

Patient demonstration protocol using Flex:trial

Success stories from your peers

“I call them learner aids”

One hearing healthcare provide (HHCP) tells her patients, “Once the hearing test is complete, the next step is wearing the devices for 10 days and continuing the evaluation over that time.” She calls the Flex:trial devices “learner aids” and it fits her medical model. She then uses Log It All to demonstrate the effectiveness of the trial and to have the patient share the hearing benefit in their personal lifestyle environments.

“Moving forward only when my patient is comfortable builds trust”

Another HHCP tells patients, “In the past we did our best to essentially make an educated guess at technology levels, but we’re now able to gather both objective data from Flex and Log It All, and subjective data from you.” She then tells patients, “We only move forward when both you and I are comfortable with both outcomes.” The trust she feels this develops is very strong.

“No more good/better/best headaches”

Using Flex helped one HHCP stop presenting a good/better/best option which created headaches for everyone. Now she picks a technology level based on the intake history and test results while telling the patient, “Based on everything we’ve done thus far, this is the technology level I’m confident will work for you. That being said, there is a subjective outcome you and I need to experience which is why I want you to wear these for at least seven days. We’ll download the devices’ analysis of your listening environments, and assess your opinion before moving forward on to the longer trial period.”

“Room to go up in technology with Log It All”

Many HHCPs have found that sending patients home with 800 level devices allows room to “go up in technology” after the follow-up appointment using Log It All.

What Flex:trial does for your patient experience

- Removes barriers for patients to try/purchase hearing instruments
- Gives patients ownership in the decision process
- Builds tremendous trust between you and your patient. You’re looking out for them, and want them to make the best decision with your guidance
- Allows patients to experience “better hearing” immediately when they leave
- Provides a valuable counseling tool during the evaluation

While demonstrating hearing aid technology should be a simple process, every patient is unique and has different needs.

It's important to be flexible about modifying the demo based on factors such as the patient's age and cognitive ability, their experience with amplification, expectations and motivations and audiogram. By doing this you can ensure a more positive experience for your patient.

To help ensure Flex:trial works for you

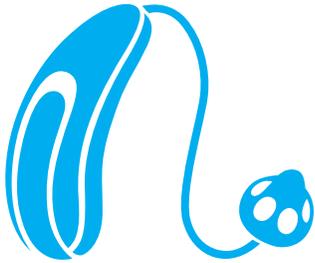
Discuss lifestyle needs in great detail during the intake interview. Refer your specific patient's lifestyle back to the benefits of the Flex:trial period—listen to the differences in each of these situations.

What Flex:trial does for your practice

- For hesitant patients, lets you establish the benefit first with the buying discussion later
- For skeptical patients, it means “the proof is in the pudding”
- Offers balance between using Flex as a diagnostic tool and as a selling tool
- Provides an increase in ASP
- Gives you an outstanding tool to bridge repairs and, at the same time, an opportunity for your patients to experience higher technology

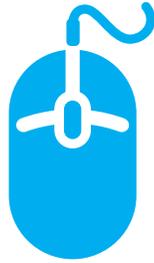
In-clinic demo protocol

1



Have Flex:trial devices connected on your desk and ready, before your patient arrives.

2



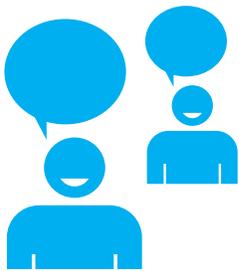
Program devices to the premium or highest level they can afford, or can stretch to afford.

3



Put the devices on your patient before reviewing their hearing test results; tell them you want them to “hear well while you discuss the results.”

6



Ask your patient questions about their life from successively farther distances to demonstrate the improvement in their hearing with the devices on.

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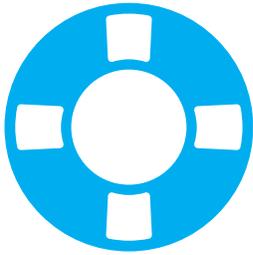
If they love the sound and are ready to buy, complete the paperwork and send them home with the Flex:trial devices to keep them excited and avoid buyer’s remorse. This will also save time at their next appointment and reduce follow-up appointments later on.

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If they aren’t ready to buy, suggest they take the Flex:trial devices home to “think about it” while experiencing better hearing in the real world. Review how Log It All will support their decision-making process.

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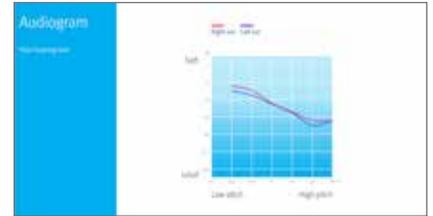


Relate the help hearing aids will provide to the situations they reported were problems.

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Use Unitron TrueFit™ fitting software to engage and explain the choice of hearing aid.



Show the Audiogram screen in the “Patient view” mode (even if you only have one monitor) to review the hearing loss.



Show the Selection screen for styles and fitting ranges.



Show the Technology Change screen to present the technology levels and how there is less help for their hearing loss as they go down in technology.

9



Set the trial duration in the Beeps section for two weeks, and schedule their next appointment for one week out. Tell them if they “miss their appointment the devices will beep to remind them to come back in.”

Print out the Getting Started Guide from Unitron TrueFit fitting software for the patient.

Log in Flex:tracker.

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Follow up with your patient within 48 hours of sending them home with Flex:trial devices.

Ask specifically about wearing and hearing comfort, their initial reactions, and for success stories.

Also ask about their concerns. Counsel by phone and don't hesitate to get the patient back in ASAP if needed. Their Log It All data can be reviewed to show how well the initial trial met their needs and if they would benefit from different technology.

If they've liked their experience, ask them what color they want and let them know their own personal hearing aids can be ready for them at your office when they come back at their scheduled time.

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At Unitron, we care deeply about people with hearing loss. We work closely with hearing healthcare professionals to provide hearing solutions that improve lives in meaningful ways. Because hearing matters.

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