



Straight Talk

On Live Speech Mapping

The Straight Talk on Live Speech Mapping presents a recent innovative approach to hearing aid fitting to help Audiologists “get it right the first time”. Live Speech Mapping uses the voices of the clinician or patient’s family member for real ear measurements. Live Speech Mapping places “real speech”, with its continuously fluctuating amplitude and spectral characteristics, in the patient’s preferred listening range. The Live Speech Map is presented in an intuitively easily understood graphic, empowering the patient with a clear “visual” sense of the hearing loss and aided benefits as they relate to actual speech. Clinicians using Live Speech Mapping report patients have greater confidence in the hearing rehabilitation process due to the exceptional counseling features of the approach. They also report a reduction in follow up visits required, lowered practice costs and lower costs for the patient. The time saved in fitting the

By
Gay M. Poe, M.S.
Michael L. Poe, A.S.

hearing aid allows the Audiologist to devote more time to patient counseling, aural rehabilitation and other clinical/administrative functions. Seeing truly is believing.

The primary objective to satisfy in hearing rehabilitation is our patients' desire to hear and understand "speech". This article presents the outcome of using a recent innovative approach, Live Speech Mapping, to achieve this objective and "get it right the first time". It only makes sense to use real speech as the signal of choice for successful hearing instrument fittings. In Live Speech Mapping, we have made speech "King". Live Speech Mapping uses the voices of the clinician or patient's significant other for real ear measurements. The specific design of Live Speech Mapping taps into a previously unmet need in hearing instrument fitting, which was to make standard clinical real ear measurements meaningful and more enjoyable for patients and clinicians. Using speech as the input signal and displaying data so that it could be intuitively understood satisfied this need. The prior use of tonal or noise stimuli in real ear measurements gave the patient no appreciation of the significance of these tests and the clinician little data regarding the audibility of real speech. Speech is both a familiar and interesting signal. It is essential to determine how much speech is audible to achieve effective hearing rehabilitation. While it is true that audibility does not guarantee understanding, we do guarantee that an inaudible sound will not be understood! Live Speech Mapping allows us to place "real speech", with its continuously fluctuating amplitude and spectral characteristics, into the patient's preferred listening range (typically midway between threshold and UCL). The target for the LSM REAR is not a single value at octave or 1/2 octave frequencies, as suggested by the numerous fitting rules. Rather, the target is a dynamic area represented by characteristics of the patient's residual dynamic range. The Live Speech Map is presented in an intuitively easily understood graphic, empowering the patient with a clear "visual" sense of the hearing loss and aided benefits as they relate to actual speech. Patients and their families can better "see" the hearing loss, aided benefits and limitations when watching Live Speech Mapping. In this case, "Seeing is believing". Live Speech Mapping also provides the clinician with a quick and precise measur-

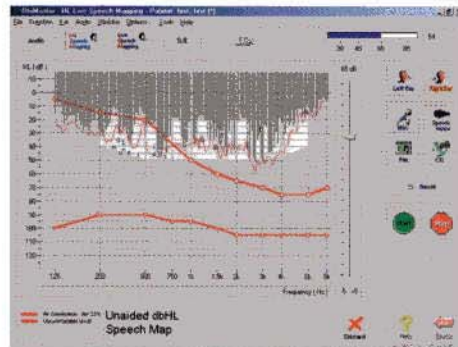
ing instrument to achieve successful fittings.

How Live Speech Mapping Is Performed

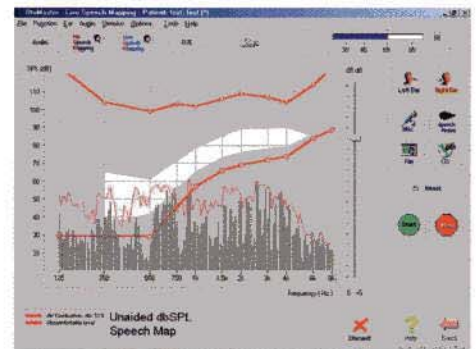
Live Speech Mapping is a real ear measurement and provides a dynamic presentation of how much speech is reaching the patient's eardrum. The resulting data is presented on either a dBHL or dB SPL screen. Each screen displays the patient's audiogram and long term speech spectrum. While the measurement is in progress, a continuously updating peak curve from 125Hz to 8kHz is displayed in real time.

Using Live Speech Mapping to Demonstrate the Hearing Loss

Unaided measurements are performed with the probe microphone in the ear canal within 6mm of the eardrum. With the patient seated facing the clinician at one meter distance, the clinician reads the "Rainbow Passage" at a normal vocal effort for a quiet room. The clinician monitors the input level using a displayed VU meter reporting the input level at the probe reference microphone situated just outside the ear canal. The "Rainbow Passage" provides an ideal sample of all the speech sounds in American English speech, as they would appear in normal conversation. The real ear measurement curve is stored and plotted on either a dBHL or dB SPL display. In the dBHL presentation, the screen displays the patient's hearing thresholds, UCLs and long term speech spectrum.



In the dB SPL presentation, the patient's hearing thresholds, UCLs and a modified aided speech spectrum are on the display, representing the patient's residual and preferred listening range. The speech spectrum is modified to represent the portion of the reduced dynamic range that the long term speech spectrum would occupy to achieve loudness normalization.



In each display mode, both the clinician and patient can "see" what frequencies of speech are audible and those that are inaudible. We recommend the patient's significant other also read the "Rainbow Passage" to generate data on the audibility of a meaningful other.

The unaided Live Speech Map is intuitively easy to understand and generates a better understanding of the patient's hearing loss. This makes it easier for the patient and family to both accept and commit to the hearing rehabilitative process.

Live Speech Mapping and Hearing Instrument Fitting

Aided real ear Live Speech Mapping measurements are performed in the same manner as for unaided measures, as described above. This time, the hearing instrument is also insitu and the clinician has the luxury of real time, simultaneous programming of the instrument since the Live Speech Map is presented "on top" of NOAH programming modules. Clinicians aim to have the aided curve, for comfort level input, "peak" at the top of the aided speech spectrum or midway between threshold and UCL. Since the outcome of programming adjustments for gain are presented in real time, the clinician can quickly achieve a precise fitting. Features of smart hearing aid technology can be easily tested and demonstrated with Live Speech Mapping. The process of ensuring WDRC hearing instruments are performing correctly is both quick and easy. WDRC circuits are designed to provide more gain for soft inputs and less gain for loud inputs. Live Speech Mapping allows the clinician to monitor the aided output for normal, soft and loud speech. Varying the distance of the person speaking relative to the patient or

Continued On Next Page

changing vocal effort easily changes the input level. Clinicians aim to have as much of soft speech audible as possible, comfort speech midway between threshold and UCL and ensure loud speech remains tolerable.

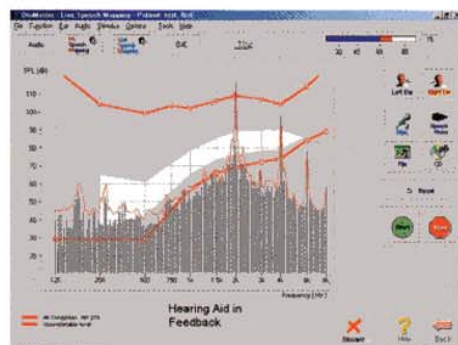


Live Speech Mapping as a Counseling Tool

Patients and their families' benefit greatly from the knowledge they gain of the hearing loss, the improvement with hearing aids and the remaining limitations to hearing performance. The Live Speech Map provides an excellent "view" of the patient's hearing and greatly aids in setting realistic expectations for rehabilitation.

Further Uses for Live Speech Mapping

Hearing Aid fittings are often plagued by feedback problems. Live Speech Mapping can pinpoint the exact frequency of feedback and often displays feedback before it is even audible to the clinician. Some hearing instruments are sophisticated enough to allow the clinician to adjust the gain at discrete frequencies, thereby managing the feedback without compromising required gain at surrounding frequencies.



Another important use of Live Speech Mapping is to demonstrate directional microphone technology. A suggested method for directional microphone meas-

ures includes adding Live Speech Mapping measures from the side and/or rear to the 0 degree horizontal azimuth standard measure. In each position toggle between the omni directional and directional microphone configuration. The patient can hear the difference as well as see the frequency-dependent response reductions.

Live Speech Mapping is also useful in demonstrating multiple memories, volume control adjustments, multichannel processing and earmold modifications. Since Live Speech Mapping allows for quick and precise hearing aid fittings, clinicians are left with time to further qualify fittings with aided speech testing and for patient counseling.

Where's the proof? Results in the Clinic

Live Speech Mapping was implemented in clinics in early 1999. In a recently published article in the *Hearing Journal*, Professor Cunningham and colleagues, of the University of Louisville School of Medicine, reported the specific patient and clinical benefits of using Live Speech Mapping to fit hearing instruments. Over an 18-month period, using Live Speech Mapping reduced the number of post-fitting follow up visits and as a result, lowered practice costs. The clinic noted a "48% reduction in total number of follow-up visits and a 36% reduction in mean number of visits per patient when Live Speech Mapping was applied".¹

The specific patient and clinic benefits cited in the article include:

- Real ear data were made meaningful to the patient and significant other due to the use of visually appealing, color graphics for intuitively understood results. This allowed the clinicians to provide a more convincing presentation of the hearing loss and how finely tuned the hearing instrument was to their hearing loss. The patient, significant other and clinician had more confidence in the fitting process.
- Because the hearing aid required little follow up "tweaking", follow-up visits focused more on non-technical, patient centered rehabilitation activities that are more likely to improve benefit, satisfaction and product retention.

Audiologist's Comments

"Speech Mapping helps me with my consistency in presentation to clients. I believe that this is the BEST equipment in the industry and will enhance any audiologists practice. The OtoWizard is now contributing greatly to patient satisfaction and my bottom line. It is like the difference between day and night."

*David Levy, Au.D.,
Knoxville Tennessee, Member ADA*

"Using the Otowizard has allowed us to clearly demonstrate the value of hearing instrument amplification for patients. Presenting information that would otherwise take a great deal of time and effort to be explained. This equipment proves the adage "a picture is worth a thousand words". It has also allowed us to give a realistic auditory simulation of a person's hearing loss to significant others who need to be satisfied that amplification is necessary. The significant others, who quite often make the difference in whether the patient accepts and moves ahead with amplification, can easily hear the impact the hearing loss has on the individual with everyday sounds. We have also used this technology to demonstrate realistic expectations that are much easier to understand when presented visually rather than by explanation, where they are often heard as excuses."

*Charlie Stone, Au.D.,
Plymouth MN, Secretary ADA Board*

"From a sales and marketing perspective, the Otowizard with Live Speech Mapping has had a tremendous impact on audiologists being able to communicate to their potential and existing hearing instrument patients. This is particularly true with the generation of Baby Boomers that we strive to attract as patients to build our businesses. Because of a general lack of time and energy, this generation, who also make many of the decisions for elders in their care, are looking for any reason not to do business with us. One reason often given for not moving forward with hearing instrument purchases arises from the inconsistency of professionals who are recommending "digital" amplification and profess expertise in "computerized" technology but are using a simple paper graph, red and blue ink, and verbal expla-

nations to demonstrate the complex process of hearing. This does not fit for educated and technology literate Baby Boomers. The Otowizard is an excellent platform to use to support the expertise of the audiologist and provide convincing evidence that amplification is warranted."

Roxann Bonta, M.A.,
President, Involutions, Inc. and
Audiology Companies, Inc.

In Conclusion

The practice of using Live Speech Mapping saves valuable clinical time. This time can be devoted to new hearing aid patients, counseling and aural rehabilitation programs for patients and their families, and other clinical/administrative functions. Live Speech Mapping approach also lowers the patient's costs by avoiding unnecessary follow up appointments and travel costs, thereby promoting greater patient satisfaction. Live Speech Mapping is an innovation in the hearing aid fitting process that helps audiologists and their patients by "getting it right the first time". ■

1. "Study finds use of Live Speech Mapping reduces follow-up visits and saves money"; David R. Cunningham, PhD, is Professor of Audiology and Director, Division Communicative Disorders, Department of Surgery, University of Louisville School of Medicine. He and colleagues Barbara A. Eismenger, MS, MBA, and Richard W. Lazich, MA are audiologists with University Audiology Associates and HearCare Associates in Louisville, Ky. Roberto g. Lao-Davila is an AuD candidate at the University of Louisville School of Medicine.

The Hearing Journal, February 2002, Volume 55 Number 2, Pages 43-45.



Gay M. Poe, M.S., Director of Audiology, MedRx, Inc. Gay has over 15 years experience in research and clinical audiology including 5 years at the National Acoustic Laboratories, Australia.



Michael L. Poe, A.S., Director of Training and Development, MedRx, Inc. Mike has worked in the field of electronics and acoustics, both outside and within the hearing industry, for nearly 30 years.

Correspondence to mpoe@otowizard.com or MedRx, Inc. 1200 Starkey Road, Largo, FL 33771 Phone: 727-584-9600 Fax: 727-584-960.

Professional Update - AAA

Continued From Page 15—
<http://www.audiology.org/news/20020614a.php>

AAC Update



Our profession is largely unknown to the public, yet we aspire to be the first point of entry for hearing care. This goal will simply not be achieved until the general public associates audiology with hearing as readily as they do optometry with eyeglasses. For more than seven years the Audiology Awareness Campaign's work has been focused so that the world will know who Audiologists are. Materials have been developed, and an Internet presence has been successfully established. AAC has worked hard in the following areas:

- Granted 501- (c)(3) status
- Initiated hearing aid check-off program
- Developed consumer education booklet entitled "Listen up America - We hear you". Thousands of booklets have been distributed to consumers. Booklets are available to audiologists for distribution.
- Nationwide Toll-Free Hotline (888)833-EARS receiving over 5000 calls from over 520 cities nationwide
- Interactive Web Site:
www.audiologyawareness.com
- The website includes a consumer Question and Answer board (answered over 2300 consumer questions to date)
- Library of articles
- Find an audiologist section (audiologist database)
- An online hearing test.
- This site receives over 18,000 visitors per month and was recognized in the *Hearing Journal* by Dr. Roy Sullivan.
- Distributed over 40,000 free earplugs and "Get on the Right Track" buttons to consumers attending NASCAR Racing events, Superbowl, Gator Nationals and other sporting events.
- Arranged for local television, radio, and

newspaper interviews with local audiologists promoting hearing health and audiology in Daytona, Dallas, Miami, Indianapolis, Las Vegas, Chicago, Atlanta, and the Poconos.

- A meeting with former President of the United States regarding consumer hearing health.
- CNN Headline News interview with AAC Chairperson Kathy Landau Goodman, entitled "Should I have a Hearing Test?"

Over 100 articles have been printed nationwide with messages about hearing healthcare. These articles have reached over 25 million readers. Some of the titles are: *The AAC Helps America to Listen Up!*, *Tis the Season for Entertaining*, *How to make Hearing Impaired Guests Feel Welcome*, *Hearing Protection Urged for Children at Races*, *When Should Hearing be Tested?*

- Developed 2 Public Service Announcements with NASCAR Legends, Richard Petty and Dave Marcis.
- Promotional materials for audiologists including: Consumer education Booklets, Promotional posters, Promotional ad slicks, Camera ready logo sheets and 2 public service announcements
- Provided hearing protection to World Trade Center Relief Workers!

How soon will the world know who we are? The answer depends on the actions you take today! Take an important step toward securing the future of audiology by supporting the Audiology Awareness Campaign.

1. Purchase or contribute items at our annual silent auction at the ADA convention. Call Pat Wolff at 800-445-8629 with items you would like to donate or for additional information. On the web: www.audiologyawareness.com.
2. Contribute directly to the campaign. Please make checks payable to: Audiology Awareness Campaign adn sent to: 3008 Millwood Avenue, Columbia, SC 29205.
3. Sign up for the hearing aid check off program. Agree to donate \$1 from each hearing aid purchase to the campaign and participating manufacturers will match this \$1 donation. Call 800-445-8629 to enroll. ■