



# The Ultimate Solutions For Face Masks

Starkey options designed to help

Face masks can help prevent the spread of COVID-19. However, they present challenges for people with hearing loss – from making it harder to hear people who are wearing masks to pulling hearing aids off when worn or removed. Starkey’s **custom rechargeable** hearing aids, **Edge Mode** feature and the **Mask Mode** setting within the Thrive Hearing Control app are three smart ways to solve these issues.

### Who will benefit

Starkey’s three made-for-mask solutions are ideal for existing or new patients who are struggling to hear people who are wearing masks or complain that their standard hearing aids get tangled with their mask.

### Why patients will want it

The COVID-19 pandemic has made face mask wearing ubiquitous around the world. The use of face masks, while vital for health and safety, adversely impacts speech and visual cues, which provides unique challenges for the hearing-impaired community that Starkey has solutions for.<sup>1</sup>

### How it works

**Custom rechargeable hearing aids (ITC/HS R & ITE R)** sit in the ears — not behind them — so they won't get tangled or pulled off when wearing or removing face masks.

**Edge Mode** is an on-demand feature that uses artificial intelligence to optimize speech audibility to offset communication challenges presented by face masks, social distancing and background noise.

**Mask Mode** is a custom memory within our Thrive app that boosts the frequency response in certain channels to help patients better hear people who are wearing face masks.

### Where to find it

Features	Evolv AI			
	2400	2000	1600	1200
Custom rechargeable hearing aids	✓	✓	✓	✓
Edge Mode	✓ <i>On-board and Thrive app accessibility</i>	✓ <i>Thrive app accessibility</i>	✓ <i>Thrive app accessibility</i>	
Mask Mode	✓	✓	✓	✓

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## Where Starkey wins

**Compatible products** - Other manufacturers' face mask solutions are limited to specific products and styles. Starkey has an option for Evolv AI styles and technology tiers.

**Professional & patient access** - Other manufacturers' user interfaces require hearing professional involvement. Mask Mode patient interface is simply done by the patient within the Thrive app.

**Edge Mode** - Rather than a simple gain offset like the other face mask solutions out there, Edge Mode applies gain, noise management and directionality changes appropriate to the specific environment.

## Proof points

Based on acoustic measurements, speech levels were greater when Edge Mode was activated than when no mask was used, which helps provide additional benefits to offset the loss of visual cues (e.g., lipreading) when a mask is worn.

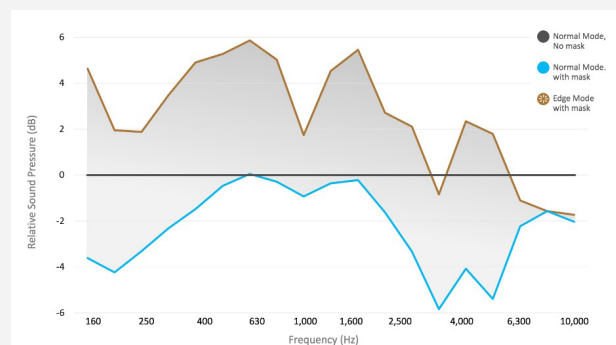


Figure 1: Relative sound pressure level (dB) for aided conditions when no mask is worn (black curve) and when an N95 face mask is worn in "Normal" Mode (blue) and for user-activated Edge Mode (gold).

## Set up



**Professionals** — [Check out this website](#) for more information on custom rechargeable hearing aids

[Download this QuickTIP](#) to see how to turn Edge Mode on in Inspire X

[Download this QuickTIP](#) to see how to enable the Mask Mode custom memory within the Thrive app



**Patients** — [Watch this video](#) to see the benefits of Starkey's mask solutions

## To learn more

- Visit [StarkeyPro.com](https://starkeypro.com)
- Read our [white papers](#)
- Check out [training opportunities](#)
- Contact your Starkey representative today

## REFERENCES

- 1 Atcherson, S.R., Lucks, M.L., Baltimore, W.J., Patro, C., Lee, S., Pousson, M., & Spann, M.J. (2017). The effect of conventional and transparent surgical masks on speech understanding in individuals with and without hearing loss. *Journal of the American Academy of Audiology*, 28(1): 58-67.
- 2 Fabry, D. & Burns, T. (2020). *Edge Mode: Unmasking Benefits for Hearing Aid Users in Difficult Listening Environments*. [StarkeyPro. https://starkeypro.com/pdfs/technical-papers/Edge\\_Mode\\_Unmasking\\_Benefits\\_for\\_Hearing\\_Aid\\_Users.pdf](https://starkeypro.com/pdfs/technical-papers/Edge_Mode_Unmasking_Benefits_for_Hearing_Aid_Users.pdf)

