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Empowering Patients to Pursue Hearing Health Part II

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Learning Outcomes

After this course, participants will be able to:

- 1 Describe at least three things that help facilitate technology adoption.
- 2 Discuss at least three primary objections to hearing aid use and how to overcome them.
- 3 List at least two professional counseling tips for empowering patients to pursue hearing health.



Empowering Patients to Pursue Hearing Health

Part I

- 1 Provider-Patient Relationship
- 2 Patient Education
- 3 Identify Unique Listening Needs and Goals

Part II

- 4 Expert Recommendations
- 5 Overcoming Objections
- 6 Pro Tips



Part I

Key Takeaways

Research shows many positive changes with hearing aid use

Patient-provider relationship is foundational to empowering patients

- Trust and credibility
- First impressions matter
- Halo Effect works to our advantage
- Fundamental Attribution Error works against us

Best testimonials reveal how a life has been changed

Part I

Key Takeaways

Patient education should focus on the auditory system, consequences of untreated hearing loss, and physical/mental comorbidities

Learning styles matter

Effective discovery accomplished using motivational interviewing along with subjective and objective communication needs assessments.



“Patient activation and empowerment can be viewed as a cyclical process defined through patient accumulation of knowledge, confidence, and self-determination for their own health and health care.”

Chen J, Mullins CD, Novak P, Thomas SB.
Personalized Strategies to Activate and Empower Patients in Health Care and Reduce Health Disparities
Health Education & Behavior Journal, 2015

Empowering Patients to Pursue Hearing Health Part II

Expert Recommendation

Overcoming Objections

Pro Tips



Steps for Empowering Patients Pursue Hearing Health II

4

Expert Recommendation

5

Overcoming Objections

6

Pro Tips

“The goal in hearing aid selection and fitting is to provide comfortable hearing instruments that will meet the life-style needs of the patient while easing the patient’s communication difficulties and maximizing performance in different listening environments.”

— *J. L Northern, 2011* —

Hearing Aid Selection

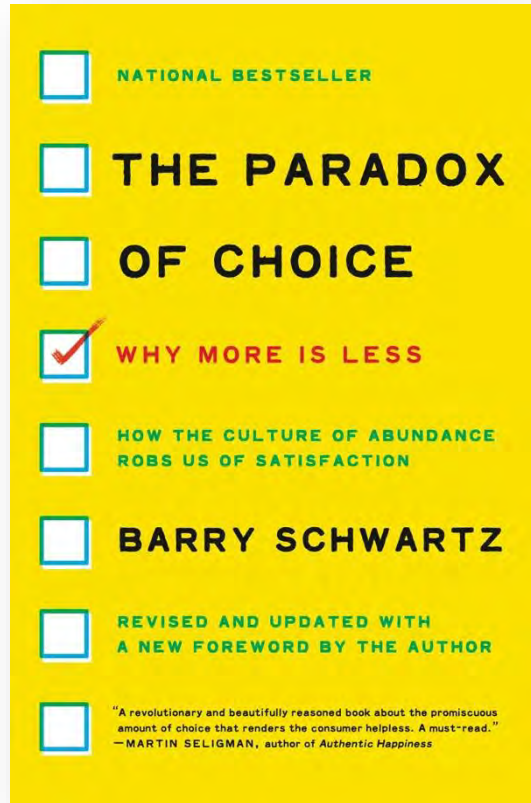
Product Family
Technology Tier
Style
Matrix
Coupling
Venting
Advanced Features

Hearing Test Results (AC, BC, MCL, UCL)
Preferences
Lifestyle
Unique Listening Needs & Goals
Expectations
Performance in Quiet & Noise
Previous Experiences
Cognition/Memory Acuity
Physical Dexterity

Humans are Naturally Indecisive

Too many options
can invoke
**Decision
Paralysis**





Too much choice creates anxiety and reduces satisfaction with the choices we make.



Clinicians

“Supply information and advice based on their scientific expertise in treatment and intervention options, along with potential outcomes”

Epstein et al., 2010; Fowler et al., 2011



Patients | Families | Caregivers

“Bring personal knowledge on the suitability, or lack thereof, of different treatments for the patient's circumstances and preferences”

Know the Technology

**StarLink Premium
Mini Charger**



StarLink Charger



**StarLink
Accessories**



**IIC
(NW)**

**CIC
(NW)**

ITC R

ITE R

mRIC R

RIC RT

Consider What Influences Technology Adoption

Relative Advantage

How improved an innovation is over the previous generation.

Compatibility

Level of compatibility with personal needs, goals and integration into daily life

Complexity

Individuals will likely not adopt an innovation if it is too difficult to use

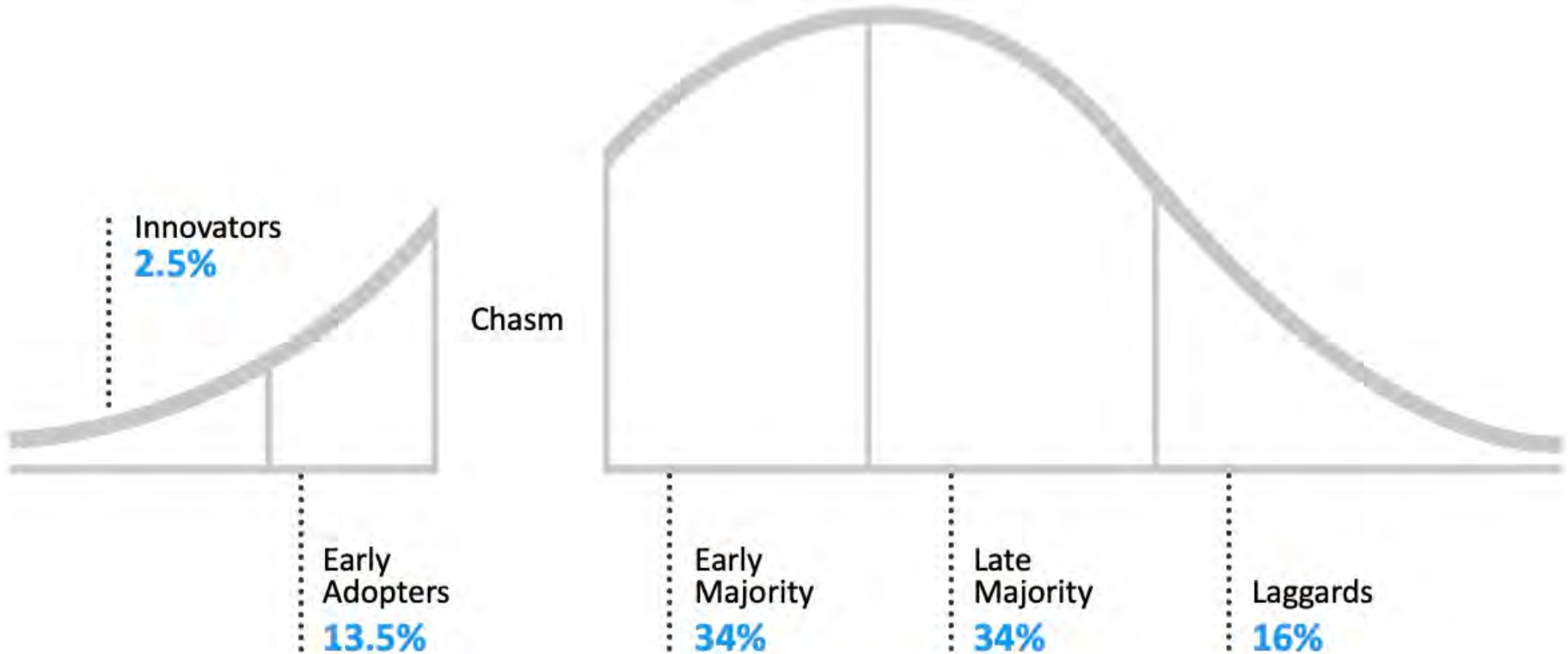
Trialability

How easily an innovation may be experimented with as it is being adopted.

Observability

The extent that an innovation is visible to others. An innovation that is more visible will drive communication among that person's peers and personal networks and will in turn create more positive or negative reactions.

Life Cycle Technology Adoption





Steps for Empowering Patients to Pursue Hearing Healthcare II

- 4 Expert Recommendation
- 5 Overcoming Objections
- 6 Pro Tips

“Hearing aids are expensive.”

**“It doesn’t really matter if
I can hear perfectly.”**

“I can hear fine.”

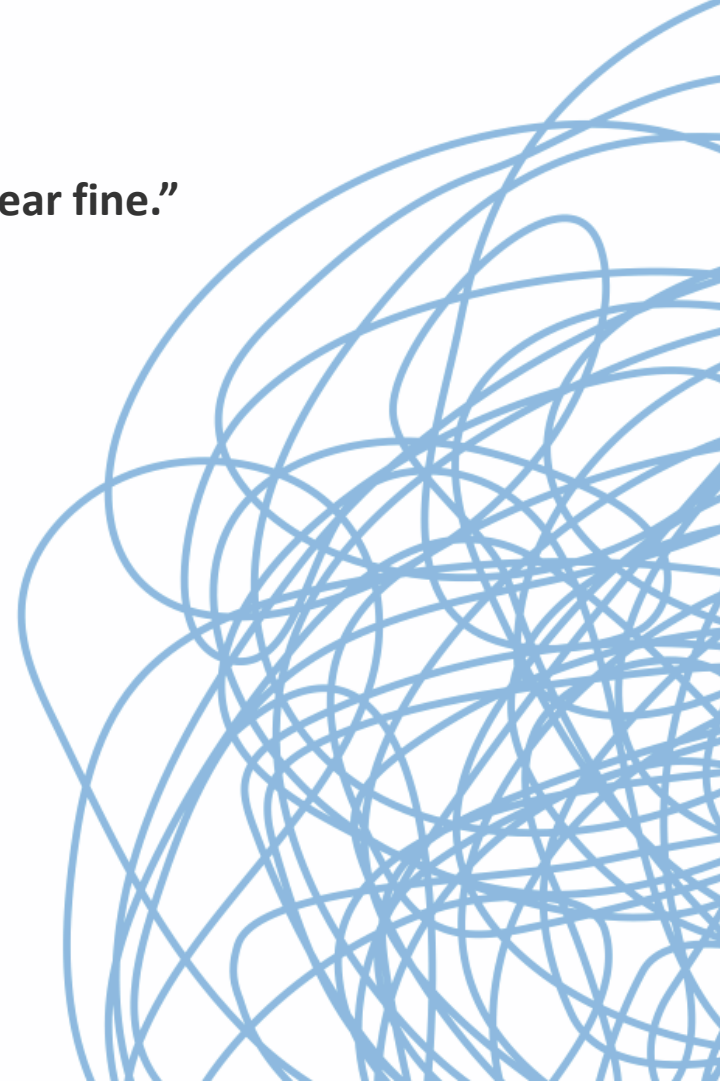
**“It’s not me, it’s you.
You speak too softly.”**

**“She always talks to me
from the other room.”**

**“What’s the problem?
I can just turn up the TV volume.”**

**“I’m too young for
hearing aids and I don’t
want to look old.”**

**“I don’t go out anyway
so why does it matter?”**





Overcoming Objections

**Alleviate concerns and help
the individual move forward**

Objections Aren't Bad



Patient is engaged

The fact they are sharing vs. walking out of your office means there is still an interest for a successful outcome



Opportunity

Once identified, you can find a solution that will meet the patient's needs



They provide direction

Objections tell you what the patient needs in order to move forward



Collaboration

It allows you to work together to understand the problem and solve it



**“I’m too young for hearing aids,
and I don't want to look old.”**

Stigma







“Hearing aids are **expensive**”



Cost

Most frequent objection

- All purchases come with some level of risk
- Demonstrate value
- Paint where solution will take them
- Cost > Worth

Cost

Verification and Validation

- Justify your recommendation
- Facilitate patient buy-in
- Increase closure rates
- Reduce the number of office visits
- Increase customer satisfaction
- Increase customer loyalty



Easy, fast and reliable

Predict hearing aid use

Technology choices

Assess hearing aid benefit

Compliance with best
practice guidelines

SIN Testing

**Measure the most common
complaint of patients with
hearing loss**

**Performance in noise can't be reliably
predicted from the pure tone audiogram
or other standard audiometric tests.**

Acceptable Noise Level Test

Frye Electronics, Inc.

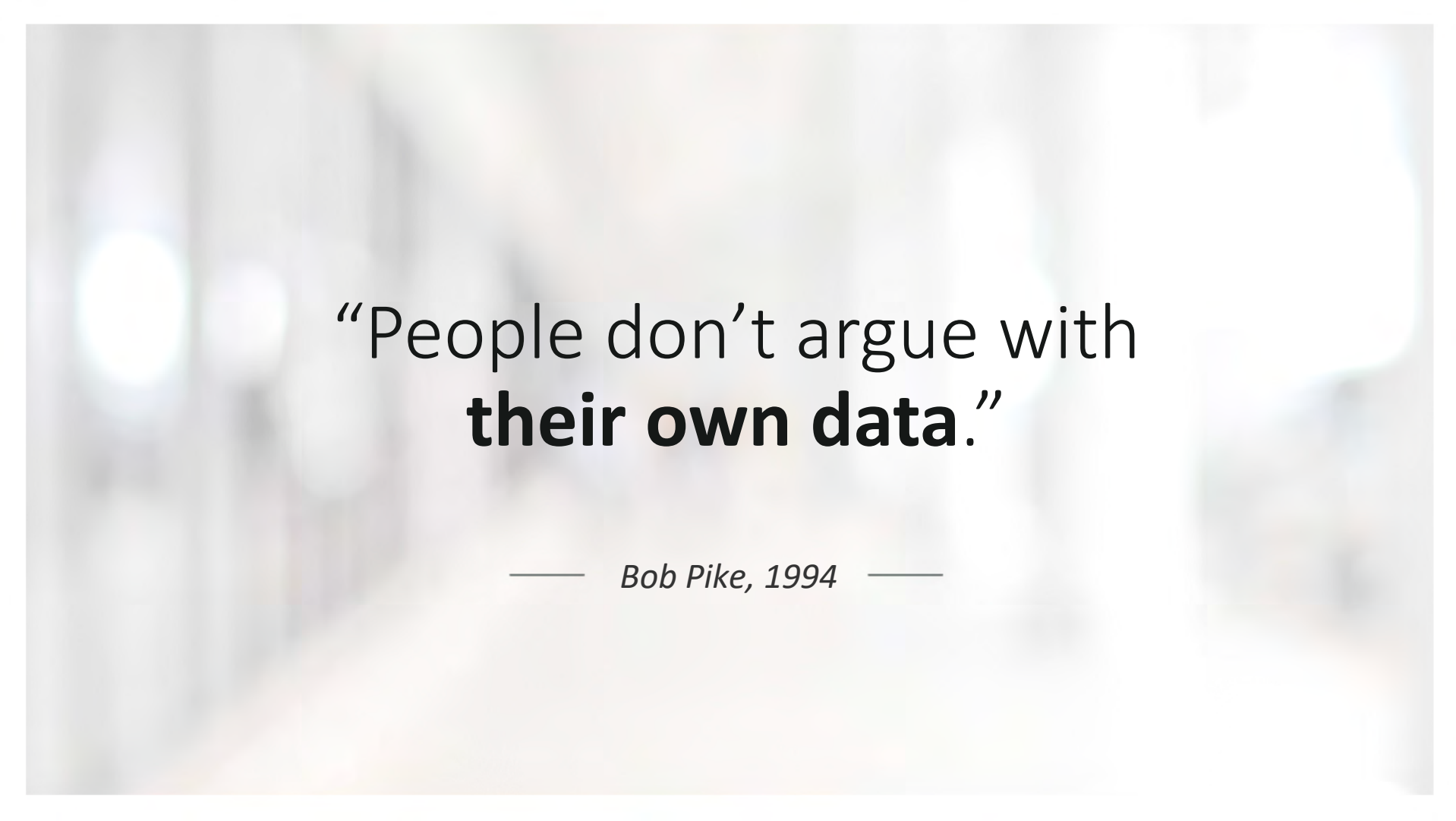
FRYE'S AUDIOLOGICAL TEST EQUIPMENT PARTS AND ACCESSORIES

- Measures tolerance for background noise
- Predicts acceptance of amplification / hearing aid use
- Validates need for noise reduction, directional microphones, remote microphones, and need for additional counseling
- 3 minutes

- Unaided to determine difficulty and needs
- Unaided vs. Aided
- Compare old and new technology
- Omnidirectional vs. Directional microphone
- Benefit of Directional or Remote microphones
- < 5 minutes depending on number of applications

QuickSIN Test

etymotic[®]



“People don’t argue with
their own data.”

—— *Bob Pike, 1994* ——

Health and Wellness Options

Activity Tracking
Fall Alert
Reminders





“I can just **turn up the TV volume.**”

Getting By

Revisit the unique needs and goals

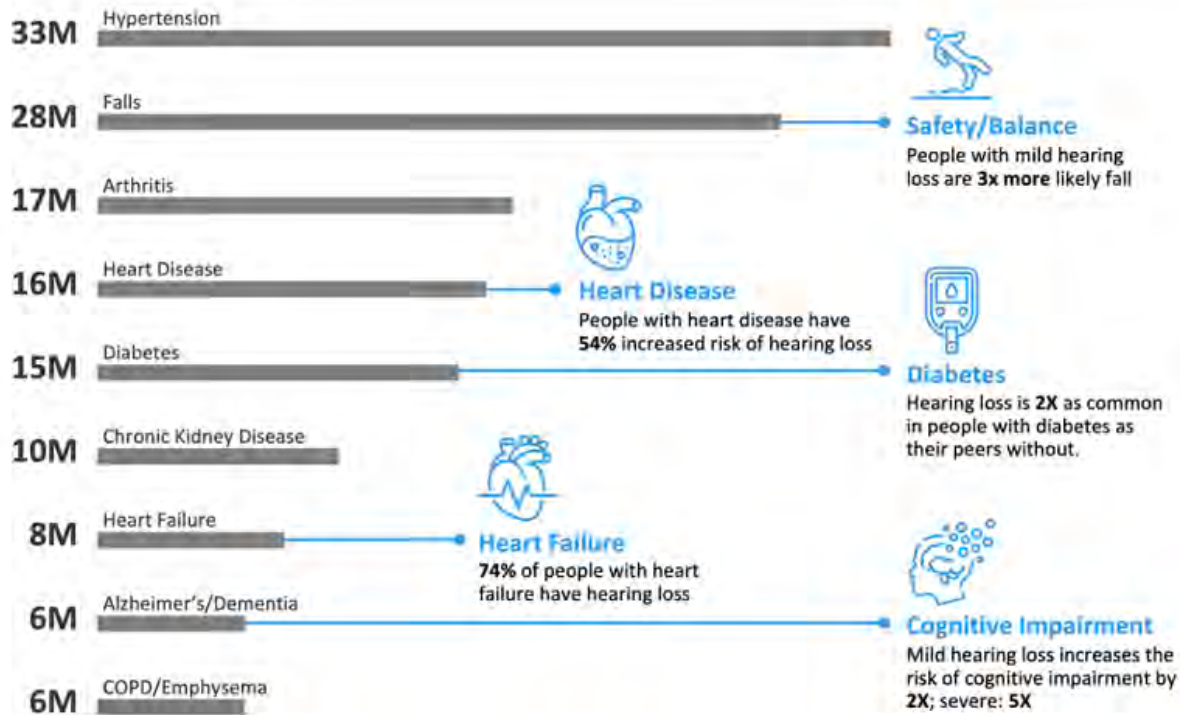
Demonstrate value

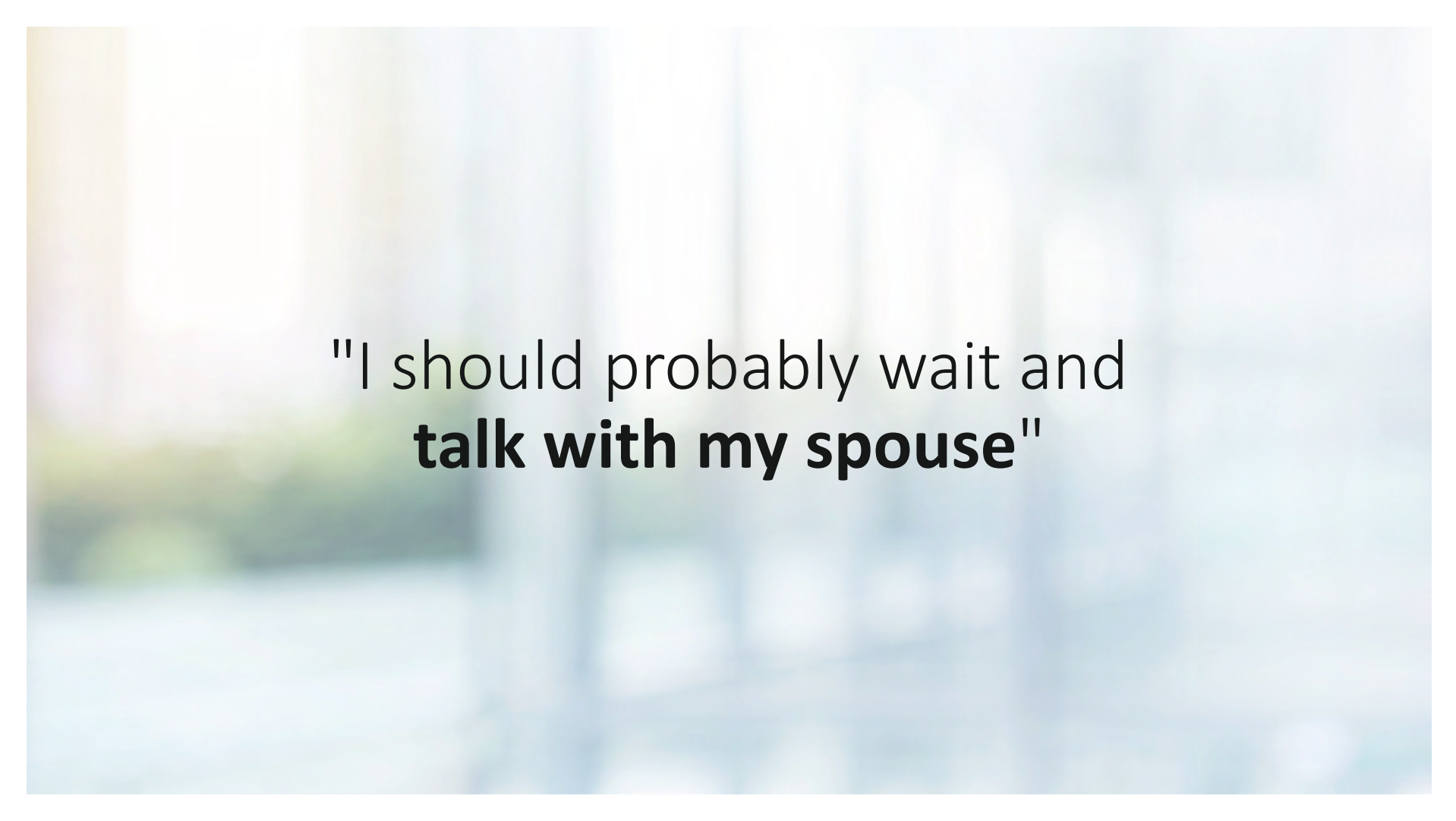
Good hearing is not only important for good communication but overall health and well-being

Communicate urgency
because ***there is urgency***



Hearing Loss is Correlated with Most Common Chronic Conditions





"I should probably wait and
talk with my spouse"

Need to Consult

Part of Discovery is identifying the patient's requirements for action

Many will want to consult with a family member or trusted advisor before making an investment

Third party needs to come to the first appointment

If not present, set-up another meeting ASAP

**Only 17% of appointments
without a 3rd party lead to action**





"I need to **think about it.**"

The patient is not saying, “no, I don’t want the technology or your service.” What they’re really saying is, **“No or a form of ‘no’ because you haven’t given me enough of a compelling reason to buy from you or have satisfied all of my concerns and priorities.”**

—— *Keith Rosen* ——

**Identify expectations and
requirements for action
during the discovery process**



Expectations

“What would you like a hearing aid to **do for you?**”

“**How much benefit** do you think hearing aids can provide?”

“If I can help you hear better, is that
something you would look forward to?”

“What would it mean to you to be able to
hear your grandchildren better?”

“Have you **read about or researched** hearing aid technology?”

Requirements for Action

“If the test results indicate that a hearing aid would be helpful, **are you prepared to move forward with that decision today?**”

Trust

“People do business with people they like, know, and trust.”

Mission statement and Value Proposition

Why you/your business

Measure or at least demonstrate benefit with hearing aids





Touch Base Later

**“If anything changes,
please don't hesitate to
contact me. I'd love to help
you hear and live better.”**

Log a call on your calendar

Handling Objections

Acknowledge

that you understand

Thank Them

for sharing their
reservations with you

Get to the Core

of the objection and
provide a solution

Reassure Them

that they are making
the right decision, at
the right time, and with
the right provider

Educate Them

but don't DEFEND your
position, the
technology or your
practice – avoid an
adversarial posture

Invite Them

to enjoy better
hearing and a better
quality of life



Steps for Empowering Patients to Pursue Hearing Healthcare II

4 Expert Recommendations

5 Overcoming Objections

6 Pro Tips

PRO TIP

Understand Generational Differences

OLDER PATIENTS

- Fewer options
- Rely on their “gut instincts”
- Word-of-mouth
- Face-to-face, telephone
- Selective information
- Value aware
- Know what they don’t know
- Growing adaptation to social media

YOUNGER PATIENTS

- More options
- Rely on analytical skills
- Digital research
- Text, email
- Information heavy
- Price aware
- Don’t know what they don’t know
- Social media users



PRO TIP

Value Proposition



Customer Experience

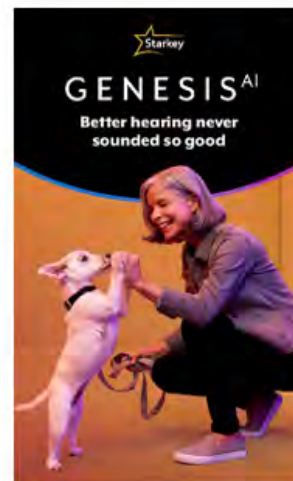
**will overtake price
and product**
as the key brand
differentiator

**What is special about
your practice?**

Hearing Loss Simulator Speech Mapping REM Target Match

PRO TIP Visual Tools

People remember 10%
of what they hear and
80% of what they see.



PRO TIP

Your Waiting Room

Impact of Hearing Loss

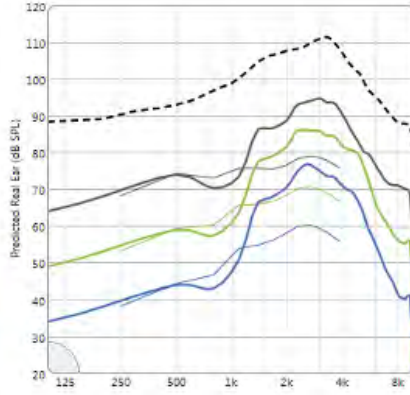
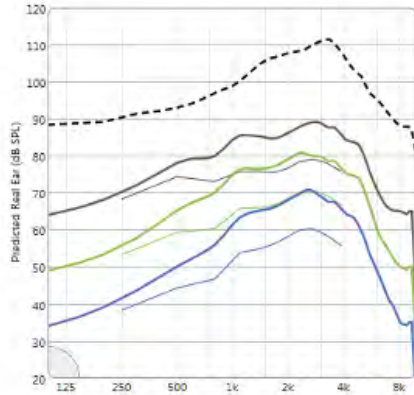
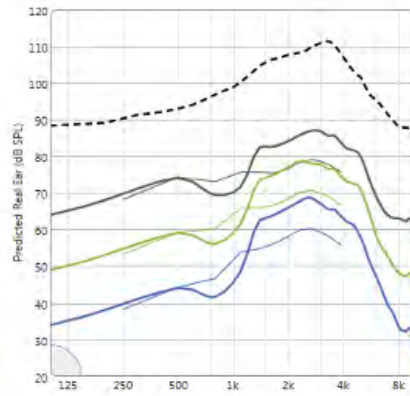
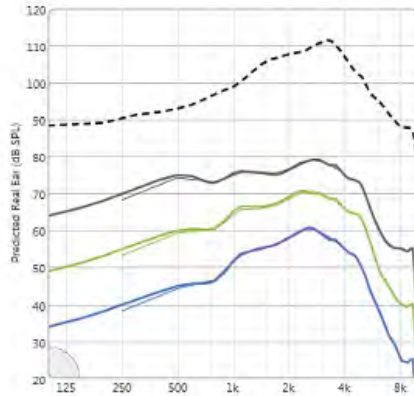
Comorbidities

Benefits of amplification

Testimonials

NOT Hearing Aid Brochures





PRO TIP

Listening Demo

Program to patient's hearing loss

Pre-program hearing aids with 4 memories

- Mild flat
- Moderate high frequency
- Moderate flat
- Severe sloping

Use occluded earbuds

Paired to a smartphone



PRO TIP

Involve Loved Ones

Family members
have a critical
influence on patient
care and advocacy



PRO TIP

Involve Loved Ones

HEAR Share

Navigation bar



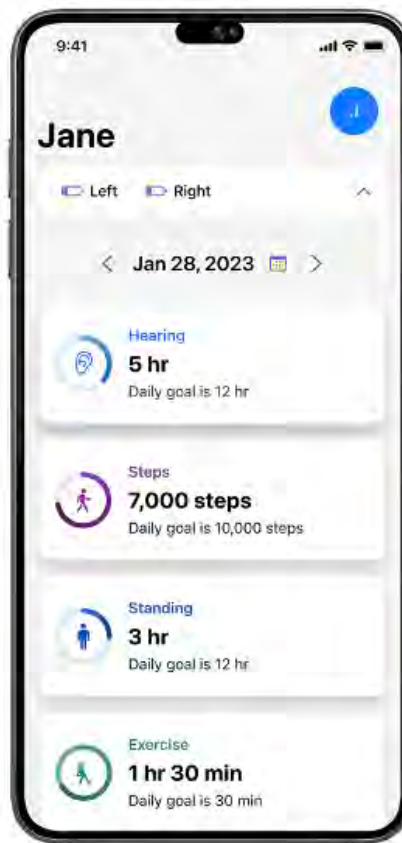
Home



Notifications



More



PRO TIP

Appointment Length

Short Healthcare Visits:

Take a toll on the patient-doctor relationship

Increases patient frustration

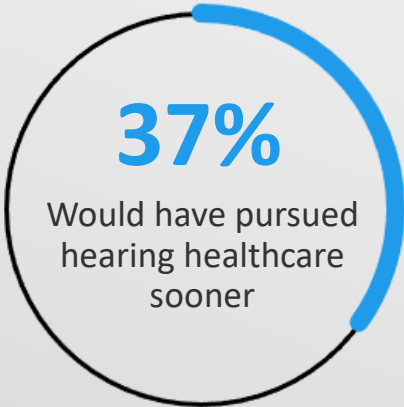
Increase the likelihood the patient leaves with a prescription rather than what's truly necessary for behavioral change

Discovery ahead of time

Use your team to their fullest potential (PCC, assistants)

Educational materials

TeleHear remote programming
(Counseling, Programming, Fine Tuning)



37%

Would have pursued
hearing healthcare
sooner

PRO TIP

Remote Hearing Aid Programming

Fast, Effective and Convenient

Data Log

QuickFit

Fine Tuning

Sound Manager

Experience Manager

User Controls

Expert Assistant

Frequency Lowering

Programs

Indicators

Fitting Summary

Tinnitus Signals

(White Noise and Audiogram-Shaped)

Best Fit/ Target Match

VC Range and Step Size

Tinnitus Range and Step Size

Feedback Cancellation

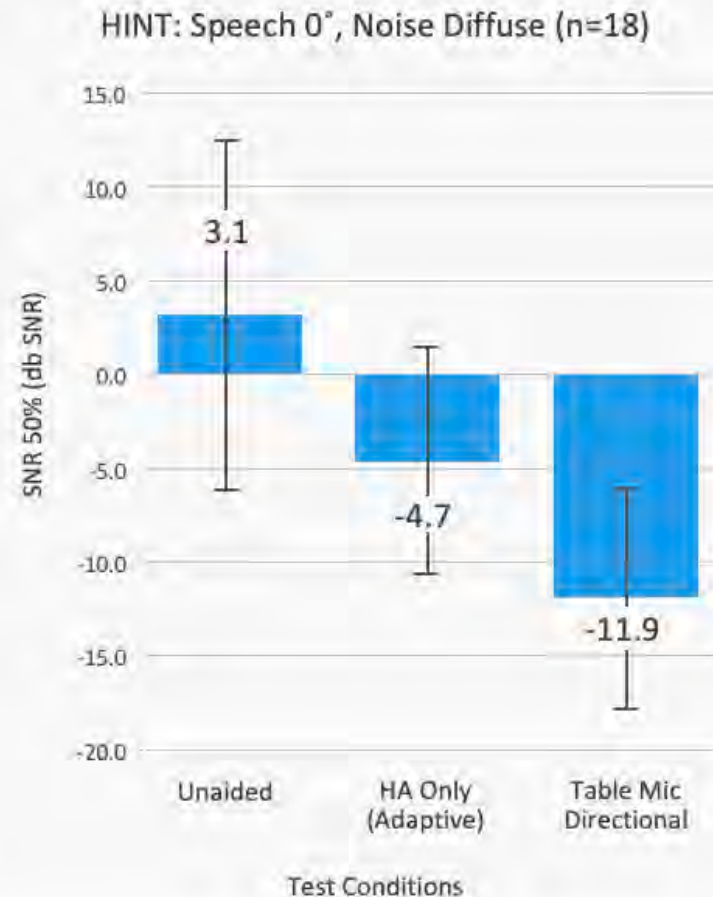
Initialization

In-Situ Audiometer

Verify Comfort

PRO TIP

Accessory Use SNR Enhancement





Hearing Aid Satisfaction

H.A. Performance
and sound

0.67

HCP Effectiveness

0.42

HA Physical Qualities

0.25

HA Maintenance

0.24

Cost
(upfront and ongoing)

0.20

Hearing Care Professional



Professionalism, efficiency and quality of counseling all matter



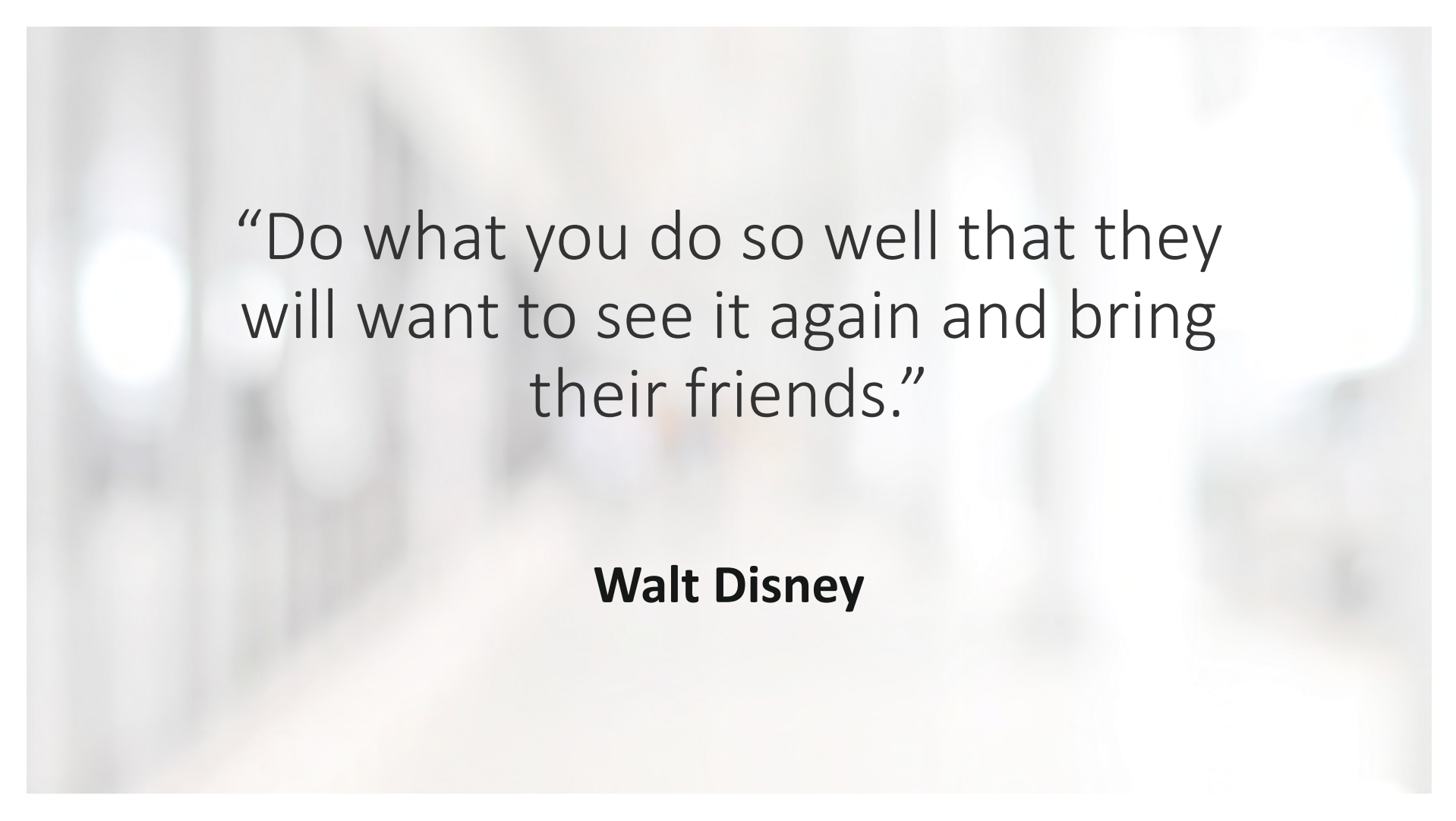
People want to feel their needs are your priority and appreciate when their expectations are managed properly



They want evaluations and processes that are comprehensive and still easy to understand



Leading edge technology and data-driven techniques that demonstrate the benefit/value are also impactful



“Do what you do so well that they
will want to see it again and bring
their friends.”

Walt Disney



Learn More

Empowering Patients to Pursue Hearing Health Part I

AO Recorded Course

Provider-Patient Relationship

Patient Education

Identifying Unique Listening Needs and
Goals

Thank you



Hear better. Live better.