



HLAA Product Showcase Webinar - 5/14/2020

How Hearing Better Leads to Living Better with Sara Burdak, Starkey

#	Questions	Answers from Sara Burdak - Starkey
1	I have sudden sensorineural hearing loss last November. As a result, lost all hearing in left ear. I have 40% hearing in right ear. I have bi-cos hearing devices with Compilot and table speaker. What else should I be looking at?	A bi-cros solution used in conjunction with your accessories may be a good option. However, if you feel you aren't hearing as well as you should be, I encourage you to contact your hearing healthcare professional. We would also be happy to connect you with a professional for a consultation to determine the best option for your hearing health. It's easy to find a practitioner using this link https://www.starkey.com/ Click "find a provider" to find a location near you.
2	I wear the Widex Evoke. How does the new Starkey differ? Can it help understanding speech in addition to just amplifying sound?	Our Livio Edge AI hearing aids use artificial intelligence and built-in sensors to constantly analyze your environment and then learn from it to produce continuous and superior sound quality. We offer discrete adjustments for your practitioner to optimize the response for your hearing aids. In addition, the Thrive mobile app allows you to further customize your devices in the real-world.
3	All batteries that I have used don't last more than a few days. I use Starkey hearing aids.	The size of the battery and the power of the hearing aids impact battery life, which is typically a few days. Using the Auto On/Off feature should help with battery life in addition to opening the battery door when not in use.
4	If the average age of hearing aid users is 70b yrs. why do you use photos of young people in your presentation? This is very misleading.	Although the average age of the first-time hearing aid wearer is closer to 70, most individuals have waited several years before pursuing amplification. We hope to change this by providing multipurpose devices that people will want to wear regardless of age.
5	I can't read lips when talking to someone who has a mask?	There are transparent masks available. Information about the Clear Mask may be found via the link. https://www.theclearmask.com/product
6	WHERE DO WE GET THESE AIDES? THANKS.	Visit https://www.starkey.com/ and select "find a provider" to locate a practitioner in your area.
7	When the Starkey app has location data enabled, does Starkey give this information to a third party?	No, we do not. The location data is used to allow the hearing aids to auto adjust to the desired settings if the location is geotagged in your app.
8	Does this new device connect to I-Phones and have Bluetooth capability?	Yes, they connect to iOS devices running on a 13 operating system and have Bluetooth capability.
9	If the AI is automatically adjusting & making decisions on the hearing aid settings to optimizer for the wearer... how are the hearing aids tuned, then? It seems the AI might fight the tuning?	The hearing aids are initially programmed during your fitting session with your professional to ensure audibility for speech and overall listening comfort. We use artificial intelligence and machine learning to continuously analyze and optimize the settings for various listening environments, including music.
10	How recently have these aspects you've discussed been incorporated into Starkey hearing aids? And at what price points?	We launched our line of Livio and Livio AI products in 2018 and Livio Edge AI in February of 2020. We offer a variety of different technology levels and price points to meet the needs of your hearing loss and lifestyle. Visit https://www.starkey.com/ and select "find a provider" to locate a practitioner to discuss options.



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11	How does your hearing aid compare with the Phonak rechargeable Marvel model?	Starkey is the only system that offers artificial intelligence with integrated sensors on board the devices to provide the best sounding, best performing hearing aid. Not only does this system provide exceptional hearing, we provide added value with an intelligent assistant and healthable technology to help people hear better and live better.
12	I have a 90-decibel hearing loss, due to measles as a child. I do quality for a CI, however, am not interested. Would this hearing aid be any improvement for me? I currently wear Nadia Phonaks, 2 1/2 yrs old.	We would be happy to connect you with a professional for a consultation to determine the best option for your hearing health. It's also easy to find a practitioner using this link https://www.starkey.com/ Select "find a provider" to find a location near you.
13	The rechargeable ones....do they come I'm BTE?	The rechargeable BTE will be available in the next few months.
14	So, your hearing aid is completely IN THE EAR? It's not BTE?	We offer all styles including a BTE in our non-rechargeable family. Our rechargeable family includes a variety of Custom and Receiver-In-The-Canal styles.
15	Where do you see the future of hearing aids going? We are seeing so more and more features from cell phones added to hearing aids. What's the most exciting thing you've seen/heard of for the future of hearing aids? Do you think at some point they will become cool/trendy like glasses?	We are actively changing the stigma associated with hearing aids by incorporating features like fall detection and alerts, voice-activated commands, and language translation just to name a few. Reinventing the hearing aid into a multipurpose device helps the user not only hear better, but to live better.
16	How does AI differentiate between speech in noise when noise is unwanted conversation (unwanted speech)? I'm thinking about cocktail parties, crowded restaurants, or social meetings where multiple conversations are going on simultaneously. The person we want to listen to is not necessarily the one directly in front of you.	Livio Edge AI uses a Speech in Loud Noise feature along with directional microphones to address this situation. Using a wireless radio, it compares the signal that is coming directly into the hearing aid microphone with the audio that is streamed from the opposite side. If the signals are equal, there is no adjustments made. If the signals are not equal, the hearing aids will adjust so that the background noise is not bothersome, and you can focus on the signal of interest.
17	Is the custom rechargeable in the canal available in a power aid?	We offer this model in 130/70 matrix which will meet the needs of an individual with up to a severe hearing loss.
18	Hello, I have a profound hearing loss that requires the most powerful behind the ear type of aid, just for the right ear as I went deaf in the left ear and had to get a cochlear implant which works great. But would the behind the ear aid also be rechargeable? Thank you.	The Muse Power BTE has a 140/80 matrix and is our most powerful device. Our Livio Edge AI rechargeable BTE is coming in the next few months.



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19	DOES IT DEPEND ON HOW MUCH HEARING LOSS EACH EAR HAS?	Yes, there are prescriptions that your professional will use to customize the fitting to your hearing loss in each ear.
20	Do your accessories work with the HALO 2 model or only the more recent Livio models?	The accessories shown during this presentation work with Livio, Livio AI and Livio Edge AI.
21	HOW MUCH ARE THEY??	We offer a variety of different technology levels and price points to meet the needs of your hearing loss and lifestyle. It's also easy to find a practitioner using this link https://www.starkey.com/ Select "find a provider" to find a location near you and discuss options.
22	I have the TV microphone but no remote. Is the remote new?	Our 2.4Ghz remotes have been available since 2018, the table microphone however was just released in February.
23	Hello! When using the accessory of the microphone or table mic, can I turn them on or off at my hearing aid location? For example, if I give the mic to you but someone else enters the conversation, can I turn of the portable mic to hear the additional person and then turn your mic back ON from my location or do I need to have direct access to the mic that you are wearing?	The hearing aids may be programmed in the fitting software to 1 of 3 setting options: turn the hearing aid microphones completely off while streaming, no reduction of the hearing aid microphone and 50% reduction of the hearing aid microphone. In addition, in the Thrive mobile app, you have control of the streaming/mic options.
24	WHY IS NOT ALL AUDIOLOGY HAVE THESE DEVICES IN THEIR OFFICES...	Visit https://www.starkey.com/ , "find a provider" to locate a practitioner in your area that offers Starkey products.
25	Do you need the telecoil for phone connectivity to smart phones?	The telecoil is not required to connect to smart phones. Smart phones use Bluetooth to connect to the hearing aids. Telecoils are helpful for connecting to landline phones or to loop systems in public venues in your community.
26	This sounds incredible. Many seniors can't afford hearing aids. What is the lowest price point of a device that has the AI and other things? On the tap control - if AI adjusts to the environment why is the tapping necessary?	We offer a variety of different technology levels and price points to meet the needs of your hearing loss and lifestyle. It's also easy to find a practitioner using this link https://www.starkey.com/ Select "find a provider" to find a location near you and discuss options. Our hearing aids are constantly changing and adapting to our environments, however the "tap gesture" on the aid allows you to engage specific features such as voice activated commands or even change programs/memories for more comfort and clarity in a given environment.



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27	Comment....very frustrated that this seems to be geared toward the elder population. My daughter is 33...severely deaf and a working woman.	The presentation focused on features that can help anyone hear better and live better regardless of age.
28	I would assume these hearing aids are extremely expensive.	We offer a variety of different technology levels and price points to meet the needs of your hearing loss and lifestyle. It's also easy to find a practitioner using this link https://www.starkey.com/ Select "find a provider" to find a location near you and discuss options.
29	Annoying to hear all the app cool stuff but why don't you make a battery that lasts more than a couple days?	The size of the battery and the power of the hearing aids impact battery life, which is typically a few days. In addition, the amount of streaming to a smart phone or accessories will impact battery life. Use of the Auto On/Off feature or opening and closing the battery door will assist with extending the battery life. A rechargeable device may be something to consider as well.
30	OK - How expensive will this new technology be? How much discount will Medicare offer?	We offer a variety of different technology levels and price points to meet the needs of your hearing loss and lifestyle. It's also easy to find a practitioner using this link https://www.starkey.com/ Select "find a provider" to find a location near you and discuss options.
31	What about people that have both a CI and a HA? Will the Starkey HA communicate with a CI?	At this point in time, we do not have a device that works directly with a CI.
32	Informative lecture - and a good overview how consumers benefit from new technology. Can you briefly address the benefit of having a telecoil in the remote microphone in case the instrument does not have one?	Including a telecoil in the remote microphone + allows you to connect to land-line phones or loop systems in your community. For example, if the hearing aid does not include a telecoil, the remote microphone + will stream the input directly to the hearing aids.
33	It sure would be nice if Starkey could Bluetooth to the cochlear implant, such as Med-el.	Thank you and we will take this into consideration. At this point in time, we do not have a device that works directly with a CI.
34	How many languages are translatable? Is Hebrew one of them?	The Thrive app currently offers translation in 27 languages. Hebrew is one of them.
35	How long does a charge last? Thank you.	The rechargeable hearing aid battery is designed to last 24 hours. If streaming up to 4 hours, it will last 20 hours.



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36	Can you talk about self-check? My dad is constantly having issues and checks battery, filter, etc.	Self Check performs a test of the hearing aid components such as the receiver, microphone and circuit. In a quiet spot, put devices in the first memory and remove them from your ears. Position them on a flat surface with the earbuds pointing up. From the mobile app, tab Run Diagnostic. There are three possible results: Green check = optimal performance; Yellow ! = need for cleaning; Red X = component failure, return to your healthcare practitioner.
37	How do you interface with Cochlear Implants?	At this point in time, we do not have a device that works directly with a CI.
38	Please explain what a telecoil is?	A telecoil is a small coil inside your hearing aids. The coil works as a small receiver which picks up signals from a loop system that acts as an electromagnetic field. Hearing aids with an activated telecoil can convert this electromagnetic field into a sound signal.
39	Phone direct to iPhone & android?	Livio Edge AI can stream directly to iPhone and select android hearing aids. To view a list of phones compatible with Livio Edge AI, please click here: https://www.starkey.com/hearing-aids/apps/thrive-hearing-control/compatibility
40	I am an existing Starkey user. aids are maybe 4 years old. I ride motorcycles and a problem is aids in a helmet. The aid wants to go into t coil from helmet audio speaker. Also, the aids want to fly off when I remove the helmet. Any suggestions?	There are different t-coil settings that can be programmed to a dedicated memory that won't be automatically engaged. Work with your hearing healthcare provider to discuss the various programming options. Some individuals use options like a thin headband or toupee tape to help keep the hearing aids in place.
41	Would the remote microphone be useful at a table in a restaurant? What about ambient noise?	Yes, remote microphones are very helpful in a restaurant environment. Remote microphones reduce background noise as well as overcomes the effects of distance. The mini remote mic and remote microphone + are great options for 1:1 situations. If you typically find yourself with a larger group at restaurants, the table microphone is the ideal choice.
42	So that microphone would be very useful when hiking with someone.	Remote microphones may be a great option anytime you are struggling to hear your companion(s). In the case of hiking, when distance may be a factor and visual cues may be minimal, the added benefit of a remote microphone will provide a clearer signal.
43	Hi Sara, my name is Samantha Liang. I have bilateral hearing loss since I was 8 years old. Recently, my doctor said the hearing aids I use don't work well for me anymore. They said I am qualified for cochlear surgery. Can any of your hearing aids work for me? I cannot hear high pitch sounds especially a child and female voice. I have a hard time hearing them. My major problem is clarity. That is what I need the hearing aid to help me.	I would suggest a second opinion(s) if you are unsure about the CI surgery. Visit https://www.starkey.com/ and click "find a provider" to locate an office near you and discuss your hearing loss and what you need from a hearing aid to determine the best option for your hearing health.



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44	Can you relate SoundSpace to the 24-channel programming in my HaloIQ24's?	The channels in your hearing aid are programmed by your professional. These channels are arranged in the fitting software from low to high pitch sounds. SoundSpace allows you to customize the sound quality of the hearing aid while in any environment. It is divided into 4 areas: left to right are low to high frequencies and top to bottom for loud and soft. If you wish to emphasize higher pitch tones in an environment, adjust the cursor in SoundSpace to the upper right area.
45	I had an acoustic neuroma removed 20+ years ago. I came out of surgery with no hearing in left ear. Right ear still has good hearing. I was told that there was no help for me by several drs. Would this ear aid help me with filtering all the noises?	A CROS option would be an option to try. It will pick up sound on the side of your poorer ear and transmit it wirelessly to the better ear. It includes all the same speech enhancement and sound management features so should assist with audibility and clarity. The Livio Edge AI is available in a CROS option.
46	My CI is manufactured by Advanced Bionics	At this point in time, we do not have a device that works directly with a CI.
47	Does Starkey have a single sided behind the ear hearing aid with Bluetooth capabilities with rechargeable batteries and t-coil?	Yes, the Livio Edge AI is available in a CROS option. The RIC R provides all the features you mentioned: CROS, wireless, rechargeable and a t-coil. The BTE 13 offers CROS, wireless and t-coil and the RIC 312 offers CROS and wireless.
48	I have had Starkey hearing aids for about 12plus years. They have changed my life. I would like to get new updated model as mine are now several years old. Several friends have gotten "Costco" hearing aids - how do I convince my husband that Starkey is still worth the difference in price (by several thousand dollars!)?	We are so glad to hear you are benefiting from this life-changing technology. Starkey is the only system that offers artificial intelligence with integrated sensors on board the devices to provide the best sounding, best performing hearing aid. There are a variety of different technology levels and price points to meet the needs of your hearing loss and lifestyle. I would suggest discussion options with your hearing healthcare providing to find the best solution for you.