

**Widex Business Development**  
 How to Overcome Patient Objections to Cost Benefit & Convey Value Using Premier Technology

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 Professional Education Manager




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**TODAY'S AGENDA**

- Meeting the rising demands of industry competition
- Enhancing the patient and consumer experience to add value to your practice?
- Create new sales and marketing opportunities through advanced technology
- Track professional services and reinforce professional value




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**MEETING THE RISING DEMANDS OF INDUSTRY COMPETITION**






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ARE YOU FEELING THE SQUEEZE OF COMPETITION?

3<sup>RD</sup> PARTY INSURANCE COMPANIES

MANUFACTURER OWNED STOREFRONTS

BIG BOX STORES

INTERNET SALES

**BIG SALE**

WIDEX

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HOW IS THIS AFFECTING YOUR PRACTICE?

Customer Service Survey

- Very Satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very unsatisfied

WIDEX

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HOW CAN THE PRIVATE PRACTICE OWNER CONTINUE TO SHOW VALUE & PROFESSIONAL RELEVANCE IN A TIME OF CHANGE?

WIDEX

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WHO IS THE PRIVATE PRACTITIONER?



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HOW CAN YOU DIFFERENTIATE YOUR PRACTICE?



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WHAT'S YOUR PLAN?



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CLARITY IN NOISE

PATIENT RETENTION

PREMIUM PERFORMANCE TECHNOLOGY

MORE SATISFIED PATIENTS

PATIENT REFERRALS




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PREMIUM PERFORMANCE TECHNOLOGY

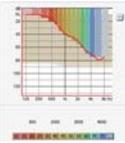
PERFORMANCE IN NOISE

INTER EAR 21x/second

SENSOGRAM

InterEar Speech Enhancer





AUDIOLOGY ONLINE COURSE  
23785




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WIDEX DREAM™  
TRUE TO LIFE SOUND

BECAUSE THE QUALITY OF THE MOMENT IS IMPORTANT

City Sounds

Inside a Car

Movie Theater

Sporting Event

DREAM TRUE INPUT DYNAMIC RANGE

AUDIOLOGY ONLINE COURSE  
22924




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OVERCOME PRICE OBJECTION

CREATING THE PATIENT EXPERIENCE

BEST PRACTICE PROTOCOL

ADDRESSING PATIENTS NEEDS

DIFFERENTIATE YOURSELF






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BEST PRACTICE PROTOCOL

- Questions in 5<sup>th</sup> elements (pop up 1/time)

How much time do you spend with your patients

Are you making that bond and trust with your patients?

How can you make your time more effective?

Do you have patients that are price shopping?

Do patients question will it work for them?

No cookie cutter approach







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WHAT CAN YOU DO?

Functional testing in noise

Stock & Loaner Program

Intake Form

SOLUTION

BEST PRACTICE PROTOCOL





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**INTAKE FORM**

**BEST PRACTICE PROTOCOL**

- Does your intake form have.....
  - Needs
  - Motivation
  - History
  - Budget



**WIDEX**

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**SHOW YOUR PATIENT'S SUCCESS**

**BEST PRACTICE PROTOCOL**

- Informal or formal functional speech in noise testing
- What you will need:
  - NU-6 word list or high frequency word list
  - Simulated noise
  - Speakers
- Criteria
  - Unaided in noise with visual cues
  - Unaided in noise without visual cues
  - Aided in noise with visual cues
  - Aided in noise without visual cues

**FUNCTIONAL TESTING IN NOISE**

**AUDIOLOGY ONLINE COURSE  
23305 DREAM TO DEMO**

**WIDEX**

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**VALUE ADDED SERVICES**

**BEST PRACTICE PROTOCOL**

**STOCK & LOANER PROGRAM**

- Increase sales opportunities
- Patient convenience
- Reduce buyers remorse
- Avoid price shopping
- New & Previous patients



**WIDEX**

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COST EFFECTIVE



PATIENT RETENTION

**DATABASE MARKETING**

ESTABLISHED RELATIONSHIP



PATIENT REFERRALS



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INTRODUCING FRESH MARKETING IDEAS....

WIDEX LUNCH AND LISTEN & DREAM AND DINE EXPERIENCE



**DATABASE MARKETING**



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WIDEX LUNCH AND LISTEN

- Give your patients the real world experience!
- Addressing their needs and showing value of advanced technology



**DATABASE MARKETING**



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UNIQUE BENEFITS OF CREATIVE MARKETING

CREATE VALUE

INCREASE CONVERSION RATE

UNIQUE & ENJOYABLE EXPERIENCE

PATIENT RETENTION

STAY IN TOUCH WITH YOUR PATIENT

COST EFFECTIVE MARKETING

CONTACT YOUR WIDEX REGIONAL MANAGER TO LEARN MORE!

DATABASE MARKETING




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WIDEX LUNCH AND LISTEN

Slide 24 and 26 combine? Make into two part s

**INSERT CONTACT WIDEX REGIONAL MANAGER TO LEARN M**





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IMPROVE ROI WITH EFFECTIVE MARKETING

COST EFFECTIVE STRATEGIES

MARKETING FOR ANY BUDGET







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SERVICE CONTRACT PROGRAMS



SERVICE TRACKING BUSINESS MODELS



DIFFERENTIATE YOUR BUSINESS MODEL




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DIFFERENTIATE YOUR SELLING MODEL

- Service Contracts Separate From Technology
- Give Patients A Choice
- Show Value



SERVICE TRACKING BUSINESS MODELS




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ZERO BALANCE INVOICING

- Your time is valuable!

Date of Services \_\_\_\_\_

Patient Name \_\_\_\_\_

Hearing Aid Serial Numbers \_\_\_\_\_

Hearing Aid Check & Clearing .....\$25.00

Hearing Aid Programming.....\$50.00

Parts.....\$10.00

Hearing Aid Warranty status- In Warranty

Balance Due... \$0.00




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HIGH PERFORMANCE  
PROVEN TECHNOLOGY



PARTNER  
WITH YOUR  
PARTNERS



SHOW VALUE  
& SERVICE




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WHAT'S YOUR PLAN?



PREMIUM  
PERFORMANCE  
TECHNOLOGY



BEST  
PRACTICE  
PROTOCOL



DATABASE  
MARKETING



COST  
EFFECTIVE  
STRATEGIES



SERVICE  
TRACKING  
BUSINESS  
MODELS



PARTNER  
WITH YOUR  
PARTNERS




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SUMMARY & WRAP UP

- It is time to consider new ways to manage your business.
- Work with your Regional Widex Manager to think of fresh ways to market
- Promote the best patient care with excellent service and superior technology.



FOR ADDITIONAL QUESTIONS, PLEASE EMAIL  
[AOINQUIRY@WIDEX.COM](mailto:AOINQUIRY@WIDEX.COM) OR CALL 1-800-221-0188




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