

When dedicated power hearing technology  
brings you closer, life is on



## Successfully promoting and fitting Phonak Naída™ B

# The client with severe to profound hearing loss

Clients with this hearing loss are lifelong patients and often frustrated by the extreme challenges they face in everyday situations. Severe to profound hearing loss often results from significant inner and outer hair cell damage.

This leaves these clients with loss of auditory resolution, loss of high-frequency hearing and loss of signal-to-noise ratio. The diverse nature of such hearing loss makes it so challenging to cater to the individual needs of each client.

## Adults of working age Age 20-65

- Family and friends activities (restaurant, parties, family events)
- Leisure activities (movie, museum, theaters, traveling)
- Sport activities (health-clubs)

## Active retired adults Age 65+

- Frequently restaurants
- Leisure activities (opera, theaters, traveling)
- Sport activities (gardening, walking)

## Elderly adults Age 80+

- Socializing with old friends
- Leisure activities (reading, knitting, bingo)

Comparatively  
active on  
social media

Media use

Rely on HCP.  
Traditional media  
usage.

This client group is generally interested in new solutions that address their needs. To them, even small technology advancements can offer already big improvements. They like to be informed and kept up-to-date on available options, also including wireless microphone solutions like Roger™.

**These complex and individual demands require all your audiological consultant skills.**

Although clients with severe to profound hearing loss and those with mild to moderate share similar needs and preferences, the degree of hearing loss leads to the fact that they need a different solution.

## Emotional needs

### Clients want to:

- Be able to engage with their environment
- Feel included and connected
- Have confidence in using technology
- Rely on the hearing care professional

## Functional needs

- Effortless speech understanding
- Hearing performance without compromise
- Personalized to their needs
- Understanding in both near and far field
- Understanding in groups, and noisy situations
- Durable, robust, reliable hearing aid

**Globally, more than 87 million people have severe to profound hearing loss<sup>1</sup> and face a unique and complex set of challenges.**

<sup>1</sup> World Health Organization: source, Stevens, G., Flaxman, S., Brunskill, E., Mascarenhas, M., Mathers, C. D., & Finucane, M. (2013). Global and regional hearing impairment prevalence: an analysis of 42 studies in 29 countries. The European Journal of Public Health, 23(1), 146-152.

# Phonak Naída B – addressing their needs

## Models



## Colors

P1	P3	P4
P5	P6	P7
P8	T7	01

Phonak offers a broad portfolio addressing all severe to profound needs. This includes various form factors and performance levels in premium and robust designs with industry's highest IP68 rating.

## Client’s characteristics

Because clients needs vary, Phonak offers two proprietary fitting formulas in Phonak Target: Adaptive Phonak Digital and Adaptive Phonak Digital Contrast.

This table provides you with a first recommendation on when to select which of the two.

Auditory resolution abilities	Speech discrimination poorer than expected for the audiogram configuration	Speech discrimination as expected for the audiogram configuration
Loudness recruitment	Adequate dynamic range (prescribed Maximum Power Output)	Reduced dynamic range and lowered Maximum Power Output
Coping with compression	Do not cope well with compression, e.g., when changing from analog to digital hearing aids	Cope well with compression, e.g., when changing from analog to digital hearing aids
Recommended Phonak fitting formula	Adaptive Phonak Digital Contrast	Adaptive Phonak Digital

Giving you more fitting flexibility and the confidence that you cannot go wrong while fitting Naída B.

# Addressing more complex listening situations with Roger™



Roger Select™



Roger Table Mic II



Roger Pen™



Roger EasyPen™



Roger Clip-On Mic

Which Roger fits your client?

Ask our Roger EasyGuide  
[easyguide.phonakpro.com](http://easyguide.phonakpro.com)



## How to counsel your severe to profound client

### Best clinical practice is to:

- Do a full audiological diagnosis/assessment
- Do hearing and listening needs assessment
- Introduce a complete solution already at first visit
- To demonstrate wireless solutions

### A Phonak survey showed that:



...of users who were not informed about wireless solutions expected their hearing care professional to demonstrate the benefit of these to them.<sup>2</sup>



...of clients decided to buy the wireless solution after they were shown a demonstration.<sup>2</sup>

## We support you

A complete set of marketing tools is at your disposal to build a successful marketing campaign. Each of these assets play an important role throughout the client's decision journey - from awareness to providing general and specific

information to sale and usage. Use as many of the provided tools as possible to target and invite new and existing (Phonak or non-Phonak) clients for a trial.

### AWARENESS

- Social Sharing Package
- Co-op Package
- Animation

### INFORMATION

- Animation
- Brochure
- Infographic
- Websites
- User Guide

### SELL/USE

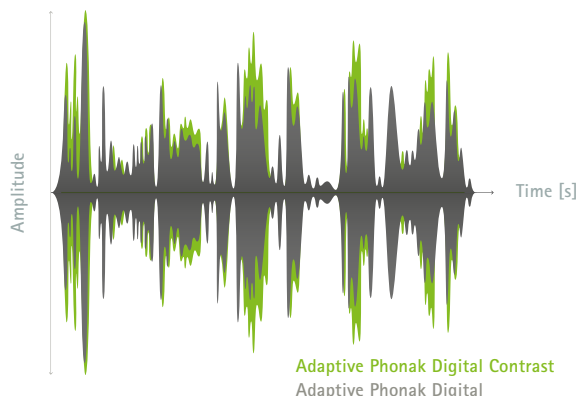
- Poster
- Brochure
- Dummy set
- User Guide

Get in touch with your local sales and marketing representative for further information.

<sup>2</sup> Phonak data collected in North America and Europe indicates that demonstration and trial of accessories leads to higher purchasing rate (N = 299 hearing aid owners).

# Introducing the 5<sup>th</sup> generation of the world's most trusted power hearing aid: Phonak Naída B

## What makes clients rely on Phonak Naída B?

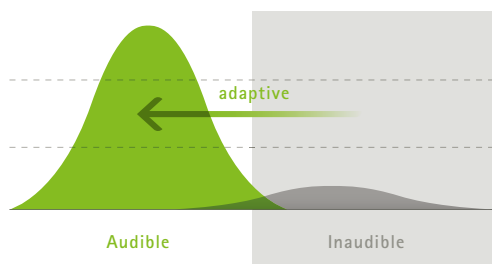


### More fitting flexibility

#### Adaptive Phonak Digital Contrast

New proprietary fitting formula developed for clients with poor auditory resolution abilities.

- Better preserves spectral contrast and speech signal modulations
- Increases envelope cues for speech
- Improves vowel recognition for some clients<sup>3,4</sup>



### More audibility of high-frequency sounds

#### SoundRecover2

Adaptive non-linear frequency lowering algorithm developed for clients with loss of high-frequency hearing.

- Improves audibility of high-frequency sounds<sup>5</sup>
- Only applied when the input signal requires it<sup>5</sup>



### Excellent speech understanding in challenging listening situations

#### Binaural VoiceStream Technology™

It has the ability to stream the full audio bandwidth in real-time and bi-directionally across both hearing aids, for clients with loss of signal-to-noise ratio.

- Improves speech understanding<sup>6,7</sup>
- Reduces listening effort<sup>6,7</sup>



### Convenience and ease of use

#### Phonak Naída B-R RIC

Most feature-rich rechargeable hearing aid from Phonak.

- Dedicated feature set for clients with severe to profound hearing loss
- Quick charging, long lasting lithium-ion battery technology
- Charge on-the-go

3 Bor, S., Souza, P., & Wright, R. (2008). Multichannel Compression: Effects of Reduced Spectral Contrast on Vowel Identification. *J Speech Lang Hear Res*, 51(5), 1315–1327.

4 Souza, P., Wright, R., & Bor, S. (2013). Consequences of broad auditory filters for identification of multichannel-compressed vowels. *Journal of Speech, Language and Hearing Research*, 55(2), 474–486.

5 Rehmann, J., Jha, S. and Allegro Baumann, S. (2016). SoundRecover2 - the adaptive frequency compression algorithm. *Phonak Insight*, retrieved from [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence), accessed Oktober 4, 2017.

6 Phonak, (2011). Naída S and Zoom Technology - State of the art directionality for power users. *Phonak Field Study News*, retrieved from [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence), accessed October 4th, 2017.

7 Appleton-Huber, J. (2018). StereoZoom provides benefit to those with severe hearing loss. *Phonak Field Study News*, retrieved from [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence), accessed May 9th, 2018.

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# Life is on

At Phonak, we believe that hearing well is essential to living life to the fullest. For more than 70 years, we have remained true to our mission by developing pioneering hearing solutions that change people's lives to thrive socially and emotionally. Life is on.

[www.phonakpro.com](http://www.phonakpro.com)