

Frequently Asked Questions

What is Ready. Set. Hear.?

It's a yearlong triggered email program designed to help new patients successfully adjust to using their new hearing aids.

How often are emails sent out?

Most emails are sent within the first six weeks (post hearing aid fitting) and continue up to a year after the initial fitting.

What do the emails consist of?

The emails consist of hearing care tips, instructional videos, aural rehabilitation games, patient testimonials and maintenance and screening reminders.

What is the goal of the program?

This value-added program is intended to help new patients successfully adjust to their new hearing aids by encouraging their use to enhance comfort. It's also intended to increase patient satisfaction and help reduce return rates over time.

How do I get started?

Simply enroll your patient during their initial fitting using Inspire software. Click on the "Ready. Set. Hear. sign-up page" located on the left navigation, and enter in the patient's email address. It's that easy.

What patient data gets passed through to the triggered-email system?

The patient's full name, birthdate, hearing aid style and date of first fitting are securely and seamlessly linked to our triggered email system.

Will patients need to confirm their consent to receive emails?

Yes, patients will receive an email confirmation to validate the request to receive informational emails from Ready. Set. Hear.TM

Will Starkey own my patient information?

Yes. Starkey will require patient information to send the automated emails. Starkey will provide the hearing professional with all the information collected upon request.

Will the emails come from my practice?

Emails will not come from a specific provider. Emails will be sent by Starkey Hearing Technologies and will be branded "Ready. Set. Hear." This streamlined process allows us to make the Inspire[®] sign-up quick and easy for hearing professionals and patients.

What patient data is being collected?

The program collects the patient's first name, last name, hearing aid style/serial number, date of birth, and date of first fitting.

Call your Marketing Representative today if you have any questions.