



WHAT NEVER TO DO WITH OBJECTIONS... IF YOU REALLY WANT PATIENT COOPERATION

ACHIEVING HEARING SUCCESS

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AGENDA & OUTCOMES

Introduction to Betty Jo

1. Why does resistance happen?
2. How to handle resistance using the C.A.R.E. framework

At the end of this course, you will be able to:

1. Implement the C.A.R.E. framework to become more confident, conversational and empathetic to minimize the risk of appearing adversarial when helping patients resolve their resistance toward hearing aids
2. Have practical, actionable and relevant language to use for during your next appointment



OUR PRESENTERS



Stephanie Wall Morrow
MBA



Steven Lozada
MBA, PCC, PMP

ACHIEVING HEARING SUCCESS



What is it?

- A transformative training that shifts from pushy pitches to powerful, patient-centered conversations
-



Focuses on

- Empowering patients to embrace your expert recommendations
- Delivering the experience that creates trust with patients
- Confidently flipping objections into connections

WHY ACHIEVING HEARING SUCCESS?

For HCPs that want to:

- ✓ Elevate patient relationships with empathic and influential communication that builds trust
- ✓ Gain practical, actionable insights and conversational skills tailored to handle daily hearing care challenges successfully
- ✓ Join a supportive community of hearing care practitioners who foster consistent patient-focused sales behaviors, paving the way for long-lasting success and joy in your practice



Connect

Goal

"Contract & Continue"

Objectives

- C-IQ Dashboard
- Declaration of Intent
- Behavior Adaptability

1

Coach

Goal

"Discover & Disclose"

Objectives

- Motivational Interviewing
- Use O.A.R.S
- Question Domains

2

Construct

Goal

"Design & Demonstrate"

Objectives

- Prepare Patient Value Proposition
- *Benefit-Story-Proof*

3

Consult

Goal

"Support & Solve"

Objectives

- Handle resistance and objections with C.A.R.E.

4

Commit

Goal

"Agreement & Accountability"

Objectives

- Deliver the A.S.K. Model

5

BETTY JO MOSES



Betty Jo Moses came in today to see what was going on with her hearing

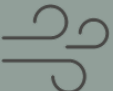
Her son keeps telling her that he thinks something is going on

She is having a hard time concentrating

- On the golf course at her weekly golf league
- When out to lunch (she goes out to lunch almost every day)

After meeting with you, she is open to accept help

WIDEX SELECTION GUIDE

		Conversation in Quiet	Hearing on Mobile Phone*	Enjoying Music	Comfort in Loud Noise	Hearing TV	Sound Localization	Speech Enhancement in Noise	Conversation in Noise (Restaurant)	Appreciating High-Fidelity Music	Conversation Outdoors (Wind Noise)	Conversation in the Car	Multi-Talker Conversation (Family Dinner)
Best	440												
	330												
Good	220												

HOW WOULD YOU RESPOND TO THIS TODAY?





WHY DO OBJECTIONS HAPPEN?

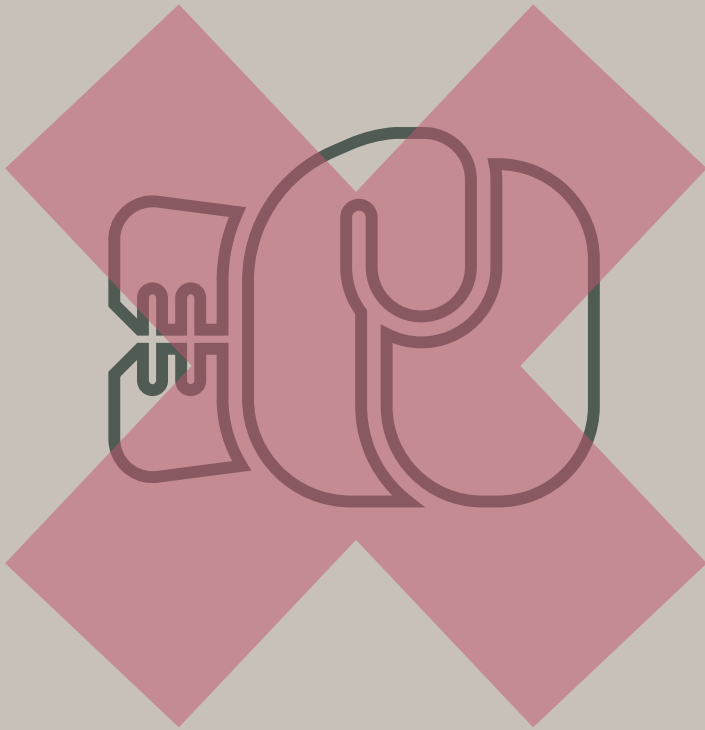




DON'T IGNORE IT, EXPLORE IT.

HANDLING PATIENT RESISTANCE

Don't get combative.



Get Curious!



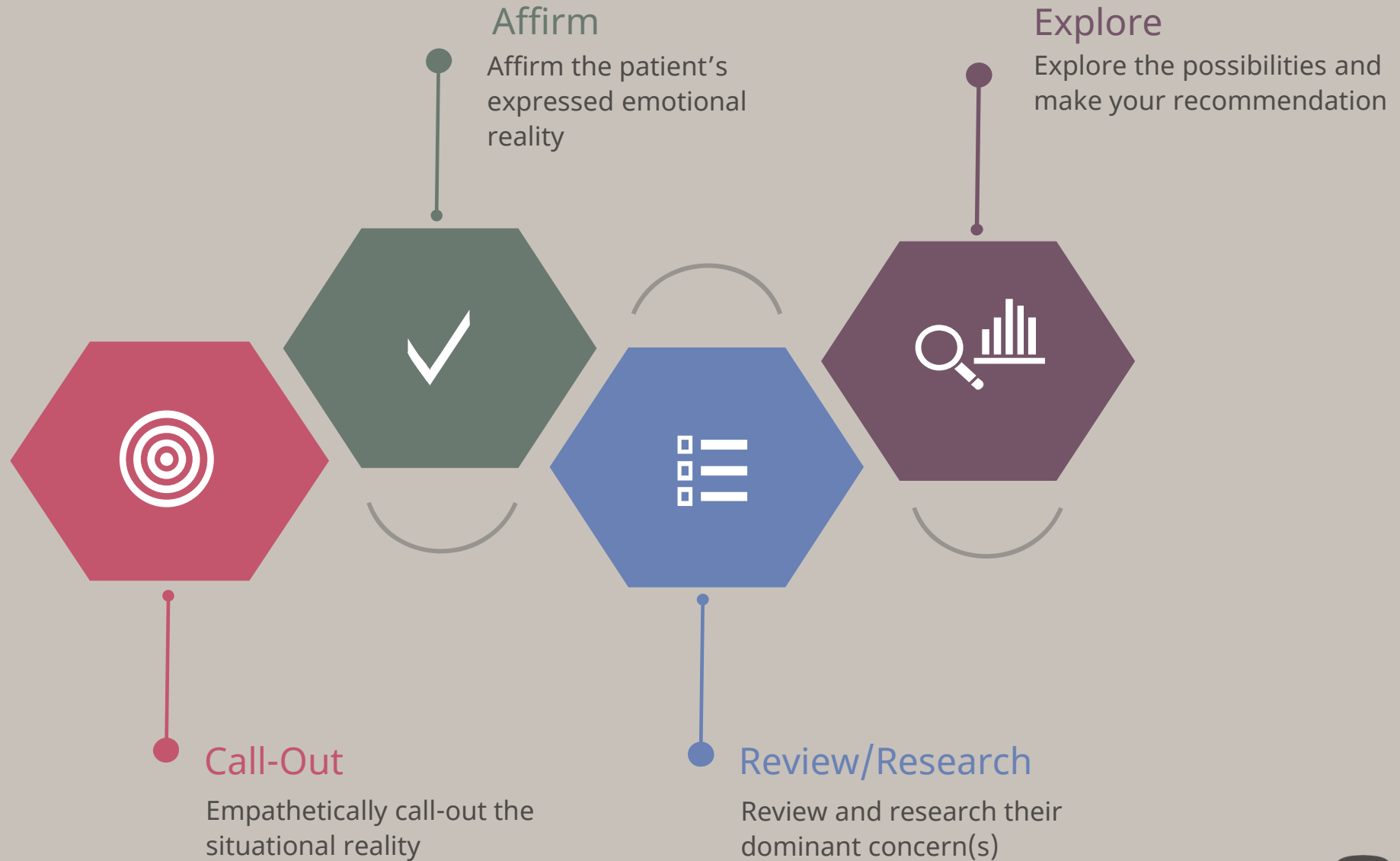
HANDLING PATIENT RESISTANCE

Resistance & Objections

- It's **their** issue/concern. It's not personal
- It's an **indicator** that your patient is impacted by the findings and recommendation
- It's an **opportunity** to build partnership and trust



C.A.R.E. MODEL



HOW WOULD YOU RESPOND TO THIS WITH THE C.A.R.E. MODEL?



C.A.R.E. MODEL

Call-Out

I can see you want to make the best decision.



Review/Research

You mentioned your hearing loss is stopping you from participating on the golf course and at lunch, which leaves you feeling isolated. This is why I recommended the SmartRIC 440.



Affirm

\$6,500 is a significant investment, especially when you have never invested in this area of your health before. I want you to get the most out of your investment.



Explore

Without devices, you won't get to fully participate in your life. How would it feel to be more connected with your friends during golf? Based on that what how would you like to proceed?





This is too expensive,
especially compared to
what I can get at Costco.

C.A.R.E. MODEL

Call-Out

What I am hearing you say is that you are looking to save money by going to Costco. Is that correct?

Affirm

\$6,500 is a significant investment. I want you to get the most out of your investment, which is not just for the hearing aids, but the hearing healthcare.

Review/Research

These Widex hearing aids are not available from Costco or any other big box store. Only highly dedicated hearing healthcare professionals committed to exceptional outcomes can fit you with these hearing aids. Now, you have a few options with Widex hearing aids that are less expensive, more comparable to Costco prices.

Explore

I could fit you with a lower technology hearing aid that will save you some money, but I need you to tell me what you're willing to accept in the trade-off.

Now that you know your options, tell me which hearing aids gives you what you most want?

I don't think my hearing is bad enough. I can get by.



C.A.R.E. MODEL

Call-Out

It sounds like you know you have hearing loss, but now is not the time to make it better.



Affirm

A lot of my best patients who have never worn hearing aids anxiously wonder whether to act or delay this decision.



Review/Research

Often times, patients wait to make this choice. With every passing year, the brain starts to reorganize and makes treatment with hearing aids more challenging. No one benefits with time here.



Explore

What do you need in order to avoid delaying improving your hearing today? When will you be absolutely certain that it's time?



SUMMARY

Objections are an **indicator** that your patient is impacted by the findings and recommendation

- It's an **opportunity** to build partnership and trust

By using the C.A.R.E. framework, you can minimize the risk of appearing adversarial when helping patients resolve their resistance toward hearing aids

Challenge: What is one takeaway you will use in your next hearing aid consult appointment?



ACHIEVING HEARING SUCCESS

Comprehensive, 10-week communication development program attended virtually with peers from across the country



Helps improve your connection with patients without feeling like you are selling to them



After program completion, data shows (avg):*



in additional private pay revenue annually



12%

Increase in patient conversion rate



\$349

Improvement in ASP



2%

Reduction in return rate

HOW DOES IT WORK?



PARTICIPANT RESPONSIBILITIES: Attend all sessions • Complete exercises • Actively participate

WHAT WAS YOUR TOP TAKEAWAY?

O.A.R.S., D.E.E.P., and C.A.R.E.; are phenomenal acronyms to help direct conversation during appointments.

Clinical interactions can thrive more when the patient is treated in a way that is most aligned with their style of communication.

Gain commitment before going into recommendations so that you have their “buy in” on the outcome of the appointment.

WHAT'S NEXT?



Block your
schedule from
seeing patients

Current schedule
available on the
enrollment form



To maximize success,
you need to fit at
least one patient
each week with
Widex while enrolled
in the program



THANK YOU!