



## LEARNING OBJECTIVES

After this course learners will be able to describe ways to uncover and identify the patients needs.

After this course learners will be able to explain each technology Widex provides to their patient in a way that helps the patient find the best fit for their lifestyle.

After this course learners will be able to explain how to make a strong recommendation to suit the needs of the patient communication needs.



## TODAY'S AGENDA

- You are the EXPERT
- The Identification Process
- The Demo
- Making the Proper Recommendation

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## YOU ARE THE EXPERT

Who better for our patients to get their treatment plan from than YOU!



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CONNECTED BEYOND

## THE HEARING CARE EXPERT

- Confidence
- Selling = Treatment
- Expert in identifying the hearing loss
- Expert in helping the patient
- Expert in your recommendation

Expert in changing the patients life



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## THE IDENTIFICATION PROCESS

Identifying patient needs, hearing loss, and need for treatment.



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# IDENTIFYING: PATIENT NEEDS

## CASE HISTORY

- LISTEN
- Directly engage the patient
- Ask questions about where they struggle, are they avoiding these situations, or are there situations they can no longer enjoy.
- Establish an emotional connection by asking how it makes them FEEL.
- Engage the family member/friend/third party by asking them questions.



# COMMUNICATION NEEDS ASSESSMENT

- COSI, APHAB, WIDEX COMMUNICATION PLAN
- Goal: Find out **WHERE DO THEY NEED TO HEAR BETTER**
- Information provides the basis for your hearing aid evaluation
- Provides you the ability to make the proper technology recommendation
- Allows for subjective satisfaction measurements post fitting

**COMMUNICATION PLAN**  
Better hearing is more than just a hearing aid. Hearing is only one aspect of communication.

Identify communication barriers  
 Determine where you struggle to hear  
 List the people, places and situations you struggle to hear  
 Determine what you need to hear better

CHALLENGING COMMUNICATION SCENARIOS			
Restaurants	TV	Family/Friends	Music
Church/Synagogue	Telephone	Physician/Doctors Office	Theater
Self Speech	Children/Grandchildren	Home	Leisure/Recreation
Car/Transportation	Outdoors	Shopping Centers	Classroom

**GOALS**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**TREATMENT PLAN**

1. Audibility: \_\_\_\_\_

2. Bone Training:  Acoustic Rehabilitation Program  Audibook  Hearing Sounds Decoder

3. Communication Strategies:

41. \_\_\_\_\_
42. \_\_\_\_\_
43. \_\_\_\_\_
44. \_\_\_\_\_
45. \_\_\_\_\_

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## IDENTIFYING: THE HEARING LOSS

1. Video Otoscopy
2. Testing Process
  - Are you performing speech testing?
  - Have you consider the importance of speech in noise?
3. Tinnitus Assessment Testing
  - Pitch matching
  - UCL's

**IT IS ABOUT GIVING THE PATIENT AN EXPERIENCE!**



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## EXPLAINING THE AUDIO

Do you use the audiogram?

- Ensure understanding of the hearing loss
- Confirm why they are experiencing their reported difficulties based on loss

Use POSITIVE terms

- Instead of saying “this is where your hearing loss is” say **“this is where hearing aids will help you”**

<b>PROFOUND</b>	People with profound hearing loss will struggle to hear even the loudest sounds, including a jet engine or a pneumatic drill.
<b>SEVERE</b>	Severe hearing loss could mean struggling to hear a dog barking, a baby crying, most conversation, or loud traffic.
<b>MILD</b>	Mild hearing loss means a person might struggle to hear some conversation, the sound of a clock ticking, or birdsong.
<b>NORMAL</b>	Normal hearing range includes sounds as quiet as a tap dripping, leaves rustling on a tree in the wind, or the sound of footsteps.



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# THE DEMO

Providing the patient an in office sound experience.






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# THE DEMO

Providing a patient experience

- Give them an idea of what they are doing
- It is a test drive without having them leave the clinic with the aids

Demo'ing every patient

- Preset Demo's
- Set per patient
- Keep it simple and quick!








## HOW TO SET UP A DEMO

1. Pick out Widex Fusions with the appropriate power receiver and dome
  - Technology level should not matter because we are just giving them an experience, not recommending exactly what is on their ear
2. Hook aids up to the software
  - Perform a first fit of just connecting with audiogram
  - Perform Feedback Test for gain optimization
  - Highlight the Sensogram
  - Click Save
  - **Software Demonstration for Demo**



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## THE SOUND EXPERIENCE

### Demo With **POSITIVE COMMENTS:**

- Before they even comment about their voice or it is tinny or loud; give them the right expectations up front
- **Don't adjust the aids, don't spit technology, don't talk features!**

Ways to Demo: Aided vs. Unaided or New Aid vs. Old Aid

- Speech at **DISTANCE:** Repeat Numbers from a distance
  - \*Even if they get them right both ways; explain to them how much fast they responded
- Speech in **NOISE:** Make it like a restaurant
  - \*Talk about what they would order, be the waitress of sorts etc.

Goal is **ACCEPTANCE OF HEARING LOSS & NEED FOR TREATMENT NOW!**



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## HOW TO HANDLE OBJECTIONS TO A DEMO

**First:** You've got to stop objecting to it yourself.

- "I don't have time." "I can't set it exactly right." "They are going to complain." "I don't want to seem salesy or pushy."
- Goal: Provide them a sound experience so that they can make the decision for themselves about the cost benefit for them.

**Second:** When they object don't necessarily back down right away.

- Explain: "I could talk about hearing aids until I am blue in the face, but only you can decide the benefit and this gives you an opportunity to experience that."

**Third:** When it sounds different use it as an opportunity to explain why and how helpful they can be.

- Explain: "You are right, it is loud/tinny/harsh/etc., but that is because this is how much you have been missing with your hearing loss. Yes I can turn it down now, but I want you to see how much you've been missing."
- Explain: BRAIN PROCESSING! – "You are right, it does sound different, but that is because your brain has not been receiving that sound stimulation due to the hearing loss for the last x years that you have been living with this."

**Fourth:** If they give you that hard of time, quickly go through your recommendation and end the appointment, they are not ready and not worth the time.



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## THE RECOMMENDATION

Technology and options.



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## MARKET'S LARGEST SOUND WINDOW

**108 dB**  
LINEAR INPUT  
DYNAMIC RANGE





• UPPER INPUT LIMIT BY **BEYOND 113dB SPL**

• LOWER INPUT LIMIT BY **BEYOND 5dB SPL**







## WHAT TO RECOMMEND....

<b>BEYOND</b>	<b>UNIQUE</b>
<ul style="list-style-type: none"> <li>• Fusion 2 RIC</li> <li>• 3 Technology Levels: 440, 330, 220</li> <li>• Widex Link: Compatibility with all wireless accessories</li> <li>• Pure Link: Direct connect compatibility with 2.4GHz</li> <li>• Input Dynamic Range of 108dB</li> <li>• SmartWind Manager (440)</li> <li>• Sound Class Technology</li> <li>• Zen</li> <li>• Audibility Extender</li> </ul>	<ul style="list-style-type: none"> <li>• All styles available from RIC, BTE, to Custom</li> <li>• All Technology Levels: 440, 330, 220, and 110</li> <li>• WidexLink: Compatibility with all wireless accessories</li> <li>• Input Dynamic Range of 108dB</li> <li>• Wind Noise Attenuation (440)</li> <li>• Sound Class Technology</li> <li>• Zen</li> <li>• Audibility Extender</li> </ul>





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## WHAT TO RECOMMEND ....

### BEYOND & UNIQUE 440

- IE Speech Enhancer **REAL TIME**
- Smart Wind Manager
- High Frequency Boost
- IE-9 Sound Class Technology
- IE TruSound Compression
- Audibility Extender
- IE and Personal Zen
- IE Automatic Acclimatization
- DEX Flexibility
- All of your favorite styles

- When its important to hear in a lot of noise with the **MOST** natural hearing experience.
- Fully automatic
- Real time adjustment per the environment




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## WHAT TO RECOMMEND ....

### BEYOND & UNIQUE 440

### BEYOND & UNIQUE 330

When its important to hear in a lot of noise with the **MOST** natural hearing experience.

- IE Speech Enhancer Real Time
- Smart Wind Manager
- High Frequency Boost
- IE-9 Sound Class Technology
- IE TruSound Compression
- Audibility Extender
- IE and Personal Zen
- IE Automatic Acclimatization
- 5 Programs
- Full DEX Flexibility
- All of your favorite styles

- IE Speech Enhancer Avg Time
- IE-5 Sound Class Technology
- Audibility Extender
- IE Zen
- IE Automatic Acclimatization
- 4 Programs
- Full DEX Flexibility
- All of your favorite styles

- When hearing in noise is very important but budget is a concern.




## WHAT TO RECOMMEND ....

### BEYOND & UNIQUE 440

When its important to hear in a lot of noise with the **MOST** natural hearing experience.

- IE Speech Enhancer Real Time
- Smart Wind Manager
- High Frequency Boost
- IE-9 Sound Class Technology
- IE TruSound Compression
- Audibility Extender
- IE and Personal Zen
- IE Automatic Acclimatization
- 5 Programs
- Full DEX Flexibility
- All of your favorite styles

### BEYOND & UNIQUE 330

When hearing in noise is important but budget is a concern.

- IE Speech Enhancer Avg Time
- IE-5 Sound Class Technology
- TruSound Softener
- Audibility Extender
- IE Zen
- IE Automatic Acclimatization
- 4 Programs
- Full Dex Flexibility
- All of your favorite styles

### BEYOND & UNIQUE 220

When comfort in noise and clarity in quiet are important for value minded patients.

- Traditional Noise Reduction
- Audibility without feedback
- Audibility Extender
- IE Zen
- 3 Sound Class Technology
- 3 Programs
- Full DEX Flexibility
- All of your favorite styles




## WHAT TO RECOMMEND ....

### 440



When its important to hear in a lot of noise with the **MOST** natural hearing experience.

### 330



When hearing in noise is important but budget is a concern.

### 220



When comfort in noise and clarity in quiet are important for value minded patients.

### 110



When hearing in quiet and budget are main concerns.

- Audibility w/o feedback
- Audibility Extender
- Zen
- Full DEX Flexibility
- All your favorite styles




**WIDEXLINK™ DEX DEVICES**

COM-DEX Wireless phone and audio streaming	COM-DEX REMOTE MIC Hear conversations in detail	RC-DEX Compact remote control	TV-DEX TV and audio device	PHONE-DEX Easy to use cordless and line phone	UNI-DEX External audio device connection	CALL-DEX Discreet streaming from mobile phones	FM+DEX FM, telecoil, and DAI device
True hands-free communication	Connects wirelessly via COM-DEX to all Widex wireless hearing aids	User Preference Control	Echo-Free Stereo Transmission	Binaural hearing of phone	Connects to most audio devices with a 3.5 mm jack output	Connects to mobile phones with a 3.5 mm jack output	3 Modes: FM, Integrated T-Coil, and DAI
Control hearing aids via a smartphone app	Convenient steel clip for easy attaching	Program Selection	Volume Control	Large, easy to use buttons	Compatible with mobile phones, computers, tablets, etc.	Streaming starts automatically	Compatible with all FM receivers
Compatible with most cell phones	Mute/Unmute microphone directly on the COM-DEX Remote Mic button	3 ft. range from hearing aids	Room-Off Feature (Microphone Muted)	Large display screen	Streaming starts automatically	Ultra compact design	User preference control
Stream audio from Bluetooth devices	Microphone can also be controlled using the COM-DEX app	#2032 battery (approx. 1 yr. battery life)	Easy on/off	Phone book	Long battery life, fast battery charging	Long battery life—replaceable batteries (size 10A)	Tamper resistant lock
8 hrs. streaming time	Up to 8 hours streaming time	Optional carrying case	2 audio inputs	Rechargeable	Room off feature	Quick match connection to transmitter	Rechargeable
8 days standby/control time		Black or Silver	10 hrs. of continuous streaming	Ready to use: no matching required	Use hearing aids as headset	10-14 hours continuous use	15 inch range from hearing aids
Room - Off feature (Microphone Muted)		Lock Switch	3 ft. range from hearing aids	Rechargeable		98 ft. range from transmitter	No matching required
3 ft. range from hearing aids		Keypress Loop	30 ft. range from TV-DEX base	300 meter (984 ft.) range from phone base			
Rechargeable			Rechargeable				
Available in 3 colors							
Boost option for more volume when streaming							

**COMPATIBLE WITH ALL BEYOND, UNIQUE & DREAM HEARING INSTRUMENTS\***

**DEX™**  
A WIRELESS WORLD

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\* Connectivity is not available in the UNIQUE & DREAM CIC MICRO.

**MAKE ONE STRONG RECOMMENDATION!**

- Be confident.
- Be strong.
- Stop talking.

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## A WIDEX IS FOR EVERYONE!

### Steps To Success:

- **YOU ARE THE EXPERT → BE THE EXPERT!**
- **IDENTIFY:**
  - Identify the need through the use of a communication guide.
  - Identify the hearing loss by providing an experience not just a test.
  - Explain the hearing loss in a way that instills the need for treatment.
- **DEMO:**
  - Provide a listening experience to the patient that leads them to saying "Yes" this can help and "Yes" I am going to move forward today.
- **MAKE A STRONG RECOMMENDATION:**
  - Make a single recommendation and **STOP TALKING!**
  - Continue to probe after the first no.
  - Remember you are providing them a solution and treatment!



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## STEP OUTSIDE YOUR BOX

**"YOU  
ARE ONLY  
CONFINED  
BY THE WALLS  
YOU BUILD  
YOURSELF"**



## JOIN US FOR MORE WIDEX FUNDAMENTALS

**Course 1:** Widex Products and Accessories

Course # 29344

**Course 2:** Widex Core Features

Course # 29451

**Course 3:** Widex Signature Features

Course # 28473

**Course 5:** Compass GPS 101 Live: Monday, July 10, 2017 at 3:00 pm

Course #29211

**Course 6:** Advanced Compass GPS Live: Thursday, August 17, 2017 at 12:00 pm

Course #29212



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## THANK YOU

For more information:

Call Widex at:

- 1-800-221-0188
- WidexPro.com
- WidexLearn  
<https://learn.widex.pro/learn/>
- Audiology Online



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