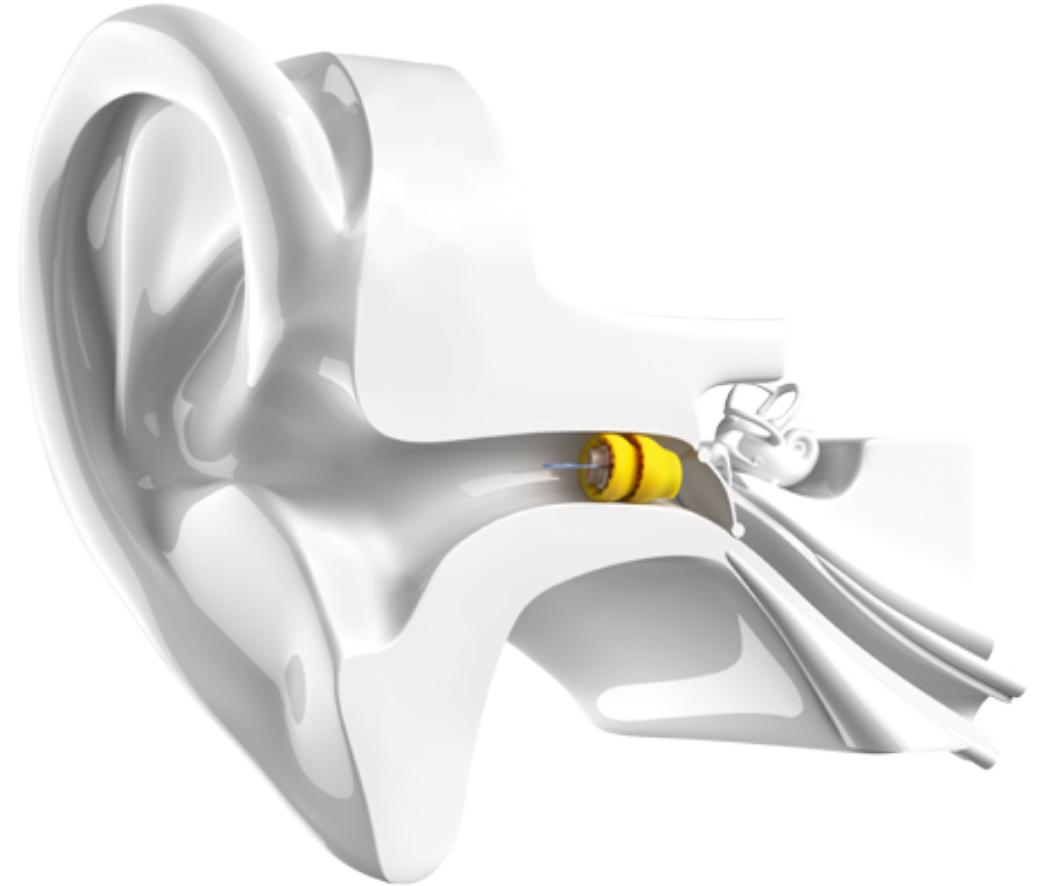


Phonak Lyric™

PHONAK
life is on

The world's only
100% invisible hearing aid.

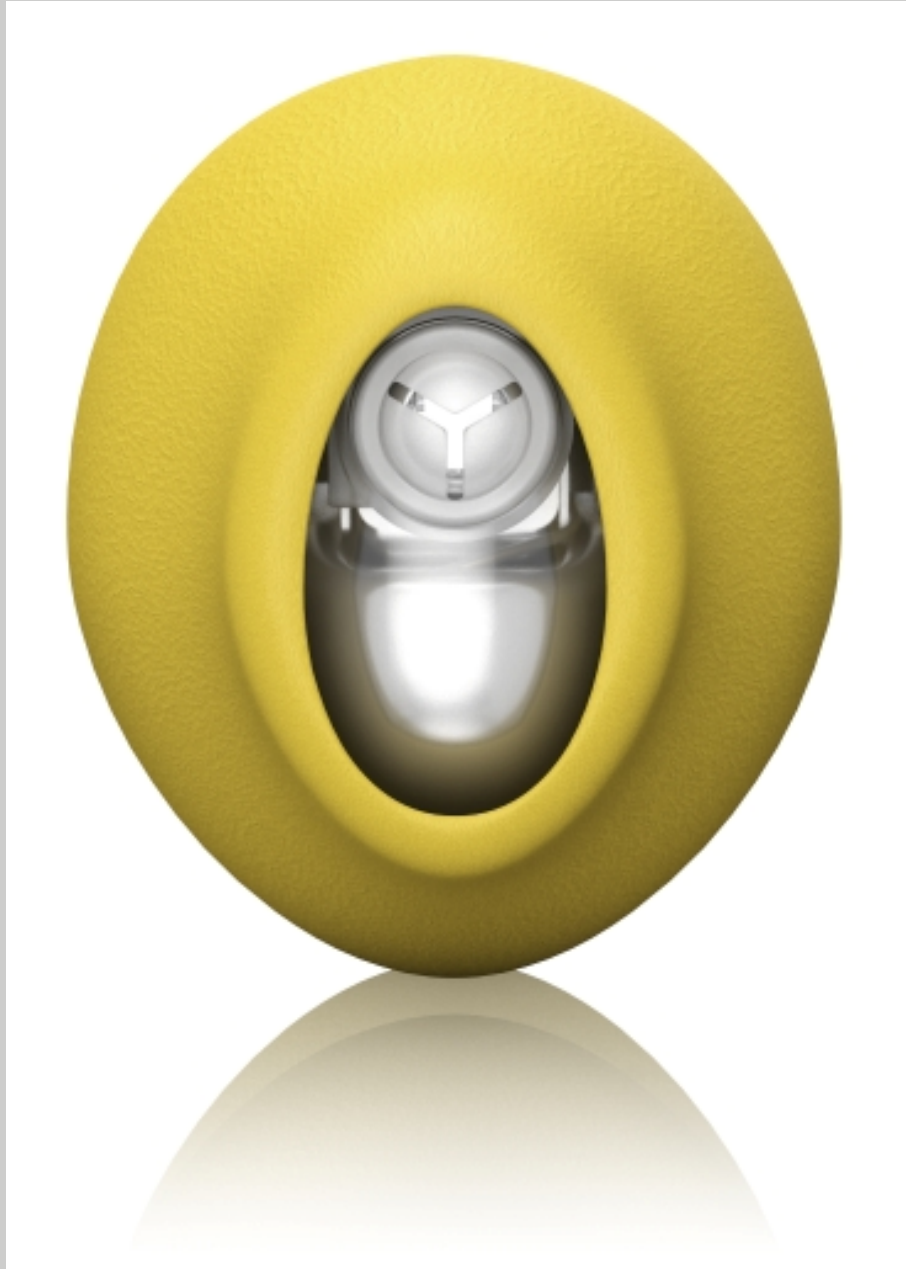


Michelle Wiebke, Au.D.
Lyric Clinical Manager

About the speaker



- AuD from Ball State University
- Joined InSound Medical in 2010 after graduation as a Lyric Clinical Trainer.
- When InSound Medical was acquired by Phonak, I continued on with Phonak as a Clinical Trainer.



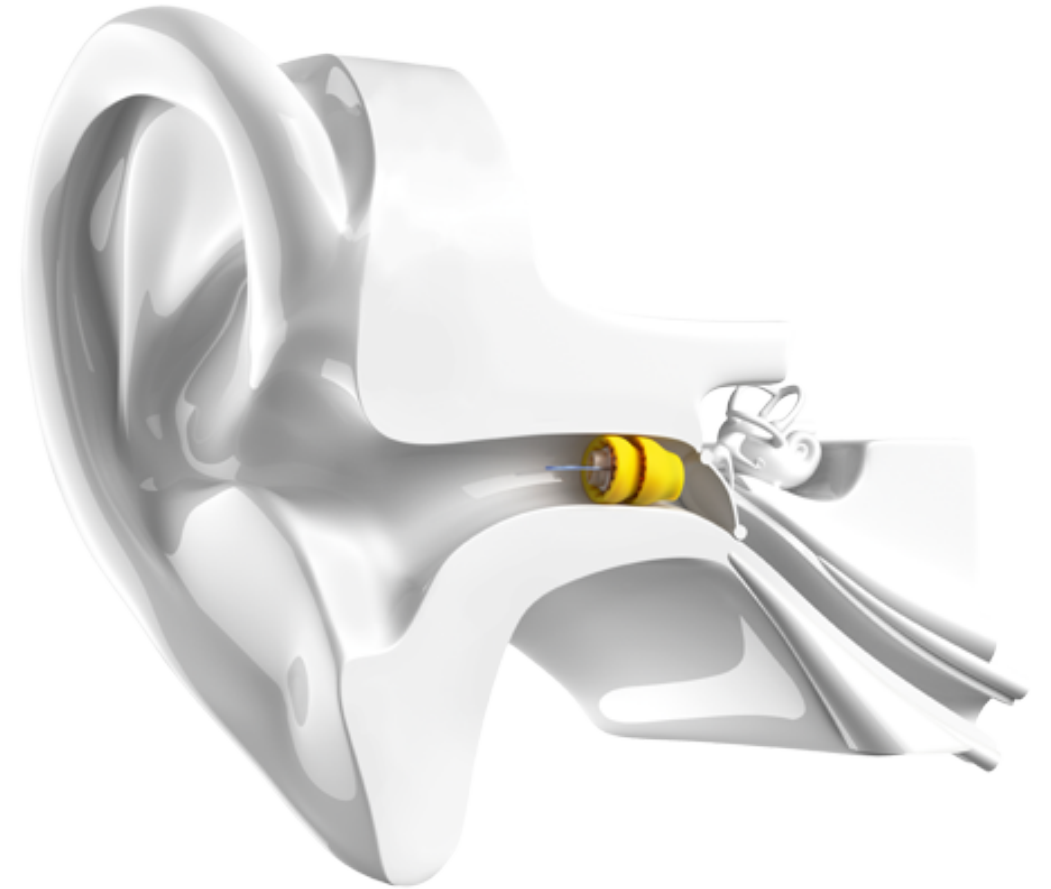
Phonak LyricTM

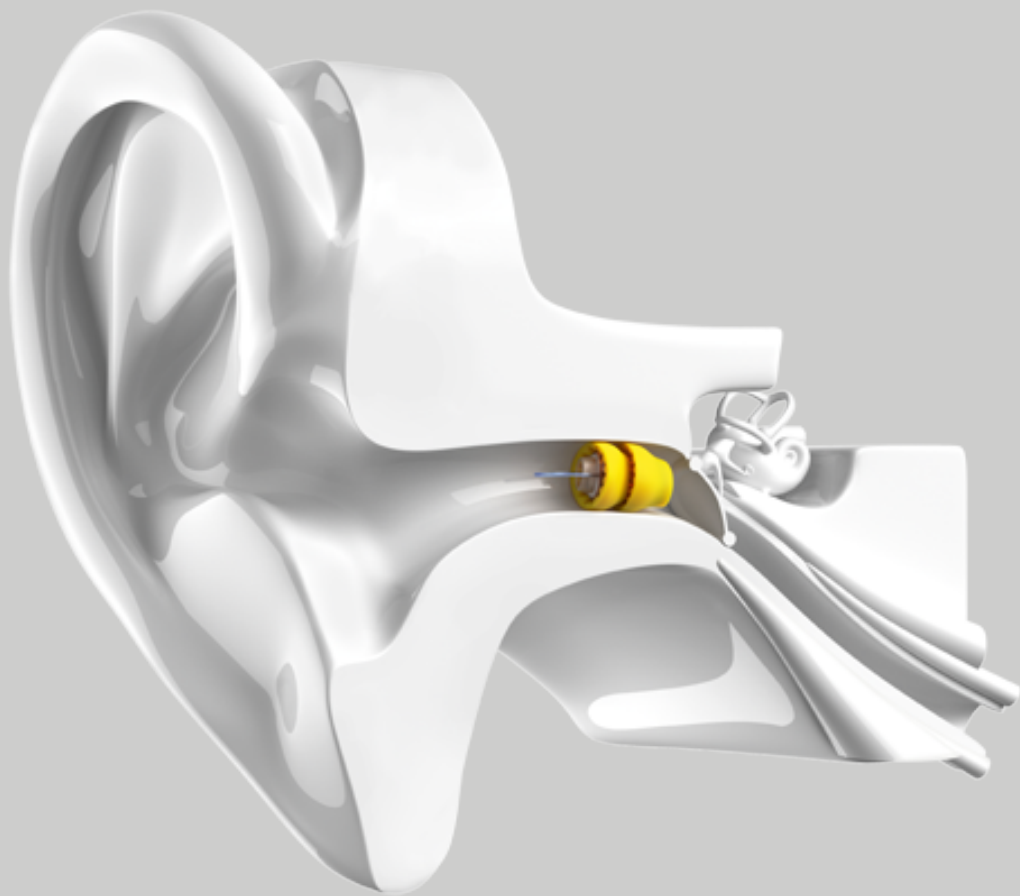
- What is it?
- Who is it for?
- How is it fit?
- What's it to you?

Phonak Lyric is
100% invisible
and delivers
clear, natural sound
by
utilizing the natural
anatomy of the ear.



By being placed deep in the ear, Lyric offers advantages no other hearing aid can.





- Placement in the bony portion of the canal virtually eliminates occlusion
- Natural sound quality by utilizing the resonance of the pinna and ear canal.¹
- Lyric is the only active listening device that has ever been shown to preserve normal localization accuracy.²

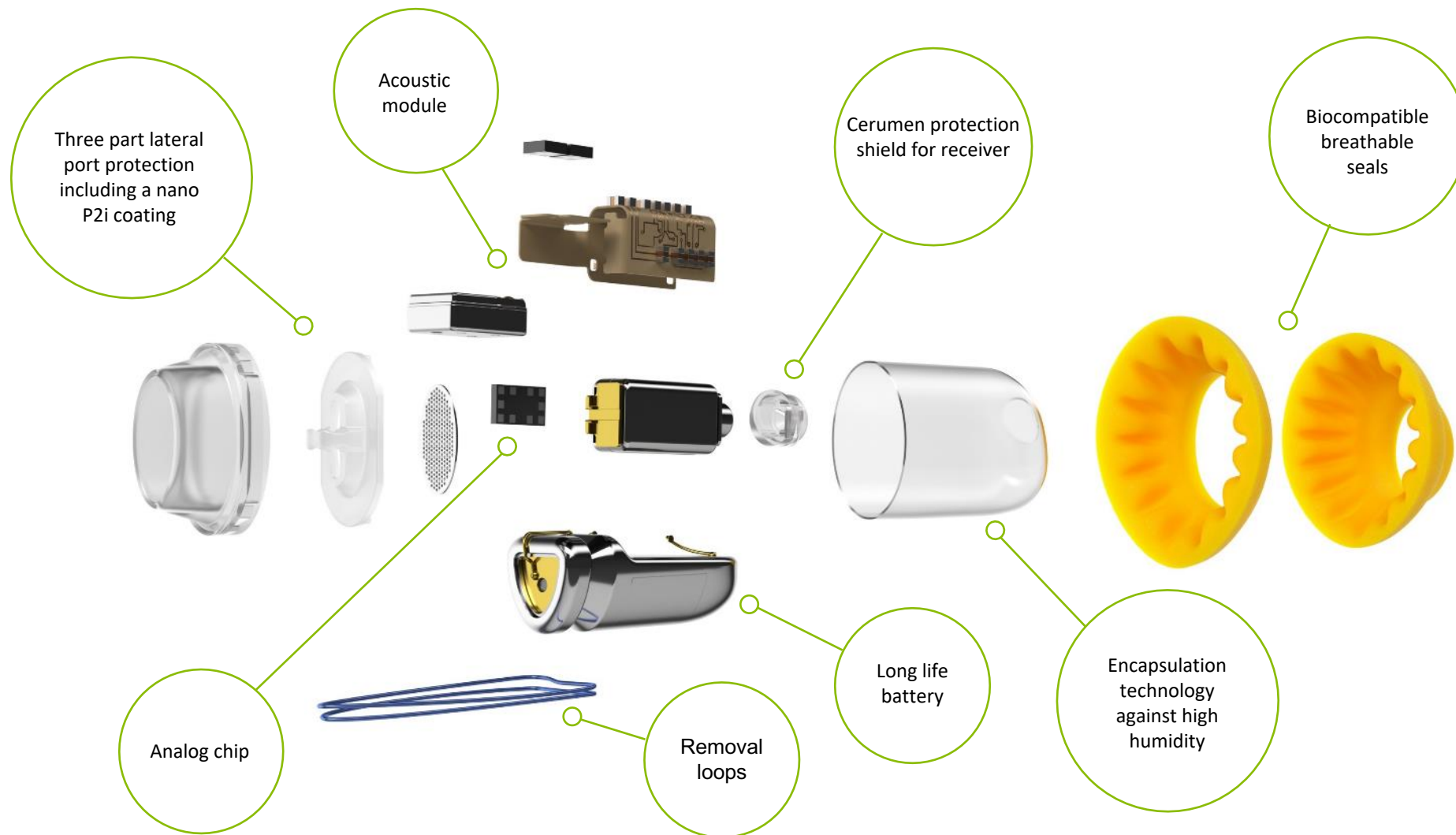
¹Ross 2004 RERL on hearing enhancement. (The occlusion effect) what is it and what to do about it

²D. Brungart et al, 2016 Military applications of Extended wear hearing

**Clear, linear and analog
processing
for natural sound,
because our ears
hear in analog.**



Micro-engineering at its best



Who is it for?

Lyric can be worn 24/7
for months at a time and
enables to keep a
normal lifestyle.



Lifestyles

Active sports



Wearing ear phones



Sleeping



Wearing a helmet



In the shower



Occupation

Stethoscope use



Headphone use



High-profile



Hearing protection



Helmet/hardhat use



Mother/caregiver



Occupation



Stage of life

Dexterity challenges

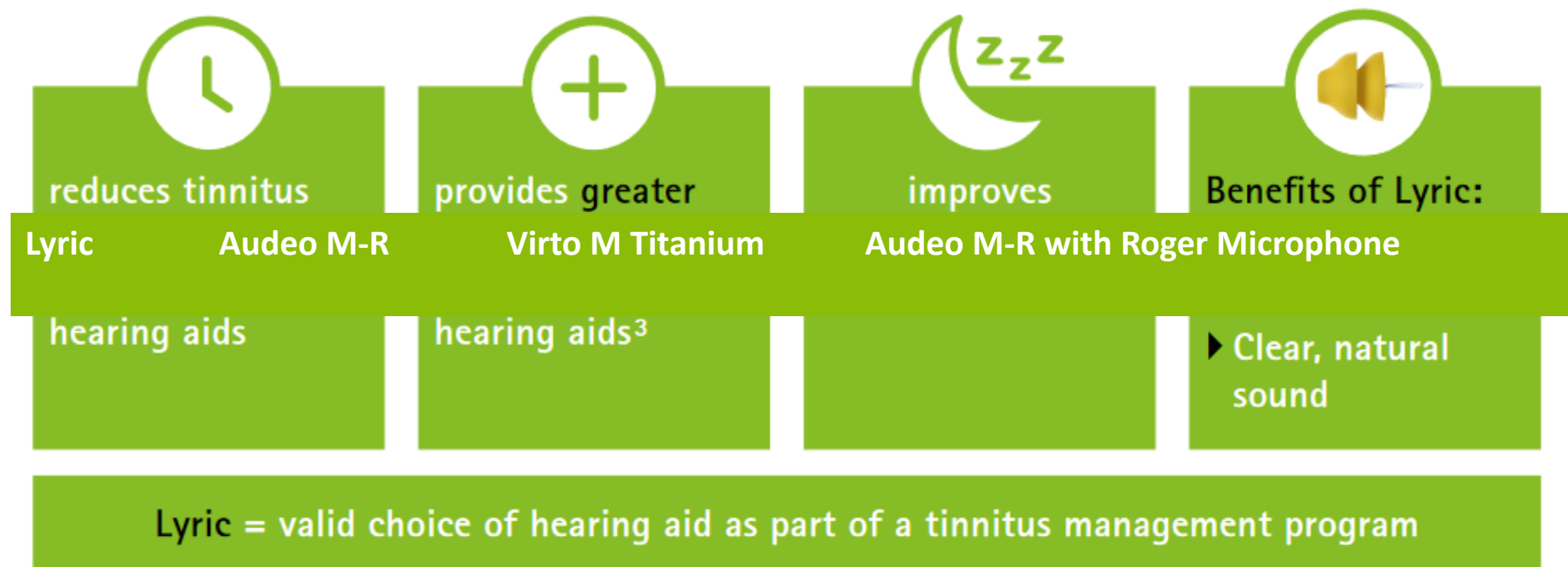


Vision challenges



Cognitive challenges





References:

¹ Power, D. (2018). Is Lyric an effective option for tinnitus? Investigating the benefits of a hearing aid that can be worn 24/7.

Submitted for peer review publication.

² Hoffman, H. and Reed, G. (2004) Epidemiology of tinnitus. In: Tinnitus: Theory and Management. Lewiston, NY: BC Decker Inc., 16–41.

³ J.Henry et al. (2016) Randomized control trial: Extended wear vs conventional vs Combination devices for tinnitus.

How is it fit?



Lyric process – start to finish

Determine candidacy

Size patient's ear

Confirm patient wants to trial Lyric

Program Lyric device

Place device in patient's ear

Counsel

Lyric Candidacy

Lyric™

Patient name:	Date:	DOB:
---------------	-------	------

Contraindications

Has the patient ever had radiation therapy to the head or neck?
☐ Yes ☐ No

Does the patient have any middle ear conditions (TM perforation, cholesteatoma, PE tubes)?
☐ Yes ☐ No

Noteworthy Considerations

Does the patient need regular MRI testing?
☐ Yes ☐ No

Does the patient regularly swim underwater?
☐ Yes ☐ No

Does the patient scuba dive or sky dive?
☐ Yes ☐ No

Does the patient have any skin sensitivities?
☐ Yes ☐ No

Medical Clearance Suggested

Does the patient have diabetes?
☐ Yes ☐ No

Does the patient take prescription anticoagulant medication?
☐ Yes ☐ No

Does the patient have a compromised immune system (chemotherapy within the last 6 months, lupus, HIV, etc)?
☐ Yes ☐ No

Does the patient have a bleeding disorder (hemophilia)?
☐ Yes ☐ No

Does the patient have an implantable medical device?
☐ Yes ☐ No

Is the patient under the age of 21?
☐ Yes ☐ No

Based on the above, can the patient wear Lyric?

☐ Yes ☐ No, due to: _____

☐ Obtaining medical clearance due to: _____

Physician name/discipline: _____

Audiogram

dB HL

Lyric Fitting Range

0

10

20

30

40

50

60

70

80

90

100

110

125 250 500 1000 2000 4000 8000 Hz

Lyric Sizing

	Right	Left
Measured insertion depth (mm)		
Achieved insertion depth (mm)		
Device size		
Lubrication used		
Cerumen removed		

Lyric First Fit Checklist

☐ Validate comfort, feedback, and sound quality (make adjustments as necessary)

☐ Show patient counseling video/highlight link to view at home

☐ Give patient new Lyric Fitting Kit (show medical alert card, Lyric user guide and MyLyric registration card)

☐ Show SoundLyric removal tool and instruct patient on use

☐ Discuss topics of itching, water, sleeping, MRIs, and what to do if device is weak, dead, or has unusual sounds

☐ Let patient know how to reach you if there are any issues

☐ Provide guidance on the expectation for refit appointments

☐ Schedule a 1-week follow-up appointment

☐ Prepare patient for a phone call or email within 24 hours

Preferred Method and Time to Contact:

PHONAK

life is on

Lyric process – start to finish

Determine candidacy

Size patient's ear

Confirm patient wants to trial Lyric

Program Lyric device

Place device in patient's ear

Counsel

Contraindications

Has the patient ever had radiation therapy to the head or neck?

☐ Yes ☐ No

Does the patient have any middle ear conditions (TM perforation, cholesteatoma, PE tubes)?

☐ Yes ☐ No

Lyric process – start to finish

Determine candidacy

Size patient's ear

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Place device in patient's ear

Counsel

Medical Clearance Suggested

Does the patient have diabetes? ☐ Yes ☐ No

Does the patient take prescription anticoagulant medication? ☐ Yes ☐ No

Does the patient have a compromised immune system (chemotherapy within the last 6 months, lupus, HIV, etc)? ☐ Yes ☐ No

Does the patient have a bleeding disorder (hemophilia)? ☐ Yes ☐ No

Does the patient have an implantable medical device? ☐ Yes ☐ No

Is the patient under the age of 21? ☐ Yes ☐ No

Lyric process – start to finish

Determine candidacy

Size patient's ear

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Program Lyric device

Place device in patient's ear

Counsel

NOTEWORTHY CONSIDERATIONS

Does the patient need regular MRI testing? ☐ Yes ☐ No

Does the patient regularly swim underwater? ☐ Yes ☐ No

Does the patient scuba dive or sky dive? ☐ Yes ☐ No

Does the patient have contact dermatitis
around the ears? ☐ Yes ☐ No

Lyric process – start to finish

Determine candidacy

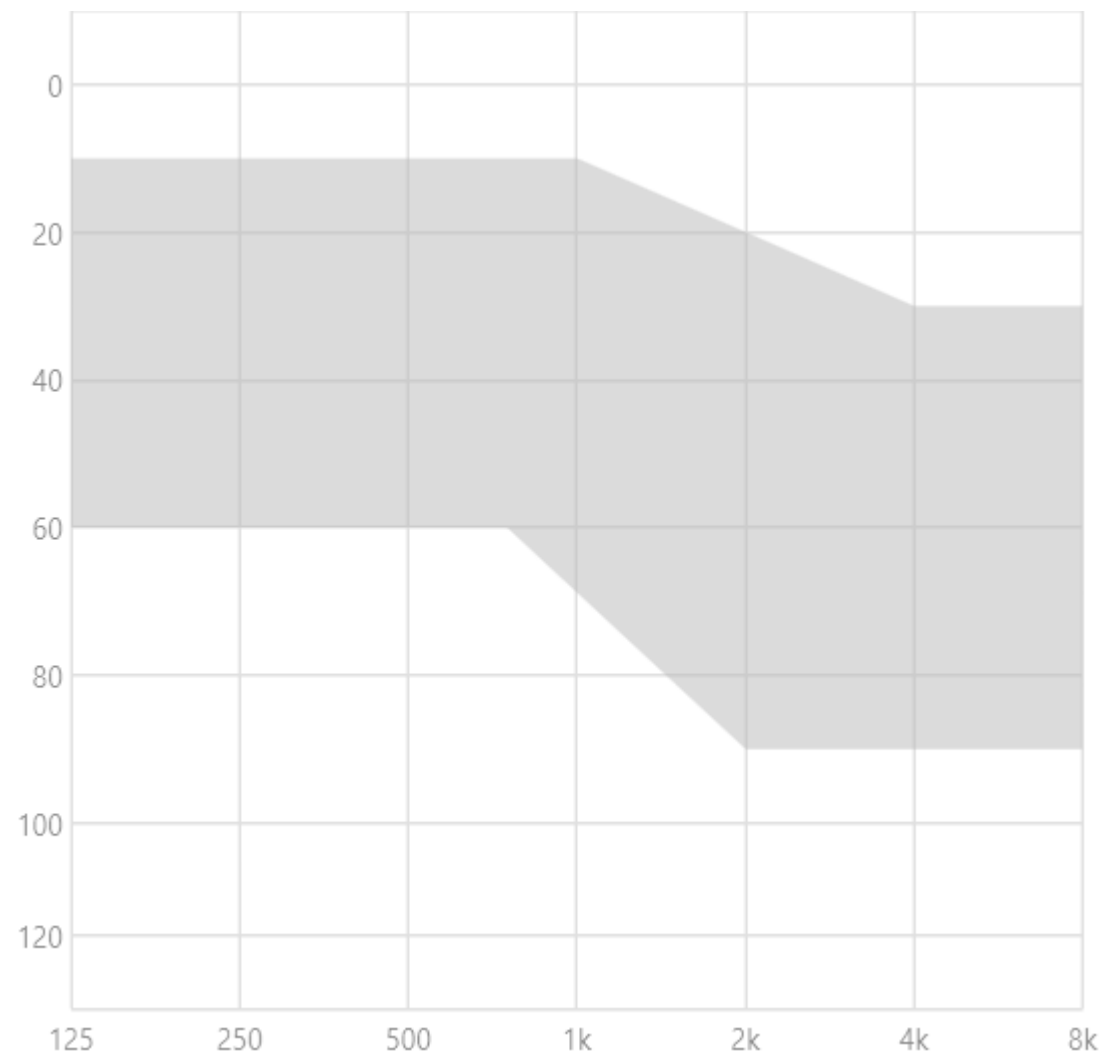
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Program Lyric device

Place device in patient's ear

Counsel



Lyric process – start to finish

Determine candidacy

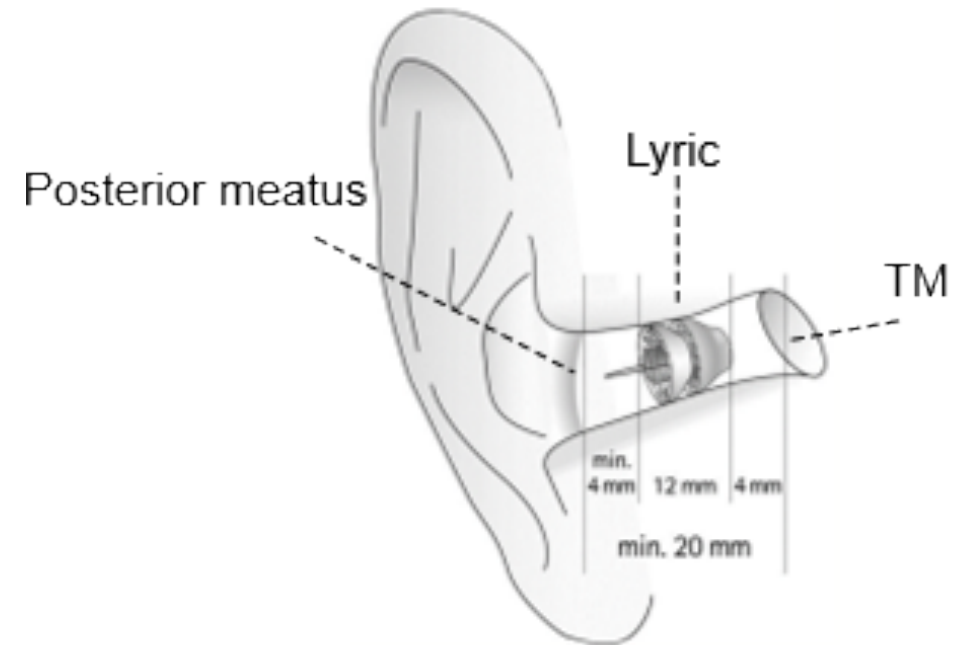
Size patient's ear

Confirm patient wants to trial Lyric

Program Lyric device

Place device in patient's ear

Counsel



Device is placed 4 mm in front of the TM and at least 4 mm from the entrance of the ear canal (Posterior meatus)

Lyric process – start to finish

Determine candidacy

Size patient's ear

Confirm patient wants to trial Lyric

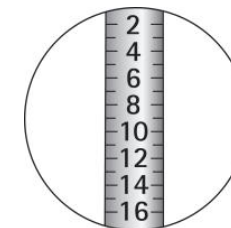
Program Lyric device

Place device in patient's ear

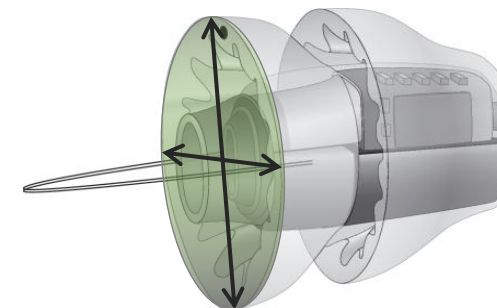
Counsel

Determine if the ear canal is the appropriate length and diameter to accommodate Lyric

- Measure the maximum depth of insertion (mm) with the length sizer.



- Determine correct device size (XXS, XS, S, M, L, XL, XXL) with the Lyric insertion tool or Lyric Slider forceps and Lyric device sizers.



Lyric process – start to finish

Determine candidacy

Size patient's ear

Confirm patient wants to trial Lyric

Program Lyric device

Place device in patient's ear

Counsel



Lyric process – start to finish

Determine candidacy

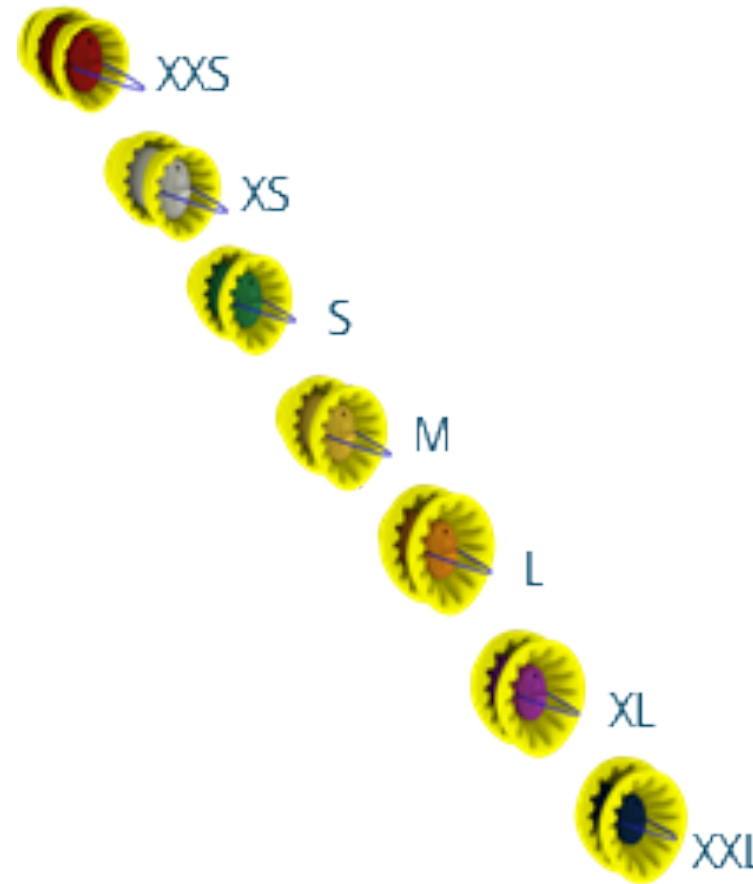
Size patient's ear

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Program Lyric device

Place device in patient's ear



Counsel



Device sizing process – determining best fit

- **Did you meet your measured insertion depth? If *no*,**
 1. Assess seal fit at achieved insertion depth and note the difference in the measured vs. achieved depth
 2. Remove device after inspecting the seals and insertion depth and proceed to smaller device size
- **Did you have resistance upon inserting?**
 - Too little resistance = poor acoustic seal, consider larger size.
 - Appropriate resistance = good acoustic seal and likely appropriate size.
 - Significant resistance = reasonable acoustic seal unless folding but consider smaller size.
- **What is the patients' hearing loss?**
 - More hearing loss, need to ensure good acoustic seal.

How to inspect the device in the ear:

Gaps?	Folds?	Good Fit?	Orientation?
			

Lyric process – start to finish

Determine candidacy

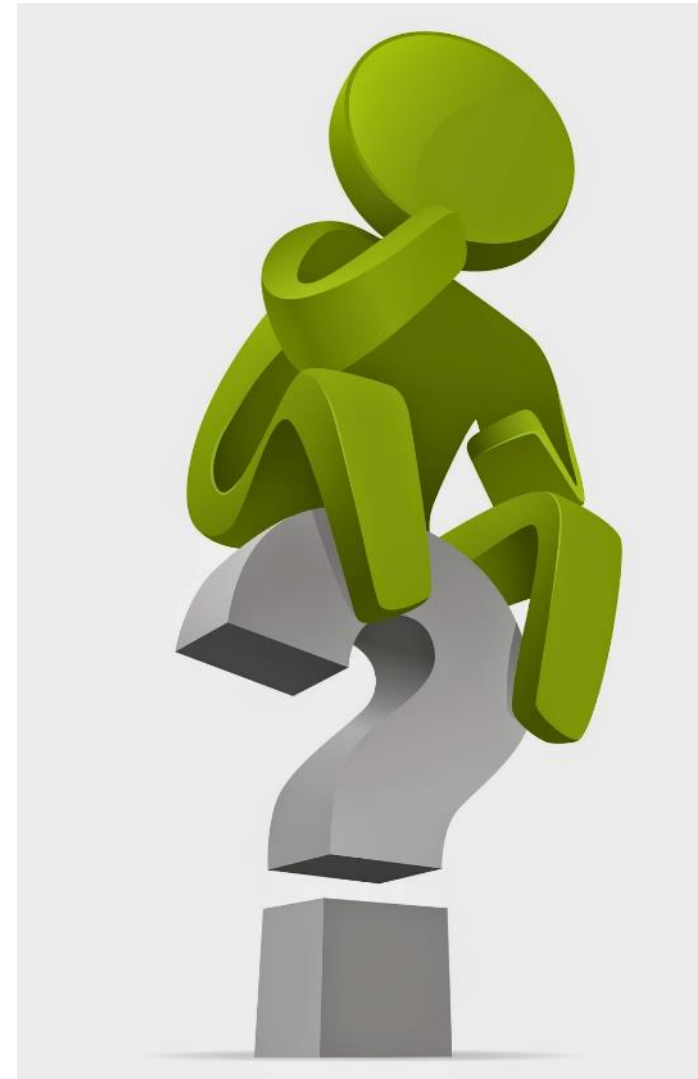
Size patient's ear

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Program Lyric device

Place device in patient's ear

Counsel



This Photo by Unknown Author is licensed under CC BY

Lyric process – start to finish

Determine candidacy

Size patient's ear

Confirm patient wants to trial Lyric

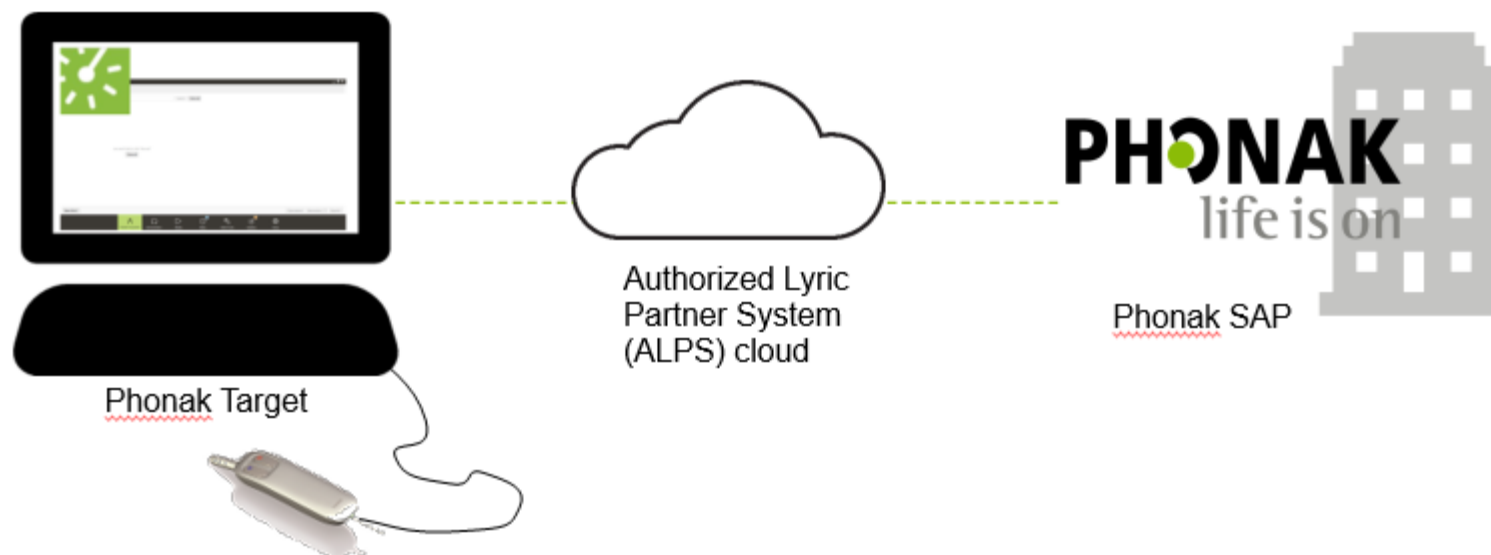
Program Lyric device

Place device in patient's ear

Counsel

- Lyric devices are programmed using Phonak Target software either standalone or via NOAH.

- ☐ Fitting computer with most current version of Phonak Target
- ☐ Fitting computer with active internet connection
- ☐ Phonak e-services account with Lyric activated
- ☐ Lyric programming wand



Lyric process – start to finish

Determine candidacy

Size patient's ear

Confirm patient wants to trial Lyric

Program Lyric device

Place device in patient's ear




Counsel

Available fitting parameters

VOLUME



OUTPUT COMPRESSION CONTROL

High output   

LOW FREQUENCY CUT

600 Hz  

SLOPE CONTROL

Off  

Lyric process – start to finish

Determine candidacy

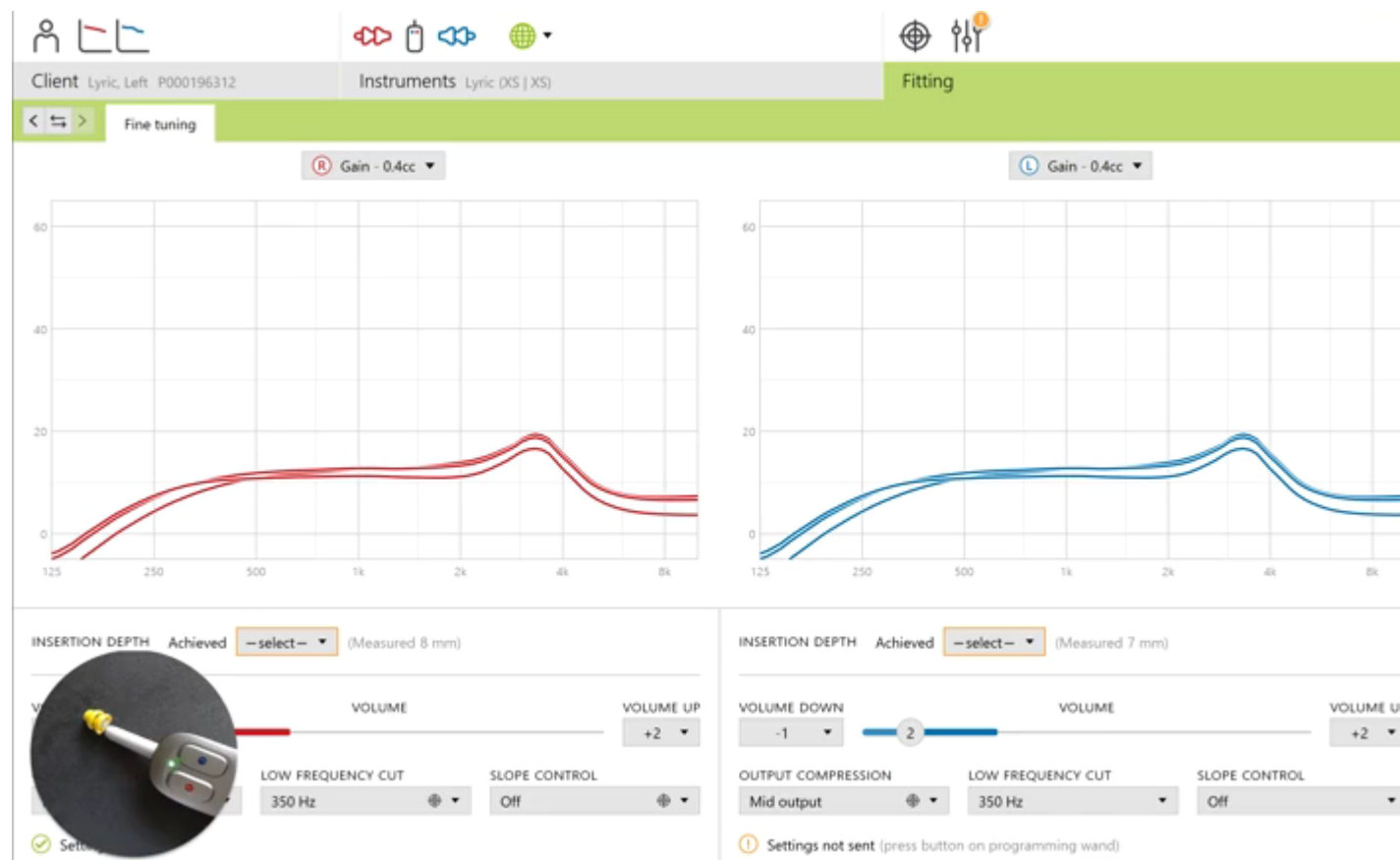
Size patient's ear

Confirm patient wants to trial Lyric

Program Lyric device

Place device in patient's ear

Counsel



Lyric process – start to finish

Determine candidacy

Size patient's ear

Confirm patient wants to trial

Program Lyric device

Place device in patient's ear

Counsel



Lyric process – start to finish

Determine candidacy

Size patient's ear

Confirm patient wants to trial

Program Lyric device

Place device in patient's ear

Counsel

- Setting realistic and positive expectations with regards to:
 - Discomfort
 - Adaptation to amplification
 - 24/7 continuous hearing
 - Care and use of Lyric



Lyric process – start to finish

Determine candidacy

Size patient's ear

Confirm patient wants to trial Lyric

Program Lyric device

Place device in patient's ear

Counsel



The screenshot shows the PHONAK website's 'Lyric' section. At the top, there's a navigation bar with 'PHONAK life is on' and 'Hearing aids'. Below this is a menu with options like 'First time', 'Experienced', 'Power', 'Children & Teens', 'Tinnitus', 'Single-sided hearing', and 'Lyric' (which is highlighted). There are also links for 'Accessories', 'Apps', and 'All products'. Below the menu, there are links for 'Cost and Subscription', 'Is Lyric for me?', 'Download brochure', 'Lives changed', and 'My Lyric'.

Lyric FAQs

Your Lyric hearing aid requires a lot less interaction and handling compared to conventional hearing aids. We are convinced that your hearing aid will provide valuable benefits to your daily life. Have questions about ongoing use and maintenance for your Lyric hearing aid? View our frequently asked questions to get important tips relating to your lifestyle and your new Lyric hearing aid.

You can also use your Lyric SoundSync Reference Guide for quick tips on how to adjust the settings of your Lyric with your SoundSync as well as the user guide in order to safely operate your Lyric hearing aid and to benefit from all the possibilities it has to offer. If you are on Lyric 2.0 please click here to find your reference video. Can't find what you are looking for? Contact us and tell us more about your questions so that we can help you.

New Patient Video

Please take a moment to watch the following video for new Lyric hearing aid users.



The video player shows a man in a white lab coat sitting at a desk, speaking. The video title is 'New Patient Counseling - Lyric3'. The video player has standard controls like play, pause, and volume.

The New Patient Video provides tips on how to get the most out of your Lyric experience, including information on how to:

Lyric process – start to finish

Determine candidacy

Size patient's ear

Confirm patient wants to trial

Program Lyric device

Place device in patient's ear

Counsel

- New Patient Kit
 - SoundLync
 - Instruction Booklet
 - Medical Device Card
 - Plastic clamshell containers



Lyric process – best practices

You can verify Lyric fittings by:

- Aided testing in the booth
- Real Ear Measurements



Real-ear Measurement with Lyric Clinical Insights

Authors:

John Pumford, Au.D., Manager of Clinical Research

Michelle Griffin, Au.D., Lyric Clinical Research Audiologist

Introduction

Since 2008, Lyric has presented people with mild to moderate hearing loss a unique solution: 24/7 extended wear technology with deep ear canal placement that provides acoustic benefits along with complete device imperceptibility. Although the cosmetic and ease-of-use benefits of Lyric are relatively straightforward to assess, the acoustic advantages and resulting audibility improvement enabled by deep ear canal placement of the device can be more difficult for clinicians to capture. In this regard, real-ear measurement (REM) is a valuable verification technique that can objectively and accurately document the acoustic performance of a hearing instrument and offer details regarding the suitability of the device output relative to the patient's dynamic range.

In this paper, we will discuss and illustrate procedures that can be employed to increase the probability of successful and accurate REMs with Lyric.

Offering Lyric – best practices

- Lyric is only distributed by certified partners.
- Important equipment requirements to become a provider.



What's it to you?

Patient's want invisible solutions

62% of people desire an invisible hearing aid



Patient's are happy with Lyric

96%

**are happy with the
sound quality.**

Based on results from two Phonak US surveys N=109



93%

**recommend Lyric
to friends and
loved ones.**

Lapperre Customer Survey 2017 N=120



Lyric is good for patients

Lyric patients have
higher self-esteem.

A. Biggins, G. Singh & H. Solodar (2017). Lyric shows significant psychosocial benefits. Phonak Field Study News.



Safety of having
24/7 hearing



Lyric brings younger patients to
amplification

Data confirms

65%



of Lyric clients are **NEW**
to hearing solutions.

Younger
~ 10 years
below category's
average age.

Source: Lapperre – Lyric lead generation campaigns 2013/2014



Lyric makes you unique.

Phonak Lyric™

PHONAK
life is on

Questions?

Michelle Wiebke

Michelle.Wiebke@Phonak.com

