Phonak
eAudiology

Client Profiling Tool

Step 1

The first step in determining how likely it is that the use of eAudiology technologies and services will be successful with a given client is to discuss their willingness and attitudes towards using these.
Consider asking the following questions to prompt your discussion:

How important is it to you to….?

	Not at all	Somewhat	Important	Extremely important
❑ Obtain an appointment quickly				
❑ Reduce travel and waiting times for appointments				
❑ Access appointments from your home/ workplace/ vacation				
❑ Have face-to-face appointments only				

Step 2

Use the following checklist to understand the technological affinity of potential candidates for eAudiology technologies and services or as an entry point to a discussion around the availability of these new services you offer.

1. **Which of the following electronic devices do you use on a regular basis?**
   - ❑ Smartphone with e-mail and Apps (REQUIRED)
   - ❑ Tablet (NICE to HAVE)
   - ❑ Other Bluetooth enabled mobile phone
   - ❑ Simple Flip phone that just makes calls
   - ❑ None of the above

2. **Which of the following programs / apps / websites do you use on a regular basis?**
   (Use of at least 2 is recommended)
   - ❑ Online banking
   - ❑ Online booking of journeys and flights
   - ❑ Video Conferences, e.g. with Skype or Facetime etc.
   - ❑ Social media, e.g. Facebook, Instagram, Twitter etc.
   - ❑ Receive and send text messages, e.g. WhatsApp, Viber, Messenger etc.
   - ❑ Online-Shopping, e.g. Amazon etc.

3. **How many apps have you installed on your own?**
   - ❑ None
   - ❑ 1 – 2 (REQUIRED)
   - ❑ 3 – 4+ (REQUIRED)

4. **How do you troubleshoot issues with any app functionality?**
   - ❑ I stop altogether
   - ❑ I try to figure it out, e.g. use Google/ YouTube to do research (REQUIRED)
   - ❑ I ask for help (REQUIRED)
   - ❑ I call a helpline / go to a shop with help desk (REQUIRED)

5. **How relevant is the following for you?**
   - ❑ I want to use my Smartphone, tablet or computer to optimize my hearing aid with settings myself (e.g. loudness, treble, bass, focus on speech, etc.)
   - ❑ I want a hearing aid that optimizes all settings for me

Once a candidate has been identified, proceed to Step 2.

We have a new app that offers you the ability to enter feedback information on hearing aid satisfaction or remotely connect to your HCP online when an adjustment is required without having to visit the HCP clinic.
Would you be interested in trying the myPhonak app?

Step 3

If the client is identified as a candidate and is willing to access remote services, the next step is to have them check the Wi-Fi speed / 4G availability in their area using the following app or website (5Mbit/s is recommended):
   - ❑ Speedtest by Ookla for iOS and Android
   - ❑ http://www.speedtest.net/apps/mobile