

## Stride BTE patient profiles

Many consumers can benefit from Stride™ behind-the-ear (BTE) hearing instruments, and for five patient profiles, Stride BTEs are key to their success.



Patient profile	Characteristics	Examples	Stride BTE key features
<b>Surgical ear</b>	Fluctuating hearing loss, conductive hearing loss, tinnitus disability, cranio-facial trauma or anatomical changes	Veteran with Tinnitus or other craniofacial insult	Automatic performance, wireless, binaural features, Spatial Awareness, multiple programs, ear level volume adjustment, slim-tube option
<b>Cosmetically concerned</b>	Wants an invisible solution without sacrificing features for cosmetics	Active, working, parent, traveler	Ease of care and long-term maintenance, reduced patient visits for maintenance
<b>Experienced user</b>	Previous hearing instrument wearer, high-demands with amplification, prefers user control	Experienced hearing instrument wearer, active, working	Industry standard fitting formulas, user control on hearing instrument, automatic performance, convenience, IP68 rating
<b>Active lifestyle</b>	Requires instrument that will stay secure and in place all day	Active, athlete, repairman	Earmold to secure in place, premium binaural features, automatic performance, IP68 rating, plasma coating
<b>Moisture prone</b>	Exposed to elements, excessive heat, perspiration	Active, farmer, construction worker, laborer, runner	Plasma coating, IP68 rating, automatic performance, wind noise management

# How Stride BTE features make patients' lives easier

Feature	What it does
<b>Premium binaural features</b>	Helps patients listen and engage with ease in the most challenging listening environments.
<b>Spatial Awareness</b>	Helps patients not just hear sounds but also localize those sounds.
<b>Automatic performance</b>	An automatic program that identifies and classifies the environments to ensure the patient is in the right hearing aid program at the exact moment in time.
<b>Wireless</b>	The hearing aid has the option to connect to Bluetooth® enabled accessories.
<b>Wind noise management</b>	Suppresses wind noise to make outdoor listening easier.
<b>Ease of use</b>	The hearing instrument is easy-to-use for every day performance.
<b>Multiple programs</b>	Multiple memories in the hearing instrument designed to provide optimal performance in different listening environments.
<b>Ease of insertion/removal</b>	The instrument is easy to insert into the ear/the instrument is easy to remove from the ear.
<b>Industry standard fitting formulas</b>	Industry standard guidelines for gain/volume prescription based on hearing loss.
<b>Plasma coating</b>	A coating is molecular bonded to the hearing instrument to protect against moisture penetration.
<b>Slim-tube option</b>	A thin, instant fit tube for BTE products.
<b>Ear level volume control</b>	A volume lever to adjust preferred listening level.
<b>Convenience</b>	No hassle, little effort for maximum performance.