

Phonak Insight

June 2018



Custom product innovations

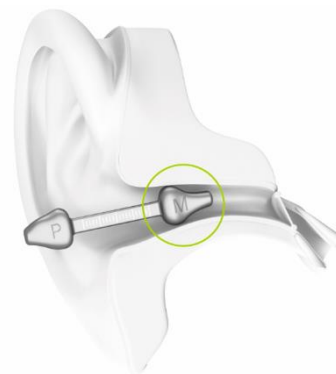
Titanium FitGuide

What is it?

The Titanium FitGuide (TFG) is a clinical tool for the Hearing Care Professional (HCP) to use at the hearing aid evaluation to determine the potential faceplate depth of the new Virto B-Titanium. The TFG is made from solid medical grade titanium and has two modular ends to assess clients who have the audiological needs for a moderate receiver (M) or a power receiver (P). The modules are the absolute smallest an M or P receiver hearing aid can be with all other internal components present. There are indicators along the stem of the tool that the HCP will provide on the order form and send along with the impression for the hearing aid order.

Why should you use it?

Each ear is as unique as its owner. The Virto B-Titanium provides a discreet customized solution for every individual. In order to make the most discreet custom products we need as much individual biological data as possible. The TFG shows the flexibility and dynamic tolerance of the individual ear canal unseen by standard ear impressions alone. HCPs are generally not a good judge of ear canal texture.¹ Very few HCPs have the clinic time to take multiple and/or open jaw impressions. This new TFG tool is able to provide additional information about individualized flexibility, and can therefore inform the manufacturing process based on actual individualized data and without the need to make assumptions or multiple or open jaw impressions. Leveraging this flexibility results in deeper fitting Virto B-Titanium hearing aids, which will be cosmetically even more attractive

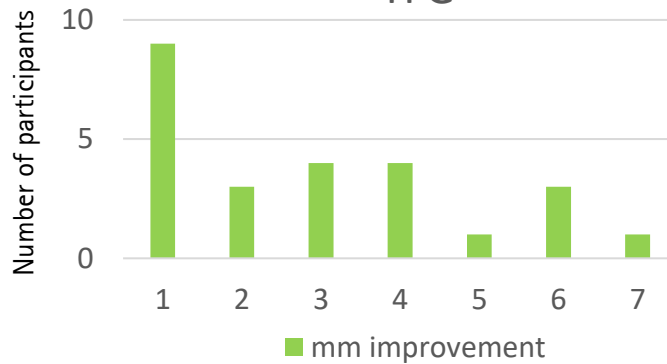


Why we believe in it.

Multiple investigations were completed prior to the release of the TFG to ensure the most seamless user experience for clients and HCPs. Based on these recent studies over **50%** of participants received deeper fitting Virto B-Titaniums, by an average of **2.5 mm²** when they leveraged the additional information provided by the TFG.

Improvement in depth with

TFG



PARC study: 2.9 mm average depth improvement for ears that had improved faceplate depth using the TFG (M rec).

Virto B-Titanium

In 2017, Phonak introduced the Virto B-Titanium into the market. By incorporating a high-tech material for Virto B-Titanium, we've created hearing aids that reflect our passion for innovation and ingenious engineering design that combines performance, functionality and aesthetics. The Virto B-Titanium is made from medical grade titanium that is **15 times stronger** than industry standard acrylic. This strength makes it possible to build a shell as thin as 0.2 mm, which is **50% thinner** than acrylic UV-shells. This allows us to build smaller, deeper hearing aids.³ This also allows for additional fitter flexibility: the HCP can leverage this additional space to make the smallest possible device, or include a larger vent to help manage occlusion, or include a larger receiver (up to SP) to get more power.



EasyView Otoblock



The EasyView Otoblock (EVOB) is an innovative and patented⁴ new approach for taking deep ear impressions that provides full visualization of the clients ear canal during insertion. The EVOB attached directly to your own otoscope and pediatric specula to provide vision and light during otoblock placement. It is compatible with standard impression making materials and stays on the impression during the scanning process. An internal investigation found that the EasyView Otoblock enables the HCP to collect an average of **6 mm** additional canal length information.⁵ This study was conducted using audiologists who are not necessarily actively involved in clinical practice. A later study conducted externally with actively practicing audiologists found an average 3 mm improvement.⁶ This indicates that whether you are a new and/or tentative custom product fitter or an experienced deep in-the-ear expert, the EasyView Otoblock can help provide more canal information which is the foundation for better fitting and more discreet solutions. When you pair the TFG with the EVOB you get the most discreet Virto B-Titanium.

References:

1. Pirzanski, C. & Berge, B. (2005) Ear canal dynamics: Facts versus perception. The Hearing Journal, Oct, Vol 58, Issue 10 p 50, 52-54,56, 58.
2. Stewart, E., Bishop, R., & Loyola, N. (2018) Phonak Field Study News: Titanium FitGuide – helping more than 50% of people get an even more discreet Virto B-Titanium. June, 2018.
3. Boeld, T. & Bishop, R. (2016) Phonak Field Study News: Small custom hearing aids thanks to titanium. Feb, 2017.
4. Patent publication number EP 3198891B1
5. Schwarlos-Sooprayen, J.K. (2017) Phonak Field Study: Field Study: Deeper ear impressions with EasyView Otoblock.
6. Crowhen, D. (2017) EasyView Otoblock. Innovative new Otoblock enables deeper impression taking. Poster, AudiologyNow 2018