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Counseling techniques supporting standard of care

Amanda Greenwell, Au.D.
Education & Training Specialist, Southeast Region

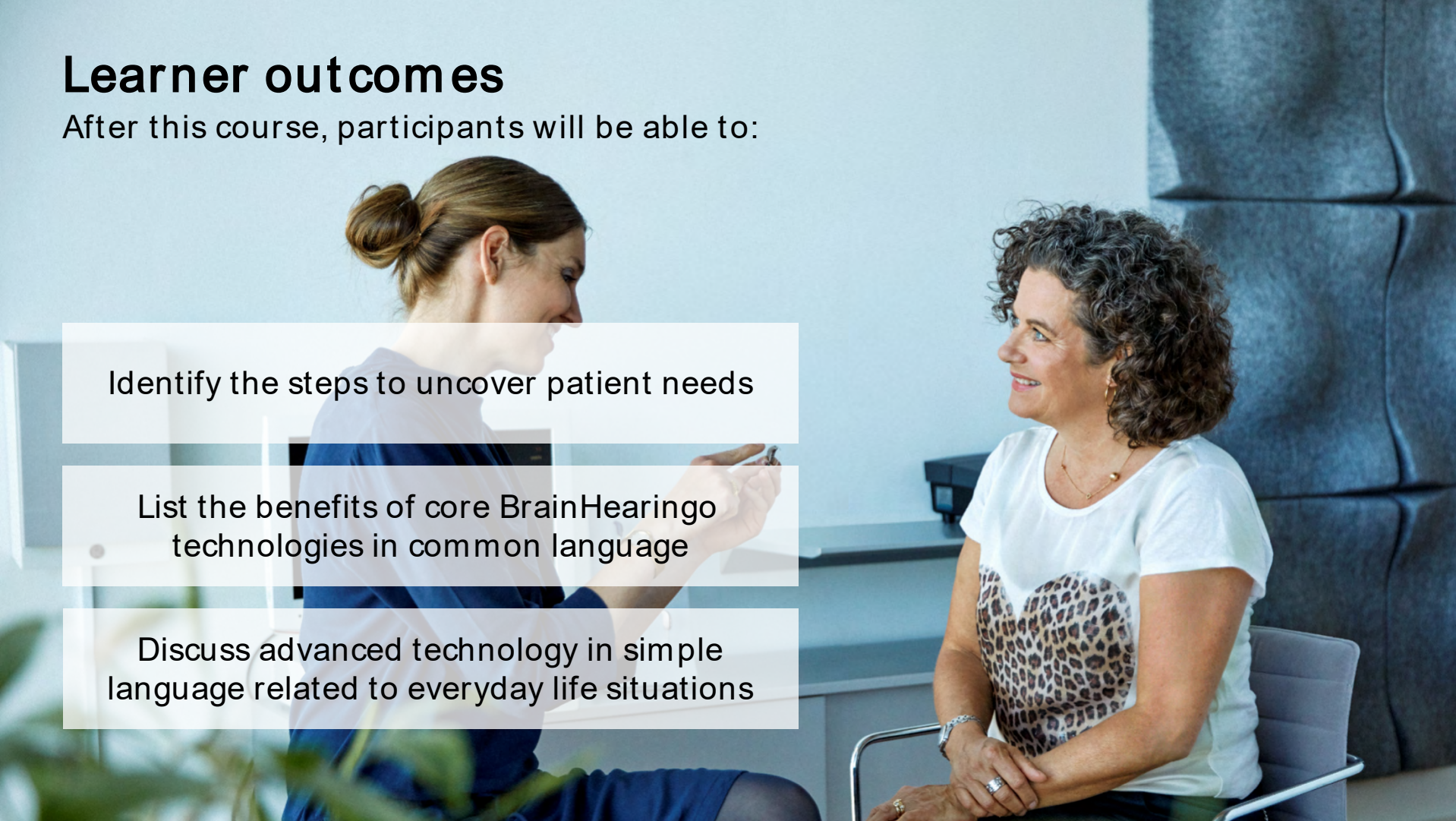
Learner outcomes

After this course, participants will be able to:

Identify the steps to uncover patient needs

List the benefits of core BrainHearingo technologies in common language

Discuss advanced technology in simple language related to everyday life situations



**Counseling is a crucial part
of supporting the patient...**



**...and helping them
get the most out of
their devices!**



Building trust

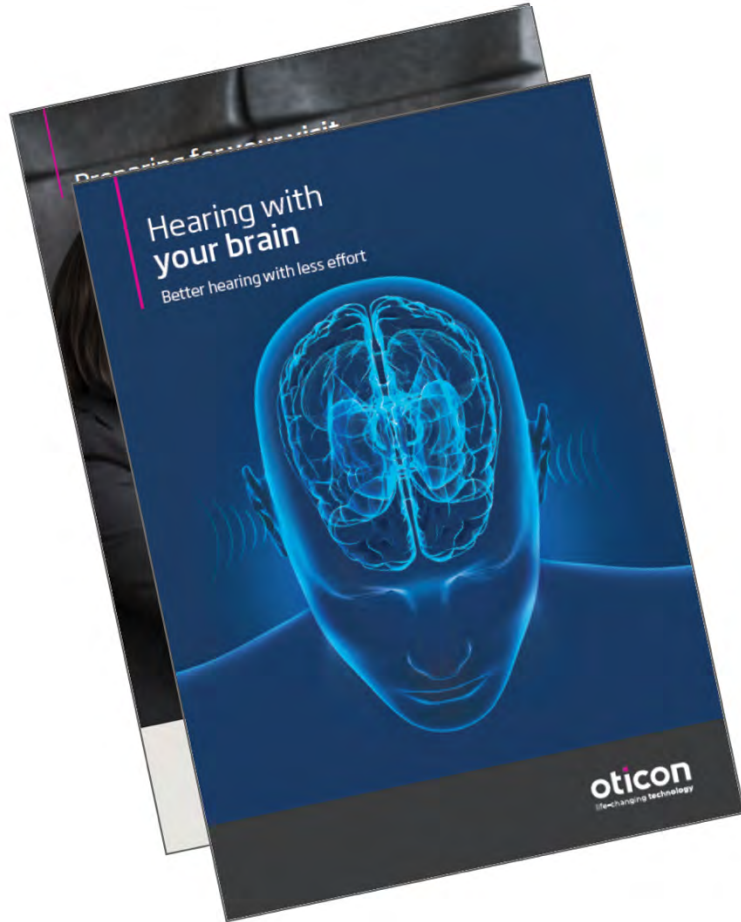
Why should new patients choose you?



What information is important to them?



Education opportunities

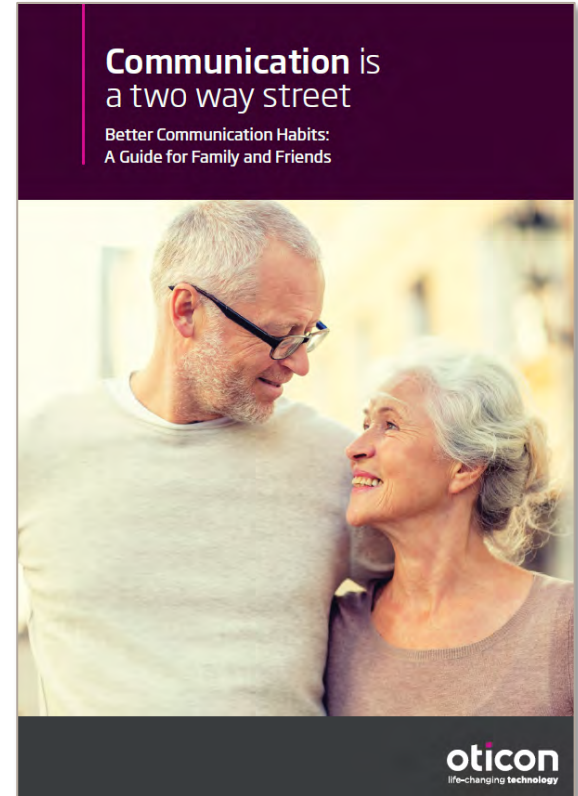
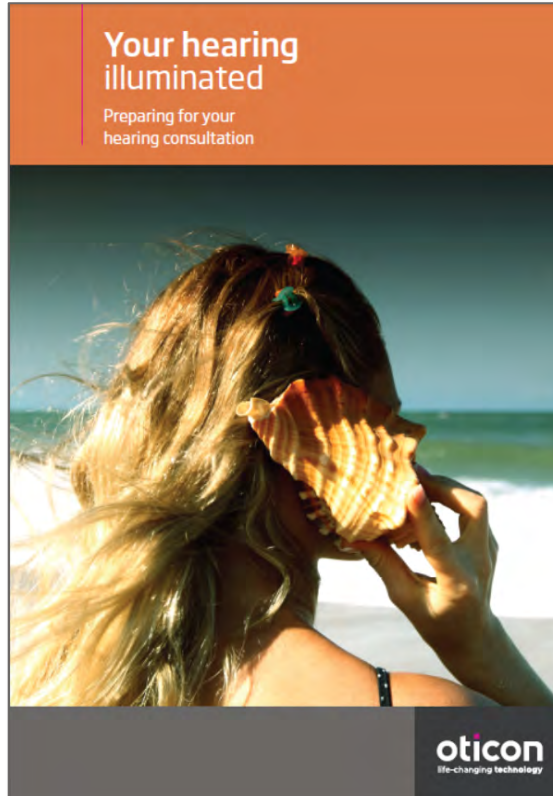
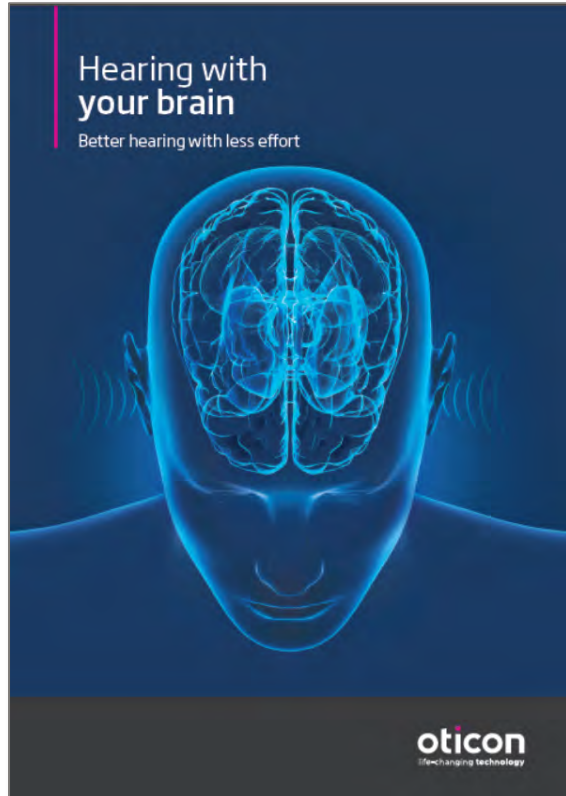


Did you know?

Your brain processes and interprets the sounds your ears detect. The fewer details of sound the brain receives, the harder it has to work to make sense of it.

Patient education brochures

Additional options



Product brochures



OTICON | Real

**Experience
the real
sounds of life**



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First impressions . . .

Hearing Care is Health Care™

When you take care of your hearing health, you take care of your quality of life and your overall health.

Hearing loss may be connected to other health conditions and social issues

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oticon is part of the Danaher Group.

oticon.com

Oticon BrainHearing™ technology

Support the way your brain naturally makes sense of sound

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life-changing technology

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Did you know?

Over-the-counter vs. prescription hearing aids

Did you know there is a difference between purchasing an over-the-counter hearing aid vs. a prescription hearing aid? Prescription hearing aids are fit by licensed hearing care professionals (HCPs) who bring added benefits and are the patient's trusted partner throughout their hearing healthcare journey.

In a recent survey, 9 out of 10 current hearing aid wearers reported being very satisfied with the quality of service provided by their HCP*

- Comprehensive hearing test**
Thorough tests using precisely calibrated equipment. The tests can identify different types of hearing loss including those that may require medical follow up.
- Eligibility**
Prescription hearing aids are fit to patients ages 0-100+ with all types of hearing loss, such as sensorineural, conductive, mixed, fluctuating, sudden, and unilateral hearing losses. They may be appropriate for those with tinnitus and/or dizziness.
- Hearing aid fitting**
Skilled HCPs tailor the physical fit of the aids to ensure proper fit and comfort. They also personalize and program the aids to match how each patient's brain processes sound and this can sometimes take up to 2-3 visits.
- Professional counseling**
A trusted partner to explain hearing loss, help set goals, develop realistic expectations, and walk you through the entire hearing healthcare journey.
- Fine tuning and follow up**
Wider range of programming options available to match the hearing loss and personal listening preferences. Ability to reprogram the aids as hearing or patient needs change.
- Service and support**
Backed by experienced professionals for routine maintenance, repairs, and other hearing services.
- Aural Rehab**
In-person support available to instruct on how to insert, maintain, and operate the hearing aids as well as provide suggestions on additional effective listening strategies.

* Powers TA, Carr K. Demographics and perceptions of owners and non-owners of hearing aids, PSAPs, and implants. Hearing Review. 2022; 25(5) 12-17

Speak with a hearing care professional today to learn more

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How do you uncover needs
& expectations?

How does your conversation change?



New users



Experienced users

Tailoring the discussion

A healthcare professional with short brown hair and glasses is seen from the back, wearing a dark blue suit. They are facing an elderly man with white hair, wearing a maroon sweater over a plaid shirt. The man is smiling and holding a pair of glasses. They are in a room with large windows in the background.

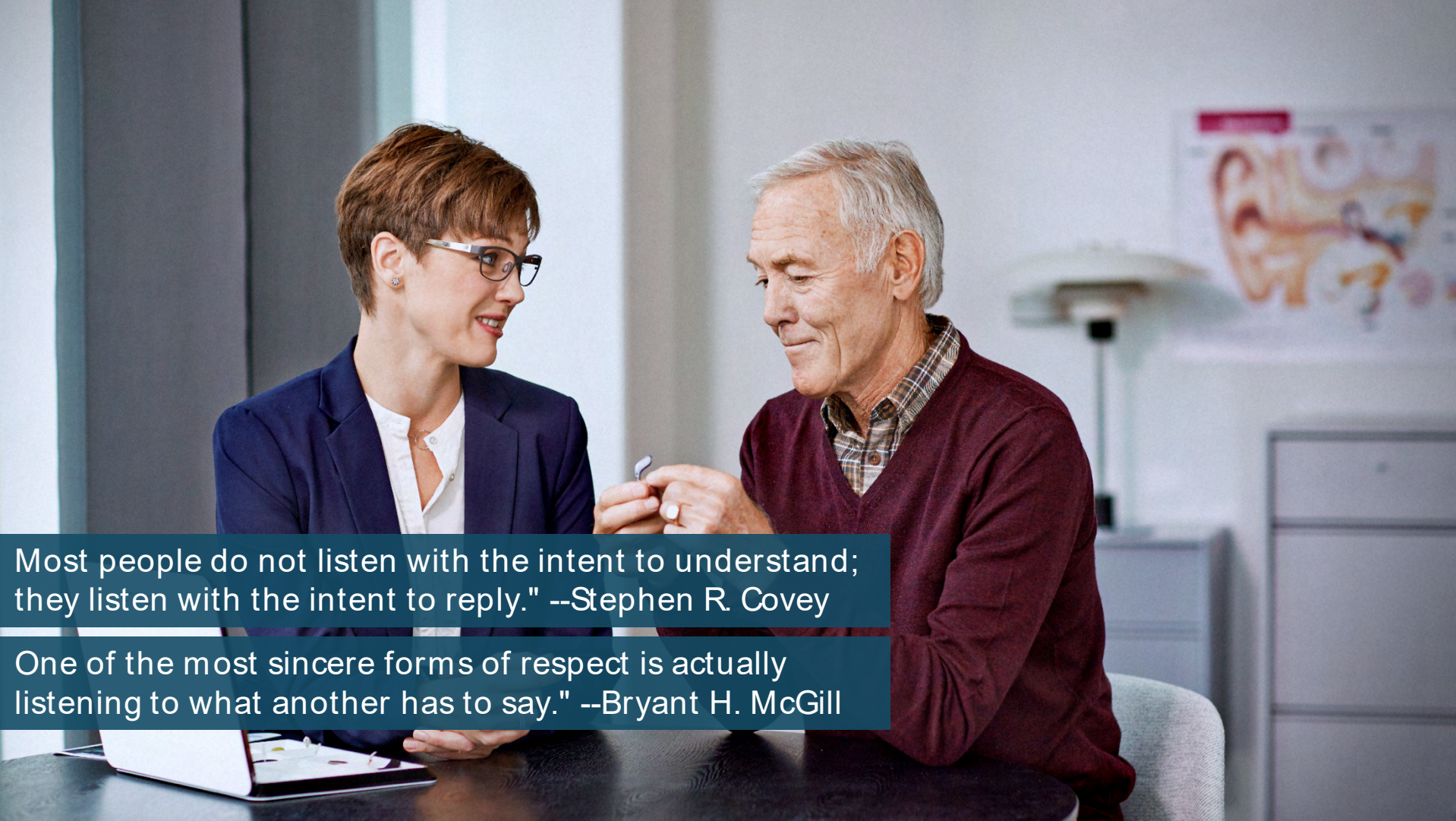
Patient mindset

Context & benefits

Simple clear language &
tools



Understanding the patient's mindset

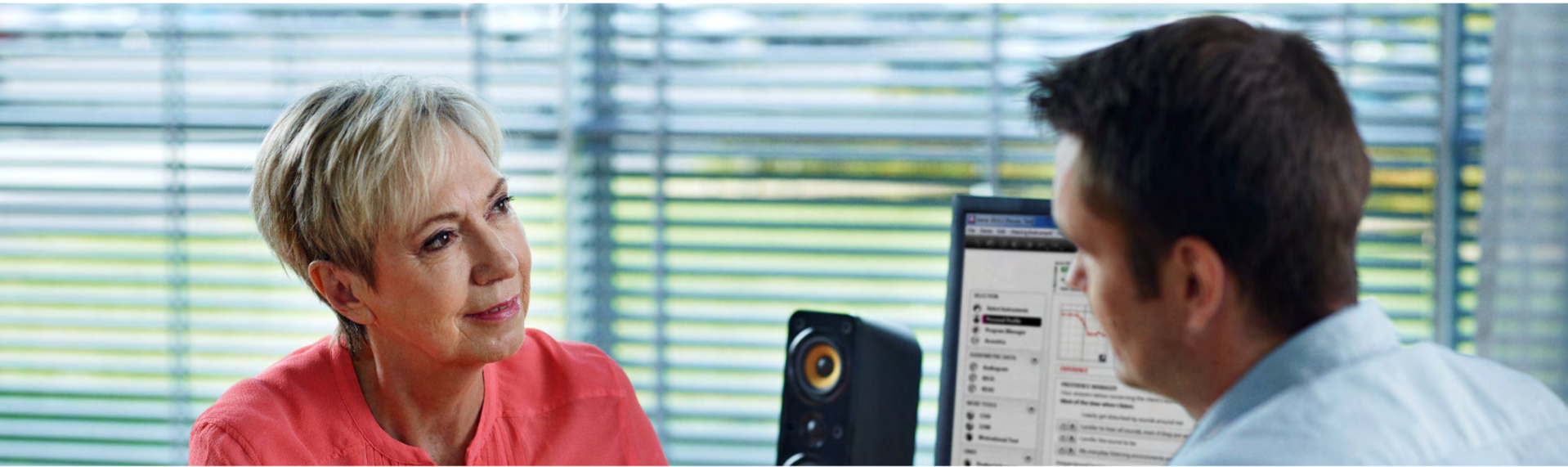


Most people do not listen with the intent to understand; they listen with the intent to reply." --Stephen R. Covey

One of the most sincere forms of respect is actually listening to what another has to say." --Bryant H. McGill

Expectation differences

New users



**Quick
fix**

**High
expectations**

**Have & want
information**

**Positive
experience**

New User

Typical profiles

Willing

"I know I have a problem. Let's do this!"

May have unrealistic expectations

Conflicted

"I don't have that much trouble hearing."

May be dealing with denial

Normalizing

"It's just the way it is when you get older."

May not realize how much they are missing

Suspicious

"I'm not sure hearing aids work that well."

Concerns about benefits and your intentions

Positive language

Involving new patients in the conversation

- Does the language you use have an impact?
- How do you actively listen to their story?
- Do you use any tools to understand their motivation and expectations?

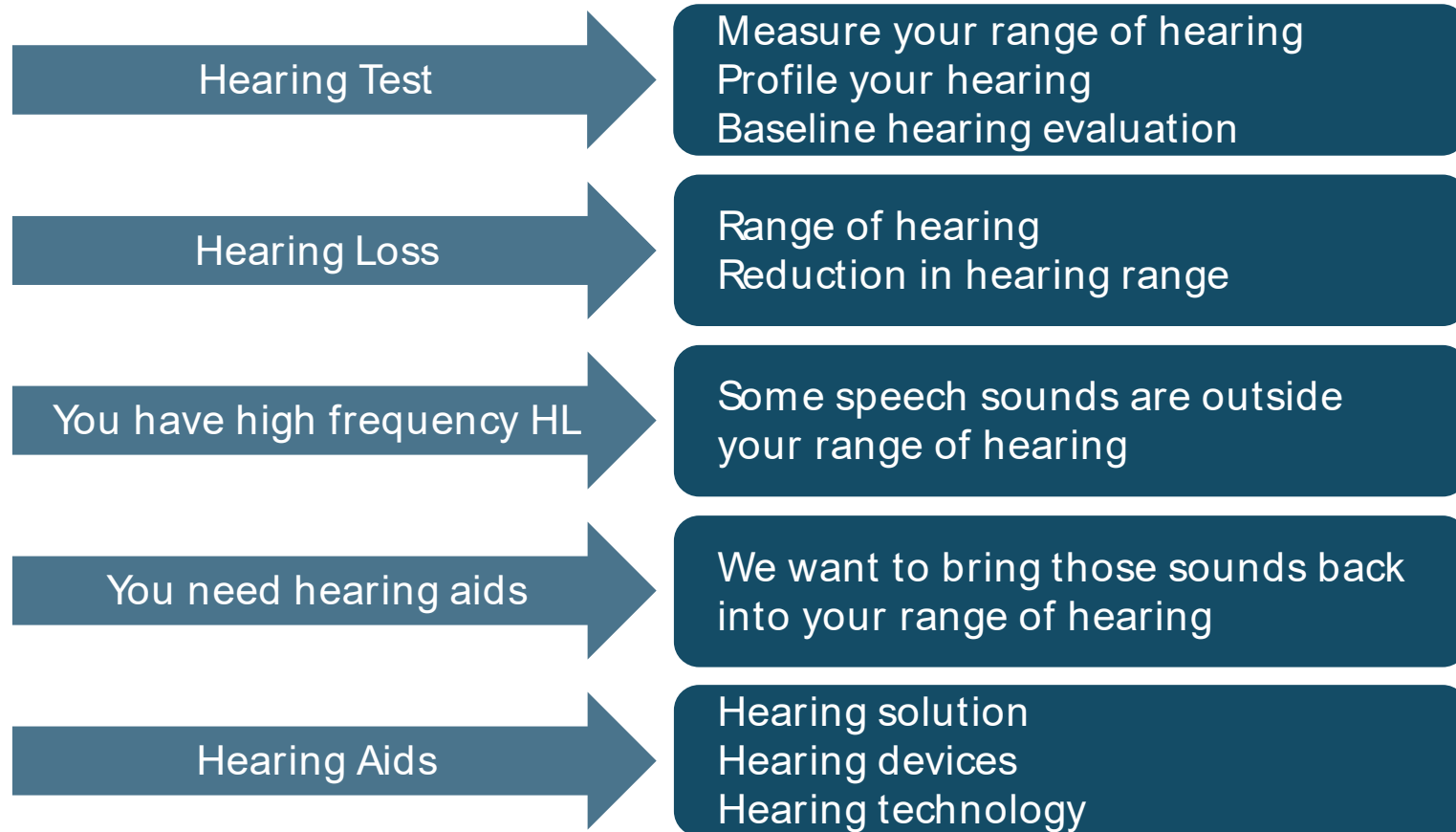


Open ended questions

- Why are we testing your hearing today?
- Are there situations where you struggle to understand conversations?
- How much do you know about today's hearing aid technology?
- Have you or your family members researched information on the internet?
- Have you thought about a budget for your hearing care solution?

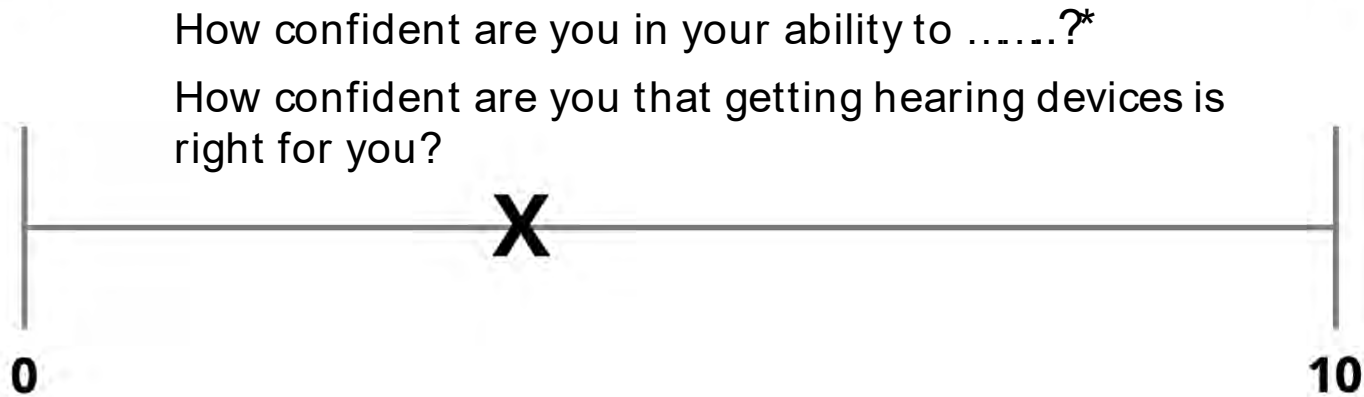
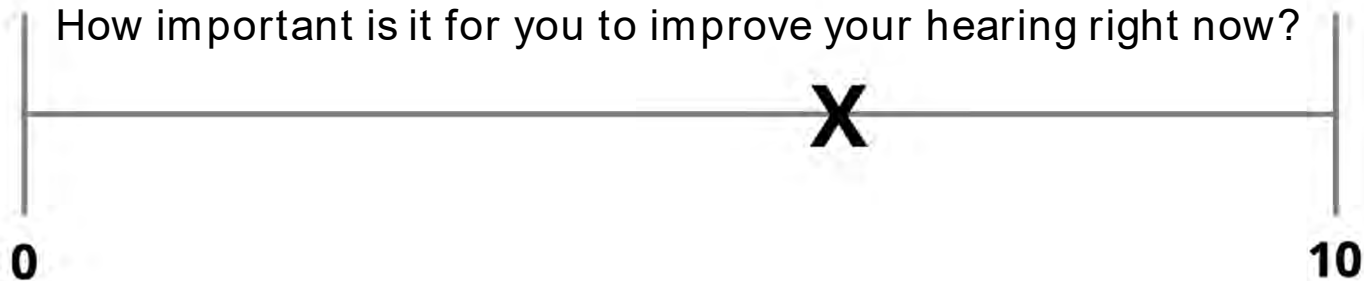


Positive Language Suggestions:



Determining Readiness

The Line tool



* Fill in the blank with your recommendation e.g. hearing aids, assistive listening devices or communication strategies.

Expectation differences

Experienced users



**Life is a
journey**

**Keep moving
forward**

**Upgrade so I
don't fall behind**

**New
benefits**

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When do you recommend new technology?

Patient perspective

- I want to hear about new technology from you.
- When you clean my hearing aids let me listen to new technology while I wait.
- If one or both of my hearing aids need repair give me demos of new technology as loaners.
- If you have a patient newsletter showcase new technology articles so I stay up to date.



Uncovering unmet needs

- Are there still situations where you wish your hearing aids would help more?
- Can you describe what is happening in more detail?
- You have been telling me about . . .



**Some conversations are not
that easy. What about the
patient who wants more
information?**

Expectation differences

Detail oriented



**Focused on
details**

**Wants information
on technology**

**May want to show
his knowledge**

Detail focused patient

Focus areas

SNHL	Focus	Unique	Challenges
<i>"I know how technology works"</i>	<i>"I know I need them but. . ."</i>	<i>"I can tell you how a hearing aid should work"</i>	<i>"I know a lot about signal processing"</i>
Understanding the nature of SNHL	Speech in noise problem	Signal processing developed for hearing aids	Focused on challenges faced

Name	
Hearing Care Provider	
Date	1. Needs Established _____
	2. Outcome Assessed _____

[illegible]

New



Return



Indicate
Order of
Significance



Degree of Change		Final Ability (with hearing device)	
Category	Worse	1	Hardly Ever 10%
	No Difference	2	Occasionally 25%
	Slightly Better	3	Half the Time 50%
	Better	4	Most of Time 75%
	Much Better	5	Almost Always 95%
	Score		

15500-2413

Categories

1. Conversation with 1 or 2 in quiet
2. Conversation with 1 or 2 in noise
3. Conversation with group in quiet
4. Conversation with group in noise

5. Television/Radio @ normal volume
6. Familiar speaker on phone
7. Unfamiliar speaker on phone
8. Hearing phone ring from another room

9. Hear front door bell or knock
10. Hear traffic
11. Increased social contact
12. Feel embarrassed or stupid

13. Feeling left out
14. Feeling upset or angry
15. Church or meeting
16. Other

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PEOPLE FIRST

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**How do you start the
discussion before making
your recommendation?**

Education first leads to an informed decision



The Oticon goal

Help the brain make sense of all sounds



Cognitive challenge



A man with short brown hair and a light beard, wearing a dark blue suit, white shirt, and dark tie, is holding a small, silver, C-shaped hearing aid in his right hand. He is looking directly at the camera with a slight smile. The background is a plain, light gray.

What makes Oticon Realo different?

Unlike traditional hearing aids technology in Oticon Real works more like the brain works

Oticon Real includes a Deep Neural Network (DNN) trained with 12 million real-life sounds

This built-in intelligence ensures each individual sound is delivered with detail and clarity

A man with short brown hair and a light beard, wearing a dark blue suit, white shirt, and dark tie, is holding a small, curved, silver-colored hearing aid device in his right hand. He is looking directly at the camera with a slight smile. The background is a plain, light gray wall.

What makes Oticon Realo different?

Mimics the way the brain processes sound

Gives access to all meaningful sound

Improves your ability to easily focus

Proven to reduce listening effort

What does your patient want to know?



Recommending Oticon Real

New users



BrainHearing



Untreated HL



Essential features



Oticon Real benefits

Oticon Real™ Patient Counseling Tool

life-changing
technology

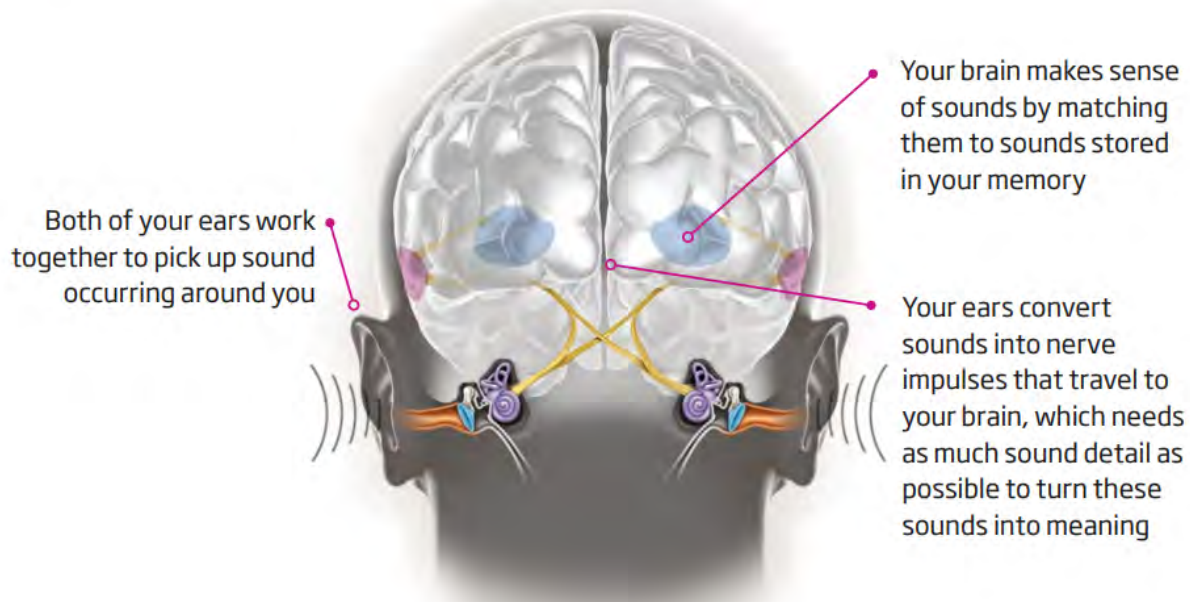


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We hear with our brains, not our ears



Hearing is crucial for your **health and quality of life**

When you take care of your hearing health, you take care of your quality of life and your overall health.

- Social Impact
- Health Care Impact



A man and a woman are standing in what appears to be a shop or a museum, smiling and talking to each other. The woman is on the left, wearing a dark patterned dress, and the man is on the right, wearing a dark jacket. They are both looking at each other and smiling. The background is slightly blurred, showing shelves with various items.

Hearing loss disrupts the **normal relationship** between your ears and your brain

Your brain
receives less
sound
information



This makes it
harder for your
brain to recognize
sounds



Having to guess
what people are
saying forces you
to concentrate
harder



The extra effort
leaves less
mental capacity
for remembering
conversations



You feel more
tired after
conversations



You are more
tempted to
withdraw from
social interactions

A photograph of a man and a woman at a social gathering. The man, in the foreground, is smiling and looking towards the right. The woman is behind him, also smiling and holding a lit sparkler. The background is dark with bokeh lights from the party.

How can technology **help your brain hear more naturally?**

Provides full and balanced
access to all sounds



Preserves the important
details in speech



Reduces the effort
involved in listening



Improves your recall
of conversation



Helps your ears work together to
identify where sound is coming from



Takes your personal listening
preferences into account

Oticon Real Designed for real life



Real connectivity

Enjoy direct streaming, hands-free calls* and a wide range of accessories.



Smartphones



ConnectClip



TV Adapter



Remote Control



EduMic

- Oticon Real brings the sounds of the real world back to your life, precisely and optimally balanced
- Provides you access to the full sound scene and works more like your brain because it learned through experience
- Includes life-changing BrainHearing™ technology to help your brain make sense of sound
- Offers a wide range of connectivity options including direct streaming, hands-free calls* and more

*Hands-free communication is available with iPhone 11 or later running iOS 15.2 or later, and iPad running iPadOS 15.2 or later



Oticon Real benefits

New users

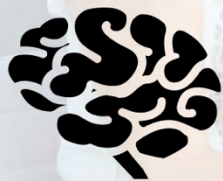
Oticon Real helps your brain make sense of sounds around you

With better access to speech and exceptional speech clarity, you can follow conversations with more focus

Real-life testing shows that Oticon Real significantly reduces listening effort even in noisy situations

Recommending Oticon Real

Experienced users



You & your brain



Unmet needs



Oticon Real benefits



Oticon Real benefits

Experienced users

Oticon Real gives you a whole new level of sound quality

Oticon Real is proven to increase speech clarity in windy situations

Do you notice when your hair or glasses touch your hearing aids? Oticon Real reduces the annoyance of those sounds

**What are patients saying
about Oticon Realo?**

The value of technology demonstrations



**Experience the sound
quality**

**Focus on their
challenges**

**Support your
discussion**

**Providing a standard of care
professional recommendation**

The paradox of choices



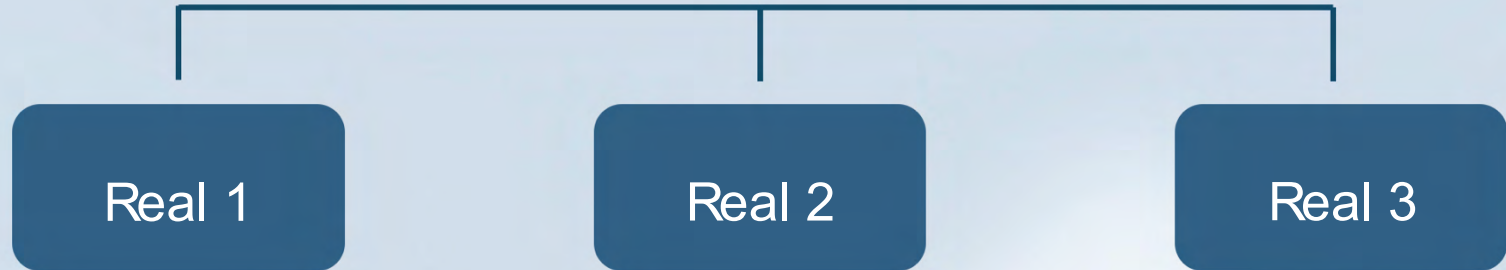
Should I discuss multiple performance level options?



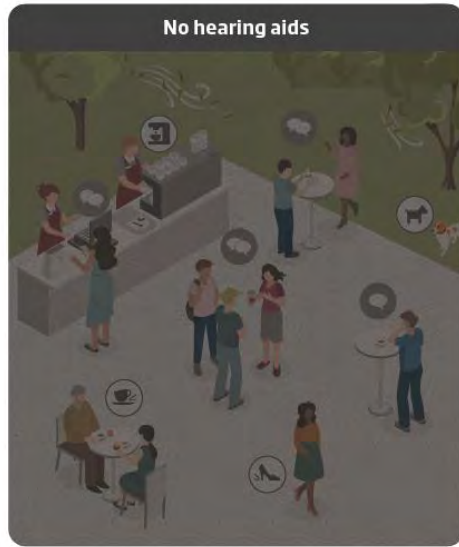
Oticon Realo

Three performance levels

Oticon Real



Oticon Real visual representation



Speech Other meaningful sounds Wind Noise

Other meaningful sounds Wind Noise

Other meaningful sounds Wind Noise

Other meaningful sounds Wind Noise

Other meaningful sounds Wind Noise

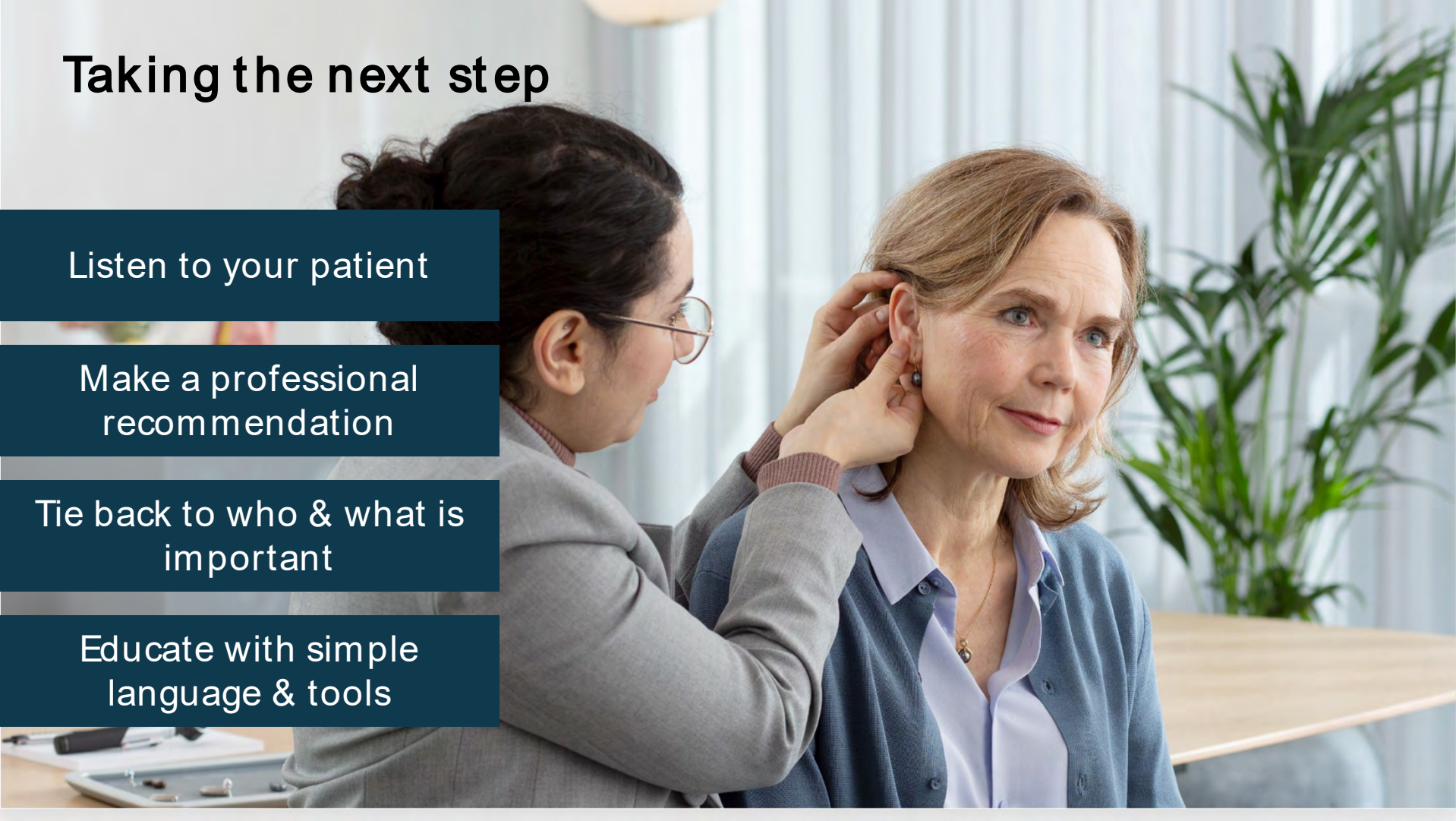
Taking the next step

Listen to your patient

Make a professional
recommendation

Tie back to who & what is
important

Educate with simple
language & tools



Counseling techniques supporting standard of care