

Oticon Inc.
580 Howard Avenue
Somerset, NJ 08873

Look inside!

Learn about our
all-in-one app – for
patient adjustments
and RemoteCare.

Oticon Government Services
Bi-Annual Newsletter

OTICONNECTION

WINTER
2023



oticon.com

Oticon is part of the Demant Group.

oticon
life-changing technology

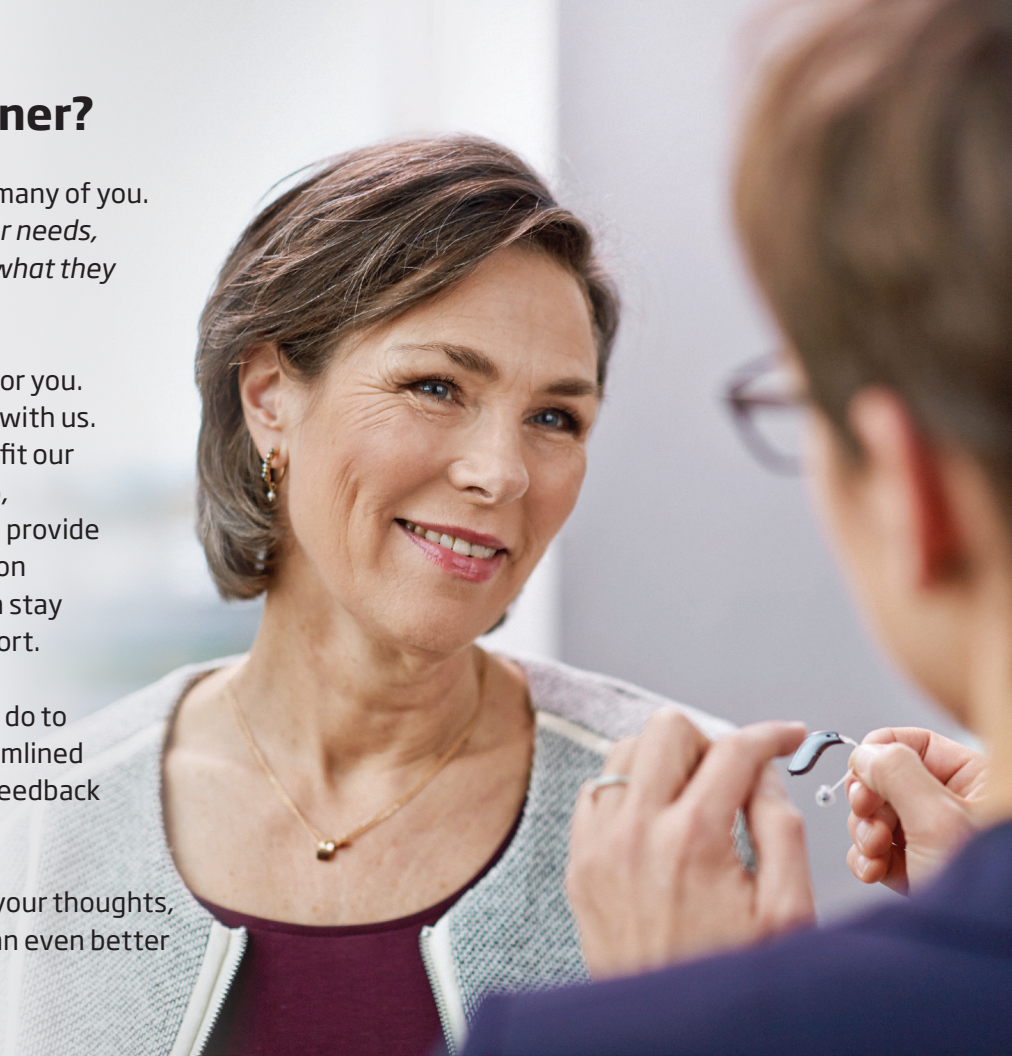
What makes a good partner?

As a team, we have asked this question of many of you. You've told us: *Someone that listens to your needs, responds quickly to those needs and does what they say they will do.*

At Oticon, we want to be the best partner for you. That means making it easy for you to work with us. We aim for minimal adjustments when you fit our hearing aids and limited need for follow-up, fine-tuning or service. We want to help you provide your patients with hearing aids that function seamlessly in all environments, so they can stay engaged in difficult situations with less effort.

Your feedback helps us to see what we can do to strengthen our relationship. Our new streamlined packaging is a great example of how your feedback allows us to better meet your needs.

We're listening! Please continue to share your thoughts, suggestions and ideas on ways we can be an even better partner to you.



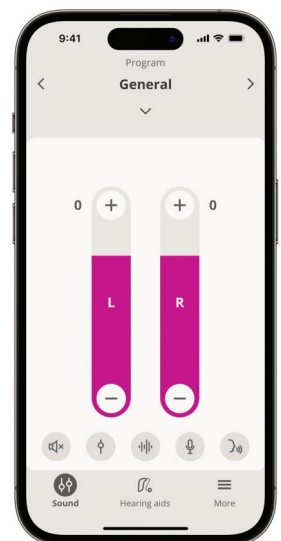
You asked, we listened!

Introducing an all-in-one solution:

The Oticon Companion app!



Oticon Companion app is the new, all-in-one solution that gives your patients the support they need to easily control and personalize their hearing aids, find lost hearing aids, manage connected devices, and receive remote counseling and adjustments. RemoteCare is now conveniently located in the Companion app!



Apple, the Apple logo, iPhone, iPad, and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Android™, Google Play, and the Google Play logo are trademarks of Google LLC.

Life is dynamic

Consider these common activities that occur throughout the day that may trigger feedback: wearing a hat, hugging, eating, talking, holding a phone to the ear. Traditional anti-feedback technology has been reactive, aggressively manipulating the sound and reducing gain after the feedback occurs. This can cause a degradation in the signal integrity and compromise the optimal gain, comfort, and sound quality. It creates an under-fitted hearing aid for the patient for a significant part of their day, and results in a poorer neural code delivered to the brain.

But what if there was an extremely fast feedback system that could detect and prevent feedback proactively? There is! Meet MoreSound Optimizer™.

MoreSound Optimizer pioneers the way feedback management systems work by using a patented technique called Spectro Temporal Modulation (STM). STM uses breaker-signals to manage feedback, eliminating the need for immediate gain reduction. In fact, fittings can have a positive loop gain of up to 6 dB, which allows for optimal gain and a more open

fitting without the risk of audible feedback. The result is access to speech details with more natural sound, increased comfort, and improved speech understanding – even in the most challenging listening environments.

So how does that benefit you and your patients?

No need to run feedback manager at every fitting. Feedback is controlled before it occurs. In the unexpected situations where your patients do experience feedback, the tools located in the software fix the issue easily and without compromise.

★ PRO TIP

SAVE TIME!! With our proactive feedback prevention system, there is no need to run feedback management, unless you have audible feedback present!



Oticon
Government
Services team
in the news

Homes for Our Troops



Meeting targets

MoreSound Optimizer allows you to meet prescribed gain targets which may have been previously unattainable due to audible feedback or imposed gain limits. Valente et al* showed that when gain is 10 dB (or more) below NAL-NL2 prescriptive targets for high frequencies, speech recognition for soft speech decreases by 15%.



Improved sound quality

When a hearing aid is close to feedback, sound quality is negatively affected because the signal becomes "peaky," causing a ringing effect. With MoreSound Optimizer, we are confident your patients are receiving more natural sound, increased comfort and better speech understanding.



Performance in dynamic environment

MoreSound Optimizer preserves gain in dynamic situations in which an invisible precautionary gain reduction might have been implemented without the hearing aid wearer being aware of it.



More open fittings

The ability to offer wider vents and more open fittings can improve the wearer's own voice perception and their perception of overall physical and acoustic comfort.

MoreSound Optimizer is standard in all solutions found on the Polaris™ platform. So you will be able to provide this truly impactful feature with all Oticon More™ and all NEW Oticon Own™ instruments.

*Valente, M., Oeding, K., Brockmeyer, A., Smith, S., & Kallogjeri, D. (2018). Differences in Word and Phoneme Recognition in Quiet, Sentence Recognition in Noise, and Subjective Outcomes between Manufacturer First-Fit and Hearing Aids Programmed to NAL-NL2 Using Real-Ear Measures. *Journal of the American Academy of Audiology*.

Oticon is proud to be a long-term supporter of Homes for Our Troops (HFOT), the national non-profit organization that works to build and donate specially adapted homes for severely injured post-9/11 veterans.

The Oticon Government Services team recently participated in a HFOT community kick-off event in Wind Gap, PA, the location of a new home construction for medically retired Marine Corporal Daniel Lasko. Oticon Government Services National Sales Director Candace Depp, AuD and Sr. Manager of Government Services Operations Tom Dowd presented a \$5000 donation to support construction of the specially adapted home for Cpl. Lasko and his family.

Did you know?

You do NOT need to see your patient in the clinic to maintain the pairing between a set of instruments if one goes in for repair.

Please see pages 68-70 in the pocket guide for more information



Important must-knows about hands-free communication

What is new with Oticon and hands-free communication?

Two-way hands-free communication is now available when using Oticon More and all new Oticon Own™ hearing aids* with select iPhone® or iPad® for phone calls, video calls, and virtual meetings!

Which hearing aids are compatible?

- Oticon More (all models) with firmware version 1.3.0 or later
- Oticon Own ITC, ITE HS and ITE FS styles with 2.4 GHz Bluetooth® with firmware version 1.0.0 or later

Which phones and tablets are compatible?

- iPhone 11 or newer running iOS 15.2 or later
- iPhone SE 2nd Generation running iOS 15.2 or later
- iPads running iPadOS® 15.2 or later

How it works

1. The wearer makes or receives a call on their iPhone or iPad
2. Call audio is sent wirelessly to the wearer's hearing aids
3. The hearing aid microphones capture the wearer's voice
4. The wearer's voice is sent to the iPhone or iPad



Can I use the push button to handle the call?

Yes! It is now possible to answer, decline, and hang up the call with the on-board push button! For this function to be active, the necessary firmware version is 1.4.0 for Oticon More and 1.0.0 for Oticon Own.* This feature can be disabled in the "Call Controls" section in the Buttons and Indicators screen in Genie 2.



Answer a Call

Short Press
on Push-Button



Decline a Call

Long Press (4 seconds)
on Push-Button



End a Call

Long Press (4 seconds)
on Push-Button

*Only available in styles with 2.4 GHz. Hearing aids must include a single or double push button in order for call handling to operate.

Meet Thomas Dowd

Senior Manager of Government Services



What is your role?

As the Senior Operations Manager for Oticon Government Services, my responsibilities are to manage both our Customer Service & Data Entry teams. That includes all transactional compliance of VA new and service order workflows to ensure that we align with the specifications of the VA contract and integrate all Oticon products into the ROES system. In addition, I assess customer feedback and partner with internal teams to drive continuous improvements that result in an improved customer experience.

How did you become a member of Oticon Government Services?

I'm proud to have entered my eighth year working within the Oticon Government Services team. Prior to that, my experience was primarily in the Wholesale Apparel industry in both Supply Chain and Procurement capacities. As the retail doors began to close, I found myself looking for an exciting new industry that could not only challenge me professionally but also provide a sense of pride in what I do each day. That's what I've found at Oticon, where our daily commitment to hearing health brings life-changing technology to so many veterans.

What do you like most about your job?

The Oticon Government Services team is an incredible group of individuals who are 100% committed to delivering the best possible experience to our customers. That level of commitment is infectious. It drives me to be the best I can be. Another thing that makes my role so rewarding is the ability to focus on identifying opportunities to enhance our practices so that we can make our VA customers' lives a little easier each and every day. Of course, the most satisfying aspect of my role is being able to support our veterans through Oticon's great portfolio of products. There is something extremely humbling about being able to give a little something back to those who have committed their lives to serving our country.

Who are you outside of work?

I am a husband and a proud father of three children. I am the #1 fan for my 7-year-old boy, who is the star quarterback on his flag football team, a Gymnastic Dad supporting my 4-year-old daughter in her weekly classes, and the preferred storyteller for my 2-year-old son. Family is certainly my priority and where I am happiest. I'm also looking for more hobbies to strategically incorporate into my already busy life. I've recently joined a bowling league with my closest guy friends where we savor the opportunity to be "kid free" for just a few hours each week and maybe take some of the day's frustrations out on a rack of innocent and unsuspecting bowling pins.

Did you know?

The CROS and CROS PX both have TwinLink™ where the CROS transmission signal and other streaming can be simultaneous. The CROS input is active during streaming. This means your patient who is sitting on the couch with his wife with the poorer ear next to her, can stream his TV adapter and hear his wife's voice streamed from the CROS at the same time!



Order Journey

Have you ever wondered what happens when you send us a new hearing aid, BTE or service order? Have you received a call from us requesting more information, change in size, or change in features? This is because we have a diligent Senior Technician Review for modeling challenges and Quality Assurance measures prior to making and sending the hearing instruments. **Here's a sneak peek of the steps the order goes through.**

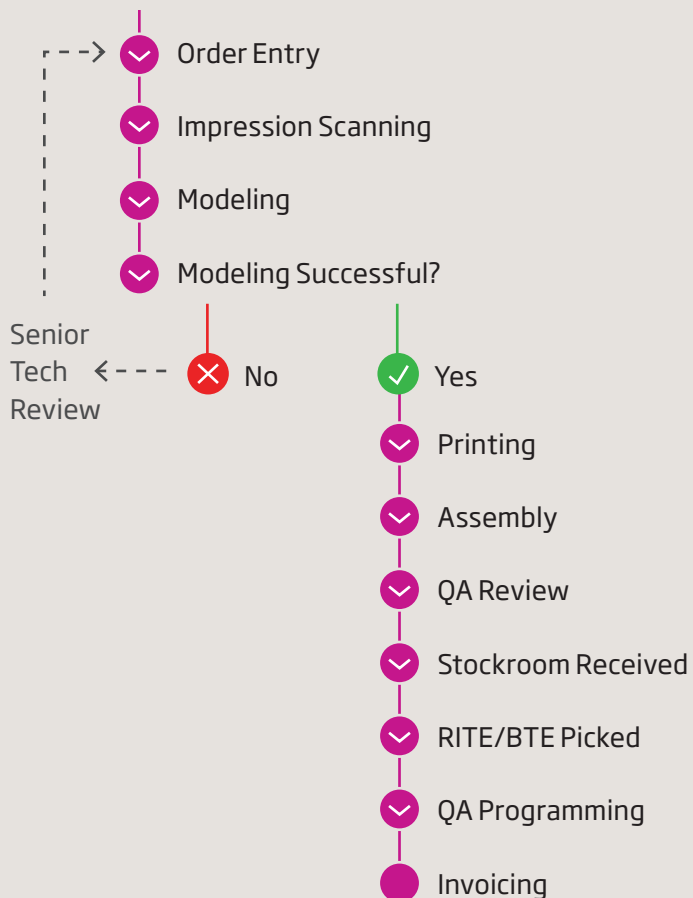


What's new on contract

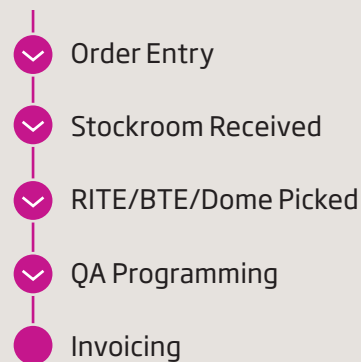
Oticon Own™

To learn more about Oticon Own, visit
oticon.com/professionals/government

RITE/BTE + Mold New Order Journey



RITE/BTE + Dome Journey



Service Order Journey



Did you know?

The NEW Oticon Own custom hearing aids are powered by the same platform as the proven Oticon More – Polaris™

★ PRO TIP

When ordering an Oticon Own ITC, choose Oticon Own HS in ROES and in special instructions write "Make as small as possible". If we are unable to make an ITC due to the anatomy of the ear, this will save time so a new ROES order request is not needed!