

Insera custom products patient profiles

Many consumers can benefit from Insera™ custom products, and for five patient profiles, Insera custom products are key to their success.



Patient profile	Characteristics	Examples	Insera custom products key features
Complex care	Has low vision, impaired mobility or reduced dexterity, cognitive decline	Veteran or other person with macular degeneration, diabetic neuropathy, Parkinson's disease, amputees injury or wheelchair	Ease of insertion, ease of use, easy to maintain, Spatial Awareness, premium binaural features
Nature enthusiast	Interested in environmentally-friendly solutions that perform outdoors	Hiker, bird watcher, boater, golfer, fisherman, runner	Ease of insertion, ease of use, wind noise management, Spatial Awareness, EarMatch™
On the go	Multi-tasks with frequent appointments, meetings, events and phone calls	Office worker, teacher, working parent, business executive, traveler	Ease of use, cosmetically appealing, EarMatch, Spatial Awareness, Binaural Phone, easy-t, telecoil
Respite care	Resides in an assisted living center, senior community, group home or Veterans' home	Individual who relies on caretakers to assist with day-to-day tasks	Easily maintained with simplified cleaning and care instructions for caregivers, additional options for ease of insertion/removal
Simple life	Looks for easy solutions or is slow to adopt new technologies	Retiree who appreciates simplicity, is pushed into technology by family or is afraid of complication	Ease of insertion/removal, automatic performance, Spatial Awareness, premium binaural features

How Inera custom products make patients' lives easier

Feature	What it does
Premium binaural	Helps patients listen and engage with ease in the most challenging listening environments.
Spatial Awareness	Helps patients not just hear sounds but also localize those sounds.
Automatic performance	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.
Wireless	The hearing aid has the option to connect to Bluetooth® enabled accessories.
EarMatch™	Precise modeling of the hearing instrument of ear geometries which provide additional benefit when listening in noise.
Wind noise management	Suppresses wind noise to make outdoor listening easier.
Ease of use	The hearing instrument is easy to use for every day performance.
Ease of insertion/removal	The instrument is easy to insert into the ear/the instrument is easy to remove from the ear.