



## TrueFit for FLEX

AudiologyOnline – Fall 2018

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**unitron.** Hearing matters

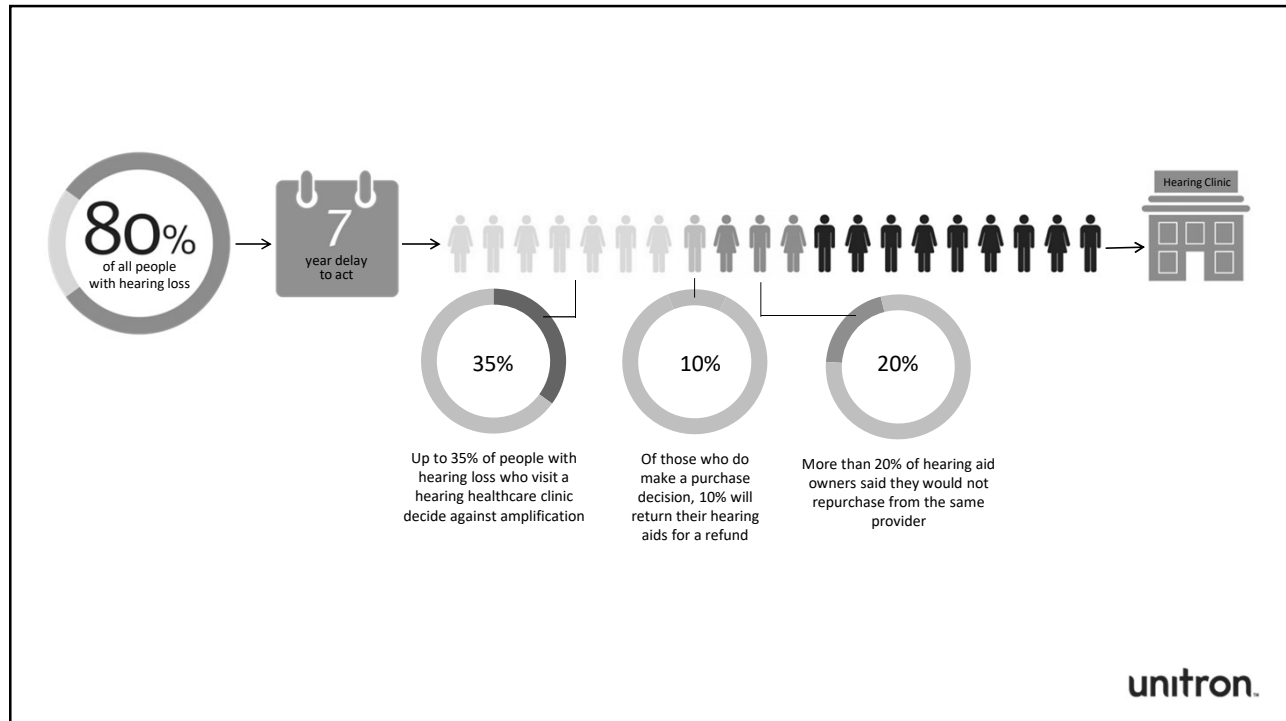
A Sonova brand

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## Learner objectives

1. After this course learners will be able to perform technology change with FLEX:TRIAL devices
2. After this course learners will be able to describe the process of conducting an initial first fit using FLEX:TRIAL devices
3. After this course learners will be able to identify the benefits and communicate the Log It All data to provide a superior patient experience
4. After this course learners will be able to discuss when appropriate, and perform a temporary technology upgrade and/or permanent technology upgrade

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## Provider top 5 priorities

Friendly & accommodating staff | 73%

Easy scheduling | 68%

Shorter wait times | 62%

Good communicators | 54%

Clean & modern facilities | 48%

## vs. Patient top 5

Shorter wait times | 50%

Transparent costs | 49%

Unhurried appointments | 47%

Expert treatment | 44%

Easy scheduling | 41%

"Prioritizing the Patient Experience: Consumerization of Healthcare Brings Patient Satisfaction to Forefront for Providers", West. Retrieved from [https://cdn2.hubspot.net/hubfs/402746/Assets/West%20Assets/Prioritizing%20the%20Patient%20Experience/West%20Prioritizing%20Patient%20Exp%20Report\\_Final.pdf?t=1502991839480](https://cdn2.hubspot.net/hubfs/402746/Assets/West%20Assets/Prioritizing%20the%20Patient%20Experience/West%20Prioritizing%20Patient%20Exp%20Report_Final.pdf?t=1502991839480) (accessed August 26, 2017)

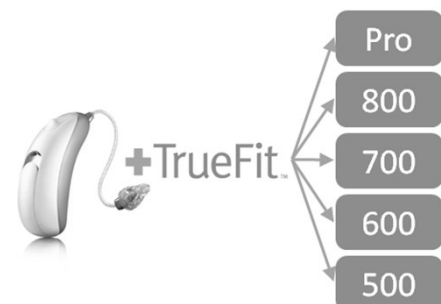
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## FLEX & Log It All

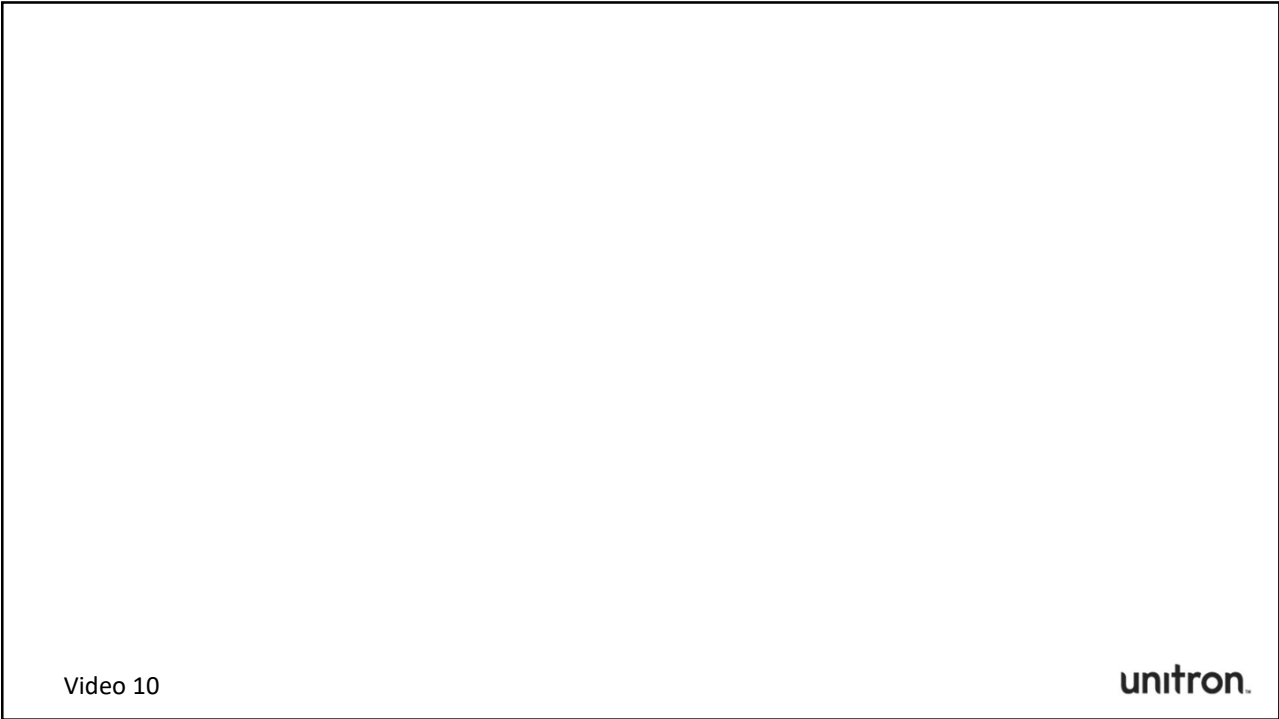
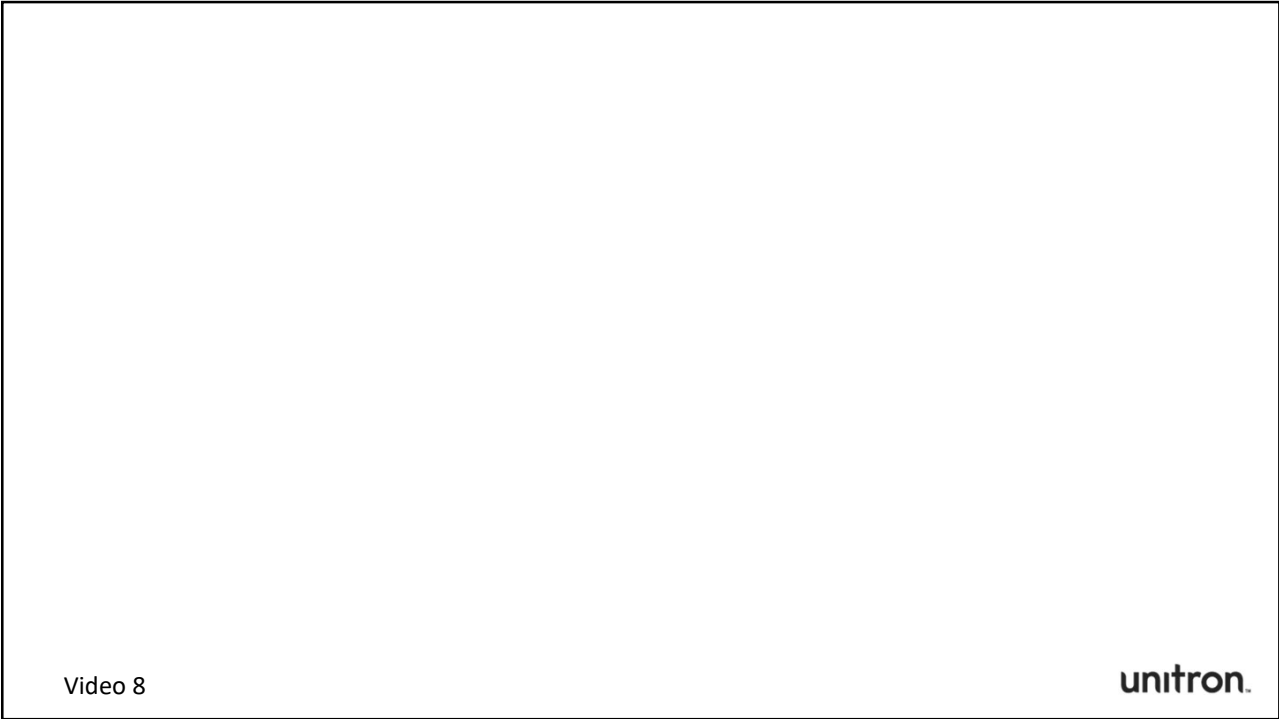
What are they?

## FLEX:TRIAL is a unique instrument that utilizes our open platform technology

- Unlimited technology level changes through TrueFit
- You define the trial period between 1 to 6 weeks, at the end the hearing instrument beeps and is unwearable
- Available in Moxi All, Moxi Fit, Moxi Dura, Moxi Kiss, Stride P and Stride M, and Max



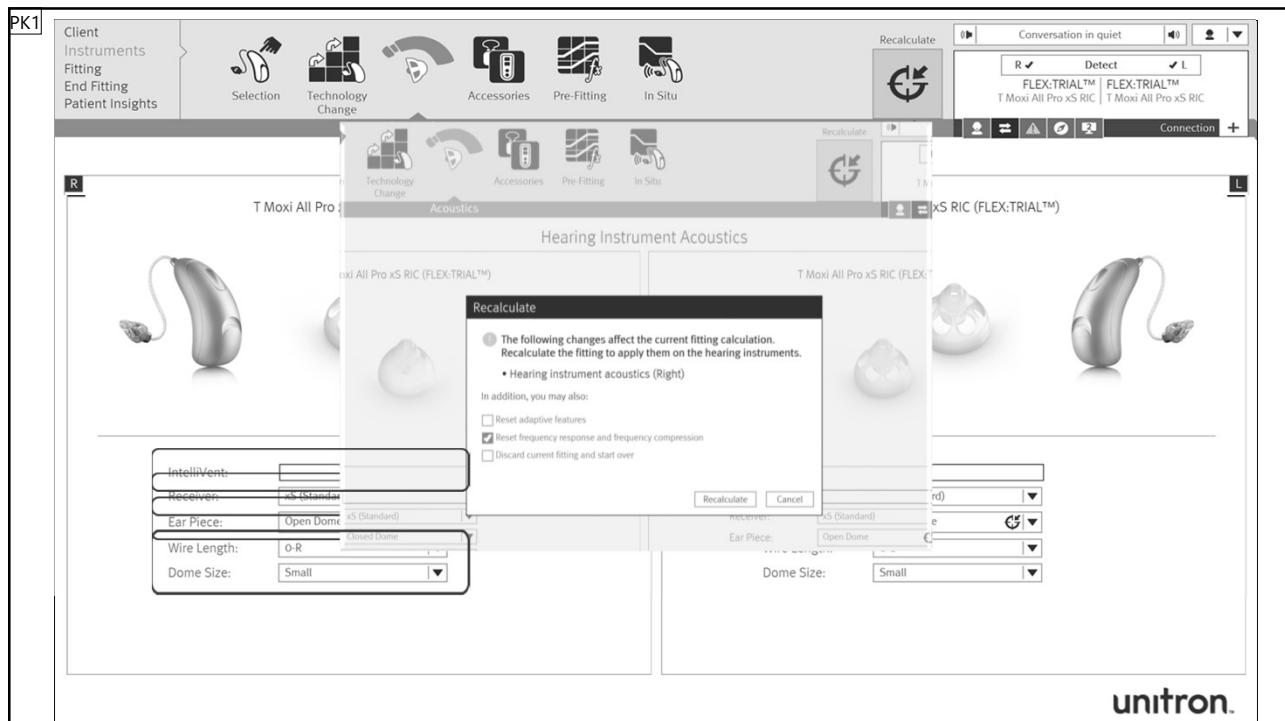
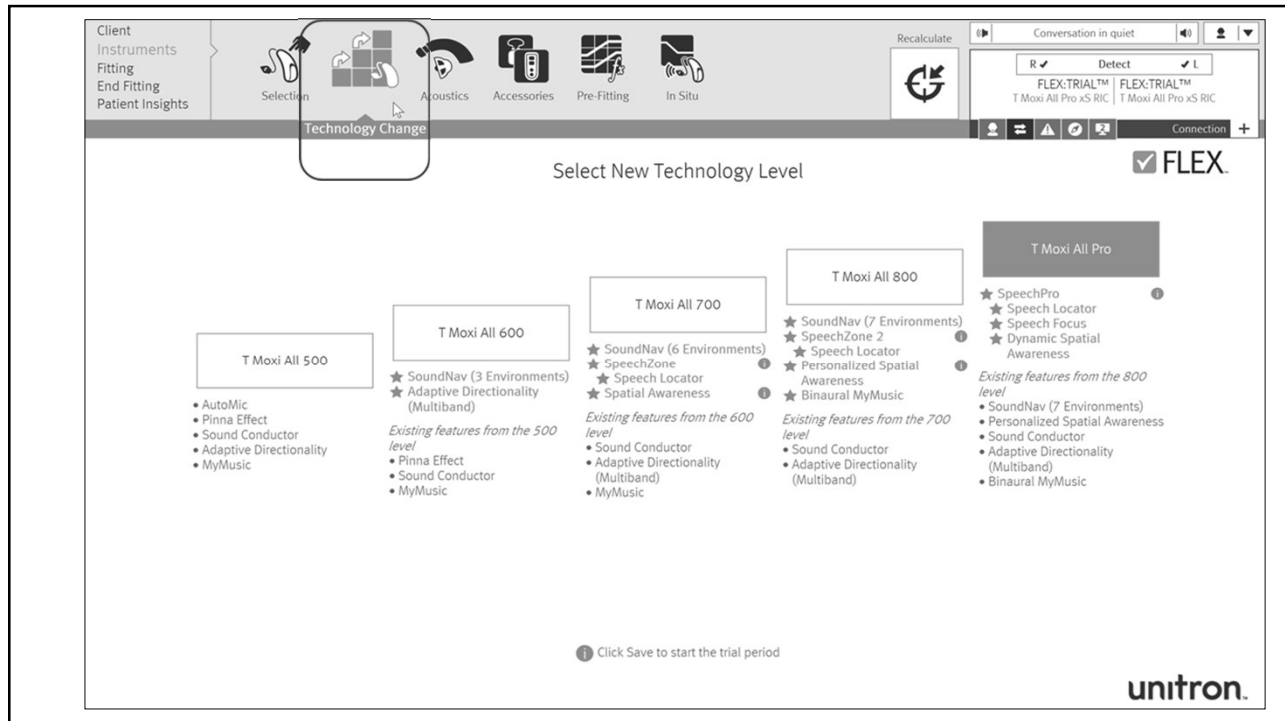
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## Suggestions for first time fit with FLEX:TRIAL



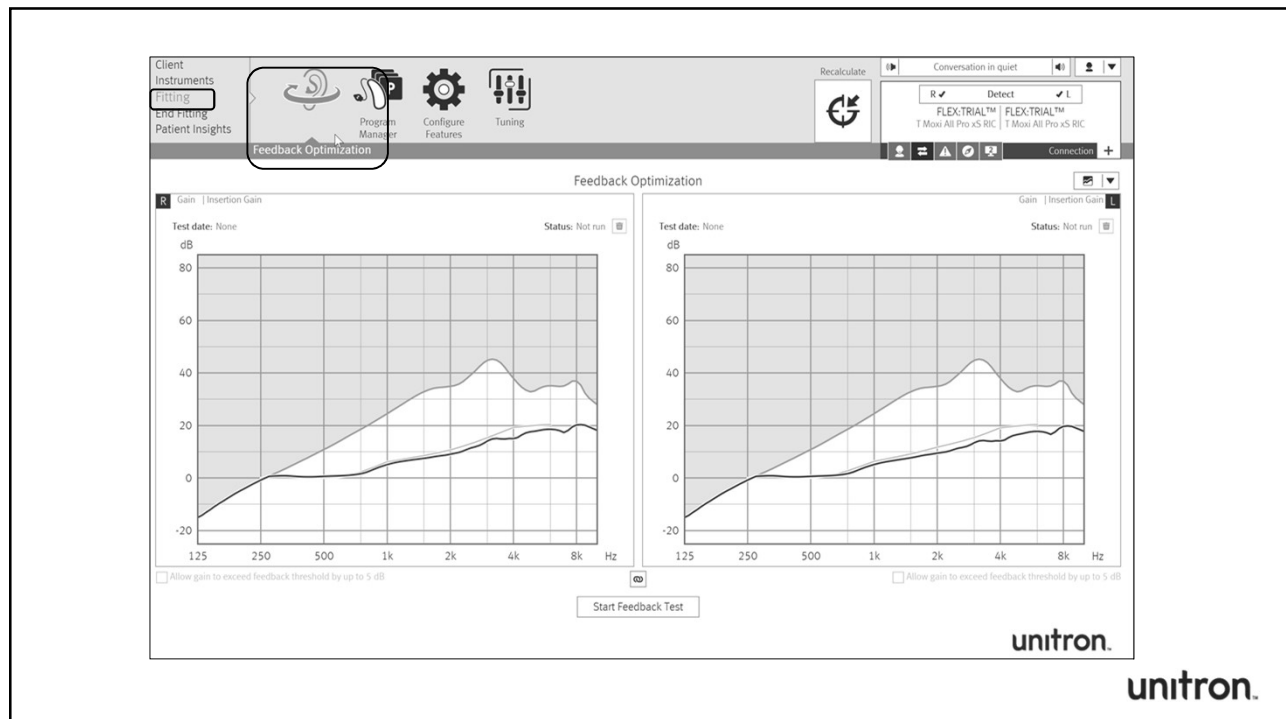
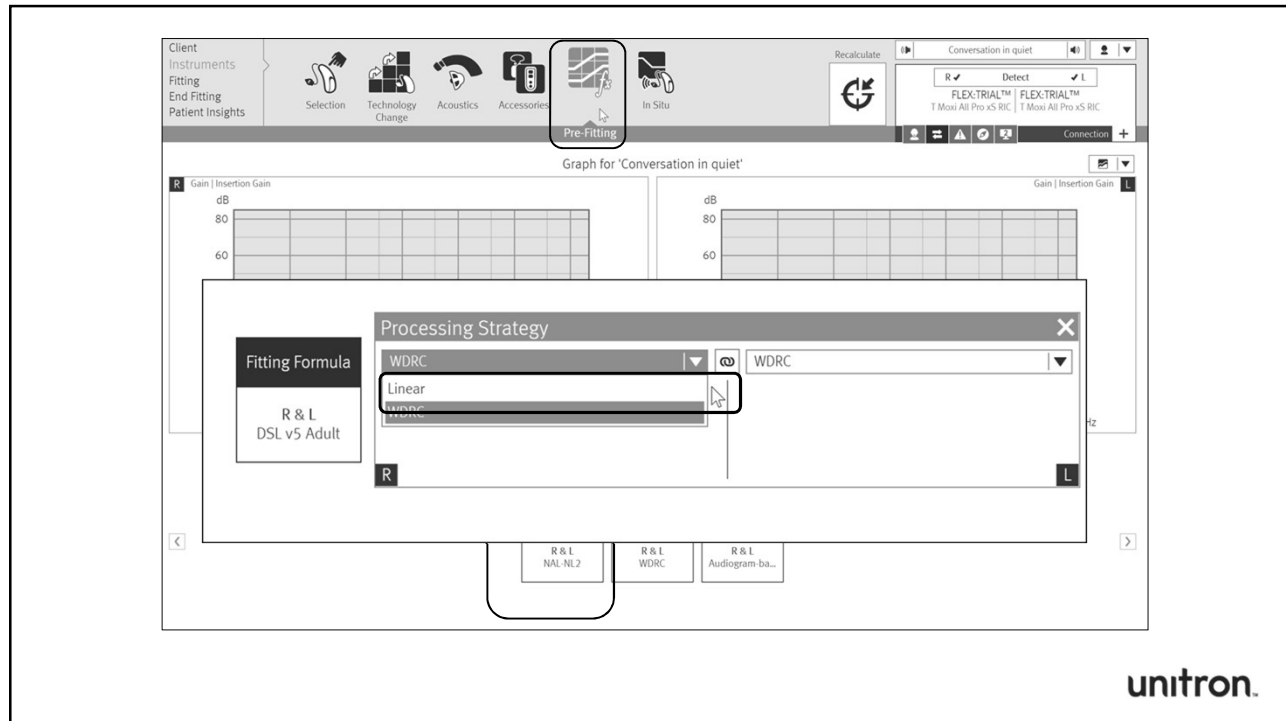
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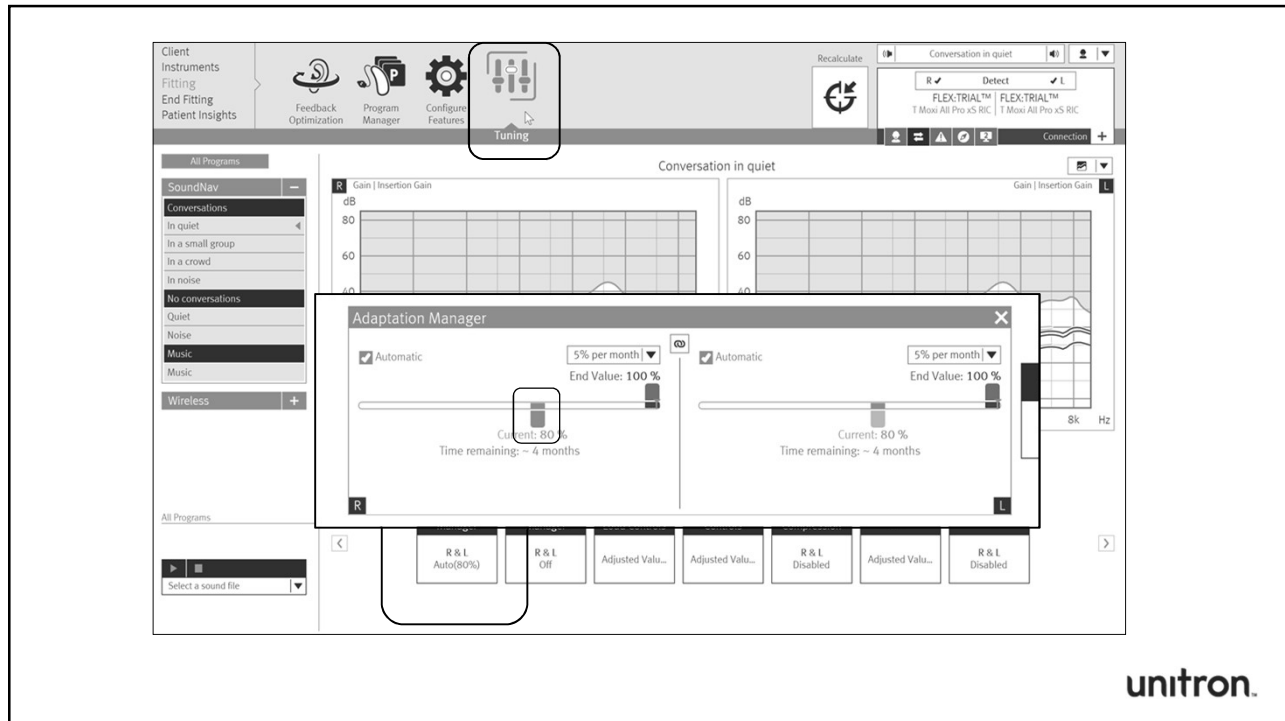
Slide 12

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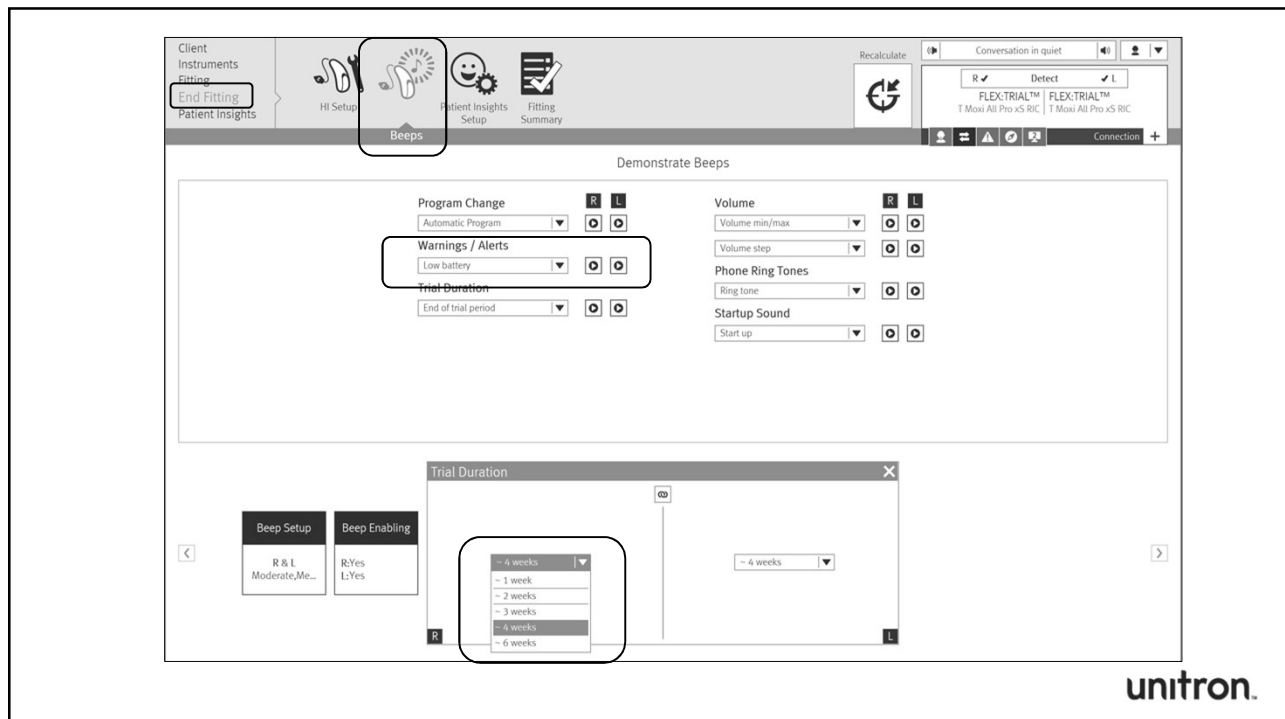
**PK1** Add screen shot of new recalculate  
Petraitis, Kristina, 9/12/18



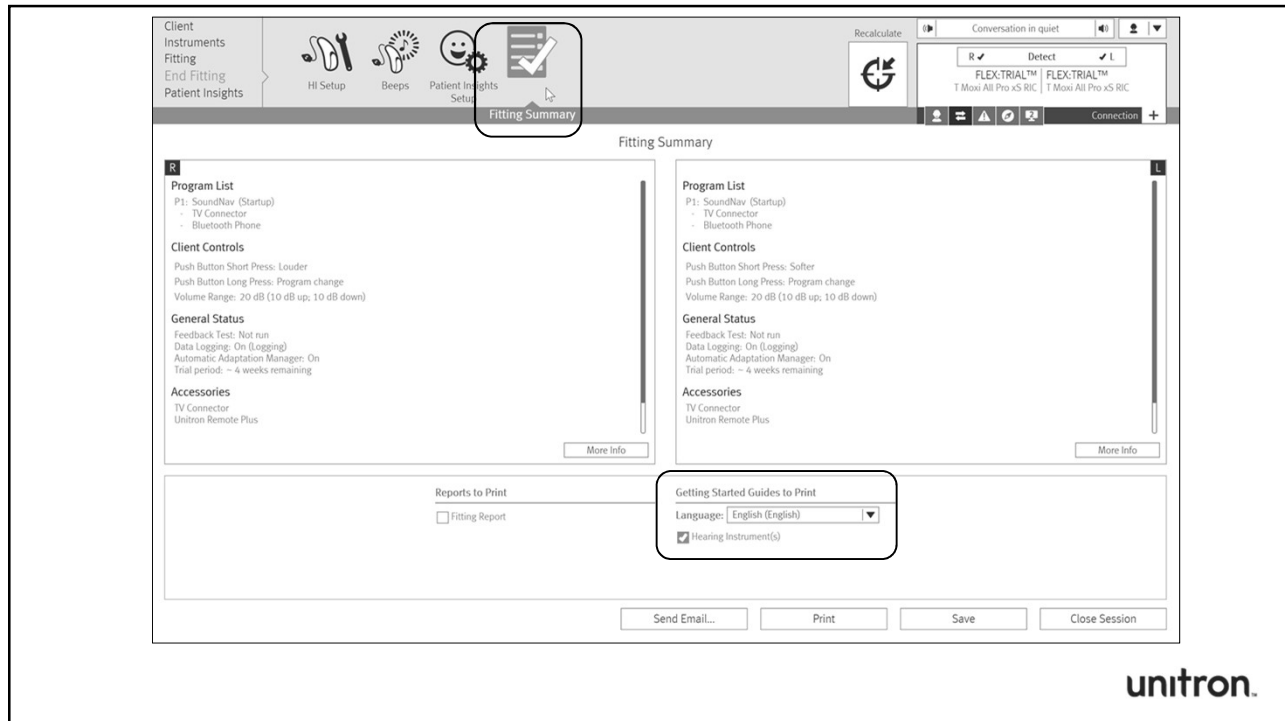




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Video 19

Email

Email Type: Getting started

**Email Information**

Recipients Email(s): \*

Your Email: \*

☐ Send copy to my email address

Language: English (English)



**Personal Messages**

**Getting Started Guides**


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Hello,  
I was great to see you in my office today. Here are some support materials that I'm sure you will find helpful as you adjust to your new hearing aids.

**Your hearing aid(s)**  
Below is your specific product style and model  
Hearing aid(s) fitted for: **Training Session2**

Left ear	Right ear
	
Hearing aid: T-Mini All Pro Battery size: 13 Dome: Open Dome	Hearing aid: T-Mini All Pro Battery size: 13 Dome: Open Dome

**Learn more about your hearing aid(s)**  
Attached is some information to help you get started hearing better with your new aid(s). Below are links to short instructional videos which offer handy tips to using and maintaining your hearing aid(s). Please click on the link below.

 Watch your T-Mini All Pro instructional videos online.

Enjoy your new hearing aids, and please do not hesitate to contact us if you have any questions.

✖ Required information  
The patient will receive this email from Sonova's cloud services. The patient's email address will be stored in the cloud. Obtain consent from your patient if required by local laws and regulations.

Update Preview Send Cancel

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Detect FLEX:TRIAL

Verify acoustics

Change fitting formula (if needed)

Adjust the automatic adaptation manager

Set the trial duration

Print/email getting started guide

Save and close session

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## Value of FLEX:TRIAL

- Offer trials of all technology levels
- Allow patients to leave with hearing instruments risk & obligation free
- Create a better repair service/experience
- Use premium repair service to promote hearing instrument purchase
- Reduce patient concerns regarding price

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## Log It All

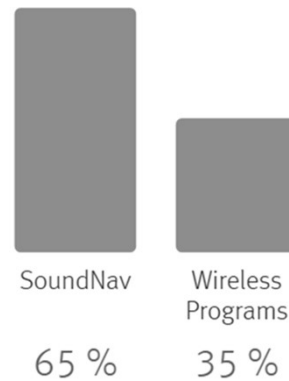
Evidence based technology recommendations

**Log It All  $\neq$  Data logging**

Data logging tells you what the hearing instrument did

## Data logging (Usage)

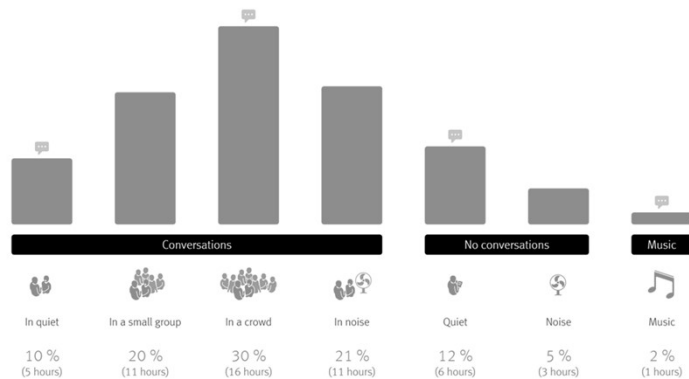
Usage		
R	Hours per day	
	8	8
Total days		
	14	14



Log It All captures a patient's hearing experience across 7 different environments regardless of the technology level

# Log It All

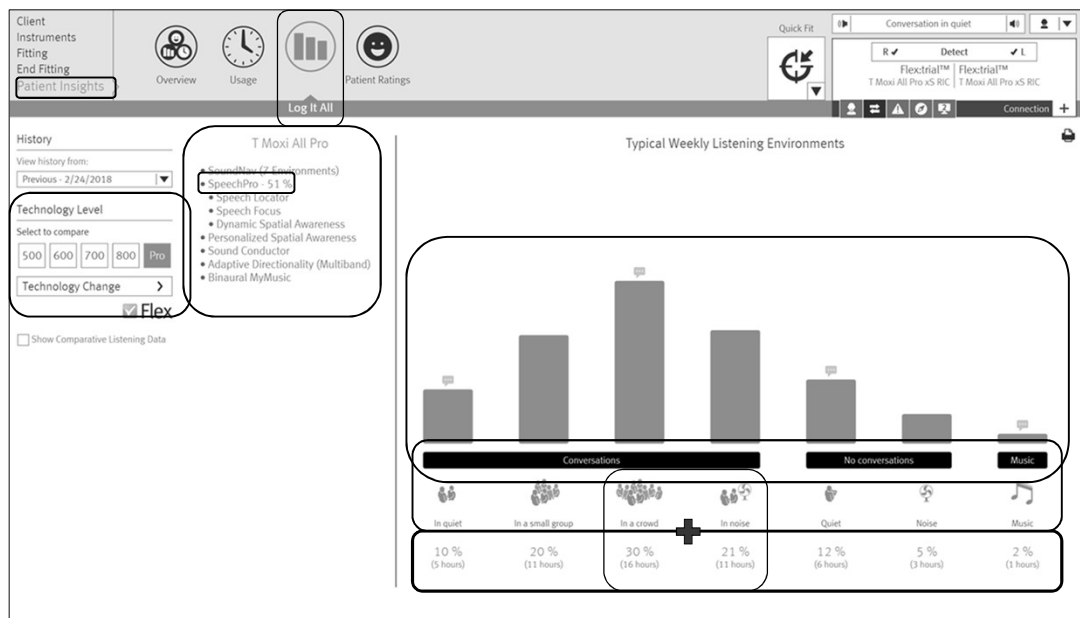
Typical Weekly Listening Environments



Log It All uses evidence based counseling to enhance the patient experience

Video 30

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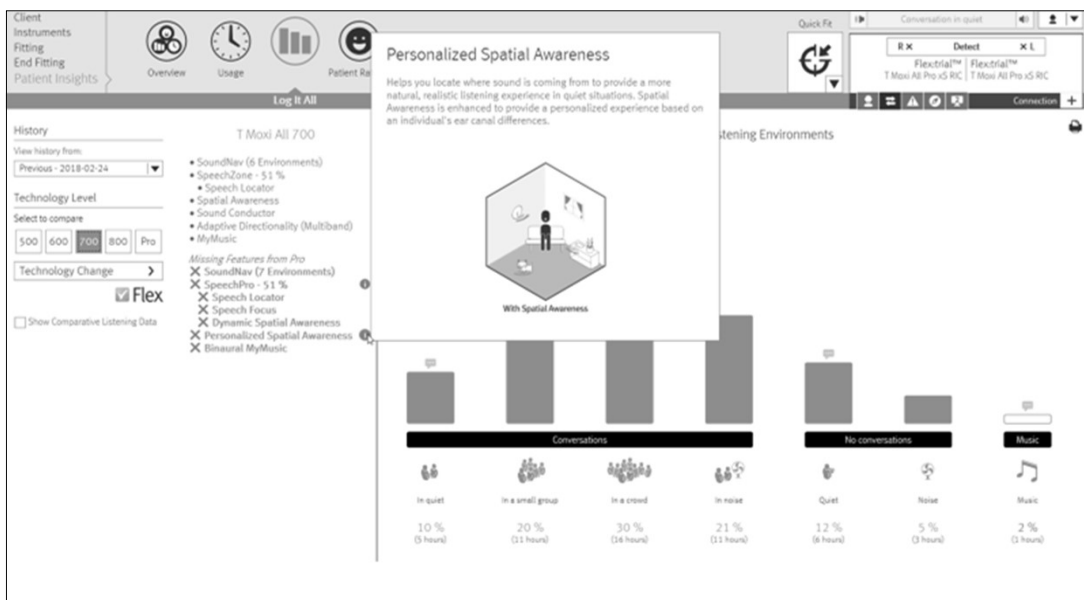


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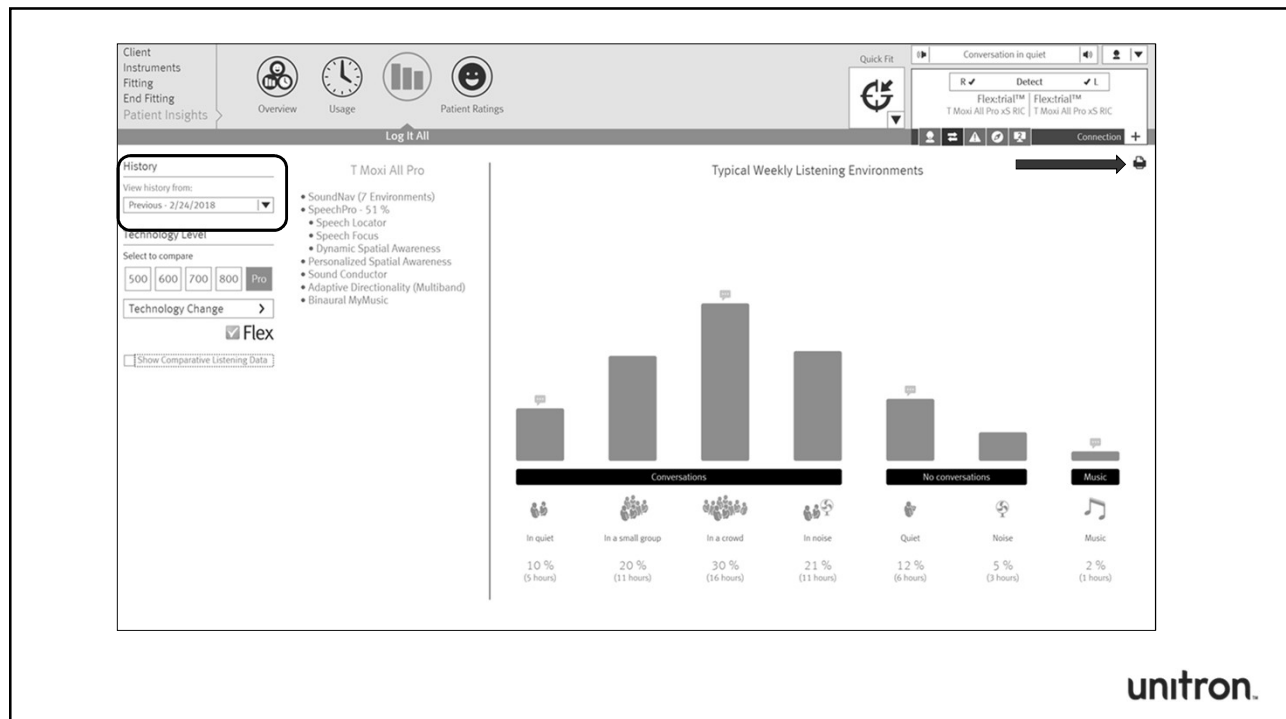


Video 33

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## Value of Log It All

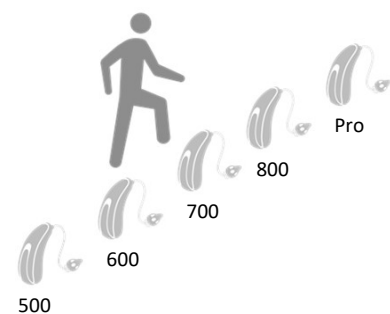
- Visualization of personalized real world data
- Make evidence-based technology recommendations using Log It All
- Validate the appropriateness of the recommended technology level
- Discover the need for a manual program(s)
- Suggest based on the data whether a different technology level would provide a better solution

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## FLEX:UPGRADE

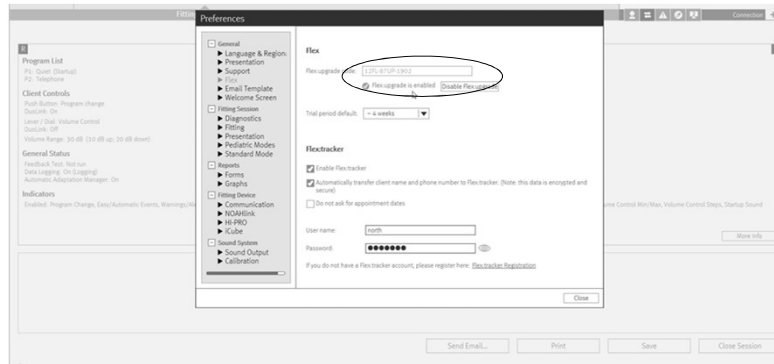
### FLEX:UPGRADE offers in-clinic software upgrades

- Solution for when patients are about to, or have already, under purchased
- Offer a temporary upgrade between 1 to 6 weeks after which the hearing instrument beeps and is unwearable
- No time limit on when hearing instruments can be upgraded
- All Unitron hearing instruments (except Shine) are upgradeable



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# FLEX:UPGRADE software activation instructions



Activation code: **12FL-87UP-1902**

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Video 43

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FYI

## Value of FLEX:UPGRADE

- Your patient can grow with their instruments
- Can offer temporary upgrades for life events
- Potential for generating referrals
- Benefit of trying higher technology without purchase
- Unique opportunity for additional revenue stream

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## Summary

- FLEX ecosystem
  - FLEX:TRIAL
  - Log It All
  - FLEX:UPGRADE
- Usage in office and in TrueFit software
- Enhancing patient experience
- Value to you and your patients

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QUESTIONS?????

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THANK YOU



