



Best in Class approach to delivering excellent patient care

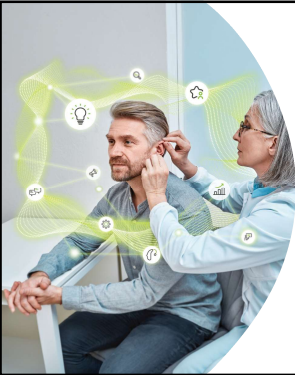
Katie Cardona, AuD

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Best-in-Class Approach to Delivering Excellent Patient Care.

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Financial disclosure: Speaker is employed by Phonak US

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Risks/Benefits

- The applicability and accuracy of the course content may vary by the clinical, geographical, and cultural context; you should evaluate the course accordingly.
- As healthcare is rapidly evolving, new findings may change the validity of the information presented in this course. Providers should always consult the latest research and guidelines from professional associations.
- The interventions discussed in this course may be limited in generalizability, requiring practitioners to consider specific individual and population factors.
- The course may not cover all possible risk factors, diagnostic methods, or treatment options, and complex cases may require additional considerations.
- Healthcare providers should apply cultural competence and sensitivity to ensure effective and respectful care based on their patients' diverse needs.
- Providers should always evaluate the limitations of diagnostic and screening tools, considering their potential for false results as well as any ethical implications.
- It is the responsibility of course participants to critically evaluate the evidence from multiple sources to guide professional practice.

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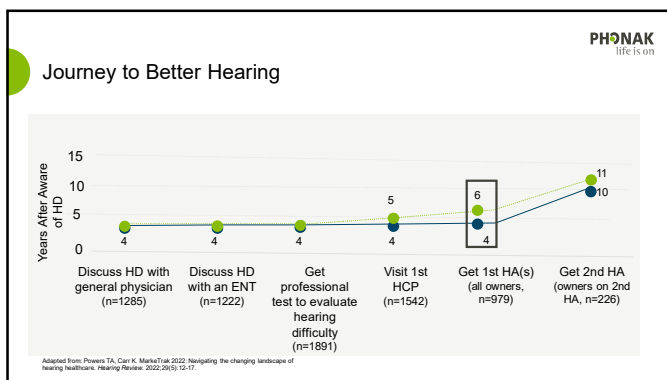
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Learning Outcomes

After this course, participants will be able to:

- Explain the impact of best-in-class practices on key performance metrics
- Identify clinical activities that effect hearing aid adoption rates and patient outcomes
- List key activities that can be implemented to provide excellent patient care

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Excellent clinical care is **only one component** of an excellent patient experience

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Patient Experience PHONAK
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Did you know...



Findings from a PARC 2018 focus group showed
9 out of 12 patients had a negative experience
with their hearing healthcare provider

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Patient Expectations PHONAK
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- Convenience
- Clean, comfortable environments
- Minimal wait times
- Clear, transparent communication
- Feel heard & understood
- Personalized interactions
- Strong relationships with providers

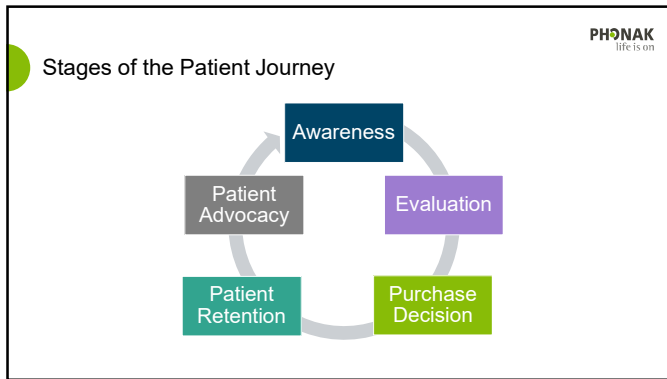


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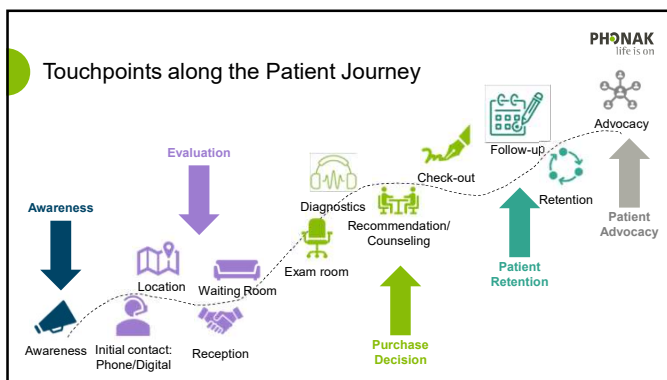
Stages of the Patient Journey PHONAK
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Awareness	Evaluation	Purchase Decision	Patient Retention	Patient Advocacy
Partnership & Awareness	Lead capture & appointment conversion	Appointment to Patient Conversion	Lifetime Value Conversion	Loyalty & Advocacy
• How do patients find your practice?	• What is the patient's first experience with your practice?	• What is the patient's experience during consultation?	• What are you doing to provide an exceptional experience beyond the fitting?	• How do you create continued loyalty with patients?

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Meet our patient

Geoff and Susan

- 5 years since noticed change in hearing

A photograph showing an elderly couple, Geoff and Susan, sitting together and looking at a tablet. They are surrounded by their children, including a young girl and a baby, in a bright, modern home setting.

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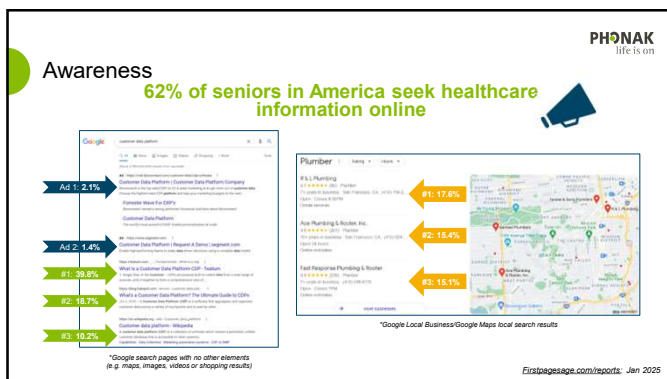
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How many searches does Google process daily?

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Awareness

- Google Business Profile**
- Reviews**
93% of consumers read online reviews
Respond to reviews
- Keywords**
Customize to target locally
• ex: 'hearing aids Seattle', instead of 'hearing aids'
- Website**
Content
Optimized for mobile



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Awareness

What does your website say about you?

- Highlight **positive testimonials**
- Engaging** content
- Update, update, **update!**
- Connect to your **social media platforms**
- Clear **calls-to-action**



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Touchpoints along the Patient Journey







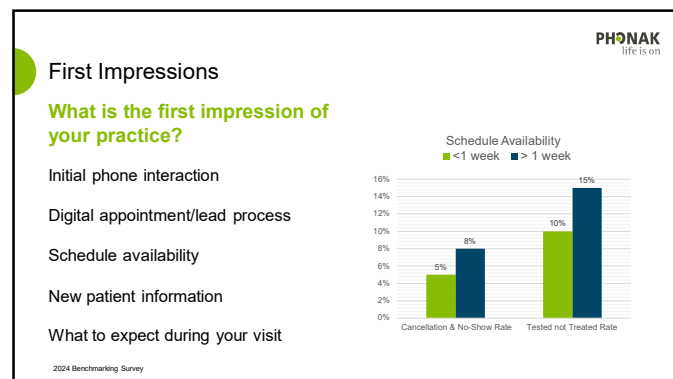
Initial contact:
Phone/Digital

Location

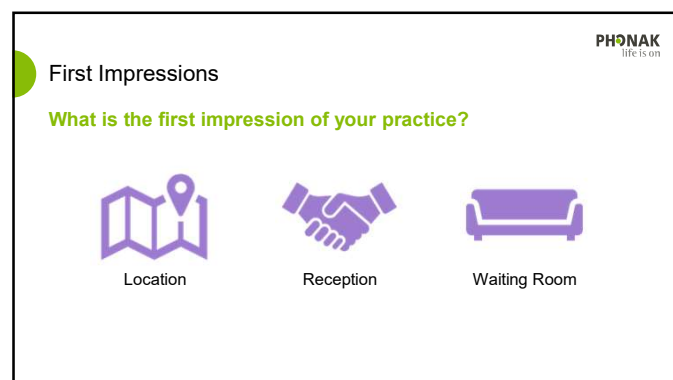
Reception

Waiting Room

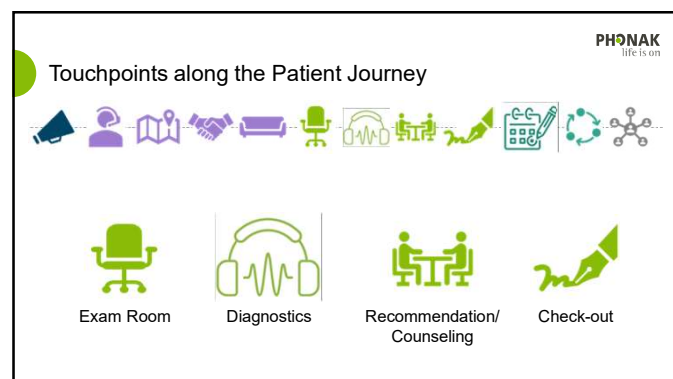
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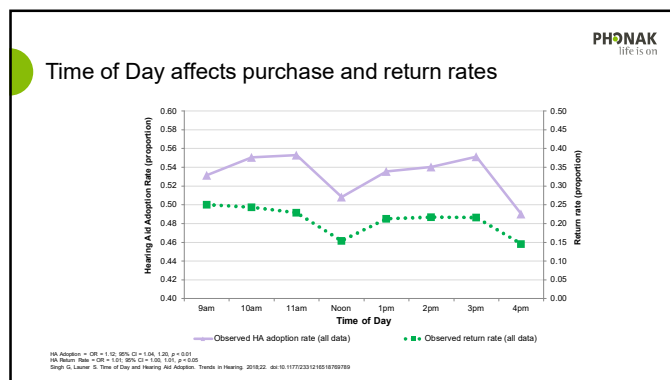


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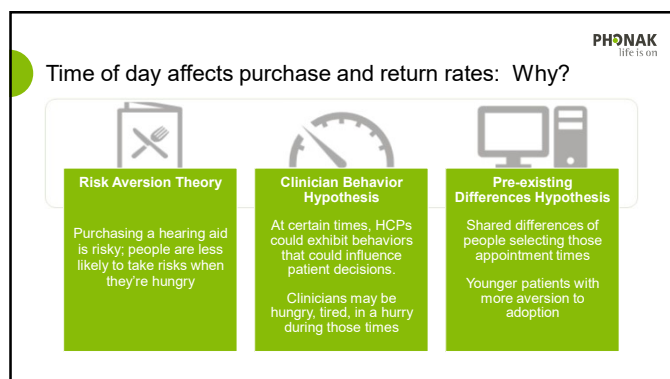
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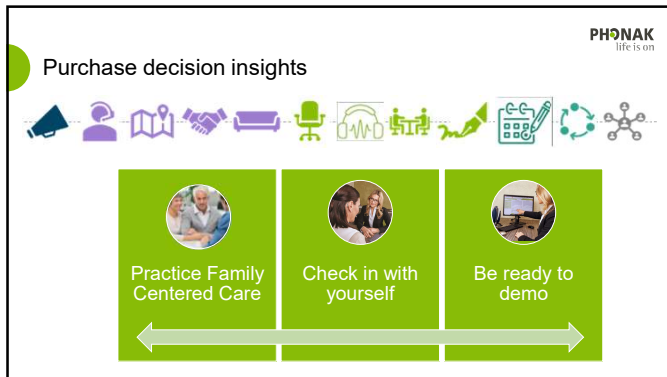
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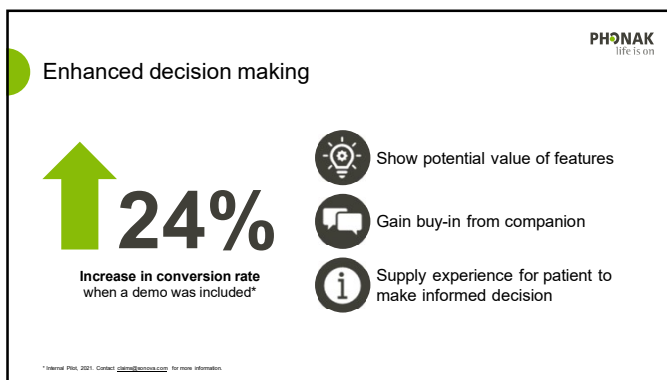
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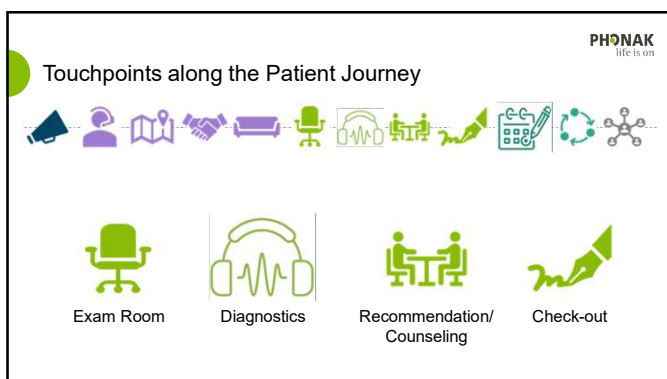
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Purchase Decision: Exam Room

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Standard care: 0% triangle
arrangement of chairs. Family member further away from clinician than client

Family centered: 100% triangle
arrangement of chairs.

A=audiologist C=patient F=family member

Blom, R., Treisman, B., Edwards, A., & Hickson, L. (2020). Improving the implementation of family-centered care in adult audiology appointments: A feasibility intervention study. *International journal of audiology*, 59(10), 1889-1895. doi:10.1080/14992027.2020.2005536

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Purchase Decision: Exam Room/Diagnostics

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Set an agenda

The goal is to **listen** to attain an **integrated understanding** of the patient's and family's needs.

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Purchase Decision-Diagnostics

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Perceived value
Income measures
Meaningful tests

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The impact of hearing loss on the family

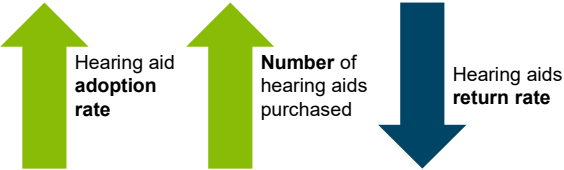


- Psychosocial Stress
- Embarrassment
- Quality of life
- Avoidance of social activities
- Communication challenges
- Changes in relationships
- Emotional reactions
- Changes in roles & responsibilities

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Impact of involving the family member



Hearing aid adoption rate

Number of hearing aids purchased

Hearing aids return rate

Singh G, Lerner S. Social Context and Hearing Aid Adoption: Trends in Hearing. 2018;20. doi:10.1177/2331216518773833

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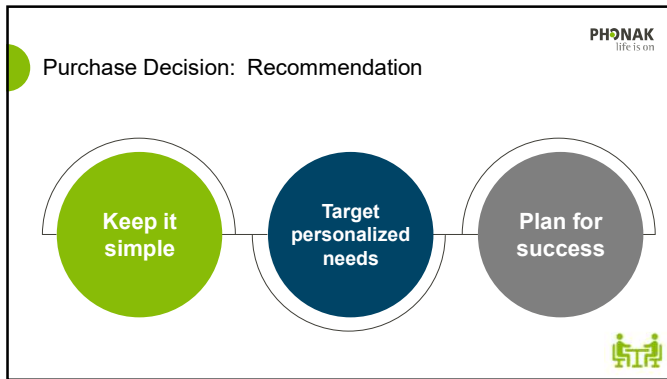
Purchase Decision: Recommendation/Counseling

Patient-specific recommendations & treatment plan




Recommendation/
Counseling

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What are your patient's priorities?

Soft voices	Speech at a distance Meetings	Speech in noise Restaurants	Phone calls/Music Audiobooks/Videos
Speech Enhancer	Speech Enhancer Roger technology	Spheric Speech Clarity Roger technology	Bluetooth streaming App use

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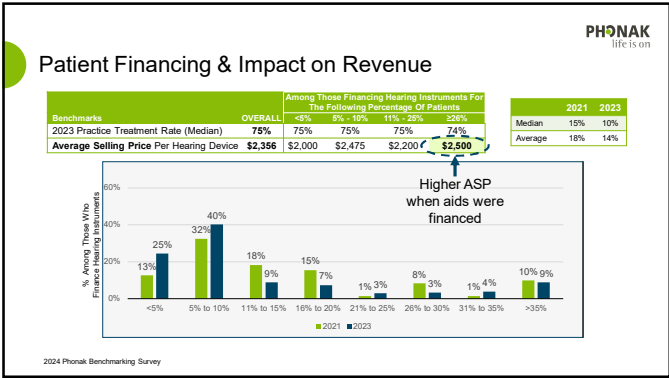
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Demo protocol

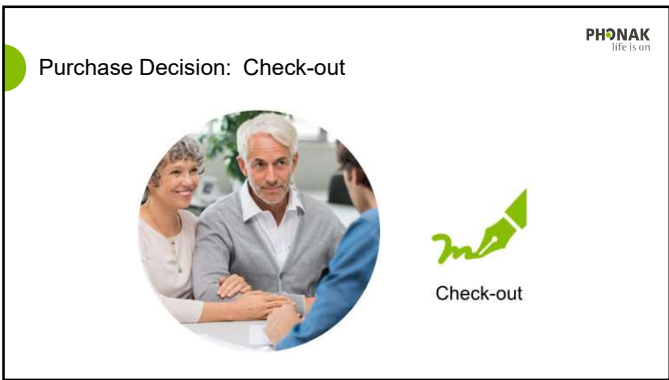
How to introduce Roger to new patients

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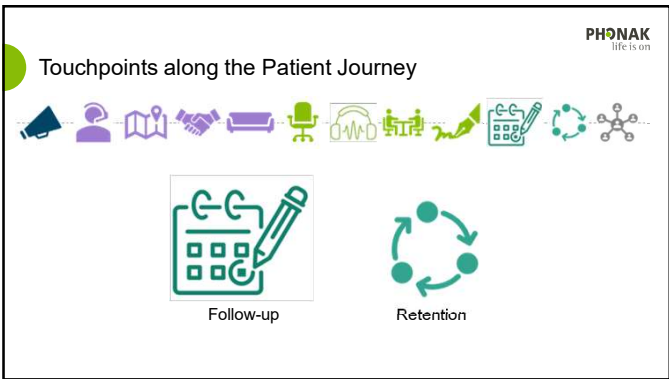
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Tele-Audiology: Reasons to believe

"We were able to develop a feasible hybrid audiology service delivery model for older adults"

Arnold ML, Schwartz J, Hall A, Chaudhry TA, Serfaty VA. Feasibility and Assessment of a Hybrid Audiology Service Delivery Model for Older Adults: Hearing Aid Users' A Pilot Study. Ann Otol Rhinol Laryngol. 2022 Sep 15;131(9):1801-1810. doi: 10.1177/000368192211041330000. Epub 2022 May 3. PMID: 35522803. PMCID: PMC9388165.

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Remote Sessions are efficient and effective

Very high satisfaction rating for patients

- 88% prefer eSessions under certain conditions
- 92% would recommend eSessions to others
- 64% would prefer eSessions if offered a choice

Hearing Care Professionals' value of having eSessions with their patients

- 80% found eSessions to be as efficient as a face to face session
- 82% were satisfied with the outcome of the eSession

Angley, G. P., Schneider, J. A., & Thorne, A. M. (2017). Remote hearing and support: The next frontier. Journal of the American Academy of Audiology, 30(10), 352-355.

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Remote Support for younger patients

Interacting and following up with their HCP

- 89% Felt relaxed during session
- 93% Would recommend remote session
- 89% Prefer remote session

Verheulman, A. & Carr, G. (2019). Could Teleaudiology be the answer for youth? Phonak Field Study News. Retrieved https://www.phonak.com/content/dam/phonak/_documents/verheulman_and_carr_2019_teleaudiology_in_the_youth_in_english.pdf. Accessed October 30, 2023.

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Retention



Retention

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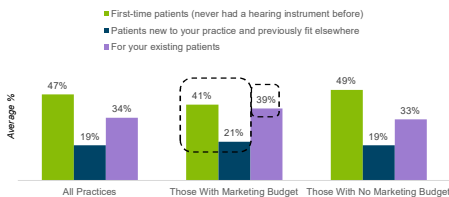
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First Time vs. Existing Patients:

■ First-time patients (never had a hearing instrument before)

■ Patients new to your practice and previously fit elsewhere

■ For your existing patients



Category	First-time patients (%)	Patients new to practice (%)	For existing patients (%)
All Practices	47%	19%	34%
Those With Marketing Budget	41%	21%	39%
Those With No Marketing Budget	49%	19%	33%

2017 Results
All Practices
First-time Patients: 53%
Patients New To Practice: 18%
Existing Patients: 29%
Those With Marketing Budget
First-time Patients: 49%
Patients New To Practice: 17%
Existing Patients: 34%
Those With No Marketing Budget
First-time Patients: 56%
Patients New To Practice: 18%
Existing Patients: 26%

What percentage of all hearing devices dispensed by the practice in 2023 were from each of the following areas?

2024 Phonak Benchmarking Survey

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Holistic Care

Hearing protection

Tinnitus treatment

● Annual checkup

● Tinnitus treatment

93%

Of best-in-class practices offer
Cerumen management



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Touchpoints along the Patient Journey

Patients who receive **regular updates** from their healthcare providers are **3x more likely to refer others**

Advocacy/
Practice
Ambassadors

(Source: Frost & Sullivan, 2023.)

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Touchpoints along the Patient Journey

Awareness Initial contact: Phone/Digital Reception

Location Waiting Room Exam room

Diagnostics Recommendation/ Counseling

Check-out Follow-up Retention

Advocacy

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Together,
we change lives.

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References

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