



Sound Bites Podcast Transcript

Episode: Genesis AI — The Reviews Are In

Dr. Dave Fabry:

Hello and welcome to a special edition of Starkey SoundBites. For anyone who's been paying attention, you know Starkey just released our all-new Genesis AI hearing technology earlier this year. Featuring an all-new processor, all-new sound, all-new form factor, fitting software – really, all new everything including the patient experience, it's the industry's biggest leap forward ever in hearing technology.

I encourage you to go back and listen to episodes where Starkey's Chief Technology Officer, Achin Bhowmik, and our Chief Audiology Officer, Sara Burdak talk about what makes Genesis AI so unique and special. But in *this* episode, we want you to hear directly from patients who have worn it, and the hearing professionals who have tried it, fit it, and are out in the field right now offering Genesis AI to their patients.

So after I'm done blabbering here, what you're going to hear the rest of this episode are the voices of over two dozen hearing professionals and real life hearing aid users giving us their first-hand accounts of Genesis AI. Take it away.

User testimonials:

Well, I've worn hearing aids since I was 17, so it's 34 years now. So it's interesting to see the transition from where I started to where we are today. But the biggest thing is always anytime we hear, "Oh, we've got some new technology coming out. We got new technology," I don't get caught up in all the little stuff. I want to know the performance. How are we going to do a noise? And the biggest thing was last night we were with a big group in a restaurant bar area, sitting at a large table where there's 10 or 12 of us at the table. Typically, in a setting like that, because the restaurant was full, typically in a setting like that, I might be able to talk to somebody directly in front of me or directly beside me, but anything outside of that, forget it. And so I was amazed at my ability to understand and actually carry on a conversation with no matter who was sitting at the table. And so I'm like, "Wow, the proof's in the pudding. This is good stuff." So that, for me, that's the biggest, most impressive thing that I've seen thus far with these hearing aids.

I fit a lot of Evolv and I fit a set of Genesis AI 24s on a friend of mine. He's a realtor, he's on the phone all the time. He's a dad. He's got a very busy, active lifestyle. He came back a few days later to pick up his TV streamer and he said, "These are the best hearing aids I have ever worn in my whole life." And I was like, "Really? Are you sure? Why?" I'm skeptical, it's a new product. And he said, "I can hear everything and I can hear perfectly in noise." He said, "You have to call everybody in your database and tell them to buy these hearing aids." Everything that I've been



hearing from my patients is that it's very, very clear sound quality, especially in the presence of noise. I think that's real game changer.

This is, by my count, my 18th set of hearing aids over the last 19 years. Common problems is understanding, and background noise, circuit noise, stream quality issues. All of that is just so much significantly better than anything I've ever worn before.

I have noticed a huge, huge improvement in my ability to understand speech and noise, which I think is one of the main things that we're all looking for in hearing aids.

I was amazed, honestly, I didn't have that big of expectations for them. I've worn hearing aids for 30 years and so I've tried several different sets. I can hear so much better. I can hear in noise so much better. I went from a word rec score of 40% up to 72%, which is substantial. I've been that person that's just nodded along in conversations, kind of feeling lost and I really feel like this is my chance to change that.

It felt normal, which to somebody who's had hearing loss for years, you forget what that's like, and then all of a sudden you have it back and it's unexpected. There was this sensation almost, it was almost like a physical feeling of awareness, and it was very three-dimensional and comfortable, and I didn't feel like I had to put any effort into listening. It was incredible. I just couldn't believe how different it sounded, and it was hard to even put in words. I think I stood there with my mouth open for a few minutes, just looking around.

The technology's amazing. They're super quiet. You hardly know that they're in.

Goodness. My first impression is the noise management. The Edge Mode Plus is impressive. It worked so good. It was almost unsettling at first because I felt like I wasn't hearing well, and then what I realized is I wasn't hearing the noise well but I was understanding voices perfectly, maybe better than I ever have.

I have a very mild to kind of moderate loss in the high frequencies result of I don't know how many ear surgeries over a lifetime. And I have always, I've had hearing aids, obviously being in the industry, but I've never worn them consistently. And when I do wear them, I feel a need to go and adjust them probably every single week. Get in there and tweak them and play with them. And since putting these on yesterday, I forgot that I had them in the very first day and today sitting in there listening in the auditorium, I actually played with it. I turned them off, took the hearing aids out and I was really overwhelmed because I didn't really think that I



needed hearing aids. I do, I do. So from a sound quality standpoint, for me, this has really been an eye-opener. I'm really pleased.

I have been an audiologist, it will be 30 years this August, so I fit a lot of hearing aids, and I fit a lot of Starkey hearing aids. This particular patient had been using Halos, so she was coming out of Halos, and the minute I turned the Genesis hearing aids on, she went, "I can hear." And that's just not something we hear all the time, so I was thrilled. She said it sounded so natural. She loved the quality of her voice, which was unusual. She said my voice sounded very natural, so that was very exciting for me.

It's just phenomenal how well they work. Right out of the box.

I don't even know how to express how wonderful they feel.

I was blown away when I got these. In fact, I looked around behind me, because I was hearing things that I hadn't heard before. It seemed like they were so close that I had to look, and it wasn't that close, but I was hearing so much better and further, and comfortably in a noisy environment, was just awesome. Loved it. The difference in the sound is it's just so much more comfortable, especially the different ranges of hearing, it's softer and the louder. I just could not believe how much better I could hear in a noisy environment, and comfortably too.

The clarity is just absolutely incredible. I've been wearing hearing aids for about three and a half years so far, and I've tried many different manufacturers, technologies, different types. And this has been the only one that has, in the situations that I've encountered with noise, it has been the best clarity to hear people with the noise factor, I feel. So, normally with a lot of the noise, I have issues with trying to distinguish what people say. I feel like this makes it so it's not as exhausting to hear what they actually have to say. And I feel like I'm not concentrating more on their facial features. I'm actually enjoying the conversation.

So they're super quiet. They're super clear. I've been in the industry a long time and I always listen to every manufacturer's hearing aids because I have a notch at three and 4,000 and I've never been able to wear anything comfortably that also gave me the benefit. And these have checked all the boxes and I've been able to wear them all day, every day. And quiet, clear, and comfortable.

I started when I got here when mostly BTE power plus and really only got maybe 60% of the words that I was hearing, so I was really struggling. And then when they fit me, it was a dramatic change. Basically jumped up to 80% and I would hear anything that I didn't think I could hear and I never thought I could wear a lick. But now I'm wearing one and it's amazing,



hear things so much more clear, especially in crowded environments. And I can hear some things that a little crisper than I did before, so it's crazy.

My receptionist has a much worse loss than I do. She has bad tinnitus and discrimination issue. I told her to try them for three days, let me know. She called me back in 10 minutes and said, "This is the most amazing thing. I can hear stuff that I haven't heard in years. And I mean little things." She never hears little things. And for her, she just giggled the whole time because it was so much different. She couldn't believe what she could hear. And every time I'd call her, I'd say, "How's it going?" She'd say, "Oh my gosh. I can't believe this. It's great." The sound is amazing.

My first impression is unbelievable. Total game changer. The clarity of these is totally different from what we've been used to. The sound quality is unbelievable. It is so clear. I have to remind myself that they're in my ears because of how clear they are.

I had a patient and he only had his hearing aids for a year and two months. His word recognition scores dropped from 80% down to 40 some percent. And he was looking for me to help him. And I'm going, I don't know that I can do anything more than what you've got. I mean your hearing aids are programmed, they're set, real ear measurement is done. I don't know that I can do anything else. I said, but there's some new technology that's out. If you're interested, I'll get it for you, let you wear them for a couple days and tell me what you did. He came back in after wearing them for two days. He did not bring his wife with him this time. And when he came in, he had the box in his hand and I'm like going, okay, well he's not going to take them. He comes into the office, he sits down and I'm like, okay, so what'd you think? He says, do you take a credit card?

All the other stuff, yes it's nice, but is understanding speech in the presence of noise. I mean that's just not for me, but all my patients. That's the number one thing by far. And so what I noticed the most, I think the ease was just going into, especially when I went into Edge Mode for speech enhancement, the speech was not getting drowned out by all of the other stuff. Like all of the people at the restaurant or the road noise on the bus and all the people talking on the bus and at the reception. That stuff was not overpowering and I could very easily understand speech. I guess maybe the adjective I might use is clean. It just, that's the best way I can describe it. It just is a clean sound. It doesn't have any to me what would be a little fuzzy or dull. I've worn hearing aids for half my life and this is no comparison to any of the other technology that I've ever had.

Dr. Dave Fabry:



Hey, it's me Dave, again. Of course sound quality is the most important feature of any hearing aid – but it isn't the only Genesis AI feature that professionals are excited about. Listen as they tell us what else they think their patients will love.

User testimonials:

Easy feature for me to pick is battery life. That is, I think the major feature now is that we have about a 51-hour battery on average on the full size, 41 hours on the mini RIC is what it's coming out.

The battery life I think is huge.

So what is it, 51 hours with the RICs? I think that's great. I mean, if I happen to forget to charge them one night, which I probably won't, but if I did, I can rest assured knowing that I can at least go some of the next day with the charge that I do have.

I travel quite a bit. I've never seen them not be half down after eight, 10 hours of service. This right here now, we're day two and it still says full.

Battery life has, that's a godsend. It really is. Traditionally, that has always been a major hangup for rechargeable aids. So again, if we're able to get 40 some odd hours out of them in 3 years, that's a huge point.

The battery life is mind-blowing, to be honest with you. The battery life is just going to be ... That in itself is incredible.

I haven't experienced rechargeable hearing aids before, but yesterday in crowded environment and all that noise and stimulation, I assumed that it would drop down really quickly and it would be like a 20, 25%. When I got back to the hotel where we were staying, it was still really high in the fifties and sixties. I was very surprised how long and how well the batteries would be lasting and yeah.

The battery life is also a huge, huge change going from 16 to 22 hours to now almost 51 hours. So I think that is absolutely unbelievable and pretty impressive.

Battery life. At this particular point, I've had them since yesterday, my phone still tells me they're fully charged.

The rechargeability and the battery life is humongous. We have patients who, even though we tell them 24 hours on a battery, well usually after about a year or two, that battery doesn't last



24 hours. So having that added cushion of 51 hours, even if it drops 20, 30%, we're still at least a day.

I think that patients are really going to love the lower profile. Just the fact that they're even more discreet and invisible.

I think just the ease of the use and the really, from my own personal experience, I don't feel the need to have to take my phone out. I don't feel the need to have to adjust the volume control or change the programs, which is what most of my patients want. They want them to be able to put them in, leave them alone and go on about their life.

With the AI and the 80 million adjustments an hour, if people who don't want to mess around with their hearing aids, the set it and forget it, and it's automatic adjustments in each environment, I think are going to be awesome.

The number one thing that I think people are afraid of when they see all the 22,000 calculations a second and all, "Well, I don't need all that." Well, this product is so advanced, it's simple. The dispenser can set it up to where they're absolutely, pardon the expression, idiot-proof.

They don't have to worry about the hearing aids getting damaged. In California, we have a lot of people with swimming pools and I've had so many people that forgot that they're wearing hearing aids, jump in the pool and then they come back thinking they're going to be broken. And so over here, of course, if they happen to jump in and forget it, the hearing aids should still be workable. But the biggest thing is the showers and in the rain. And so I think that is a huge selling point where if they forget it, they don't have to worry about their investment.

In my situation, I'm actually a boater. I'm a licensed captain and so I'm always on the water, around the water. I live on the lakes, on a lake and I live in Florida during the winter on Charlotte Harbor, so I'm always there. Water's always been an issue just because of the environment. So I really think this is going to be a game changer with the ability to not have to worry. And people that sweat a lot, things of this nature, at times that would be an issue for them with microphones. I think that's going to be just solving all those problems.

Dr. Dave Fabry:

Guess who? That's right – it's me, Dave again. Even though Genesis AI has only been out a few months, we asked the hearing professionals we talked to about Pro Fit — our all-new fitting software that was designed with input from their peers across the globe. We know change is difficult, which is why we made Pro Fit to be as easy and intuitive as possible. And from what they've been telling us, it is. Again, here they are in their own words.

User testimonials:



I like Profit. You know, it's different. And so change is hard. But I do like the flow of it. I can see why there was the reorganization because it seems to make sense.

Super quick to the point, like everybody's been saying, the four clicks is definitely, saves a lot of time.

It's almost too easy.

If you know Inspire, you'll be able to use Pro Fit. It's no problem.

I liked Inspire. Pro Fit is better. We fit pretty commonly. Starkey's our primary, but we fit quite a few competitive users as well. The Pro Fit is by far and away the best software out there.

Dr. Dave Fabry:

Finally, for those of you keeping track: we're hearing that the sound quality in Genesis AI is life changing; that the unprecedented battery life is game changing; that the waterproof rechargeable styles will be huge for peace of mind; and that our new fitting software is enabling professionals to be more efficient and to get first-fit out of the box quickly. Knowing all that, the last thing we asked the hearing professionals we talked to was who they thought the ideal patient for Genesis AI would be. Most didn't hesitate when it came to who they had in mind.

User testimonials:

I mean, I can't think of a patient that these wouldn't help, so good question and, no, because I feel like everyone could benefit from these.

Every patient who walks in the door. If it's the best technology, the best sounding hearing aid, every patient should have it.

Anybody who's struggling in noise, I think that's going to be a no-brainer, that I should definitely recommend the product for somebody who's struggling in noise. I fit a lot of premium products because my patients want the best. They come to my clinic, I don't fit a lot of entry level or even mid-level, it's mostly premium. So the people who want the best sound quality, that's going to be the product I recommend.

I've got a lady who's 96 years old, and she lives in a retirement community, and she still struggles in that dining room. I can't wait to bring her in, and her hearing aids are less than two years old. If I don't let my patients know about this change, about this wonderful technology, I'm not doing my job.



I think it'd be ideal for all of them. It's absolutely amazing. I think everyone should try it. Anybody, yeah.

I really feel like it would be a disservice not to tell anyone about these. Not from a salesy approach, but just from I'm concerned for their best hearing and I think this might be it.

Do I have a ideal? I have many ideal patients that I definitely will try to get them in and get these new hearing aids on them, just so that they can encounter what I'm encountering right now.

I think every patient's the right patient. It's always best to offer the best abilities to hearing the best product. So I think everybody's going to want to demo or try or experience this.

The ideal patient in mind is going to be everyone.

All of them.

Dr. Dave Fabry:

There you have it — the reviews are in. It's one thing for us to tell you how great Genesis AI is — but it's a completely thing altogether to hear it from patients and professionals themselves. If you still are unconvinced and want to experience it for yourself, go to starkeypro.com, click on Contact Us, and follow the prompts from there.

And, if you enjoyed this episode of Starkey Sound Bites, please rate and review us on your preferred podcast platform ... and share with your friends, your colleagues, your network — anyone who can benefit from this episode. You can also follow us or hit subscribe, to be sure you don't miss a single episode.

We'd also love to know — what's on your mind? What questions do you have for our hearing experts? Please send an email to SoundBites@starkey.com. We'll be featuring your questions — and getting some answers from our Starkey experts — on future episodes.

We'll see you... and hear you... next time!