



Unlocking the Key to a Simple and Effective In-office Demonstration Using Phonak Audeo Marvel

A Sonova brand

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Learning Outcomes

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- Describe the demonstration tools available in Phonak Target.
- Compare various demonstration techniques and explain how to select the appropriate technique for patient needs.
- Summarize the components that make up a successful in office demonstration.

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Look familiar?

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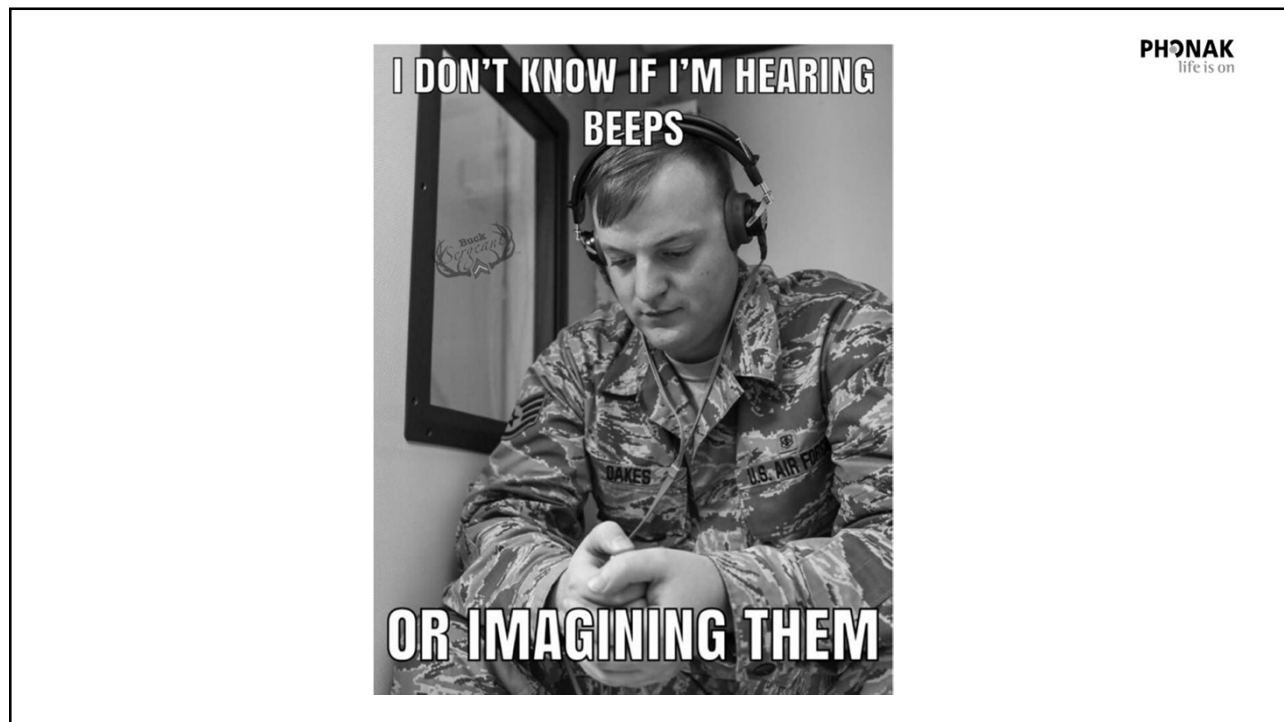
Why demo in office?

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Hearing loss and the patient's perception of quality of care

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- Hearing loss was independently associated with lower overall ratings of patient-provider communication and overall healthcare
 - 10% lower odds of having favorable ratings for patient-provider communication
 - 6% lower odds of having favorable ratings for healthcare experience
- Greater difficulty understanding or engaging in discussions with providers, especially when discussing unfamiliar medical concepts/terminology
- Increased cognitive load and listening effort causes a decrease in retention of new information

Reference: Mick, P., Foley, D. M., & Lin, F. R. (2014). Hearing loss is associated with poorer ratings of patient-physician communication and healthcare quality. *Journal of the American Geriatrics Society*, 62(11), 2207-9.

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Demo the appropriate level of technology

Phonak Trial™

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- 1 Ready to trial at 1st visit
- 2 Multiple performance levels in 1 device
- 3 Available for all models
- 4 Silver gray (P6) only
- 5 Marked as PHONAK Trial™ hearing aids



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A Trial device for the complete Audéo M portfolio

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Audéo M-312



Audéo M- R

November 2018



Audéo M-312T



Audéo M-RT



Audéo M-13T

February 2019

Fall 2019

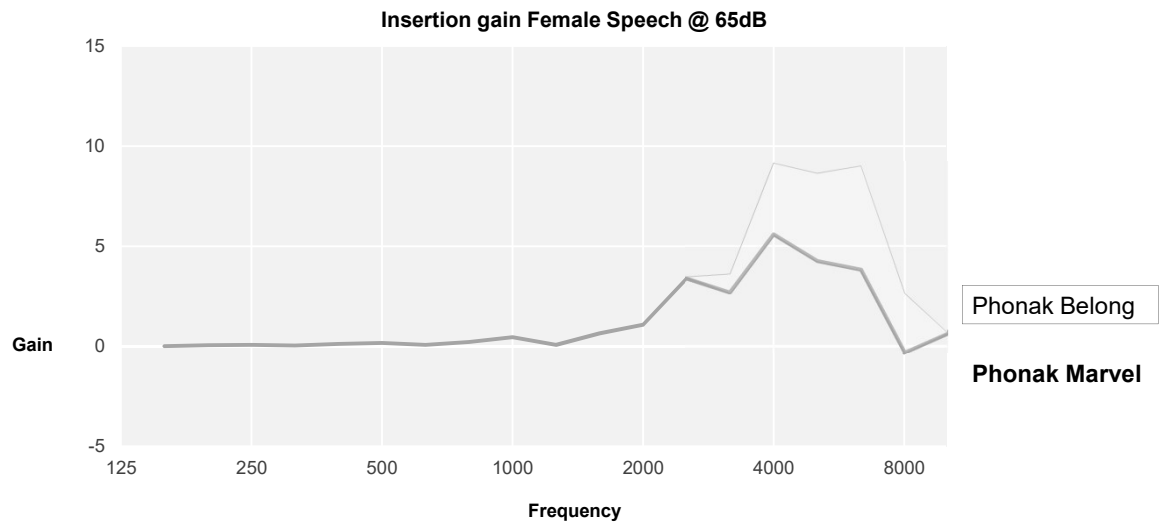
Demo an exceptional sound
quality from the first fit

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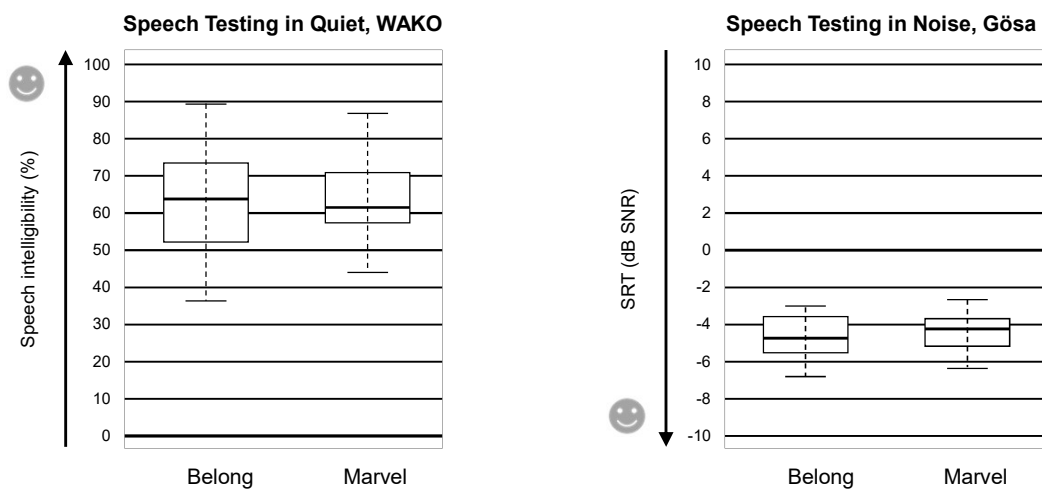
New approach for 80% Gain Level

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Excellent speech intelligibility

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12

Source: Jansen, S., & Woodward, J. (2018). Love at first sound: the new Phonak precalculation. Phonak Insight, October 16th, 2018 (Gain level 80%, N=20)

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Marvel vs. Belong - sound quality ratings

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Source: Jansen, S., & Woodward, J. (2018). Love at first sound: the new Phonak precalculation. Phonak Insight



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Target as a counseling
tool:
Client view

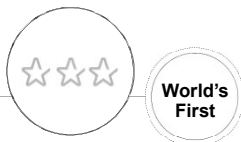
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Demo connectivity

Directly connects to iOS and Android

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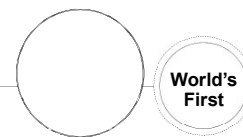
New

- Audible notifications
- Top rated streamed sound quality thanks to AutoSense OS 3.0



New & unique

- Streams phone calls and music to both ears
- iOS, Android and any Bluetooth® enabled phone



New & unique

- Hands-free calls with improved own voice pick up

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Enjoy TV, music and more with the new TV Connector

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EASY TO USE

Plug and Play

Buttons for easy on/off and volume control

Automatically connects if within range

3 activation options

GREAT SOUND QUALITY

Top rated streamed sound quality thanks to AutoSense OS 3.0

Dolby™ compatible

Optical cable as default

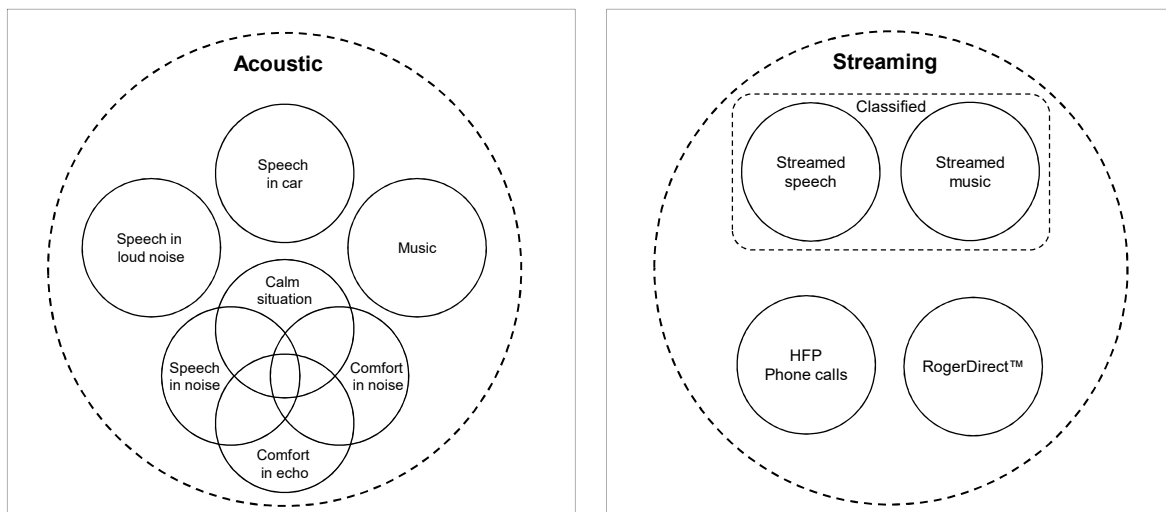


*Manufactured under license from Dolby Laboratories. Dolby, Dolby Audio, and the double-D symbol are trademarks of Dolby Laboratories

Classification of streamed input signals

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AutoSense OS™ 3.0

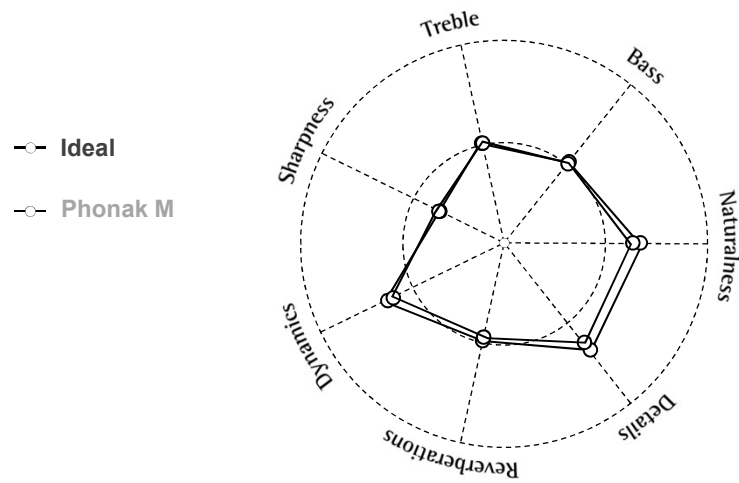


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Top rated streamed sound quality

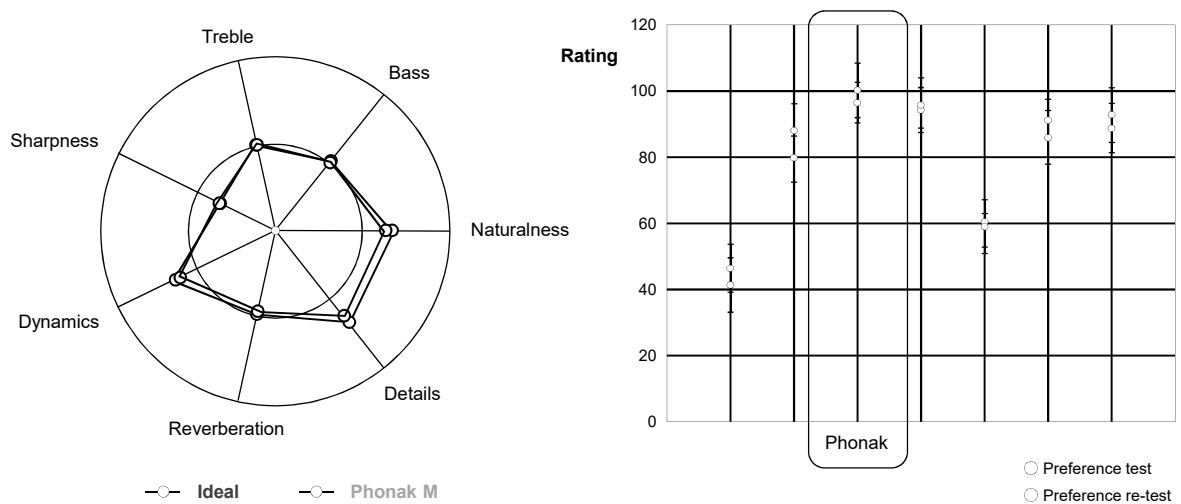
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Source: Legarth, S., Latzel, M., & Rodrigues, T. (2018). Media streaming: The sound quality wearers prefer. Phonak Field Study News

Top rated streamed sound quality

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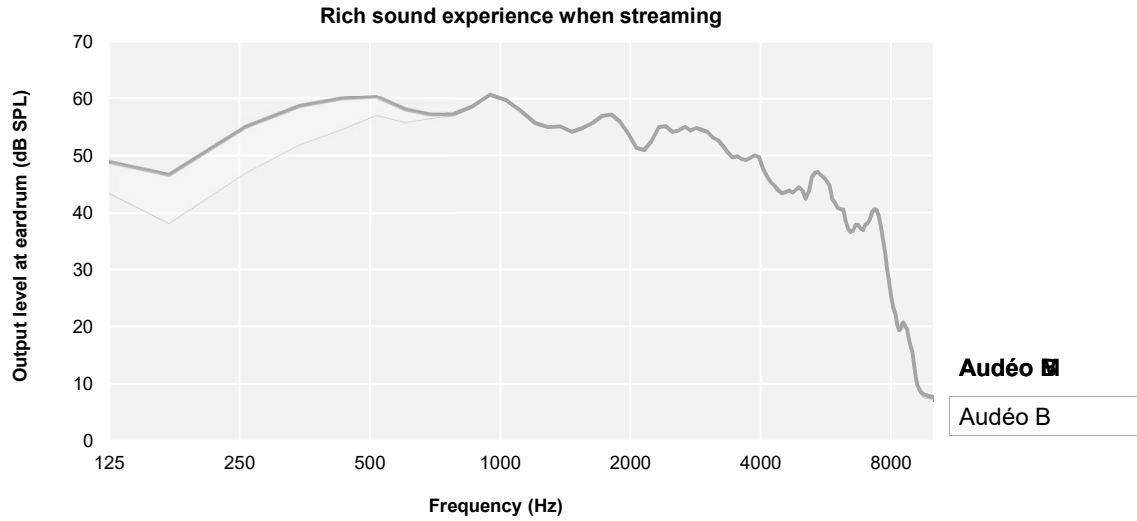


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Dual path processing of Vent loss compensation

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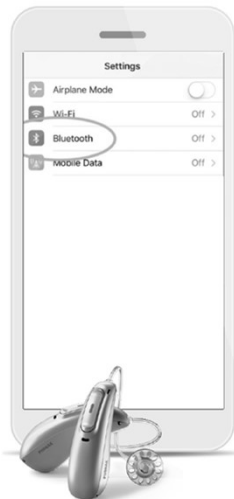


Connecting Phonak Marvel™ to your cell phone

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Follow these quick and easy steps to connect your Phonak Marvel devices to your cell phone.

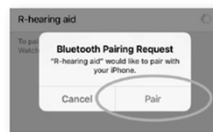
What about a phone call?



1.



2.



What media should I demo?

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Demo myCall to Text app



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myCall to Text app

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		Free Version	Basic Version \$4⁹⁹/month 4 ⁹⁹ /month for Marvel patients	Pro Version \$79⁹⁹/month \$9 ⁹⁹ /month for Marvel patients
App-to-app calls		Unlimited	Unlimited	Unlimited
Outgoing calls	National	1 hour trial included (valid for 3 months)	1 hour per month	Unlimited
	International	Not included	Credits can be purchased	1 hour included, then credits can be purchased
Incoming calls (national or international)		Only if the other caller uses the app	Unlimited	Unlimited

Target as a counseling
tool:
Benefit demonstrator



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An efficient in office demo

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- Select the appropriate level of technology and program the trial devices
- Use client view as a way to counsel on test results
- Demo streaming sound quality
- Demo a phone call
- Use benefit demonstrator to help overcome any objections

Together, we change attitudes

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Together,
we change lives

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