

Create a Customized Listening Experience for Your Patients



PATIENTS REPORT THAT BEING ABLE TO LISTEN with hearing instruments is a valuable part of their decision-making process. It is what today's patients expect when they come into your office. Listening experiences are much more powerful than attempting to explain various levels of technology or how specific features work or how one instrument will perform over another in different listening situations. Listening experiences also work well to help patients see the benefit and ease-of-use of wireless connectivity solutions.

In your conversations with your patients, you uncover areas where they are having difficulties. If they mention challenges they experience while talking on the phone or watching TV, they certainly are not alone. Talking on the phone and watching TV are typically two of the most difficult listening situations reported. If patients do not mention these situations, ask how they handle them. With recent advances in connectivity solutions, using the telephone, watching the TV with others and listening to music have become much easier and more enjoyable activities for people with hearing loss.

If patients tell you they don't talk on the phone much, ask why. Would they like to? Is it too difficult or frustrating? Would they like to be in touch with their loved ones more often or have the feeling of safety and comfort that comes from having a cell phone by their side? Perhaps it is a family member who would like to know that their mother or father can hear the phone and connect to it without having to struggle to make it to the phone. Both cell phone and landline phone solutions that can address these situations are available on the market today.

Ask if patients or their loved ones encounter problems when watching TV with the

family. This is a great way to lead into a demonstration of TV and telephone connectivity solutions. Most demonstrations take just a few minutes and showcase the additional benefits and additional value that today's patients are seeking. They also give you an opportunity to introduce your patients to a full-line wireless connectivity solution.

Demonstrations can be set up using a portable DVD player, computer with DVD player, or Internet connection and YouTube videos and a cell phone. The demonstration should convey how simple and easy the system is to use. It may take a few minutes to set up, but it is well worth time invested. In most instances, the connectivity devices can be pre-paired (where required) so that they automatically establish connections with the hearing instruments. Practice the listening experience with your staff to ensure everything connects properly and works smoothly.

A powerful experience allows patients to both listen to a movie or TV clip and receive a phone call alert that rings in their ears. They then can answer the call, speak to a staff member in another room, end the call and return to the movie or TV audio. Another idea is to have patients place a call to a time and temperature number. This service can be preprogrammed, answers quickly and patients know what to expect when they start to hear the recording. This experience demonstrates the additional value of the connectivity solution in a real-world situation.

Patients come to you because you are the expert, and they look to you to give them



guidance and recommendations. Demonstrations of hearing instruments and connectivity products let patients see and experience the benefits they will be receiving and can help move them along in the trial and fitting process. But these kinds of customized listening experiences do more than demonstrate the latest technology—they also help patients or prospective patients determine from whom they want to purchase their hearing instruments and help them develop a trusting relationship with you. Patients want to see the hearing instruments and the connectivity components, feel how they are made and experience how easy they are to use.

Connectivity solutions are a value-added offering that can help differentiate you from your competition. Use these systems and the latest technology to show everyone who comes through your door what is possible in a hearing system today. Not everyone will purchase these systems, but it can plant the seed for what can come next. Most importantly, listening experiences help set you apart and position you as the expert in the patient's mind. Listening experiences can help build the confidence and the trust that is needed so that patients feel they are in the right place and want to continue coming back to you for all of their hearing care needs. **hpm**

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