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- Call 800-753-2160 (M-F, 8 AM-8 PM ET)
- Email customerservice@AudiologyOnline.com

continued[®]

THE HEARING AID TEST DRIVE™

A Whole-Practice Approach for the New Consumer

- Will Diles, HIS
- Adam Jasa, BC-HIS
- Bill Diles, M.A., Audiologist

1

continued[®]

CEU Learning Outcomes


After this course, participants will be able to:

1. List characteristic differences between The Greatest Generation patients of the past and Baby Boomer patients that are beginning to enter the hearing aid market.
2. Describe the steps in the Hearing Aid Test Drive counseling & fitting process.
3. Overcome common reservations from patients to trying hearing aids.

2

continued

Who we are



Kenwood Hearing Centers
Pivot Hearing

3

continued

THE HEARING AID
TEST DRIVE™

We are going to learn how
The Hearing Aid Test Drive
addresses many important
areas critical to competing
in the next decade

4

continued[®]

Times they are a-changin':

Market Forces

- Managed Care
- Growth of Big Box
- Online Sales
- Health Care Legislation (OTC, Medicare)

5

continued[®]

Times they are a-changin':

Additional Headwinds


- Noisy, cluttered retail marketplace
- Patient acquisition costs high and growing
- Downward pressure on prices
- "Tested not treated" rising
- Leary of hearing aid industry (past)

6

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**Times they are a-changin':
Patient Demographics**

- Highly active patients
- Resistance to accept medical authority at face value
- Shared decision-making desired
- What can you really know in an hour?



7

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☐ ADAPT
☐ DIE

We must adapt or...

Think about Blockbuster & Netflix

8

[illegible]

...the process resonates with patients
and differentiates your practice

- This can be THE key message in all your external marketing
- This differentiates your fitting process and becomes front and center in your practice value proposition
- This enables you to compete with other clinics and even 3rd parties

11

What makes the
Hearing Aid Test Drive
different from a standard
trial?

- HATD ensures the BEST fit
- There is magic in an extended trial with no obligation
- HATD is a new “Best Practice”

12

continued[®]

So how does the
Hearing Aid Test Drive ... A Series of Small Yes's
work? (yeses)

13

continued[®]

What are the patient care benefits
of the Hearing Aid Test Drive?


- No pressure
- Easy to get started
- Establishes trust
- Empowers the patient and inspires confidence in their decision
- Builds the relationship before the financial transaction

14

continued

The Hearing Aid Test Drive increases new patient intakes

- HATD proven to resonate with prospective patients
- Dozens of tested marketing creatives that work
- People call ready to schedule the test drive
- Excellent patient reviews



Introducing the Try-It-First, Hassle-Free, Pressure-Free, Deposit-Free, Risk-Free, Take-Your-Sweet-Time, HEARING AID TEST DRIVE™


Here's how it works:

- 1) Make an appointment for an initial hearing evaluation
- 2) Take home a state-of-the-art hearing aid with **no commitment or deposit required**
- 3) Take your time evaluating which hearing aid suits you best

15

continued

Happier patients will spread the word!




Every person I met during my experience at Kenwood Hearing Center was extremely pleasant, patient and professional. I tried out several hearing aids before deciding on one and the result has been a positive life-changing experience. I highly recommend this company.

16

Once adopted, the Hearing Aid Test Drive becomes:

- The most critical element in your practice value proposition
- The most important differentiator from all your competitors
- The central communication of your marketing



Ever wonder why it's shaped like a question mark?


Maybe it's because no two people hear exactly the same way. That's why we created

THE HEARING AID TEST DRIVE™

Here's how it works:


- 1) Make an appointment for an initial hearing evaluation
- 2) Take home a state-of-the-art hearing aid with no commitment or deposit required
- 3) Take your time evaluating which hearing aid suits you best

Call 707-509-8267 to schedule your risk-free Hearing Aid Test Drive



GOOD HEARING CENTERS
Smile. Listen. Hearing.

5 Sonoma County locations to serve you
Santa Rosa • West • Petaluma • Santa Rosa • East • Gearedness • Sonoma



Hearing solutions as unique as you.


Your hearing is as unique as your fingerprint. That's why we created

THE HEARING AID TEST DRIVE™

Here's how it works:

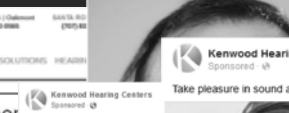
- 1) Make an appointment for an initial hearing evaluation
- 2) Take home a state-of-the-art hearing aid with no commitment or deposit required
- 3) Take your time evaluating which hearing aid suits you best

Call 707-509-8267 to schedule your risk-free Hearing Aid Test Drive




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5 Sonoma County locations to serve you
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Kenwood Hearing Centers
Sponsored

Take pleasure in sound again



Kenwood Hearing Centers
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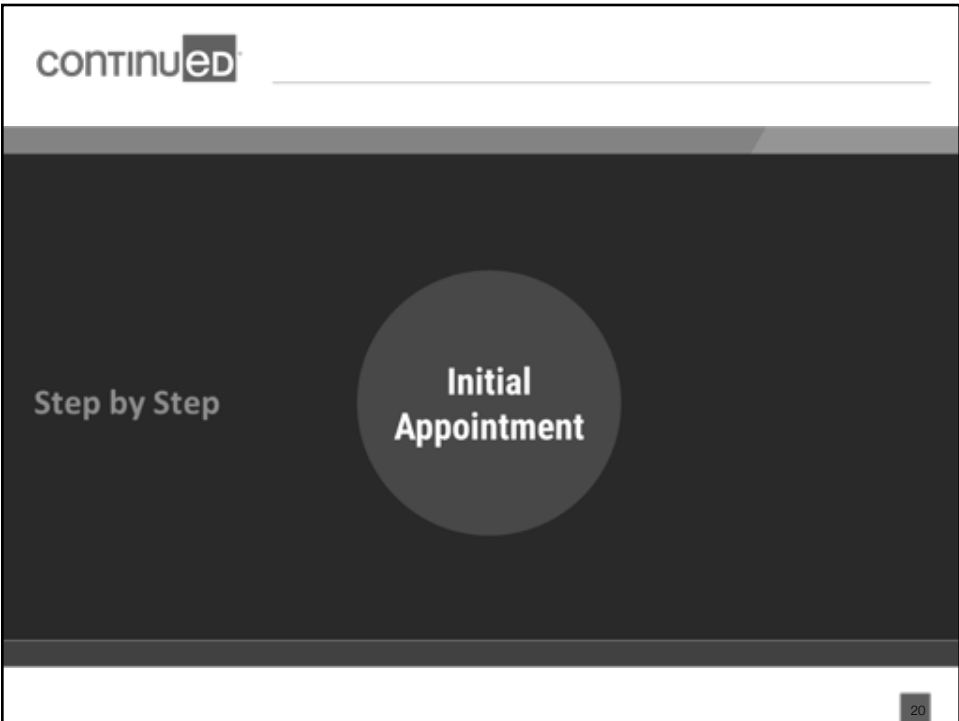
You'll love what you hear



GOOD HEARING CENTERS
FREE Hearing Aid Test Drive
Take Home Hearing Aids to Try the Sound

GOODHEARING.COM
FREE Hearing Aid Test Drive

LEARN MORE



continued

FAQ's

- Do I really need hearing aids yet?
- How do I know which hearing aid is right for me?
- How much do they cost?
- What are the differences in the price range?
- Which hearing aid do you recommend?
- What if I try the hearing aids and don't want to buy them?

21

continued

Patient Counseling Tool

Hearing loss	Lower signal quality leads to higher cognitive load	Changes in the brain: restructure, compensation	Changes in behavior: social disengagement	Health problems: depression, dementia, accelerated cognitive decline
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22

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Set expectations for the follow-up appointment

Examples:

"Don't worry if it's not perfect"

"You are not making any decisions at this point"

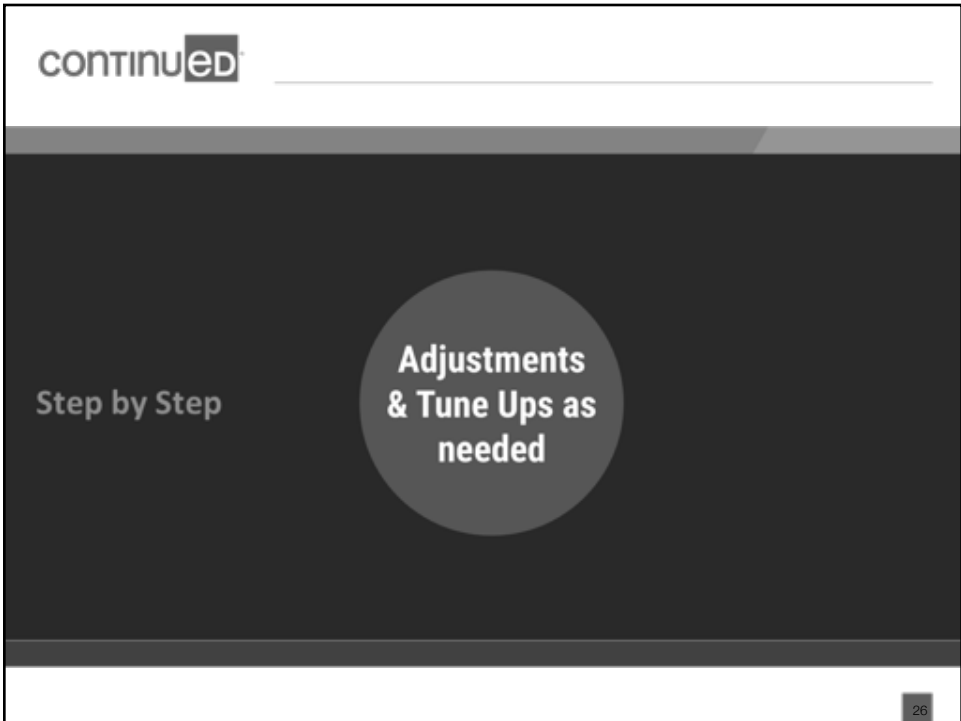
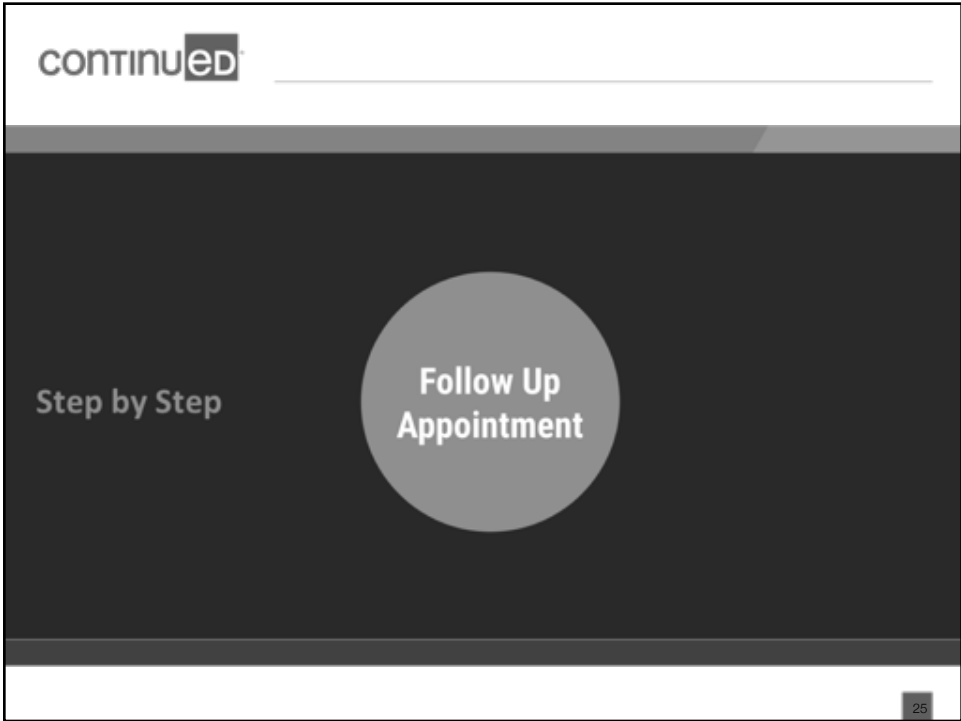
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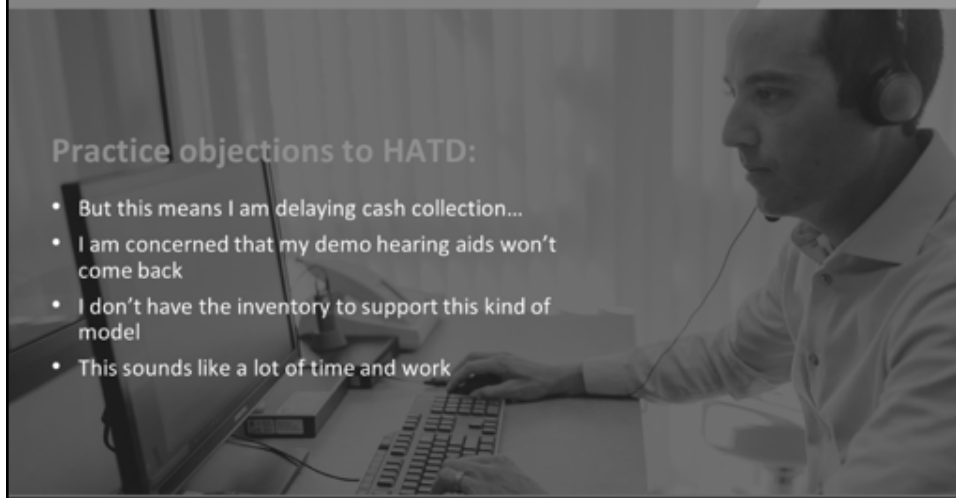
Step by Step

Follow Up Appointment

24



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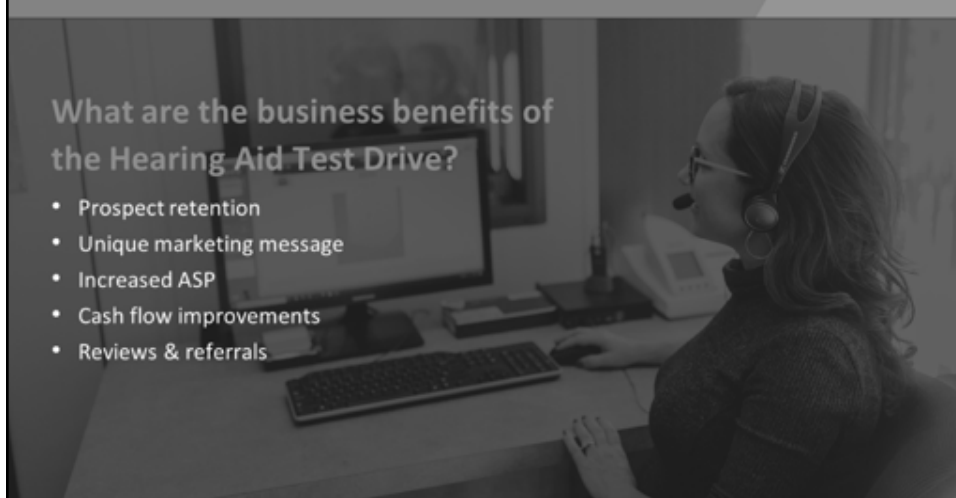


Practice objections to HATD:

- But this means I am delaying cash collection...
- I am concerned that my demo hearing aids won't come back
- I don't have the inventory to support this kind of model
- This sounds like a lot of time and work

27

continued[®]



What are the business benefits of the Hearing Aid Test Drive?

- Prospect retention
- Unique marketing message
- Increased ASP
- Cash flow improvements
- Reviews & referrals

28

continued

What can this do
for your
business?

Phone Calls
Appointments
Hearing Aid Trials
Sales

29

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Case Study:
Kenwood Hearing
Centers

Kenwood Hearing Centers Revenue by Quarter: 1997-2019

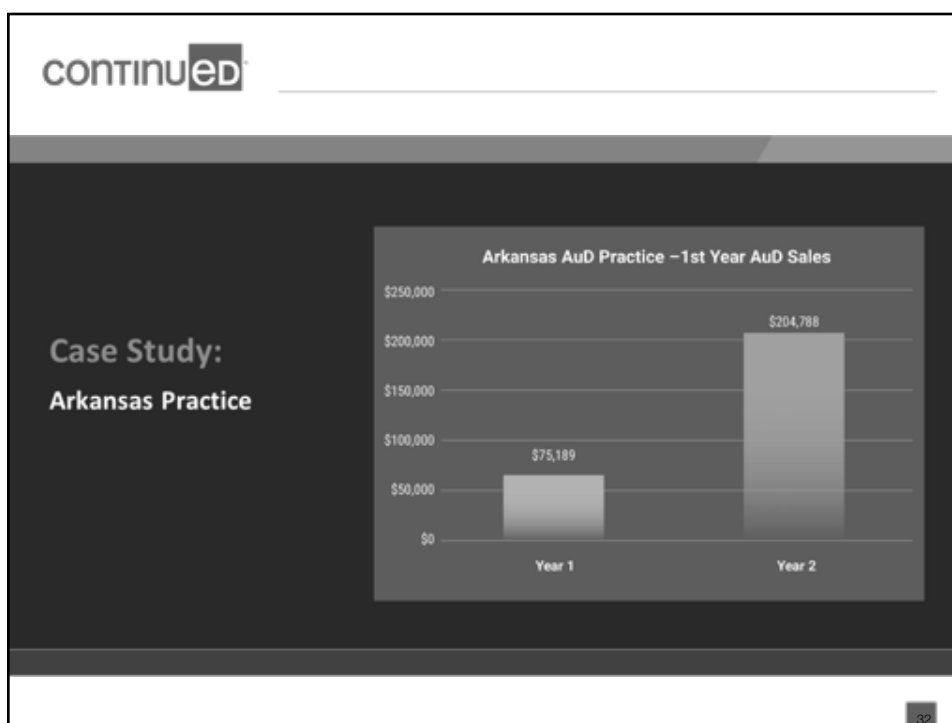
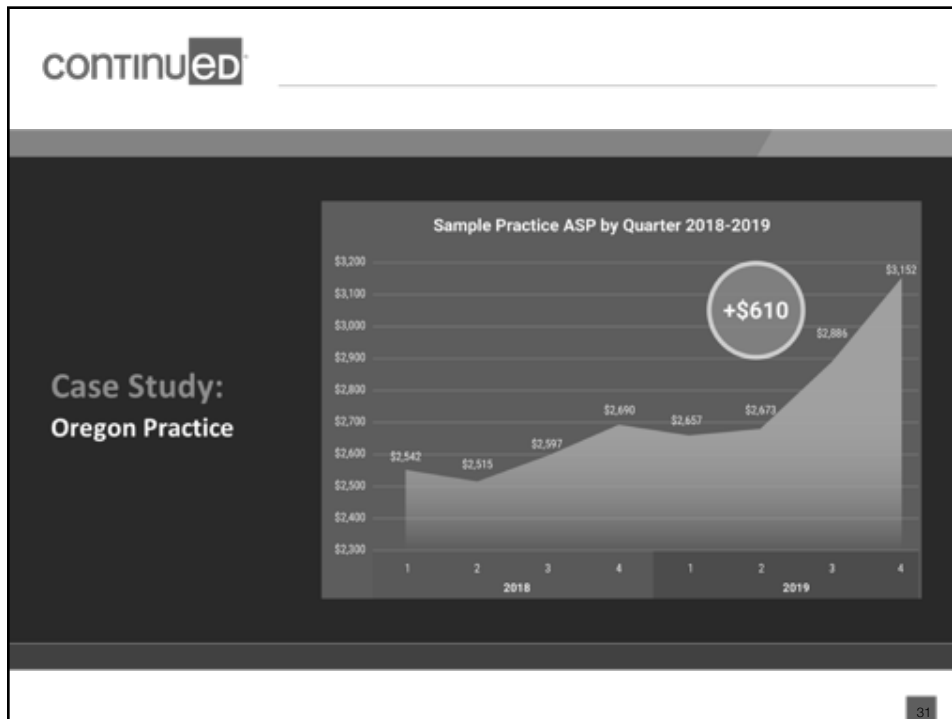
Revenue

Year/Quarter

Implemented the Hearing Aid Test Drive

Sales

30




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THE HEARING AID TEST DRIVE™


33

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34

continued

17