

Sound Bites Podcast Transcript

Episode: Dr. Sara Burdak Explains “The Why” Behind Genesis AI

Dave Fabry: Welcome to Starkey Sound Bites. I'm Dave Fabry, Starkey's Chief Innovation Officer. Now you know that we've recently launched some groundbreaking technology and last time on the podcast we geeked out with Achin Bhowmik and myself. And today, now we're going to focus a little bit more on the why, and I'm very pleased to have my friend and colleague, Dr. Sarah Burdak, Starkey's Chief Audiology Officer and EVP of Product Strategy joining us today on the podcast.

And Sarah, thanks. This is, I think you're, you hold the record now, this is your third time. So, delighted to have you back on the podcast and look forward to our discussion today.

Sarah Burdak: It's always fun. We go way back, don't we, Dave?

Dave Fabry: We do indeed. We'll just say a few years because that's anything more than two.

Sarah Burdak: And a few years and I get to geek out as well. So excited.

Dave Fabry: I know. Well, we geek out on different things. Like you and I have always talked about, we've laughed because in the past, we've said for the last five years as we've been developing Genesis, we've been in the midst of saying, 'We're trying to make hearing aids cool.' And you and I have said, 'I always thought hearing aids were cool.'

Sarah Burdak: Yeah.

Dave Fabry: And I love geeking out about The Why because both you and I are audiologists and we have the distinct pleasure of not only helping to develop this next generation of product that we just launched, but we also then get the benefit of talking to patients and professionals. And their experience with this technology really is why, about why it is that we want to play with this technology and deliver it to market.

Sarah Burdak: I think that's one of the coolest things about my position is I do get to see things from the very beginning. So for the past five years and how we've been developing this, all the way to our classes and then seeing the performance on the patient. And when we set out to really accomplish what we have with Genesis AI, we really looked at what do the professionals need, and then more importantly, what do the patients need? But it was really challenging because when you think of this whole ecosystem, it's unlike anything we've had previously. And it's not only-

Dave Fabry: I would say the industry has ever seen.

Sarah Burdak: The industry is absolutely because it is all new hardware. It is a new fitting software methodology. It is a new app with My Hearing app as well as the accessory pieces as well. So when people say, well, what did you set out to do? And I think we've always said job one is the best hearing in every environment, and that's a big ask, but that's what we're going for in the delivery of Genesis AI. But more importantly, it has to be reliable and robust and easy to use.

Dave Fabry: Absolutely.

Sarah Burdak: And I think we've nailed it. When we've said to the professionals and even patients, this was really developed by you for you, it's because we've had their input every single step of the way.

Dave Fabry: Yeah. Talk a little bit about that because really we've not, we've had how many hundreds of patients that you and Michelle Hicks and the clinical research team have worked with this? How many hours out in the field? I've never been involved with any sort of product development process and verification validation process before the product was delivered to market. Talk a little bit about that.

Sarah Burdak: I think this definitely is the largest clinical trial and the most validated product in Starkey's history. But I would put it to the test really in our industry. Because we knew everything was built from the ground up, as you said. And that meant a whole different level of what we needed to do for verification and validation. So our clinical research team for, gosh, easily the past 18 months-

Dave Fabry: 18 months for sure.

Sarah Burdak: ... if not longer, they have been putting this to the test. So with that, we have fit this on over 500-

Dave Fabry: It's incredible.

Sarah Burdak: ... subjects. It is incredible. And they were providing us constant feedback. We were doing all of our data collection. But what that translates into is 11,000 hours of infield wear time before we ever even released this product. So we know the claims that we're making, and one of those that I'm really proud of is this provides a 10% improvement in speech intelligibility over our previous technology, which-

Dave Fabry: Which people thought was amazing.

Sarah Burdak: ... was amazing. So we're able to have those points out of the gate, and I think that's really, really impressive.

Dave Fabry: Well, as you know, my office is over by your clinical research team-

Sarah Burdak: Yes, it is.

Dave Fabry: ... and they have just been a buzz for, like you said, the last 18 months. And the last six months has been just a flurry of activity. And then recently we had our R&D forum where we met with the over 400 engineers and professionals that have been involved in the development of this product. I think every single person in the R&D side of the organization has touched this product or process in some way or another, whether it's hardware, firmware, software, the app team, et cetera.

I don't know how you do it because you get, with the product strategy part of this, you're involved in the early stages of this and then there is at least a moment where the R&D team, we can take a breath, but then you immediately have to transition into the market development side and all the classes have started. And I know for the past several weeks what your travel schedule is like because I've been with you, but you weather it much better than I do. But I mean there is no rest for the weary I guess in this. But it's fun, it's exciting.

Sarah Burdak: It is fun. And that's what I think is so amazing. And when I look at the reactions as we've been starting to roll this out from the professional perspective, that is what gives me a lot of energy. Because when I look at our Pro-Fit software, there are so many really just thoughtful enhancements. I know people don't like change. And so when I'm talking to other professionals, I say it really is enhanced. And anything that you may have thought in our previous software, oh, why isn't that better? It is better and it's seamless and the software really is comfortable. And we've added really just nice flow. And when I think about how somebody would go into a fitting, there's now preparation. There is fitting and follow up. And that's just so thoughtful on how the patient journey works as well.

Dave Fabry: So let's break that down a little bit and talk about some of those enhancements. Because I agree with you, in talking to the many professionals, in addition to those hundreds of patients who participated, you also ensured that this was designed with input by the professionals for their use.

And many who were comfortable with fitting with Inspire and familiar with it said, wait a minute, I really like it a lot, so don't change it. But then I think as you said, we didn't throw the baby out with the bathwater and wanted to enhance in those areas where there were subtle touches and improvements that could be made without giving up for people who really, like me, like to get in under the hood and be able to go into on the 24 channels, soft, medium, and loud inputs plus MPO and being able to go in and fine tune and tweak in each of those channels for each of those input levels. You can still do that.

Sarah Burdak: You can.

Dave Fabry: But that's not everybody. So talk a little bit about this-

Sarah Burdak: That isn't everybody.

Dave Fabry: ... you talk about this simplicity. Let's say people that haven't worked with us before, professionals that have only dabbled or haven't been really familiar with this, it can sometimes be a daunting task when you're really familiar with a specific manufacturer or a couple manufacturer's software and then taking on a new one. Sometimes that alone can prevent someone from trying what they think might be cool technology because they don't want to look silly in front of their patients at those first fits. Talk about what you did with that.

Sarah Burdak: Sure can. Because I feel the same way. And so I think that's an important message too. A lot of the teams within our product management group, they are audiologists. They have experience, a lot of experience fitting the technology. So similar to our clinical trials within our software development, we had more than 50 focus groups that had global input asking, what do you want? What should this look like? All of the steps along the way.

But it is that easy, and it is familiar, and even somebody who hasn't used our software before would have no problems getting connected. And that is because one of the things that we really thought through is how do you get to your best first fit? And that needs to be efficient. And with what we're doing with our proprietary fitting formula, which is e-STAT 2.0, we are closer than we've ever been.

But what we talk about is truly a minute fit and getting from unboxing to your best fit in four clicks.

Dave Fabry: Four clicks.

Sarah Burdak: Because we want the professional to get there as efficiently and as precisely as possible out of the gate because we understand there's other things to talk about with your patients.

A lot of that is counseling and how they're getting devices in their ear and how they care for them and cleaning and checking. So we want to upfront nail that down. And then the other piece is our smart connect feature, which I love as well, because the software when it connects to a hearing aid, knows where it is in the fitting process and it'll take that professional to that point.

So again, whether it's in fitting or follow up, but as you said, we have left the navigation in place that if somebody wants to go step by step-

Dave Fabry: And you can go down or you can go across.

Sarah Burdak: You can go down or across. It is still all there for those that need to make more adjustments. But we wanted to nail it down out of the gate to make the professionals lives easier and make the patient experience easier as well.

Dave Fabry: Yeah. Couple things there. Tanny Austin has talked for years about George Blankenship's expo, hearing innovation expo talk-

Sarah Burdak: And I love that, yes.

Dave Fabry: ... from 2018. In there, he's formerly the Chief Marketing Officer for Apple and also for Tesla. And in that, he was talking about when Tesla was introducing their products, they put their stores in malls rather than in the traditional auto lot that you'd expect. And they were confronted by disruption at that point in time from other combustion engines. And they were trying to make EVs seen as a performance vehicle, as a high-tech vehicle because up until that time, people were buying EVs, were buying Prius', and they were doing for ecological purposes more than performance reasons.

So they had to demonstrate a higher price point, think about OTC versus the prescriptive process, and overcome that barrier that people would have, apprehension about considering that prescriptive path, let's say. And in his presentation, and it still rings in my head, he talked about putting the kid in the car.

And what he did was said that when they put these stores in the malls, parents would bring their kids in, they could design their car and they could have the kids sit in the car and say, let's put a picture up on Facebook. And the kids broke down the barrier to the parents and they didn't have the sticker shock showing right away. And you talk about putting the kid in the car, broke down that first level of barrier.

I think that Minute Fit is a way that the professional has a way to put the kid in the car, particularly for first time hearing aid users who are hit with all of these options. And we applaud the new channels, but the issue is with this technology we know and we'll talk about how well it's performing in terms of intelligibility and sound quality, but people have to start hearing with it.

And if you can go from the box to best fit, you're still going to be able to adjust as much as you want. But to get to that best fit in four clicks is putting the kid in the car, getting them hearing while you're talking about all of those other things. So I think that is a subtle but really important point, not only for the professional, but for the patient to start hearing right away at how well they can do with these devices.

Sarah Burdak: Well, I completely agree because it is in a minute, and we always talk about demoing technology and putting the hearing aids on the ear is similar to putting the kid in the car. And one of the things that I've already experienced is how the

moment of putting Genesis AI... And Dave, I'm hearing this from professionals too, that say, let me listen to them. And when they do, their own experience, even if they don't have the hearing loss, is just in awe of how these sound. And that is a key difference from whether you're the professional. I strongly encourage everyone to listen to this technology-

Dave Fabry: Absolutely.

Sarah Burdak: ... but importantly, every patient you should be giving them the opportunity to hear this technology upfront while you're talking through the process, while you're certainly counseling on next steps. I think it's critically important.

Dave Fabry: Yeah. And a few of the numbers behind this. We've lowered the noise floor by 20 db.

Sarah Burdak: Yeah.

Dave Fabry: We now have 118 DB input dynamic range, which is the largest in our industry.

Sarah Burdak: Yeah.

Dave Fabry: That really enables -- Killian has for years since he developed the cam talked about people with hearing loss don't want to live life under a hundred watt light bulb. They want to hear all the dynamics of sound, all the nuance that's so important to communication between people, to pick up those dynamics. And we're able to do this-

Sarah Burdak: We are.

Dave Fabry: ... with 118 DB dynamic range and lowering that noise for, because I know many professionals like to do sound checks and listening with devices. And one of the things that they often comment about hearing aids is they hear-

Sarah Burdak: Is noise.

Dave Fabry: ... like bacon frying in the back or noise.

Sarah Burdak: That circuit noise.

Dave Fabry: And circuit noise. And what we're hearing as you said, with clinicians and patients alike are responding almost immediately about how quiet they are.

Sarah Burdak: How quiet they are, yet they are hearing speech better than they ever have before. And that's what I think is so impressive. As in our clinical trials, the data was showing that 84% of the participants preferred this technology over any other previous technology in the hardest listening environment, which is speech understanding and noise. So that's a significant preference-

Dave Fabry: That's a huge preference.

Sarah Burdak: ... for Genesis AI.

Dave Fabry: Yeah. And then the other thing that I've really found interesting about the data that Michelle Hicks and her team has found is that in comparison to previous products, which as we said, people have already been glowing about Evolve AI with increasing hearing loss, people found a bigger difference in performance-

Sarah Burdak: They did.

Dave Fabry: ... as their hearing loss progressed. And with more hearing losses, the preference was stronger. And I think it's really due to this additive compression system that we're using that combined slower and faster release times to target the residual auditory area for overall level while allowing the faster time constants in each of those channels to make sure that they're audible but not uncomfortable. And it's been another thing that we've really heard about, not only the sound quality but the speech intelligibility.

Sarah Burdak: It has been. So when we talk about our Neuro Processor and part of that is this additive compressor, one of the things that we really look at is how are we mimicking the normal human auditory system? And I think that's why we're getting, of course, this clarity and this comfort. And I'm often asked, and so are you, well, when I'm talking to patients, what do I say about that? What is the language about AI and DNN?

And I try to simplify it as much as possible because I really think what we're doing is to allow the patient to hear and not have to interact with the technology. And that's key. If they want to interact with the technology they can. And we can talk about the app, and we can talk about Edge Mode Plus, because that is giving the patient some control if they want it, where they can choose intent. Is it comfort at that point in time? Is it speech understanding at that point in time?

But what I think with this technology that is so important is I'm hearing over and over again that the patient didn't have to do anything. They don't have to change programs, they don't have to make selections. I've even been having some patients where they've had accessories, which I highly recommend for certain situations of course, but they felt like they didn't need it at that point in time because of, I'll use your word, how auto-magic this is.

And that's the whole point of the neuro processor. That is the whole point of making sure that we are as automatic and seamless in what we're doing with our environment classification schemes. And then giving them the extra edge with Edge Mode Plus-

Dave Fabry: With Edge Mode Plus, yeah.

Sarah Burdak: ... to make sure that they don't have to constantly be making adjustments. And you've heard that from some of the fittings you've experienced as well.

Dave Fabry: Oh, yeah. No. I was just going to say, for those patients who were comfortable using the automated processing, that is the automatic environmental classifier, they still love that and they find that it's even more automatic than on previous technology. Some prefer to use that listener intent, as you say, with Edge Mode, they could just double tap or press in the app, a button that would do an acoustic snapshot in that environment to optimize for more audibility. With Edge Mode Plus, as you say, they still have that one touch or one button convenience easy button to just press the button and do that and know that we're going to provide the best audio for them.

But now for those who are even a little bit more sophisticated, they can optimize either for comfort or clarity. And it may seem a subtle difference, but even within individuals, sometimes if you go to a, let's say you go to a lecture and you want to ensure that you've optimized and provided those offsets to optimize audibility even more than in the past, but then later, let's say, let's say it's a reception that then gets a little more boisterous at a bar, then you may be a little tired and you may want to optimize comfort.

For those individuals who want one touch, they still have it, but those who want that additional precision, they have it. And I think that's really what the team went to go for was to improve the ease of use, that seamless automatic functionality while still giving the capability for people to go into more sophisticated processing and take advantage of all of the computing power that we have in Genesis AI if they want it.

Sarah Burdak: Yeah, I agree. It's really at their control and at their fingertips. And I think that also provides a lot of peace of mind. And you were talking about how we do that in the app. And we re-engineered the app from the ground up as well. So with My Starkey app, it is very clear, it's easy to look at if you're making a program change, if you want to integrate Edge Mode Plus there are... Good, I knew you would have it.

Dave Fabry: Yeah, yeah, yeah. It's so simple-

Sarah Burdak: And it's so simple.

Dave Fabry: ... in terms of the view.

Sarah Burdak: And again, we took it to heart, we learned from what we had previously, we said, what does this new app need to have? Again, it was easy. It needs to-

Dave Fabry: All those functions that are the most used ones are there.

Sarah Burdak: Are right on the main screen.

Dave Fabry: Turn the volume up, Edge Mode Plus is up here, programs is there. The My Hearing button. And it is still... it has such a clean look.

Sarah Burdak: It's such a clean look. And then I want you to show-

Dave Fabry: The swipe.

Sarah Burdak: ... the swipe.

Dave Fabry: It's such a subtle detail as well, that I can just swipe across there, and as somebody that has suffered lifelong visual challenges, I can just look at the color scheme on the base palette changes as I swipe across there. So I don't have to, all I have to remember is that the blue program as the telephone program and I can swipe back and forth. I can even save an Edge Mode setting if I can want-

Sarah Burdak: You can.

Dave Fabry: ... for a custom setting that I applied and liked when I went to Starbucks for coffee. And it's so seamless and still has all of that functionality. But the most commonly used features are available-

Sarah Burdak: Are right up front.

Dave Fabry: ... to the user right in front.

Sarah Burdak: And one of the things I will talk about too is with the My Hearing area is, we have put in more information to help the patient and have more counseling, general hearing aid information, cleaning. We're doing so much more-

Dave Fabry: Self check,. Get your users to use self-check on a daily basis. It's a dashboard.

Sarah Burdak: I was setting that one up for you, Dave.

Dave Fabry: Yes, thank you. I can't resist that one.

Sarah Burdak: I know. Which I think is important as well because that is part of making the professional's lives easier as well as the patient. And getting to, I've already mentioned that that best fit where everyone's really comfortable with the technology is very, very important and that's what we're really delivering with Genesis AI.

Dave Fabry: And under that, My Hearing Button two, talk a little bit about firmer updates-

Sarah Burdak: Yes. Thank you.

Dave Fabry: ... in this setting right now, within the app it Says," my firmer is up-to-date." What if it wasn't?

Sarah Burdak: Yes. Thank you for, I had that on my list of things for Pro-Fit because that is really exciting and you can tell that Dave and I are both, could go on and on about this technology.

Dave Fabry: Really.

Sarah Burdak: Really. I know we're like, oh yeah, and there's this and this and this and this. But one of the things that is very exciting is a patient now has the opportunity, if they were to choose to do this, to do a firmware update to their hearing aid through the My Starkey app.

Dave Fabry: And it's fast.

Sarah Burdak: And it's fast. It's very, very fast. And we know not every patient is going to know how to do that or where to go. We've made it easy. But certainly we've heard from the professionals that they also want it equally as easy. And so within the Pro-Fit software, we are thrilled to say that we now have sped up our firmware update process-

Dave Fabry: Significantly.

Sarah Burdak: ... significantly. It's four times faster. What that translates into though is that you can update a wireless pair of hearing aids, so binaural set, in under three minutes-

Dave Fabry: Three minutes.

Sarah Burdak: ... within the Pro-Fit software. Which when we've shared that information, that's like cheering from anybody who's listening that understands-

Dave Fabry: Time is money.

Sarah Burdak: Time is money.

Dave Fabry: Time is efficiency for other things that you need to talk about with your patients.

Sarah Burdak: Yes, that matter. That matter. And so that's a really exciting piece of this update as well. And I'm glad that-

Dave Fabry: Yep.

Sarah Burdak: ... you brought it up because again, we both have been going back and forth on all of the things, it's easy to kind of forget something.

Dave Fabry: Well, and to that end, there is one other feature in the Pro-Fit that personally I always found a challenge in the past, again, my visual challenges is that Smart

ID. You talked about Smart Connect. Talk a little bit about what Smart ID does, because that's one of my personal favorites in the Pro-Fit updates.

Sarah Burdak: Yes. So it's going to recognize what you have connected and from a right, left perspective as well. So when you talk about saving time, I think that's critical. But I too have been trying to look-

Dave Fabry: Looking at the serial number-

Sarah Burdak: ... what I had.

Dave Fabry: Trying to figure out and play the tones.

Sarah Burdak: Trying to figure what's connected.

Dave Fabry: It just takes time.

Sarah Burdak: Exactly right. Then playing the tones and can you hear the tones and can you find the device? So that is again part of when we talk about the Minute Fit, that's going to automatically pull those devices in side specific. You don't have to be reading everything. And I think that's a big piece of it too. So when they're connecting then you still want to choose what you have connected to the device from other acoustic components, your fitting formula, and that's it. It's going to best fit and do all of that right away.

Dave Fabry: And one more thing, I mean, clearly you need to contact your sales rep or your trainer-

Sarah Burdak: Yes.

Dave Fabry: ... and see this for yourself. But there's one other one that I really want you to talk a little bit about and that's the way that we're incorporating optimization for the venting and the insertion of the device with the feedback initialization.

Sarah Burdak: Yes. So those are always really, really important things as well. So when you think about Starkey has led in feedback cancellation. Gosh, we always talk about from Destiny perspective-

Dave Fabry: From Destiny.

Sarah Burdak: ... since 2006. So we are always working to make the initialization process certainly better, but importantly from what we're doing with vent modeling and making sure we get that right out of the gate too, that's really, really important as part of your whole entire best fit routine. And so modeling that vent experience and making that right up front when you're selecting your acoustic properties in the device is also making sure that we're getting the right first fit much more quickly than we ever had.

We always previously were proud of ourselves for saying after best fit e-STAT, you could likely get to your true best fit within a couple more clicks. So one of the things that I've had to be talking to other professionals about is this is all new. It is a new algorithm. So whether you were saying every time you hit best fit previously you would do these three things-

Dave Fabry: Yeah.

Sarah Burdak: ... don't do that.

Dave Fabry: Right, right.

Sarah Burdak: Don't do that.

Dave Fabry: Yeah.

Sarah Burdak: This is new.

Dave Fabry: Yeah.

Sarah Burdak: Our vent modeling, all of what we're doing from our best fit perspective, even our receiver cables. So I'm trying to tell professionals really best fit-

Dave Fabry: Yeah.

Sarah Burdak: ... don't automatically think you're going to make these additional adjustments because chances are you will not have to.

Dave Fabry: Right. You must unlearn-

Sarah Burdak: No, it must-

Dave Fabry: ... what you've learned.

Sarah Burdak: It is very true though.

Dave Fabry: And here's a couple things. So I know that there are still some people that are concerned with the feedback initialization stimulus being too loud.

Sarah Burdak: Yeah.

Dave Fabry: Which always seems crazy for me because if there's a moment where we can control the loudness for our patients before they go out into the real world, it should be in a clinical environment. And that feedback initialization process is so important. You need to run the feedback initialization on everybody to take into consideration the vent optimization and you need to do it in their ears-

Sarah Burdak: Yes.

Dave Fabry: ... not on the table. Because I know that some people do that. So do it in the ears because it will get to that optimization faster.

Sarah Burdak: Yes. I completely agree. That is great coaching for professionals because I've seen that as well.

Dave Fabry: Yeah.

Sarah Burdak: The nice thing is we always recommend that you do the initialization. You start with the best parameters. You start with how the device was fitting in the ear. But importantly the feedback canceller then does continue to learn over the first several hours of where. So it will get better, but why not start with the exact measurement of how that device fits in that patient's ear.

Dave Fabry: Completely agree. And then even with that minute fit and the four clicks, we still have the capability and we continue to enhance the ability to integrate with real ear measurements for those people who use it. It cuts the time down by half to get to that optimization. We're already optimizing on the venting for the individual patient. But then for those, and I believe real ear is an important part of best practice, we have made that more efficient in time too.

Sarah Burdak: Completely agree. It's more efficient and much more accurate. And we've proven that. Through our clinical trials as well, we're showing that it can save you half the time, but it is as accurate as what you would get through a traditional measurement.

Dave Fabry: Yeah. And a couple things with, we already run out of time because as we know, we can talk about this all day.

Sarah Burdak: I figured as much.

Dave Fabry: But with e-STAT 2.0 and what we found in the clinical trials was we're delivering more high frequency gain above 3K-

Sarah Burdak: We are.

Dave Fabry: ... without patient complaint of harshness and more audibility for those soft sounds. And patient testimonials have shown they're hearing things like watch ticks. And some of the patients that I've been talking to, they're hearing things but naturally. They're hearing them, discovering the sounds that they've missed but they're finding that it's not oppressive but it's rather they're delighted with the fact that they're hearing some of these sounds over that 118 DB dynamic range and finding that they don't have to listen as loud, it's not harsh, but they're finding their hearing with greater clarity and greater sound quality.

Sarah Burdak: Yeah. I think that's an important message. And you were talking earlier about the way we've set up our compression scheme, because the e-STAT 2.0 has about 60 B more additional gain in the high frequencies. Which may to some people then translate into, oh my gosh, is that going to be too much or is that shrill? No.

Dave Fabry: We didn't hear it.

Sarah Burdak: We have not heard it. And that is what's contributing to the 10% improvement in speech intelligibility. We've over unaided, which you might expect, but that's still a large number over unaided, it was 30% percent improvement in speech intelligibility, all while everyone's saying it still sounds natural, it feels quiet, other than I'm hearing speech incredibly well. And so it has been very, very seamless.

Dave Fabry: Yeah. Well, thank you for this rapid fire-

Sarah Burdak: Yeah, it's fun.

Dave Fabry: ... discussion of the patient benefits, the professional enhancements. We're obviously very excited about this-

Sarah Burdak: Yes, we are.

Dave Fabry: .. to see for those of you who worked with us with the past, thank you. For those who are considering this new technology, we haven't even gotten into things like the battery life, which is, it blows people away when they hear about up to 51 hours of battery life.

Sarah Burdak: I know, Dave. I know. I was thinking through some of that one early on we were talking about this being really robust technology designed for all-day wear.

Dave Fabry: Right.

Sarah Burdak: I hope you're able to have another podcast- to talk through that.

Dave Fabry: Yeah. We need to-

Sarah Burdak: ... to talk through that-

Dave Fabry: ... to talk more about that part.

Sarah Burdak: ... because we need to.

Dave Fabry: Because the battery life issues, how robust and durable these devices are. We know that everyone can be delighted with the sound quality and intelligibility at the start, but they have to have the peace of mind to know that they have all

day comfort and that it's going to stand up in the environments where they're wearing their hearing aids.

Sarah Burdak: Exactly. We don't win unless the hearing aids can be worn and working.

Dave Fabry: Right. They have to be.

Sarah Burdak: They have to be. And wearing hearing aids all day is very different than some of the other technologies. And these are designed for beyond all day.

Dave Fabry: The longest day that you can come up with.

Sarah Burdak: The longest day that you could ever have.

Dave Fabry: And some of those day, we've been having lately.

Sarah Burdak: Right.

Dave Fabry: But yeah. And so we'll continue this discussion.

Sarah Burdak: Great.

Dave Fabry: But thank you for this focus-

Sarah Burdak: Yes, it's always fun.

Dave Fabry: ... today on patient and professional benefits. To our listeners, I hope you enjoyed this session of Soundbites and please rate and review us, and like us. Subscribe so you don't miss a single episode when we come back to talk about some of the more amazing benefits that we've introduced with Genesis AI. And tell your colleagues and your friends about this and feel free to forward it to them if you think it might be of interest to them.

And then we also want to know what's on your mind. What sorts of questions or issues for the professionals do you have that you'd like to see us cover in future Soundbite podcasts? We have a whole host of people here that can be experts and subject matter experts in different areas. So please send us a note at soundbites@starkey.com and we'll be happy to try to feature some of your questions and comments and ideas for future podcasts in the future. And until then, I thank you, Sarah, for being here with us today and look forward to seeing and hearing you all again soon.