



## SoundBites Podcast Transcript

### Episode: Starkey Hearing Aid Accessories

Dave Fabry: Welcome to Starkey Sound Bites. I'm Dave Fabry, Starkey's Chief Hearing Health Officer and host of the podcast. Today, we're talking about your hearing aid wardrobe accessories, if you will. If hearing aids are considered the daily wear, I can think of no one better than Dr. Kristy Lowery, Audibel's Director of Clinical Operations, to talk about the topic of accessorizing your hearing wardrobe.

Kristy Lowery: Yes.

Dave Fabry: It's great to have you back on the podcast. I think we talked a year ago or more about telehealth.

Kristy Lowery: Yeah. We did.

Dave Fabry: And now, we're going to shift that conversation into an important topic that often is taken for granted, really.

Kristy Lowery: Yeah.

Dave Fabry: The use of accessories and how it is that it can really expand on the benefits that people can receive from hearing aids alone. And hearing aids are great. The technology and Genesis AI has been one that we've featured on this podcast a lot. But sometimes, hearing aids alone are not enough.

Kristy Lowery: That is true.

Dave Fabry: So that's really the topic for today's broadcast. And thanks for joining us.

Kristy Lowery: Yeah, I'm thrilled to be here. Thanks for having me.

Dave Fabry: You bet. So well, let's start right away at square one. Why would a patient fitted with hearing aids need accessories?

Kristy Lowery: Yeah. Well, you mentioned it. Sometimes they're just not enough. And I have a perfect story that I always go back to. It happened fairly early in my career. But I fit a talk radio host, and his complaint was that, at home, he wasn't able to hear the television well with his wife. So he came in, I fit him with hearing aids, premium hearing aids, sent him home. And he came back for his follow-up, and he told me, "I can tell a difference. They help, yes. But I don't know that they help enough for me to justify wearing them just for television," which was his primary complaint. So I sent him home with the TV Streamer. He came back, and he said, "That did it, put it over the top. It makes all the difference in the world."



So what a great example to show that a hearing aid does a great job, but may not always get at what the patient is really needing the most.

Dave Fabry: For sure. I say only half kiddingly that the TV Streamer in combination with hearing aids has saved more than a few relationships and marriages.

Kristy Lowery: Yes. Yes.

Dave Fabry: Because really, the issue is... Let's do a deeper dive on that use case since you provided it.

Kristy Lowery: Yeah.

Dave Fabry: So fitted with proper hearing aids, now the patient can hear the television better, because if they're fitted properly, they're going to do that. But there's noise in the environment, and we know that people with hearing loss, particularly as it progresses, even properly fitted with hearing aids, with sophisticated directional and noise reduction technology, are more subject to difficulties and disturbances by noise in the ambient environment.

Kristy Lowery: Right.

Dave Fabry: So talk a little bit about why the TV Streamer and how it is that you configured or could configure for use to either have the hearing aid user hear some of the other sounds, or only hear what's coming from the TV.

Kristy Lowery: Yeah. So a great thing about a lot of our accessories, particularly with the TV Streamer, which is our most popular, I would argue, accessory, is that you can set it up to stream only to the hearing aid so that you're reducing... You can actually turn the mics off of the hearing aid while you're streaming, so you're only getting that streaming sound from the television. You can turn your mics on so that you're also hearing your wife beside you, your husband beside you, whomever, while also hearing the television. And you can change that from the app on your phone while you're watching. So it doesn't have to be a static setting.

But oftentimes with television, what if our living room is big and we have beautiful vault ceilings and there's a lot of reverberation? To your point, it really makes it difficult to hear the television. So that streamer just cuts down on reverberation, it cuts down on the distance from the television. I don't know how far you're sitting from your television. So it does all those things that we know to be helpful when fitting a hearing aid. We're reducing signal-to-noise ratio, we're reducing distance, we're reducing reverberation.

Dave Fabry: Yeah. You raised so many important points. And I wear the devices, even though I have, and I've said many times on this podcast, my wife, Liz, may beg to differ,



but I think I'm testing them. She thinks increasingly I'm hearing better when I'm wearing them.

Kristy Lowery: Right.

Dave Fabry: So I sound like our patients now.

Kristy Lowery: Yes.

Dave Fabry: But I will use the streamer. And there are times when I want to make sure that the TV's low, if Liz is taking a nap, or if we're going to bed and we have the TV in the bedroom and I want to watch a sporting event, I can have the audio off on the TV and I can be getting streamed at the volume that I like discreetly. But then other times, you want to be aware, you want to be in that ambiance if there is a game on that's featuring one of your teams or a TV event that you want to engage while you're wearing the devices. And really, that flexibility and really the professional, really trying to get in the mindset of what it is that the patient wants to experience with the TV Streamer, knowing that they can also still override that for specific situations in their user app.

Kristy Lowery: Yeah.

Dave Fabry: So that TV Streamer, I think is, as you said, one of our most popular in our retail operations. It is the most popular accessory.

Kristy Lowery: It is. It absolutely is. And I would argue that almost every patient that walks in our office could benefit from one.

Dave Fabry: Yeah. I completely agree.

Kristy Lowery: Yeah.

Dave Fabry: I mean, if there's one accessory that any patient would use and benefit from, it would be that one.

Kristy Lowery: Yes.

Dave Fabry: Now, we know the landscape is changing in the years ahead. We have with the promise of Auracast, again-

Kristy Lowery: Yeah.

Dave Fabry: ... this wonderful Bluetooth low energy that we have is on the verge of, I think, a transformation to where the new television sets that will be coming out are capable... Right now, it's all potential. There's no greater burden than a great potential.



Kristy Lowery: Right.

Dave Fabry: We'll see how long it takes to disseminate this. But the TVs of the future may eliminate the need for TV Streamers. But what do you say when someone comes in to one of our offices and says, "Well, I'm just going to wait for the new TV Streamers to come out. I don't really feel like I need the TV Streamer now"? How do we address that with patients who might be waiting for Gado, or they might be waiting for five years in order to get this?

Kristy Lowery: Right. Right. Well, I would just say, "You talked to me, Mr. Smith, today about having issues right now. So we want to go ahead and take care of that. When the newer technology comes out, we'll cross that bridge when we get there."

But I think we need to be very assumptive in our both hearing aid sales as well as our accessory sales. So we really focus on a patient guided treatment plan in our retail organization. So when I'm talking to a patient about the issues that they're having, when I get to the point where I'm going to make a strong recommendation for treatment, I'm just going to go ahead and say, "Mr. Smith, because of the issues that you were talking to me about with the television problems, you're wanting to watch television with your wife more seamlessly, I'm going to go ahead and recommend a television streamer in addition to the devices that we talked about in order to complete your treatment plan. How many TVs do you have?" So we're being very assumptive in the fact that, as a professional, I know that this is going to help you, and I'm telling you that this is what I'm recommending.

Dave Fabry: That was a great example of how to talk to patients about that. And that last point I want to probe on a little bit more, because it is a frequent one that comes up where patients who have multiple homes, they have a vacation home, or in a primary residence, or have multiple television sets that they want to interface with in their home. How do you address that? I heard you say, "How many TVs do you have?"

Kristy Lowery: Yeah.

Dave Fabry: And in which locations? Do most patients leave with one TV Streamer in their primary residence, where then anytime they want to watch something, they go and do that? Or do you... Typically, if you approach the conversation with them, do they get multiple TV Streamers in their primary residence?

Kristy Lowery: Yeah, I think you hit on it, if you approach it with them. So we can't assume that they just need one. We might have a television in the bonus room and a television in the living room or the bedroom, and taking that back and forth. We want them to have a seamless experience, and our hearing aids are capable of being paired to several streamers.



Dave Fabry: Right.

Kristy Lowery: So they walk into this room, and it connects. They walk into this room, and it connects. So as a professional, it's our duty to know that and to recommend it and have that conversation. Clearly, it's the patient's prerogative whether they want to purchase multiple. But again, it's our job to help them here as best I can, and that's one way of doing it.

Dave Fabry: Yeah. I think you really hit on that seamless element. You want the user experience to be as delightful as possible.

Kristy Lowery: Yes.

Dave Fabry: And that ability to pair to multiple TV streamers, walk into one room, and it will automatically register.

Kristy Lowery: Yeah.

Dave Fabry: And then go to the other room, and it will do that same thing once you move out of the range of one and the other. And patients who adapt and adjust to that sort of seamless experience, I think have the best benefit. And the cost of better hearing is a pretty low one when we talk about that TV Streamer.

Kristy Lowery: Yes. Absolutely.

Dave Fabry: So then let's talk about one of the other accessories that you've brought with you today, for those who are watching this on our YouTube channel. Just hold up the TV Streamer first-

Kristy Lowery: Yeah.

Dave Fabry: ... to show those people who are watching-

Kristy Lowery: This is the television-

Dave Fabry: ... the square box about the size of a little larger than a card and a deck of cards.

Kristy Lowery: Yeah. Yeah. Very easy power button. It's very easy to pair. Your hearing professional will help you to do that. You can change the volume on the actual streamer box or on your hearing aids or on your television. As we mentioned, there are various ways to do it through the application on your phone. So yeah, it's very easy to use. Just plugs in right behind the television. You don't even see it necessarily unless you want to.

Dave Fabry: And it can be controlled by onboard controls on the TV or within the user app.



Kristy Lowery: Yeah. Correct. Yeah. Yeah.

Dave Fabry: Great. Okay. So which one do you want to talk about next? You brought a lot of them.

Kristy Lowery: Well, I am a huge fan of this table mic as well.

Dave Fabry: Me too.

Kristy Lowery: So the table mic has a lot of use cases. So I think one of the first that comes to mind is a boardroom situation or a big family gathering situation where you have a lot of people at a table. And most patients walk in complaining of television and hearing in background noise, having difficulty in those environments. So with the table mic, what's so great about it is you can kind of put it in the middle of the table, and then you can put it in a mode where it's automatically going to find that most dominant signal and stream it right to your hearing aids. So it's incredible. You can also wear it around someone's neck. Someone can wear it around their neck so that you can hear them at a distance. So lots and lots of ways that the table mic can be used.

Dave Fabry: Yeah. Let's dive in a little deeper on that. I know that the table mic, as you've got it positioned on the table now, laying horizontal on the surface, if you put it in that mode where it's automatically searching for the dominant talker, that person who's talking at that time, it will isolate one of the eight beam forming microphones-

Kristy Lowery: Yes.

Dave Fabry: ... that are embedded into the top of that table mic and really rejecting the noise at those off access locations, aside from the direction that that primary talker is working and speaking at that moment.

Kristy Lowery: Correct.

Dave Fabry: How do you advise patients with regards to gatherings? What sorts of adaptations do they need to make with the people that they want to hear in a social or business application when using the table mic?

Kristy Lowery: Yeah. I think the great thing about it is that they don't necessarily have to make any adaptations, because the microphone is kind of doing that for them. Obviously, it's not going to pick up somebody across the room from them. But everything that we do, it should be because we've listened to the patient and listened to what they're having trouble with. And if they say, "Sunday night, we have big family dinners, and it's a struggle for me because I can't hear my granddaughter who sits at that part of the table." So you can help them to understand the layout where they're having difficulty and really help them to



understand, "Okay, this is how you're going to best use this technology so that you can hear better in the situations where you're struggling."

Dave Fabry: Yeah. It's got a wireless range of 10 meters, give or take.

Kristy Lowery: Yeah.

Dave Fabry: So I think your key point takeaway one on telling the patient is that you're putting it in the location so that you're allowing those eight beam forming microphones to do their work and be able to capture as many of the different voices that might participate.

Kristy Lowery: Yeah.

Dave Fabry: Do you advise the patient to maybe alert, if their family members or business colleagues who know that they're using the device, regarding turn taking?

Kristy Lowery: I think that's always important. I always talk to my patients about being advocates for themselves, because if they aren't that, then it's going to make life more difficult for them. They're already struggling to hear in certain situations, so I do think it's important for them to have conversations when they're comfortable doing so to ask that, yeah, to ask that of people. Because when they're talking on top of each other, the microphone's not going to quite know exactly what to do, and that could create some difficult situations.

Dave Fabry: Right. That's what I was alluding to is that if people are talking simultaneously, the beam former is going to go to the louder talker.

Kristy Lowery: Right.

Dave Fabry: So that may not always be the target. Sometimes the loudest voice is the one you don't want to hear.

Kristy Lowery: Exactly. Yeah.

Dave Fabry: So just instructing, as you said, you have to do it. You don't want to make a big deal about it, but you want to just have them be their own advocate, as you said, and just instruct people, "I'm using hearing aids, I'm using this table mic accessory, and I'd prefer that we are not all talking at once."

Kristy Lowery: Right.

Dave Fabry: And that's good for everyone.

Kristy Lowery: Absolutely.



Dave Fabry: But especially in that automatic beam forming mode where it's searching, and it will, it's capable, as you said, of adapting very quickly. But if people are talking over each other, that's one challenging time for that.

Kristy Lowery: It is.

Dave Fabry: Is there another option for that-

Kristy Lowery: Yeah. Indeed.

Dave Fabry: ... when people... There's a limited number of people that you want hear, or if people are kind of talking over each other and you want to suppress somebody?

Kristy Lowery: Yeah. Absolutely. That might be my favorite part of it. So you can easily choose which direction you want to listen to, and you can actually choose up to two simultaneous directions that you want to want to listen to. So if you have a loud talker over here that you've decided not really interested in what they're saying, but two folks right there that you are, you can absolutely do that so that the mic is picking up on those people that you are most interested in hearing.

Dave Fabry: Yeah. And I think the use case for that is the restaurant where you're going with one or two people, and there's a really loud boisterous talker behind you, and you don't want it searching in that automatic mode. And I think some patients might not even be aware that that's a feature, because they toggle between the different modes on the top of the device and it goes from an omnidirectional, that is like it sounds from every direction-

Kristy Lowery: Around.

Dave Fabry: ... versus that search and destroy, if you will.

Kristy Lowery: Right.

Dave Fabry: Find the talker that you want to hear. But by holding their finger in the direction of the up to two people that they want to prioritize and fix, they just hold that, and then the lights go on and they fix in those locations. So it's ideal for a dinner or a meeting-

Kristy Lowery: It is.

Dave Fabry: ... where you have two people in the midst of other noise, a sports bar, and let it just freeze those directions. And it's a great, great product for that.

Kristy Lowery: It is. Yeah.





Dave Fabry: What else about it? What other... One application I wanted to talk about was we've talked about in the past beginning with Livio AI and extending now to Genesis AI that in the hearing aids, there's a sensor that can track motion-

Kristy Lowery: Right.

Dave Fabry: ... physical activity, fall detection. We've talked about that at different podcast. In the table mic, there's actually a sensor that automatically adjusts those microphones when you're wearing it around your neck, as you mentioned. So the device, as soon as it's worn on the lavalier, like you have there, it will just activate that mic on the top. So it's really smart technology-

Kristy Lowery: It is.

Dave Fabry: ... to know whether it's laying down or standing up.

Kristy Lowery: Very much. Yeah. Another thing that I really love about it is I actually had it plugged into my computer the other day. I was having to do some continuing education, and nobody else in my house really wanted to listen to that. So I had it plugged into my computer, and it streamed directly to my hearing aids. So that's a great feature as well.

Dave Fabry: Absolutely. Computer. Or even one of our patients was fitted, Justin Osmond, he's talked to him. He's been on the podcast a couple of times now, and he's talked about this. He's emphatic and passionate about this. But before, when he left Minnesota to fly back to his home, and I think he was heading to Utah, he had figured out that he could plug the table mic into the audio output jack on his TV monitor on the seat back-

Kristy Lowery: On the plane.

Dave Fabry: ... and the plane, and he said for the first time, he could really enjoy a movie on the plane-

Kristy Lowery: Yeah.

Dave Fabry: ... by having the sound streamed and adapted automatically for his hearing loss.

Kristy Lowery: How great.

Dave Fabry: Just like that.

Kristy Lowery: Yeah.

Dave Fabry: So our patients are finding creative ways to use this. Justin also rather adapted for use in the car to find a position that enabled him to really set the table mic in



a location that would work for passengers in the front seat and the backseat, and really figured out ways to try to have a mounting mechanism so it wasn't flying all over the car-

Kristy Lowery: Right.

Dave Fabry: ... but enabled him to use it more effectively. And he swears by the table mic, and I've got a couple other patients who say it's their favorite accessory and even transforms their experience with their hearing aids, just as you've alluded.

Kristy Lowery: Well, yeah. And I mentioned signal-to-noise ratio earlier. The table mic improves signal-to-noise ratio by a little over seven decibels, and we know that every decibel of signal-to-noise ratio improvements significantly increases our word recognition. So I mean, I think that we need to be talking about these with so many patients.

Dave Fabry: Yeah.

Kristy Lowery: And I'll go into a little rabbit hole for just a moment. I think that our accessories, by and large, are underutilized, because I think that providers who don't use them often, who don't recommend and use them may feel a little uncomfortable with the technology. So I would really encourage everyone to get some, get your hands on some, play with them, realize how easy it is to pair them, to use them. Because once you get comfortable with it, you can be comfortable talking to your patients about it and make sure that they're getting the most out of their hearing aids with these accessories.

Dave Fabry: Completely agree. I think that level of confidence that the professional has to have, just to know how to go through that pairing process.

Kristy Lowery: Yeah.

Dave Fabry: One pro tip for the table mic, I'll tell you, is that you can pair it directly with the instruments, or you can pair it in the software or in the user app. I typically will pair it, and I just went through this last night with a patient, with the table mic, and I was doing it via telehealth and describing to him the process.

Kristy Lowery: Yeah.

Dave Fabry: But I typically will do it by just pairing directly to the instruments, because one use case is the patient can even leave their phone behind. I know that's blasphemy. We all travel with our phones.

Kristy Lowery: Yeah.



Dave Fabry: But the pro tip is shut the phone off or shut Bluetooth off on the phone. Then the pairing with the table mic, you can't fight with the phone for-

Kristy Lowery: Right. Right.

Dave Fabry: ... who owns the pairing relationship at that point. So shut the phone off or shut Bluetooth off. Turn the table mic on, flip it over, press the Bluetooth button, hold it, it flashes blue, and then turn your hearing aids on, put them on top of the table mic, and they go from blue-

Kristy Lowery: Turns green. Yeah.

Dave Fabry: ... to green in 30 seconds or less.

Kristy Lowery: Yeah. Very quick.

Dave Fabry: And it's paired. And then you can control the volume and power up and power down. Anytime you power up the table mic and you have the devices, it takes over as the primary input. I like to call it a third ear.

Kristy Lowery: Yeah.

Dave Fabry: And you can control it either onboard the table mic with a volume control adjustment or toggling through those modes or in the user app. It's really a multipurpose, multifunction tool.

Kristy Lowery: It is. I love it.

Dave Fabry: It's my favorite as well.

Kristy Lowery: Yeah. Yeah.

Dave Fabry: But we have a couple others show and tell.

Kristy Lowery: We do. Yeah.

Dave Fabry: So what do you want to talk about next?

Kristy Lowery: I think another one of our very popular is the very easy to use remote control. And what's so great about this is for those people who don't have smartphones, still walk in your office with a, I know, they're out there, with the flip phone. But they want to be able to easily change programming stream with their television streamer, enable that, but not really have to use the onboard controls because maybe they have dexterity issues and it's difficult for them to find those controls. So we can turn the hearing aid up and down, we can start streaming, we can go to our favorite program. So it's tactically very nice to use. It's discreet,



it can fit in your pocket. So it's really a multipurpose, I think, tool that we need to be keeping in mind for those patients who could benefit from it.

Dave Fabry: Yeah. So you've got volume control up and down. You've got a program button.

Kristy Lowery: Yeah.

Dave Fabry: And then there's a fourth button on there too. Talk a little bit about that one.

Kristy Lowery: Yeah. So this can be programmed to start and stop streaming, as I mentioned. So when we have an accessory, our TV Streamer, as we talked about, almost every patient should walk out the door with, in my opinion, we have to have a way for it to start and stop streaming. So we can do that with our onboard controls, but this could be a very easy way, reach into our pocket, grab our remote control, and start streaming without having to really touch anything on our devices.

Dave Fabry: Excellent. And I think it's really sort of a secret weapon for those, as you said, there are patients who don't have a smartphone or don't want to use it all the time.

Kristy Lowery: Yeah.

Dave Fabry: It's not tethered to them like it is for many people.

Kristy Lowery: Yeah. Good for them.

Dave Fabry: I say good for them.

Kristy Lowery: Yeah.

Dave Fabry: I'm trying... It's one of my New Year's resolutions is to try to be less dependent on my smartphone.

Kristy Lowery: Yeah.

Dave Fabry: But I really think that ability in a very nice size... It's not... Remote controls you have there, for those watching on the YouTube channel, it's a trade-off. You don't want it to be so small as to then not be easy to use for people that have neuropathy or arthritis or dexterity issues. But I think it's a really nice look and feel.

Kristy Lowery: It is. Yeah.

Dave Fabry: It's a simple, straightforward functionality that provides that very simple and addressable programmable, as you said, to start and stop streaming, and then



to do the things that every patient wants to do, either to turn the volume up and down, to change programs.

Kristy Lowery: Yeah.

Dave Fabry: Can you even program that button to activate edge mode?

Kristy Lowery: You can.

Dave Fabry: Yeah. So what you're saying is that for those patients who are fitted with the technology but don't want to double tap, or don't feel comfortable doing that, or don't want to always carry their phone around to hit edge mode, they still have that functionality to easily use that with a remote control.

Kristy Lowery: They do.

Dave Fabry: And discreetly.

Kristy Lowery: Yeah.

Dave Fabry: Cool.

Kristy Lowery: Yeah.

Dave Fabry: What else? Any other tidbits on that remote control? Because I think that one is a underutilized, underappreciated, but very functional device.

Kristy Lowery: Yeah, no, I completely agree with you. When you're in a meeting, work meeting, you don't want to appear like you're on your phone, right?

Dave Fabry: Yes.

Kristy Lowery: If you don't want to change the volume upright.

Dave Fabry: Yeah.

Kristy Lowery: So if you wanted to, and you might not necessarily want to double tap or also engage with your hearing aids when you're in a group for those people who might be self-conscious about this, so it's a great thing for perhaps a business person or someone involved in those kinds of meetings so they still have control. It doesn't look like they're tuning out and they're on their phone when they shouldn't be, et cetera. So I think I agree. I think it's an underutilized tool that we need to keep in mind.

Dave Fabry: Oh, I couldn't agree more.



Kristy Lowery: Yeah.

Dave Fabry: It's such a valuable point you just made, and looking disrespectful or distracted in a business meeting. I would also argue another use case for that, a small remote control like that is place of worship in church.

Kristy Lowery: Yeah. Absolutely.

Dave Fabry: You don't want to whip out your cell phone in the middle of a sermon.

Kristy Lowery: Right. Yeah.

Dave Fabry: But if you want to, and the professional, let's say on the RIC RT, if they've enabled you with a telecoil program, you could also use to turn the T coil functionality on-

Kristy Lowery: Yeah. The TR loop.

Dave Fabry: ... with that remote control so that then they could hear in that place of worship as well.

Kristy Lowery: Absolutely. Yeah.

Dave Fabry: So lots of functionality on that really embedded in a very simple device.

Kristy Lowery: Yeah.

Dave Fabry: Okay. What's next?

Kristy Lowery: All right. So we have two different remote microphones. So one is going to give us a few more options as far as what we can do with it. Telecoil is one of those that you mentioned earlier. So place of worship is a wonderful example of if you are in a looped community, there are lots of places who are looped, and maybe you don't have telecoil in your hearing device-

Dave Fabry: Small custom devices.

Kristy Lowery: Yeah. That's one way that you can still access the loop system within your community, within the theater, place of worship, what have you. Bluetooth, et cetera, on this one, you can increase the volume control. But it's also a great... I've recommended these a lot for patients who struggle with a car. You mentioned Justin using the table mic earlier. But grandparents who might pick up their grandchildren from school in the afternoons, and they struggle to hear them in the backseat. What a wonderful tool to use to be able to have conversations and still be safe, eyes on the road, but still be able to hear what you need to. So wonderful tools, both of them.



Dave Fabry: Yeah. I think you've hit on a very important point. I was just having a conversation this week with a patient of mine who loves his hearing aids, he has a severe to profound loss. But he and his wife do like to take road trips, and he will sometimes be the driver, sometimes she will, but the road noise can be an issue. And it's inconvenient, if not dangerous, to have him having to look to see her with a severe to profound hearing loss, especially when he's driving.

Kristy Lowery: Yeah.

Dave Fabry: Or vice versa when she's driving and he wants to get a better signal-to-noise ratio. That table mic... Excuse me-

Kristy Lowery: Remote mic.

Dave Fabry: ... that remote mic, excuse me. Or the table mic.

Kristy Lowery: Yeah. Either. Yeah.

Dave Fabry: The table mic's sort of the utility infielder of our accessories. But those remote mics can really work well in a car on a road trip to help that person have the best signal-to-noise ratio experience beyond what hearing aids alone can do.

Kristy Lowery: Yeah. I actually used it in that exact use case. I took my daughter on a road trip to visit a college recently actually, and she's a low talker. I'm driving, and I think she gets aggravated sometimes. I'm like, "Wait, can you repeat yourself? What?" She's like, "Mom." I actually had her wear the remote mic around her neck so that I could hear her better and not have to ask her to repeat herself constantly.

Dave Fabry: Yeah. I mean, again, that you talked about the TV Streamer, I think transportation in an automobile is another area where accessories can help save relationships.

Kristy Lowery: Absolutely. Yeah.

Dave Fabry: So you mentioned, and I want to again just emphasize that the larger remote mic plus that you showed for those watching on the YouTube has that telecoil function. So let's say a patient wants to use the RIC, the M RIC, the smaller one, they like that smaller form factor that doesn't have a-

Kristy Lowery: Telecoil.

Dave Fabry: ... telecoil on board the RIC, they can use this remote to give the telecoil functionality if they have an educational setting or a place of worship or some other meeting space that is looped.



Kristy Lowery: Yeah. Absolutely.

Dave Fabry: And then custom, which you already alluded to. They can have the benefit of cosmesis with that telecoil performance. We're kind of future proofing and also backwards compatibility. And I don't mean to say telecoil is backwards. It is sort of a functionality that I think a lot of people who are thinking, "Wireless is going to save the world." T coils in many communities if people, as you mentioned, a wired looped community, they already have invested in the infrastructure, and that solution works very well and will continue to work very well for a lot-

Kristy Lowery: Very well. Absolutely.

Dave Fabry: ... of people.

Kristy Lowery: Tried and true.

Dave Fabry: So that remote mic plus really can provide that functionality, even for hearing aids that themselves aren't equipped with T coils.

Kristy Lowery: Right. Yeah.

Dave Fabry: But you also have one more, the final accessory in your packet today.

Kristy Lowery: Yeah. So this is our mini remote mic. And as you can see for those watching, a lot smaller, significantly, about half the size of the remote mic plus, and this is a wonderful example of the car situation we were talking about earlier. Perhaps a place of worship that isn't looped and you want to hear your minister or whomever. You can ask them to wear it, put it on their lapel, wear it around a lavalier, and you can hear just like they are that close to your ear. So it's a wonderful tool, I think, for a lot of people.

Dave Fabry: And very discreet.

Kristy Lowery: Very.

Dave Fabry: So I really think, and I really appreciate your coming on the podcast today to talk about this compendium of accessories that we have that work with our wireless products that provide an overlooked functionality, where a lot of times patients aren't even aware that their devices have this compatibility with these accessories.

Kristy Lowery: Right.

Dave Fabry: Because sometimes, as you said, clinicians who are busy or don't really have the confidence to talk about the accessories beyond their devices, that they don't spend time making patients aware of what solutions might be available.





Kristy Lowery: Right. Yeah. I know Michael Tease has joined you on the podcast previously and talked about marketing solutions. So in some of our offices, we have these beautiful displays where they have all of these accessories. So patients see them when they walk in, and they ask their clinicians about them. So it's a great way to start the conversation to make patients aware of them prior to them even maybe walking in the back to have a conversation with a clinician about treatment plans. It's a way for also to keep it top of mind for the clinician as well.

So I would recommend, in your office, don't have these in a shelf or in the back in a box. Have them somewhere where they're front of mind for you, the patient can see them and start that conversation. It's almost like the asking for dessert. When a waiter comes by and just says, "Would you like dessert?" "No." But if they bring a tray by with all these beautiful looking, delicious looking desserts, you're much more likely to say, "Oh, yeah, what's that one? I want it." So just having them displayed in a way that you see them as the clinician, your patients see them and ask about them, I think, is a wonderful opportunity for both your clinic as well as the patient and most importantly the patient.

Dave Fabry: And I believe when we talked with Michael, in those offices that are using more prominently displayed accessories and other-

Kristy Lowery: Supplies.

Dave Fabry: ... supplies and things, that that really was an untapped revenue stream.

Kristy Lowery: It is.

Dave Fabry: So you have data in the offices that show for where they're using these displays, they're generating more revenue too.

Kristy Lowery: Absolutely. Yeah.

Dave Fabry: And it is really more top of mind for both the clinician as well as the end user to be aware of what other solutions might be available.

Kristy Lowery: Yeah.

Dave Fabry: And really, from a cost standpoint, what is the price of better hearing? Family members if they come in and they're waiting in the waiting area as well and think, "TV Streamer? This is available?" Many of them would say, "Birthday's coming up," a holiday. "We're getting that for us."

Kristy Lowery: Yeah, absolutely.

Dave Fabry: And it's really an investment in the family.



Kristy Lowery: And if you can demonstrate it in the office, I mean, that's so powerful. It's so much different than saying, "Oh, this is going to stream the sound directly to your hearing aids," where the patient might go, "Well, you're purchasing these hearing aids, you told me I'm going to hear better." But showing them the difference between just hearing with your hearing aids, which absolutely will help, but listening through the TV Streamer, I mean, so powerful.

Dave Fabry: Yeah. And the last point I want to make, and then we're out of time, I knew this conversation would go quickly, but many clinicians often have a mindset where they think that these type of accessories, particularly the table mic and the remote mic and remote mic plus, are for people with more significant loss.

Kristy Lowery: Yeah.

Dave Fabry: And that just isn't the case anymore.

Kristy Lowery: It really isn't.

Dave Fabry: I say that, compared to my parents, I'm less stigmatized by hearing loss and the use of hearing aids, but I have higher expectations for what they can do in those situations where I need help. And this is not only the domain of those with severe or severe to profound hearing loss. I'll put a plugin for speech and noise testing, can really help differentiate those patients who their audiogram may not suggest that they might have trouble that would benefit from a seven or eight DB improvement in signal-to-noise ratio.

Kristy Lowery: Yeah.

Dave Fabry: That's phenomenal.

Kristy Lowery: It is.

Dave Fabry: But when you do SNR testing, you can quickly see and really help provide evidence for those patients who could benefit from this technology.

Kristy Lowery: Yeah. And most patients walk into our office saying they notice in noise. That's where they have difficulty. So why shouldn't we be thinking of ways to help them in noise beyond what our exceptional hearing aids can do already? But this is just the icing on the proverbial cake.

Dave Fabry: Yeah. So in the words of the philosopher of Pogo, I've seen the enemy, and it's us in some respects. We, as the professional, have an obligation to bring the best technology for hearing and for those patients who have difficulty in noise, who have difficulty because they have a large cavernous TV watching room and want to still get the benefit of that streaming directly from a TV streamer to the



ear, or the all around athlete, the table mic, which I think for both of us is our favorite accessory-

Kristy Lowery: Yes.

Dave Fabry: ... that works as a portable TV streamer if they're traveling, that can work in all of the situations that you said. And I hope that if patients are listening, they have a better understanding. And I think you've given a very clear case to be made for when hearing aids alone are not enough.

And I think professionals, get out of that mindset, become familiar with the technologies that are available so that when you're presenting it to the patient, demonstrate it when possible, and be aware of the different technologies.

Kristy Lowery: Yeah.

Dave Fabry: So I think you've done an outstanding job on doing that today.

Kristy Lowery: Well, thank you.

Dave Fabry: Thank you for joining us. And for listeners, if there are patients or professionals, if you enjoyed this episode, please like us, share it with a family member or friend so that they can help advocate for better hearing. If you have topics that you want us to cover on future episodes of this podcast, please send us an email at [soundbites@starkey.com](mailto:soundbites@starkey.com). That is [soundbites@starkey.com](mailto:soundbites@starkey.com). And otherwise, we greatly appreciate your listening or viewing this episode, and we look forward to future episodes. Thanks so much, Kristy.

Kristy Lowery: Thank you for having me.