

# The In-Office Customized Listening Experience



**PATIENTS ENTER YOUR OFFICE** for a variety of reasons and are drawn to your practice in many ways. It could be word of mouth, the insert you ran last week or timely outreach campaigns that remind existing patients to return to you for their hearing needs. Whatever means helped to attract people to your practice, they have a specific reason for being in your office on that particular day.

Your role is to understand why they are there and to help them find a solution to whatever problem they may have. Are they finding it more difficult to hear in noisy or complex situations? Are they afraid of falling behind at work or can't hear their grandchildren the way they once could?

Your training and experience have taught you to ask probing questions to uncover why patients have come to you, what their challenges are and what solution will be best for them. But are you asking the same questions of all your patients and talking about solutions in the same way, or do you change your approach when you are talking to new patients versus existing patients?

Research shows that new and existing patients have different needs and expectations when they come into your office. New users are looking for a transformational experience. They typically don't want to know about the technology—they want to know it will help them hear better. Experienced users are looking to move forward in their journey to better hearing. They have lived through the ups and downs of good and bad hearing instruments; they want to understand the technology and how new hearing instruments are going to help them.

With this information, you can tailor your messages and use appropriate words to describe what your patient will experience when wearing the hearing instruments. For both patient groups, it is important to let them wear the instruments you are recommending so they can experience the improved sound quality for themselves.

Many hearing care professionals find that providing an in-office customized listening experience during the initial

This process makes wearing and listening through the hearing instruments a natural part of the consultation process. It eliminates any awkward transition from reviewing the audiogram to "Now we are going to put hearing devices on you" and the "How does that sound?" type of conversation. Patients are already wearing the instruments as you explain the results of the audiogram and why they are hearing better with the hearing instruments.

During this explanation, you also should

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consultation helps patients better understand the benefits of amplification. Several steps on your part can make this a smooth and seamless transition that won't take up much of the valuable time you have with your patients. The first step is to have two pairs of demo devices on your desk ready to go. A set with the most common size receivers should already be connected to your computer, ready to program. Have a second set with power receivers attached and ready to program in case their hearing evaluation shows that they require more power. Program the instruments and place them on the patient's ears. Place the other set of instruments in the patient's hands to show the size, construction and details of the instruments you've just placed on their ears. Use this conversation time to ask the patient how they are hearing and how the devices feel.

wear a set of instruments. While you are talking to your patient about the benefits of RITE technology, for example, and how barely noticeable RITE instruments are, turn your head and show how they look. This also makes the instruments less cold and impersonal and more relatable to that patient.

Learn how to speak to patients about the latest technology in ways that appeal to both your existing and potential patients. Conducting effective demonstrations can grow your practice and its sales. [www.oticon.com](http://www.oticon.com)



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