous session without losing binaural communication between the hearing aids.

Meet Candace Depp, AuD

Senior Manager of Government Services



What inspired you to become an audiologist?

My undergraduate degree is in nursing. When you're a nurse, you see patients, care for them and then they are discharged and you never see them again. I wanted a more specified field where I could see immediate impact and be able to follow the progress of my patients. As an audiologist, I realized I would be able to really engage, interact and follow their outcome. That is important to me – seeing a beginning, a middle and a successful finish to my care.

How does your role with the Government Services team allow you to meet your goals?

The military and veteran population have always been near and dear to my heart. I come from North Carolina, one of the most military friendly states in the nation. We have the third largest military presence in the country. More than 720,000 veterans call our state

home. I'm located between several bases – Fort Bragg/ Pope Army Airfield, Seymour Johnson Air Force Base and Camp Lejeune. I have a few aunts, uncles, and cousins who have all served. During the second world war, my grandfather, a proud Marine, fought at Iwo Jima.

It has always been important to me to serve those who serve our country. One of my first experiences as an audiologist was in a private practice supporting a government contract. Today, as an Oticon Government Services team member, I am proud to be able to support government services audiologists and staff in bringing veterans and active-duty personnel the best of the best hearing technology – that's what they need and deserve.

How can the Government Services team best support audiologists in the VA, Department of Defense and other federal agencies?

Something I value strongly is partnership, knowing that if I need something, there's someone there that I trust and can reach out to. I'm grateful that as part of the Government Services team, I am in a position where I can go into a clinic, assess and hear for myself what is needed; what training and support we can provide so that our partners are comfortable and confident working with our solutions. I can then relay that information back to our internal team so that we can get our professional partners what they need to improve not just hearing, but overall quality of life for their patients. At the end of the day, that's the common goal we share – to provide patients with expert care and quality so their hearing loss is no longer an obstacle to engaging and thriving in everyday life.

How do you relax when you're "off duty"?

Not sure how relaxing it always is but I love to fish. I've done several varieties of fishing, but over the last few years, I really came into sportfishing. This usually is done pretty far offshore, 50 miles or more. The fish are mostly billfish (Marlins and Sailfish) and the competitions are catch and release. The lady angler tournaments I compete in are charity-driven, giving back to the Breast Cancer Foundation or to marine research.

Fun Fact: After I became an audiologist, I learned my dad has had hearing loss since childhood. I never knew. He always compensated for it. I was able to fit him with his first hearing aids!

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Tech talk

Offering patients two-way, hands-free communication

Your patients with select iPhone or iPad devices can now make or receive seamless hands-free phone or video calls using their Oticon hearing aids as a headset!

Hands-free communication is available for Oticon More and other Oticon hearing aids on the Polaris platform.* For your patients who already have Oticon More, you simply need to update their firmware to 1.3.0 to enable the new functionality.



Here's how it works

The wearer makes or receives a call on their iPhone or iPad. The call audio is sent wirelessly to their hearing aids. The hearing aid microphones capture the wearer's voice and sends it to the iPhone or iPad.

With their hands free, patients can talk to their families, friends, and colleagues while they're on the go. Whether they are driving, walking, working, or cooking, they can keep doing what they are doing and let their hearing aids take care of the rest.

*Hands-free communication is available with iPhone 11 or later, running iOS 15.2 or later, and iPad running iPadOS 15.2 or later. You can see which hearing aids and devices are compatible here: oticon.com/support/compatibility