


## Making Patients Ready for Amplification

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VP, Audiology



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### Learning Objectives:

- ...Identify the possible mindsets that patients can approach the hearing aid process with.
- . . . Recognize some options that can move a reluctant patient towards readiness.
- . . . Recognize how mindset can affect the initial experiences with amplification.

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# Why?

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## The Mindset of the First Time User

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First Time Users: New Insights

## International 2010 Patient Survey

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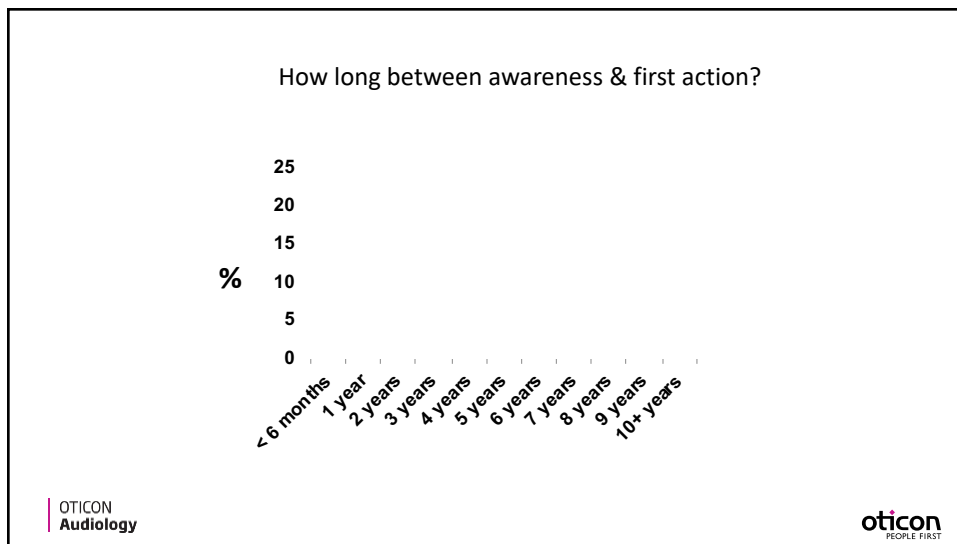
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First Time Users: New Insights

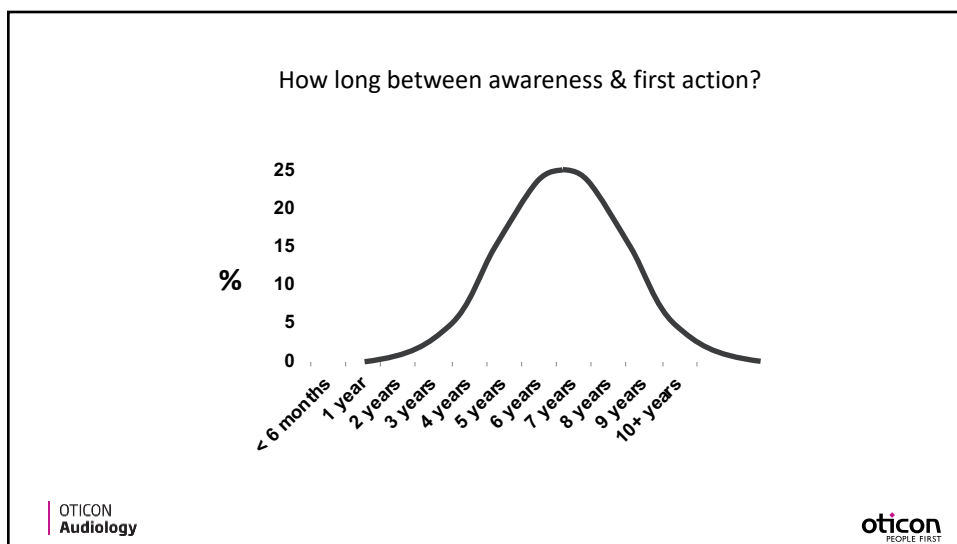
- 1,450 respondents
  - 750 first time users, 700 experienced users, recruited through local web panels
  - US, CAN, GER, FRA and ITA
  - Web-based survey with stimuli material (visuals, messages).

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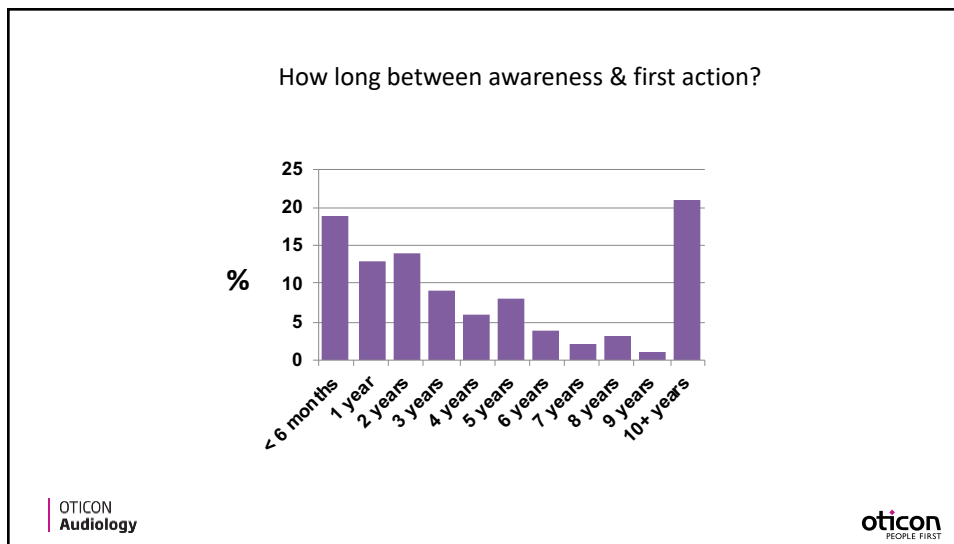
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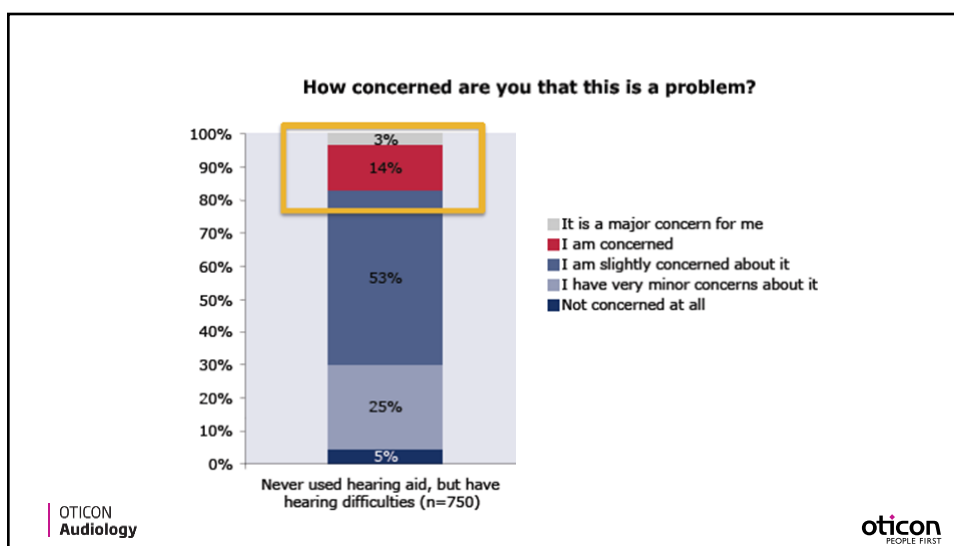
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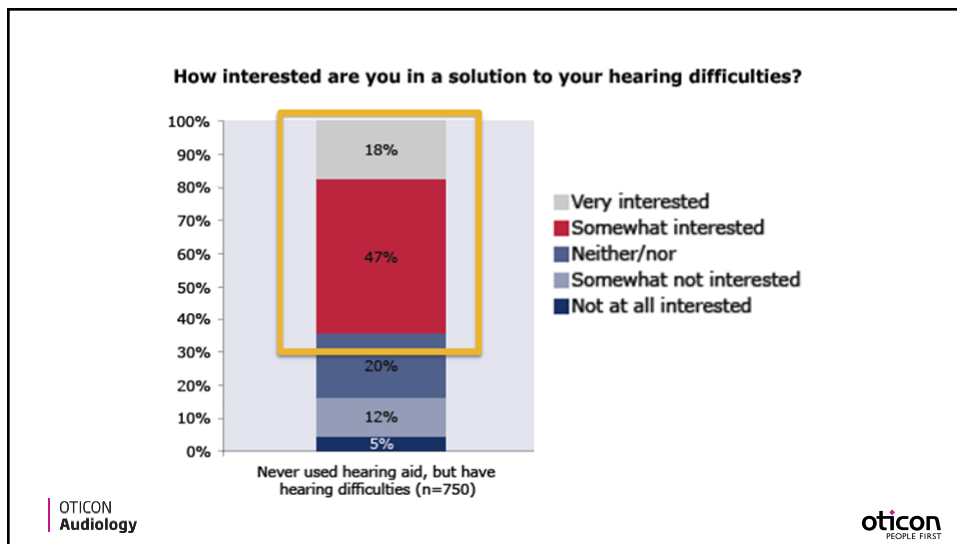
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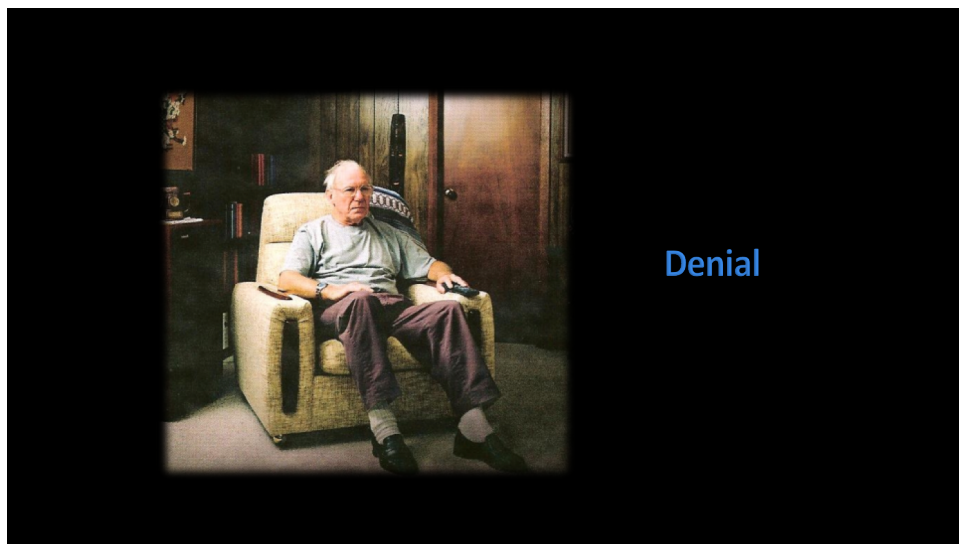
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The difference between ***Willing*** and ***Ready***

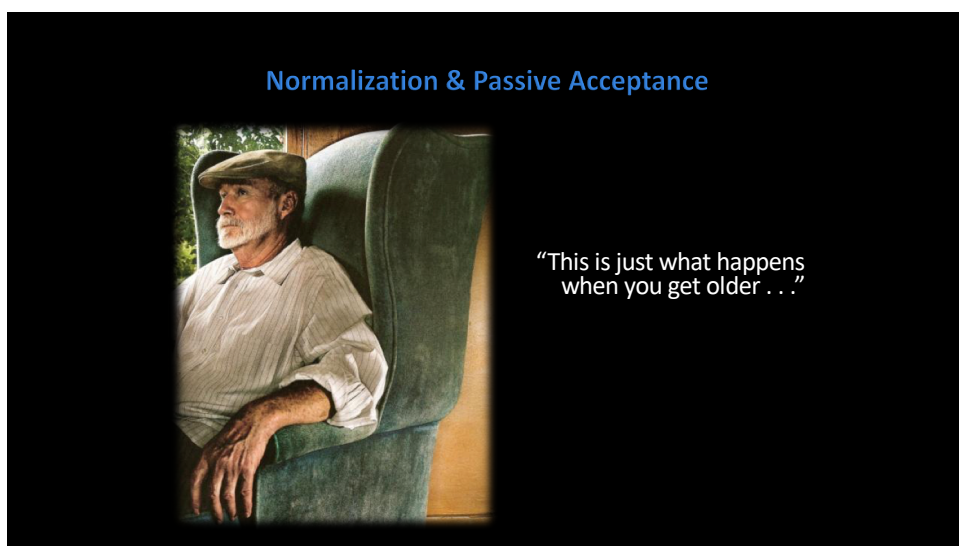
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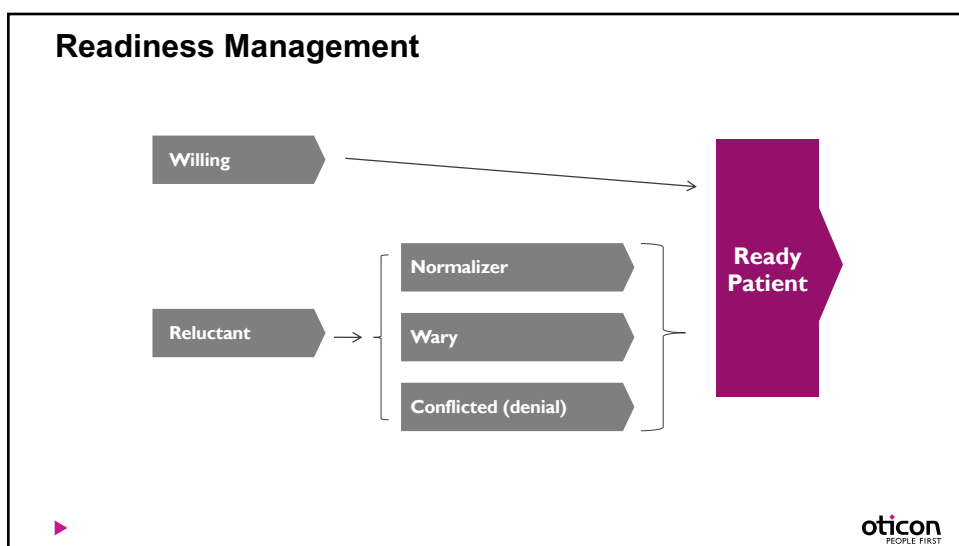
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### What makes a patient ready?

- Trust
  - Professional
  - Product
  - Self
- Emotionally feels the effects of the hearing loss . . . Sense of urgency
- Takes ownership
- Realistic expectations

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### The First Month

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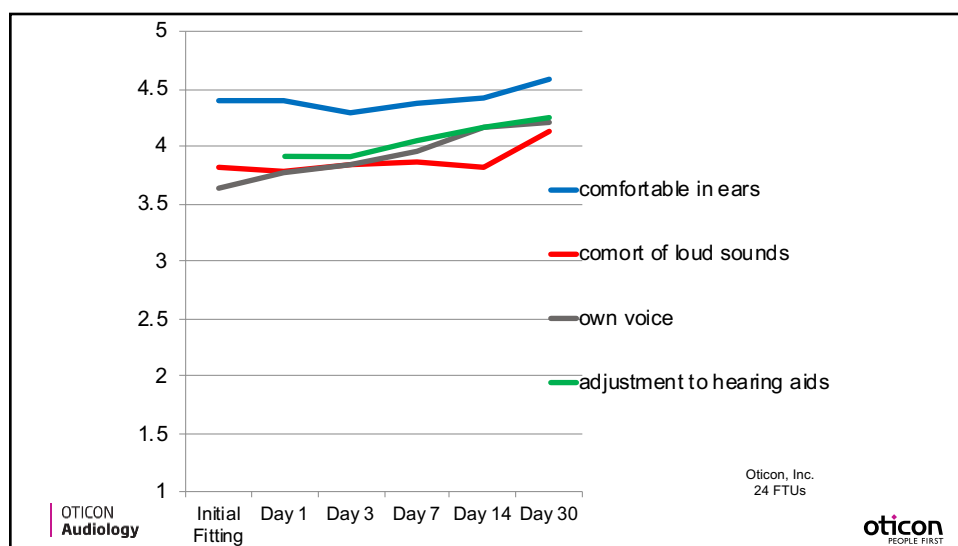
First Time Users: New Insights

## First Month Studies

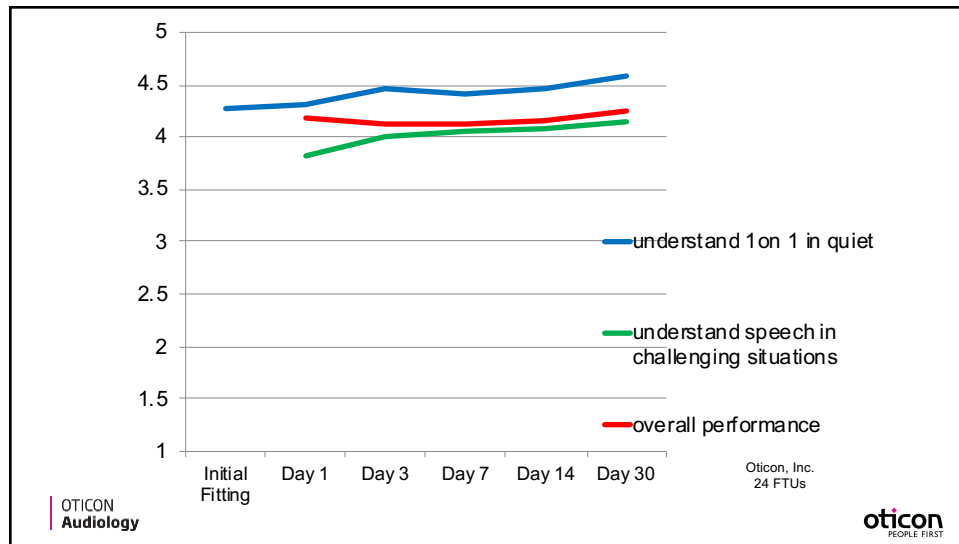
- Oticon Inc. Survey: 24 FTUs
- Towson University Clinical Study: 19 FTUs

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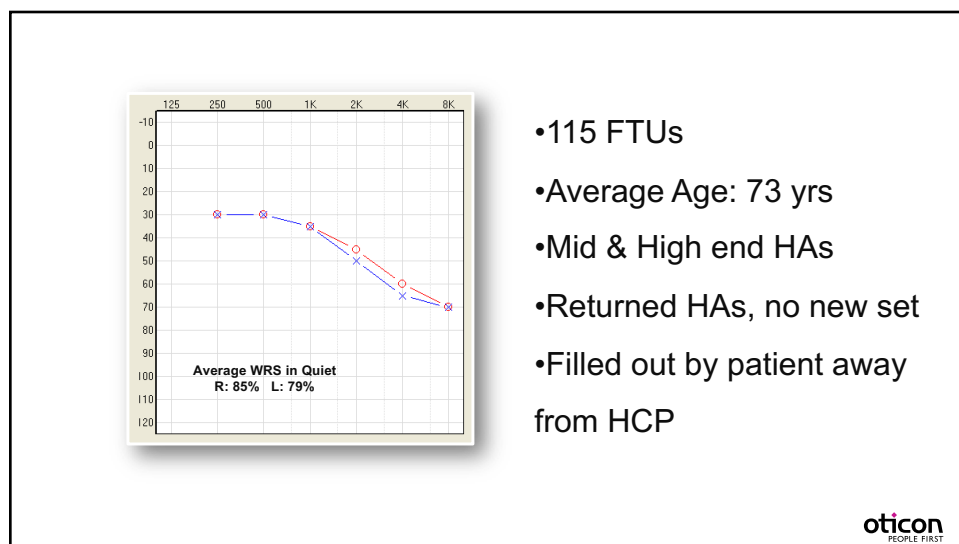
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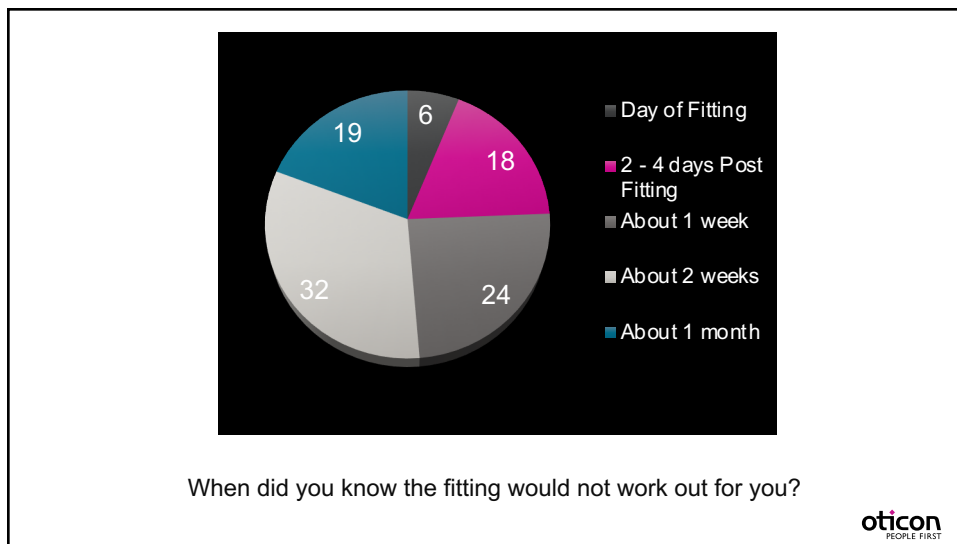
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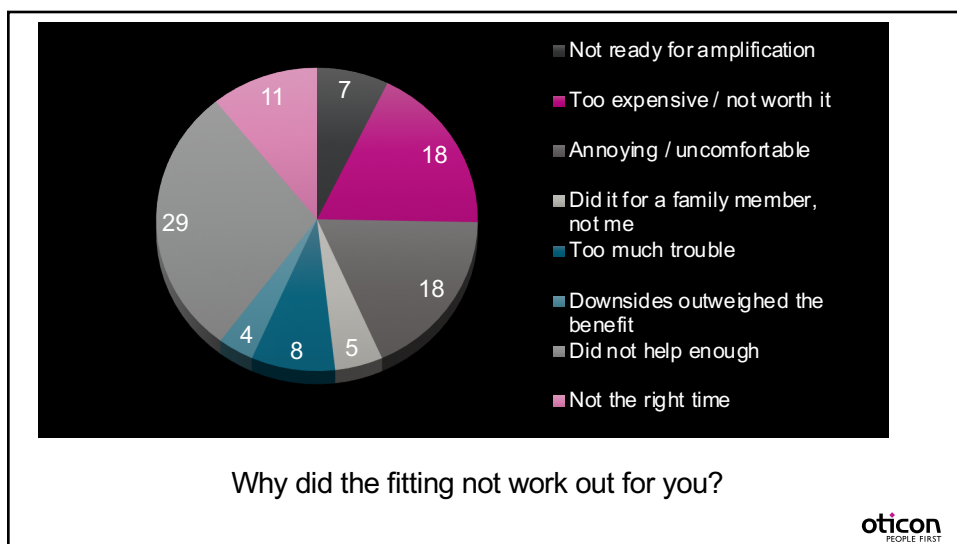
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## Patient “Bill of Expectations”

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### Patient Expectation Guide

- **Expectations:**

- Functional on a daily basis . . . Repairs in a timely manner
- Free from feedback under normal use conditions
- Physically comfortable to wear
- Loud sounds acceptable
- Improved ability to hear soft and conversational levels of speech in quiet environments.
- Comfortable to wear in louder, noisier environments.

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## Patient Expectation Guide

- **Potential Benefits:**

- The hearing aids will allow you to better understand speech in complex, noisy situations.
- The hearing aids will improve your ability to separate the various sources of sound in your environment and focus on the sounds in which you are most interested.
- The hearing aids will improve your ability to understand speech from electronic sources such as telephones, televisions, etc.
- Higher the technology level, the greater the chances of improved performance in complex situations



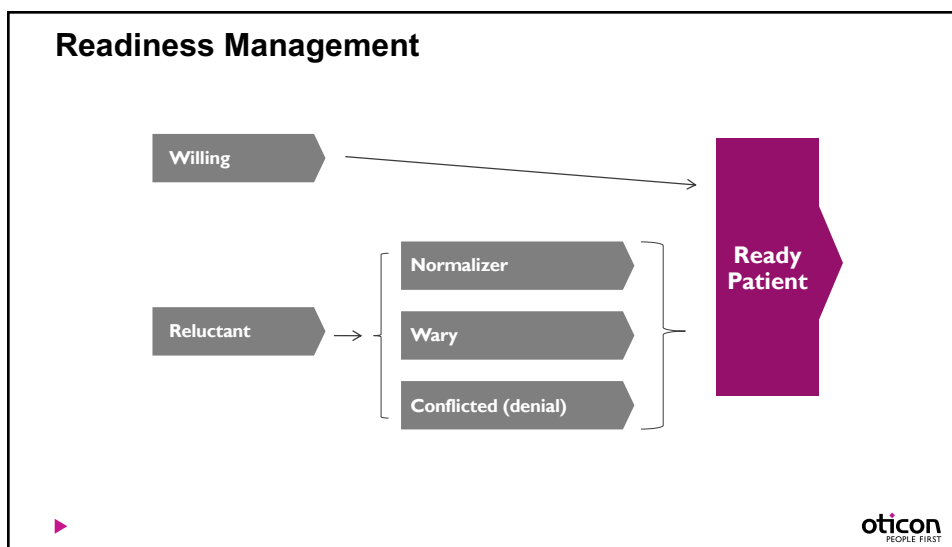
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## Demo Fittings:

- Does the use of Demo Fittings affect patient attitudes?



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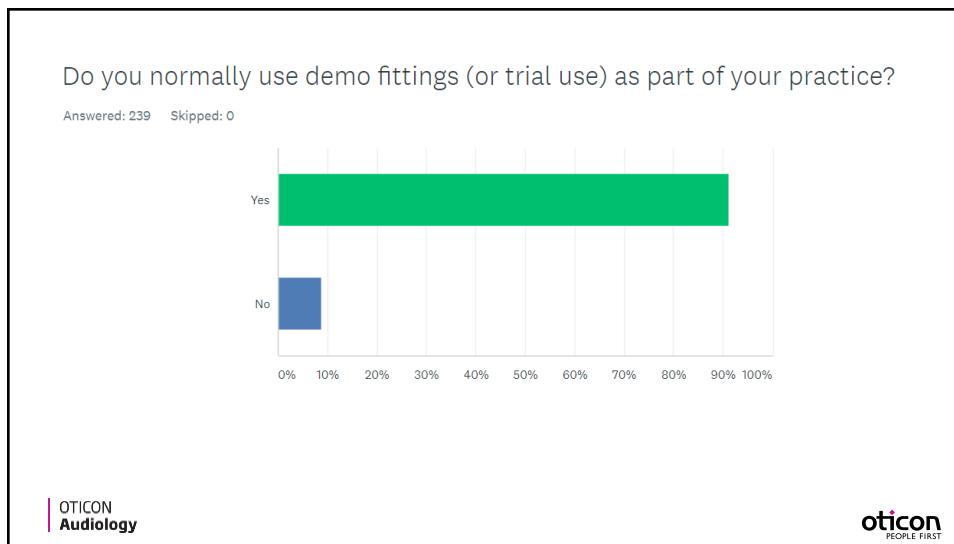
### Part 1: HCP Responses

- 659 surveys sent
- Current Oticon customers
- 239 surveys returned (36%)

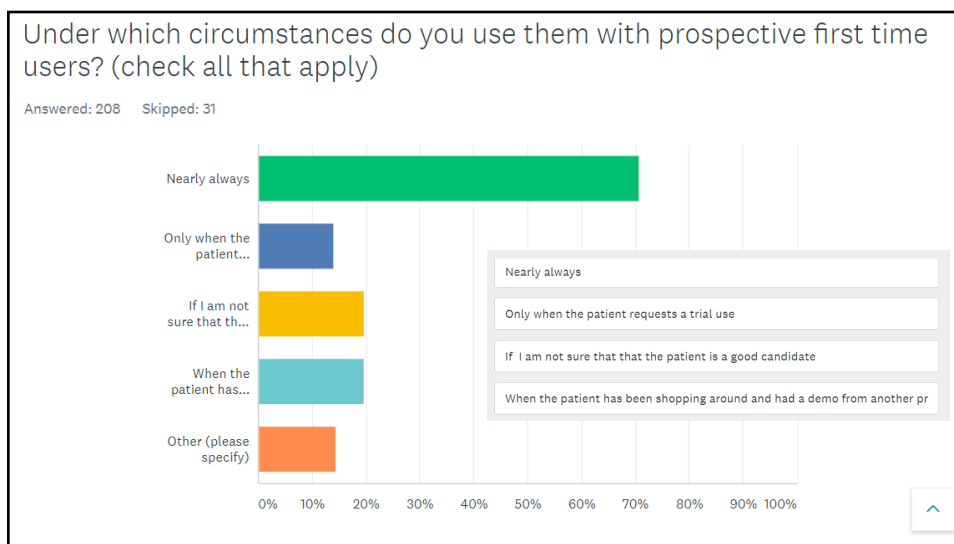
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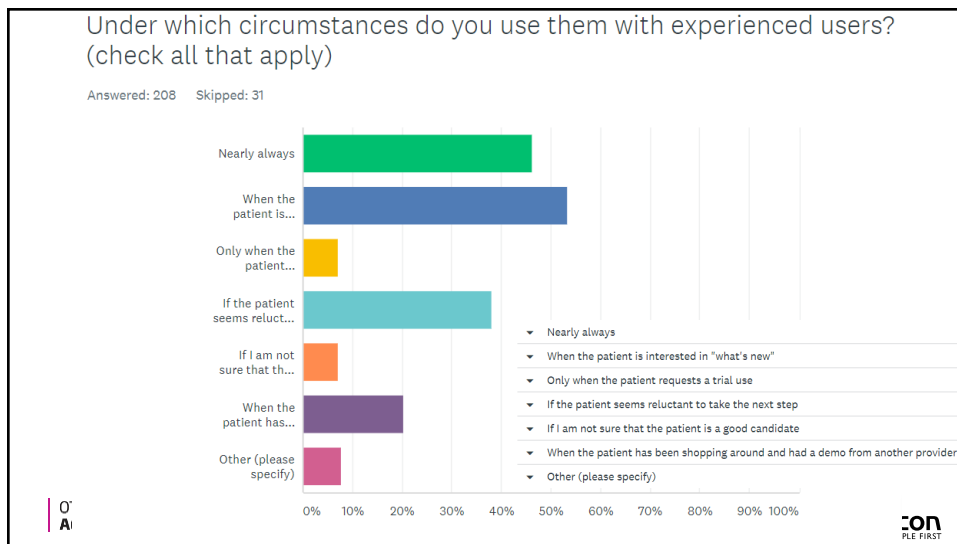


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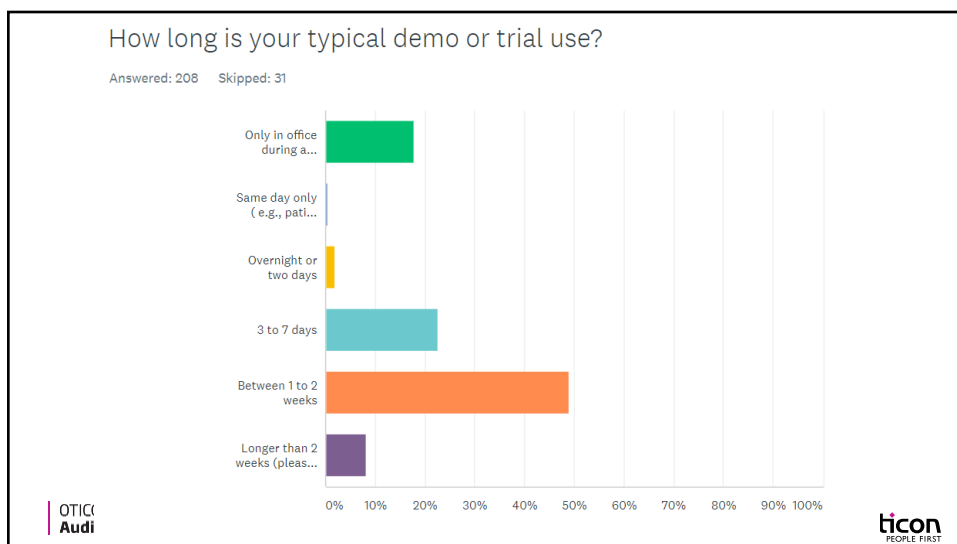


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## Part 2: Patient Responses

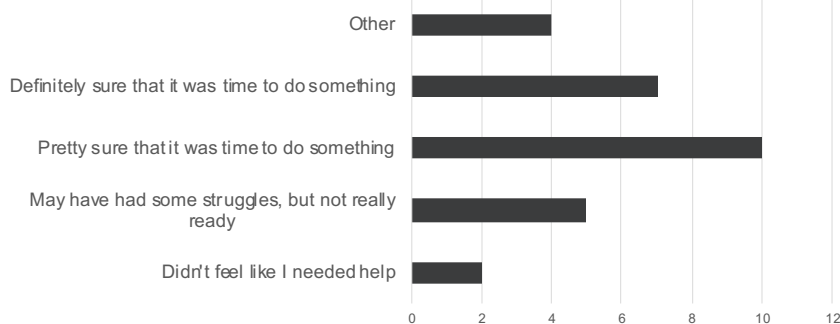
- 28 responses
- 57% first time users

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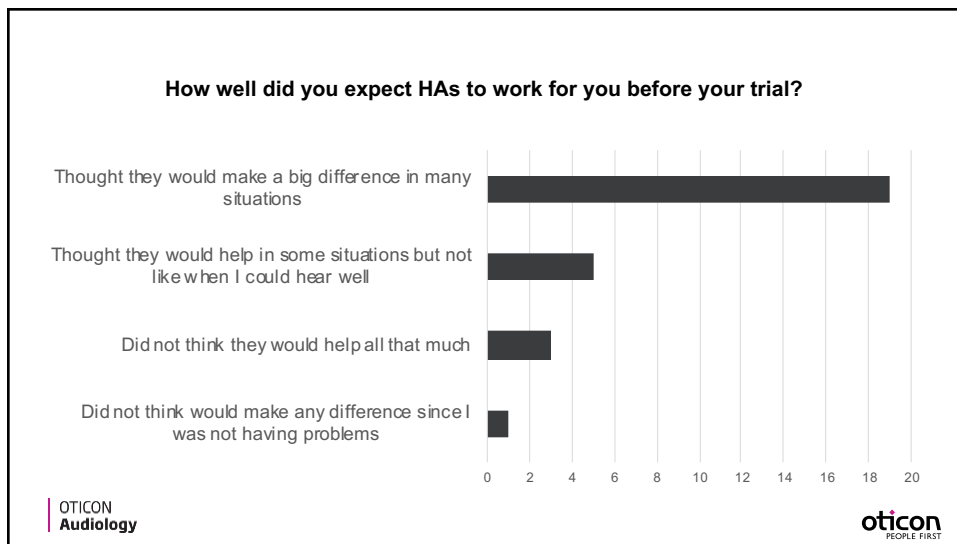
**What was your opinion about your need for HAs before you had a chance to test drive?**



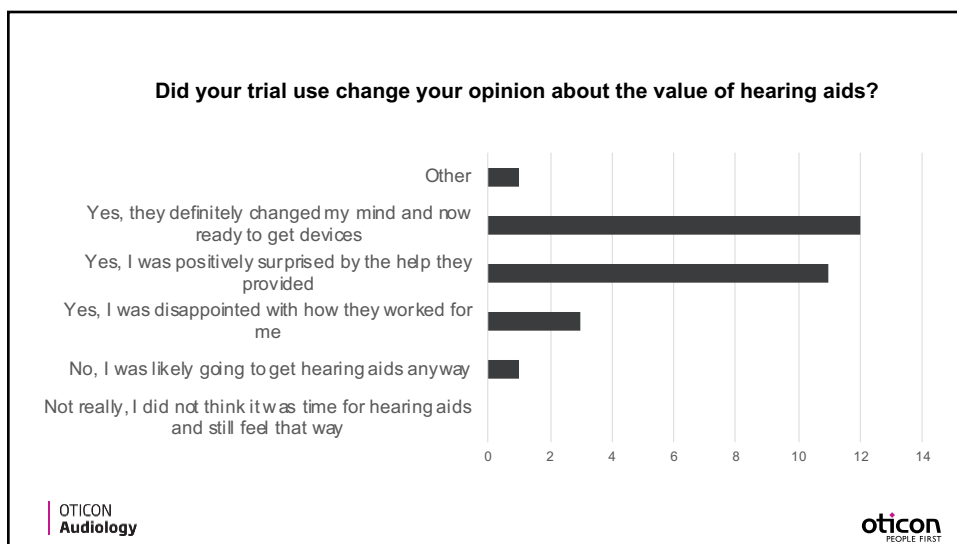
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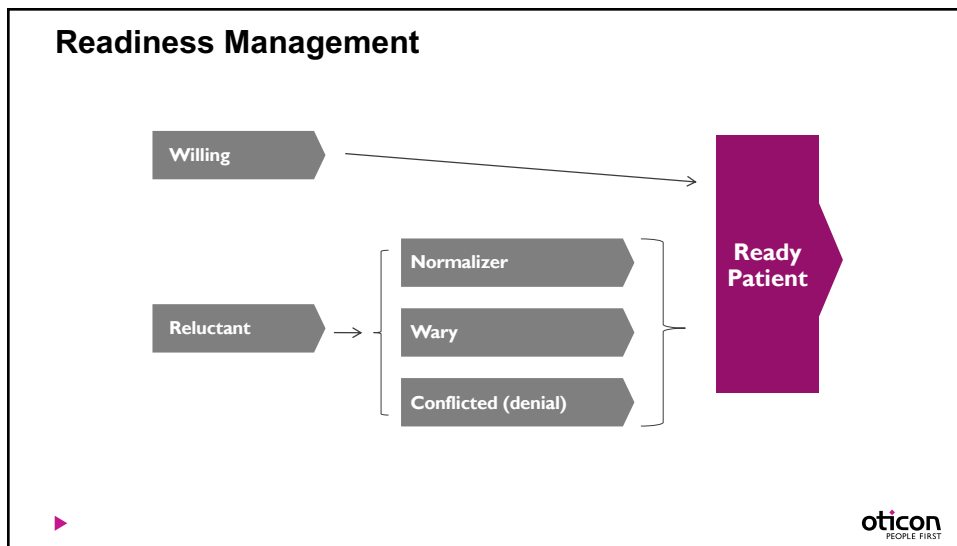
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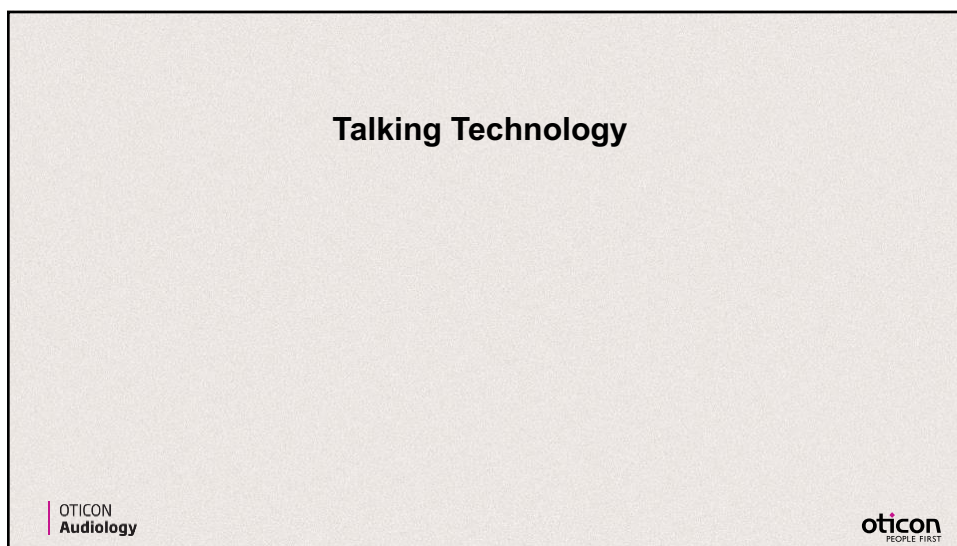
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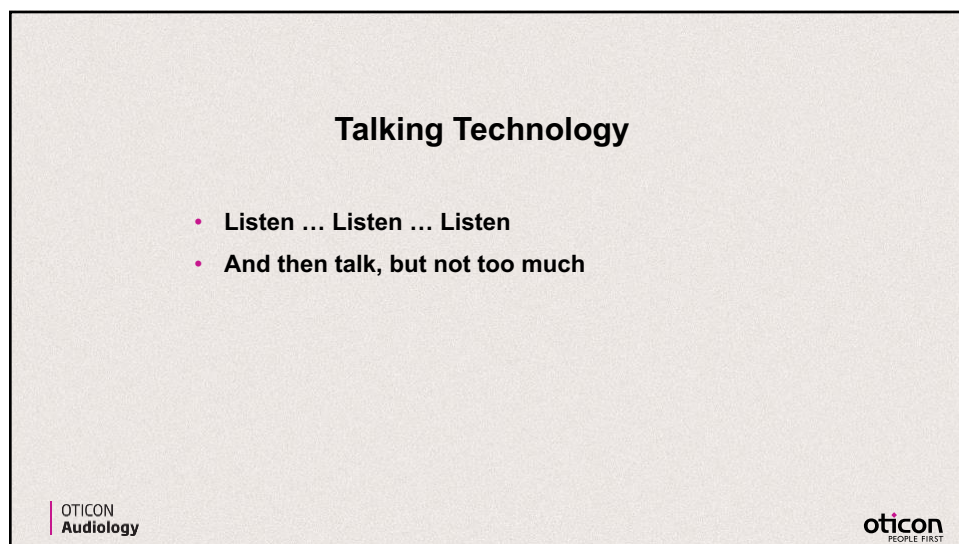
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## Talking Technology

- Listen ... Listen ... Listen
- And then talk, but not too much
- Tailor to the patient


## Talking Technology

- Listen ... Listen ... Listen
- And then talk, but not too much
- Tailor to the patient
- How do you want to be perceived?
  - Empathetic Caregiver or Tech Guru

## Making Patients Ready for Amplification

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