



WELCOME TO

The Evolution of a Hearing Revolution

Presented by Rachele Orsini, AuD
Doctor of Audiology
Starkey Hearing Technologies

Guest of William Moorehouse, Hearing Instrument
Specialist and owner of Affordable Hearing Help,
Zephyrhills, FL





Who is Starkey?





About Starkey:

- ✓ **American Owned and Operated since 1967**
- ✓ **Privately held company based in Eden Prairie, MN**
- ✓ **Employ 5,000+ people across the globe**
- ✓ **Has over 200 audiologists on staff** (more than any manufacturer)
- ✓ **In 1983 fit President Regan** with one of the first ITC hearing devices – custom manufacturing boom
- ✓ **All-make repair factory and earmold factory on site.** We will repair ANY hearing device!
- ✓ **Starkey Hearing Foundation** – So the World May Hear is Bill & Tani's life mission through the foundation



It's Time
to **Reinvent**
the Hearing Aid







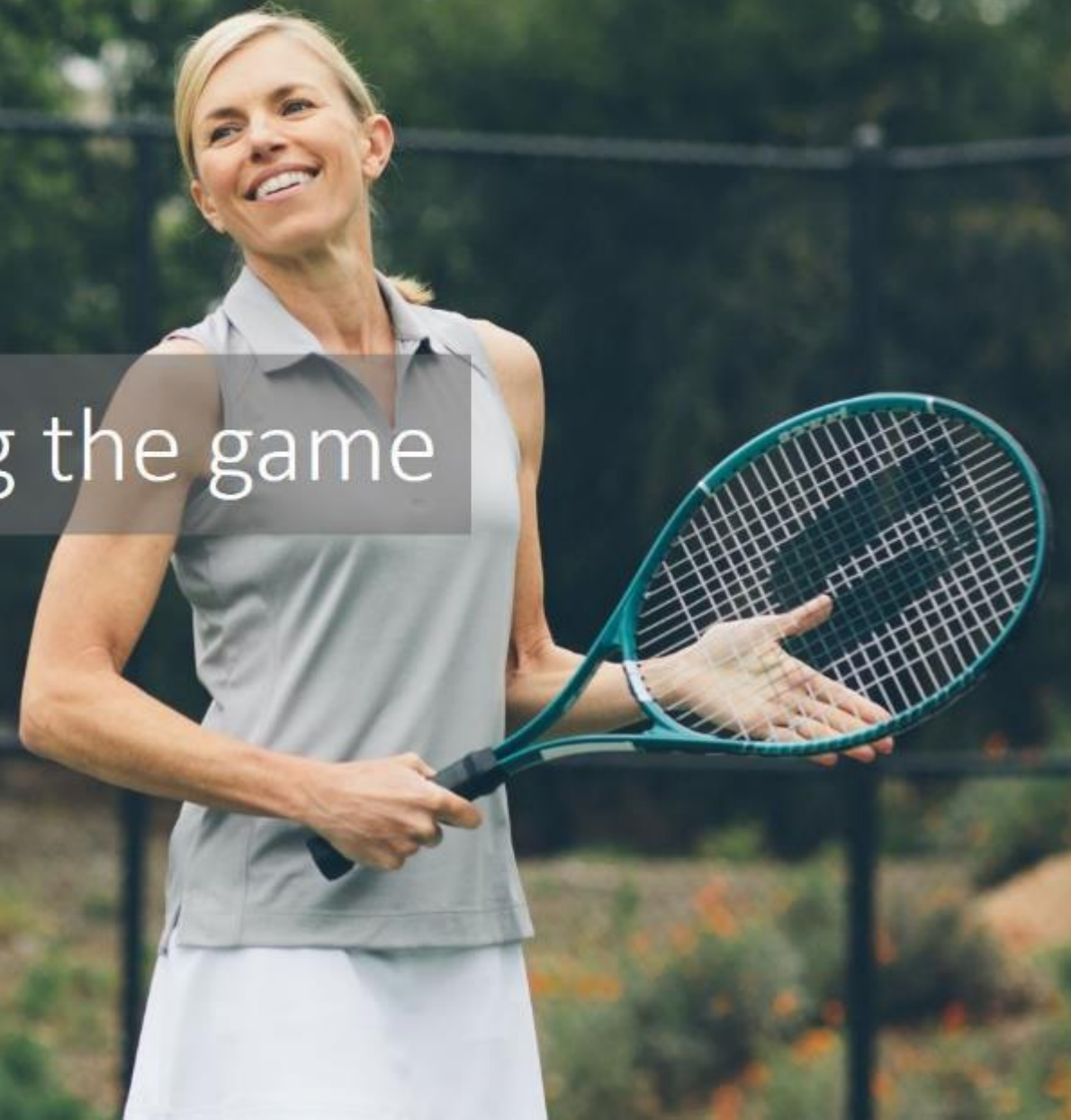
livvio[®] AI



A close-up, low-angle shot of a woman's torso and right arm. She is wearing a white athletic tank top and a bright green wristband on her right wrist. Her right hand is partially visible, resting near her waist. The background shows a clear blue sky, a rocky mountain range, and some greenery, suggesting an outdoor, possibly hiking or running, environment. The lighting is bright and natural, indicating it's daytime.

Wearable tech is exploding

Baby Boomers are changing the game



A man in athletic wear is running on a wooden boardwalk. The boardwalk is made of wooden planks and has wooden railings on both sides. In the background, there is a beach with waves crashing against the shore. The sky is bright and clear. The man is wearing a dark grey t-shirt and dark shorts. He is looking forward with a determined expression. A bicycle is parked on the boardwalk behind him.


“Health Tech” is at the forefront

“Hands Free” is the new trend



Sensors are making the ear the new wrist





It's Time
to **Reinvent**
the Hearing Aid





livio[®] AI



livio^{AI}

World's First
Healthable Hearing
Aid with Sensors and
Artificial Intelligence





Dementia

Seniors with hearing loss are significantly more likely to develop dementia than those who retain their hearing.



Cardiovascular Disease

People with low-frequency hearing loss are considered at risk for cardiovascular events.



Tinnitus

Up to 90% of people with tinnitus have some level of noise-induced hearing loss.



Hypertension

High blood pressure can be an accelerating factor of hearing loss in adults.

Safety/Balance

People with mild hearing loss are 3x more likely to have a history with falling.



Hearing loss
is connected to other health conditions

Smoking

Current smokers have a 70% higher risk of having hearing loss than nonsmokers.



Ototoxicity

200+ medications may be harmful to ears.



Obesity

Higher body mass index (BMI) and larger waist circumference are associated with increased risk of hearing loss in women.



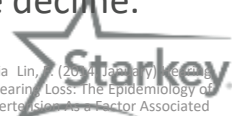
Diabetes

Hearing loss is twice as common in people with diabetes as their peers without.



Isolation

Untreated hearing loss can contribute to social isolation, anxiety, depression and cognitive decline.



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World's First
Hearing Aid that
Tracks Brain and
Body Health





Brain Health
| 92



Age-related dementia and hearing loss cases are **expected to more than double by 2030.**

Dementia: 66 million | Hearing loss: 27 million

Source: Centers for Disease Control and Prevention



Older adults with hearing loss experience a **30-40% faster decline in cognitive abilities** than peers with normal hearing.

Source: John Hopkins Medicine



Wearing hearing aids can **slow the progression** of age-related cognitive decline by up to 75%.

Source: Journal of The American Geriatrics Society





Brain Health
| 92



Brain Score

Use Time

12 hour wear time per day

Engagement

Percentage of time in complex social listening situations, including streaming

Active Listening

How varied are the listening environments





Health Benefits

Walking 30 minutes a day, five days a week

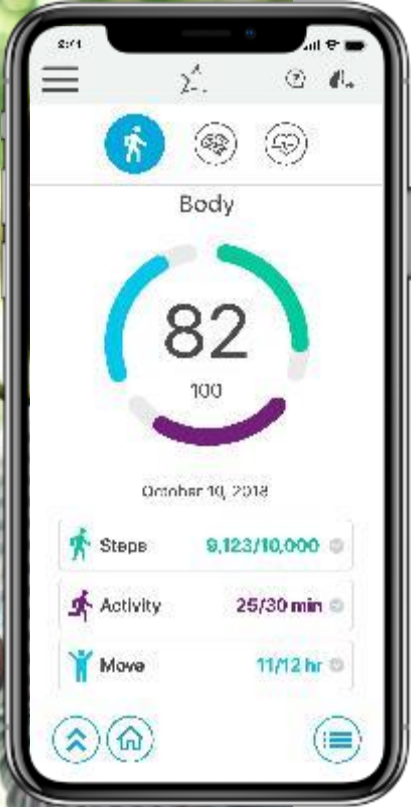
- ⤵ **50% reduced risk** of diabetes in both men and women
- ⤵ **66% reduced risk** of prostate cancer
- ⤵ **60% reduced risk** of breast cancer
- ⤵ **43% reduced risk** of stroke in women
- ⤵ **60% reduced risk** of colon cancer in men
- ⤵ **Reduces** Alzheimer's, dementia, depression ...

Source: Kaiser Permanente. (2013). The gift of walking. Retrieved from:
<https://www.youtube.com/watch?v=ce0yxolt0Cw> ©Starkey Hearing Technologies. All Rights Reserved.





Body Health
82



Body Score



Steps

Steps per day



Activity

Minutes of exercise — brisk, walking pace, or faster



Move

Continuous movement for at least one minute in a one hour period





Every 11 seconds,

an older adult is seen in an emergency department for a **fall-related injury**.¹



People with mild hearing loss are **3x more likely to have a history of falling**.²



Research identified a **1.4-fold increase** in incidence of falls for **every 10 dB of measured hearing loss**.²

¹ National Council on Aging. (n.d.) Fall prevention facts. Retrieved from: <http://www.ncoa.org/news/resources-for-reporters/get-the-facts/falls-prevention-facts/>

² Centers for Disease Control and Prevention Important Facts about Falls. Retrieved from: <https://www.cdc.gov/homeandrecreationalafety/falls/adultfalls.html>





World's first and only hearing aid with fall detection and alerts



**Detects falls and sends alert
to selected contacts**

Peace of mind

Easy to use



Coming Soon



Heart Rate

View heart rate and heart rate recovery through the Thrive Hearing Control app.*

People with low-frequency hearing loss are considered **at risk for cardiovascular events.**

Source: The Laryngoscope (2009)



128 BPM

*Available for Livio AI Rechargeable hearing aids with a Custom Healthable Receiver.

livio^{AI}

Giving Patients More Control

Increasing accessibility and enhancing lives





NEW



Thrive Virtual Assistant™

Activate with Double Tap

How do I create a custom memory?

Availability:

Livio AI and Livio 2400
Advanced & Basic Mode of Thrive App



NEW



Voice-To-Text Transcription

*Closed captioning for
real-world situations*

The meeting is at 2pm.



Product Availability:

Livio AI





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Hearing Care Anywhere

Remote Programming

What exceptional service sounds like

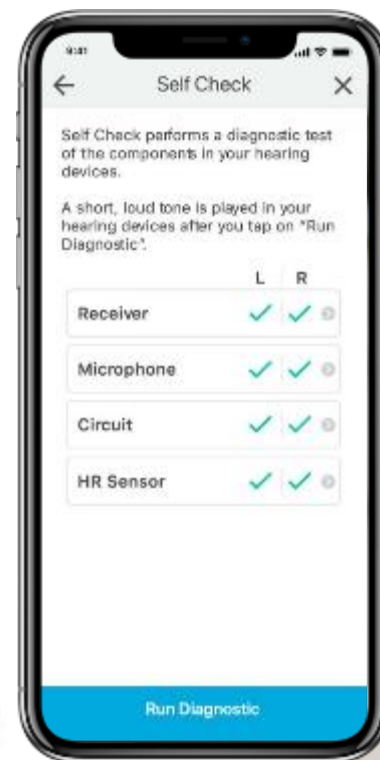


Self Check

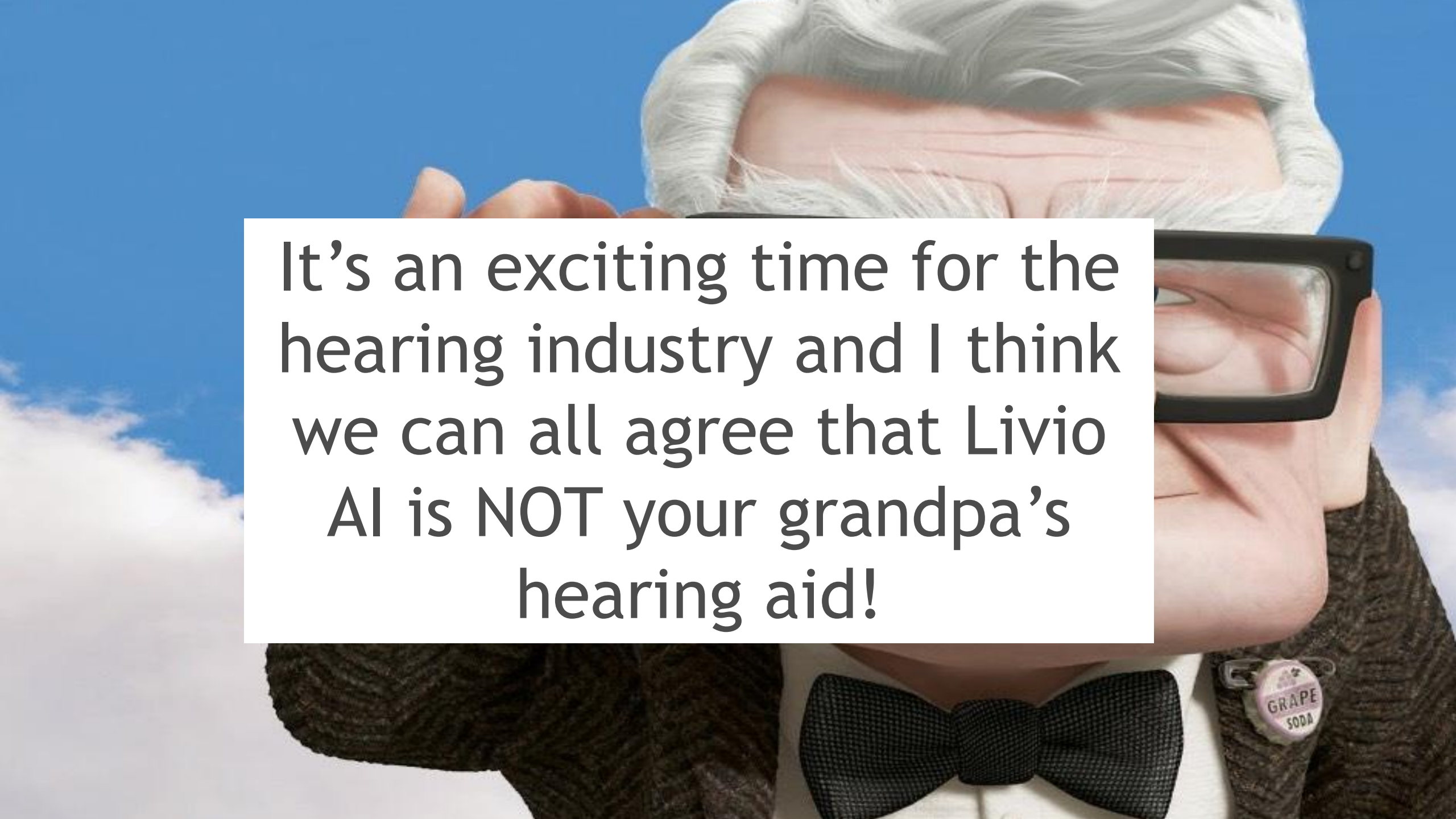
Quick, convenient way for patients to analyze their hearing aid system's performance

Ensures optimal performance
of system components

Adjustment request
lets hearing professional
determine if device has a
functional issue







It's an exciting time for the hearing industry and I think we can all agree that Livio AI is NOT your grandpa's hearing aid!

What do I do next?

- Contact Bill Moorehouse at Affordable Hearing Help to find a provider in your area!
 - 6144 Abbott Station Drive, suite 102, Zephyrhills, Florida 33542
 - (813) 395-6764
- Embrace the technology and how it will improve your life.
- Tell your friends what you've learned today.



Thank You



Questions?

