



TURNING "NOT YET" INTO "YES": GUIDING PATIENTS TO CONFIDENTLY UPGRADE THEIR HEARING TECHNOLOGY

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 upgrading hearing aids
2. Have practical, actionable and relevant language to use for during your next appointment



OUR PRESENTERS



Sara Barnes
Au.D.



Steven Lozada
MBA, PCC, PMP

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



WIDEX

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

NEW PATIENT VS. RETURNING PATIENT

- Uncomfortable with cost
- Skeptical of the benefits of treatment

NEW PATIENT VS. RETURNING PATIENT

- I need to think about it. I want to talk to my _____.
- I only want to move forward with what my insurance covers.
- I don't think I will be able to use that fancy app. These seem to hard for me to understand how to use.

BETTY JO MOSES



Betty Jo Moses
came in today for
her annual
appointment

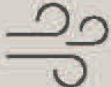
She feels like she
is hearing fine.
But you ask more
questions.

Her family didn't
think she was
hearing well at
Passover.
Her friends get
frustrated when she
can't hear them at
book club.

After talking with
her, she is open to
learning if there is
something new
that might help
her.

WIDEX SELECTION GUIDE

WHAT ARE YOUR PRIORITIES

	Hearing on Mobile Phone	Conversation in Quiet	Watching TV	Comfort During Transport & Outdoors	Listening to Music	Conversation During Transport	Sound Localization	Conversation in Moderate Noise (Family Dinner)	Conversations Outdoors	Enjoying High Fidelity Music	Comfort in Loud Noise	Conversation in Loud Noise (Restaurant or Party)
												
440	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
330	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★			
220	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★						

HOW WOULD YOU HANDLE THAT OBJECTION TODAY?

- Because you mentioned being frustrated at your family gatherings over the holidays, I am recommending the Widex Allure 440 RIC for you.
- With a computer chip that is 4x faster than the one in your Moment hearing aids, new and enhanced features will allow you to hear more speech, even in noise.
- You will feel more confident in keeping up with the conversation.
- In fact, research done by Widex supports that 92% of hearing aid user prefer Allure in noise. They cost \$7,000

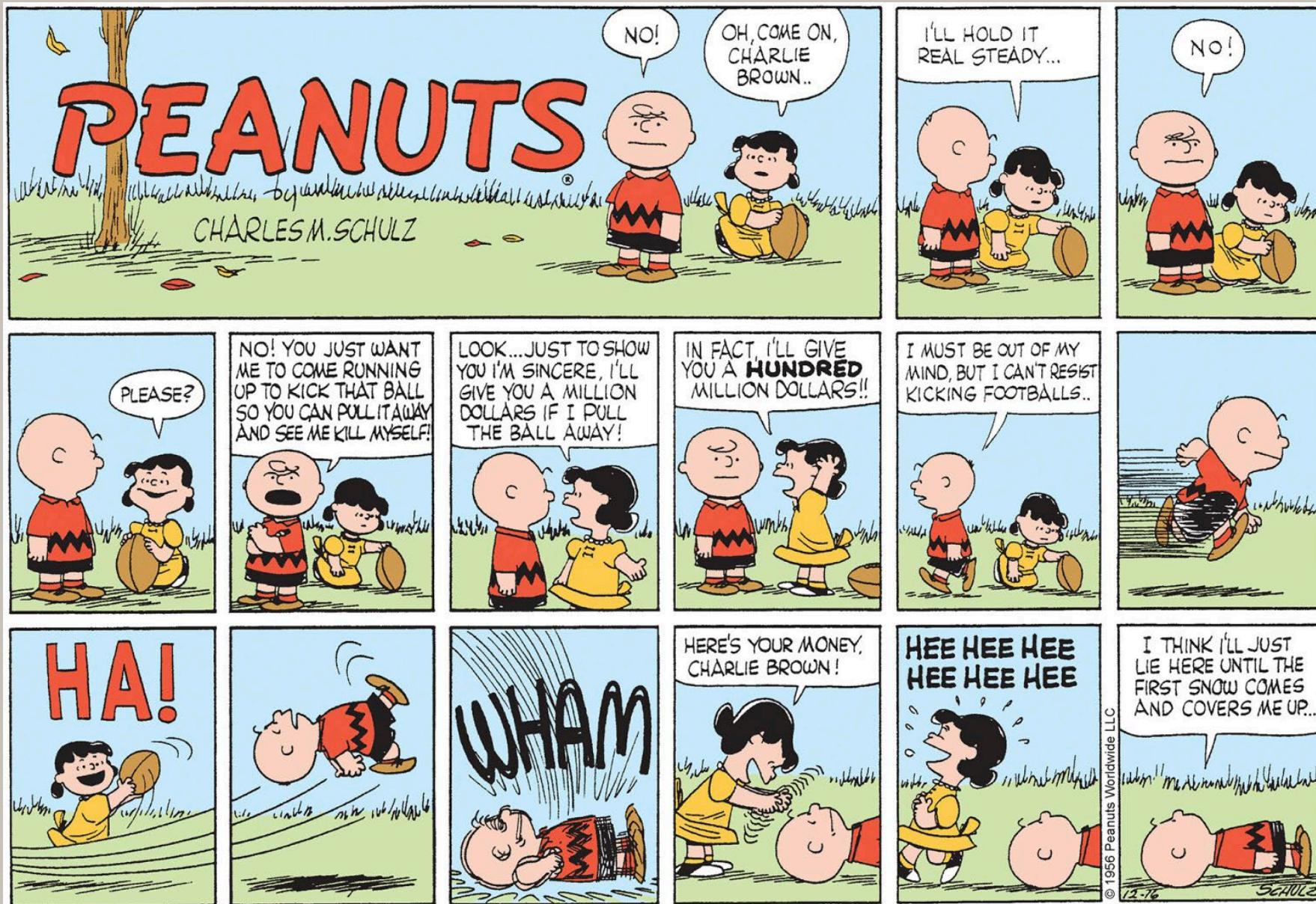
That sounds better but not \$7,00 better

HOW DO YOU FEEL WHEN YOU HEAR THIS OBJECTION?





WHY DO OBJECTIONS HAPPEN?

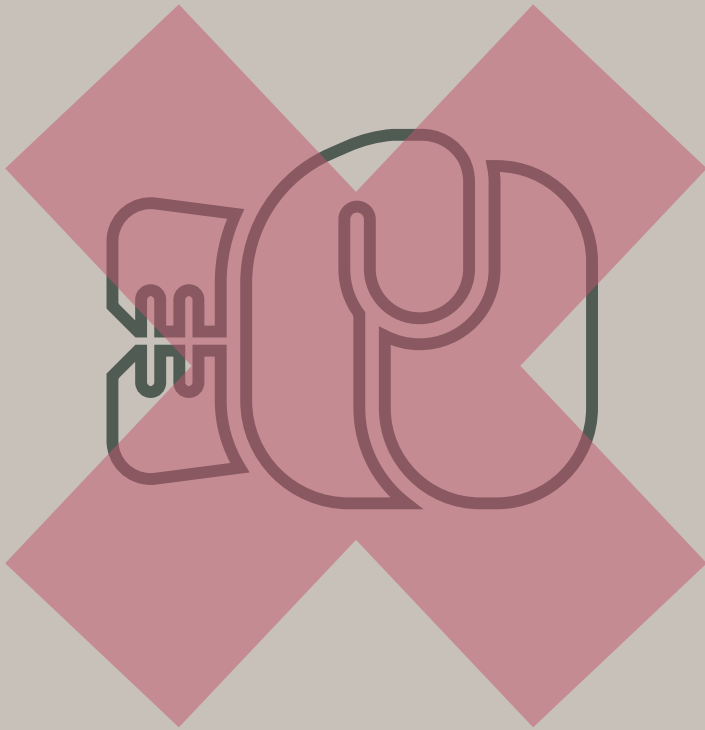




DON'T IGNORE IT, EXPLORE IT.

HANDLING PATIENT RESISTANCE

Don't get combative.



Get Curious!



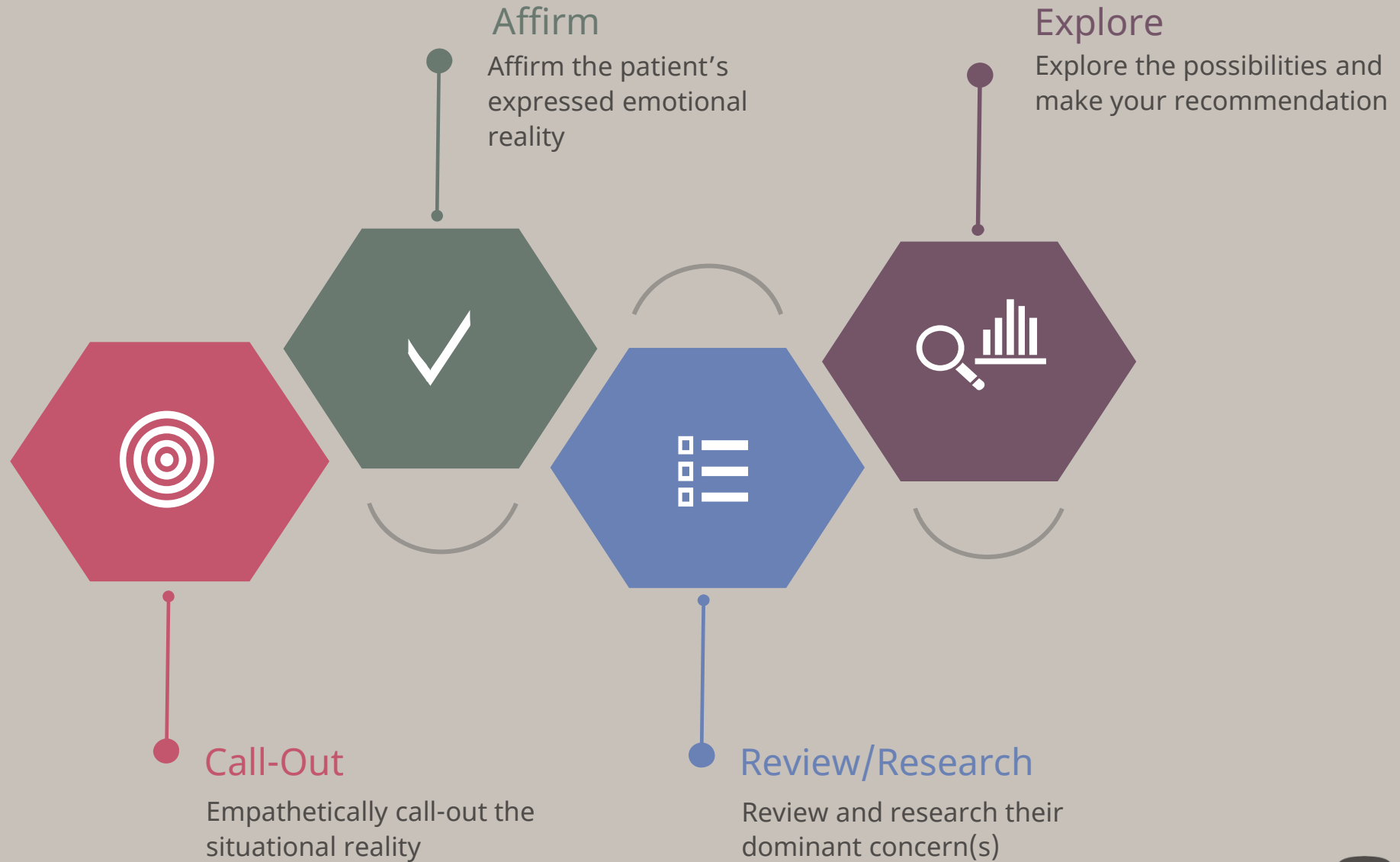
HANDLING PATIENT RESISTANCE

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 HANDLE THIS OBJECTION NOW?

- Because you mentioned being frustrated at your family gatherings over the holidays, I am recommending the Widex Allure 440 RIC for you.
- With a computer chip that is 4x faster than the one in your Moment hearing aids, new and enhanced features will allow you to hear more speech, even in noise.
- You will feel more confident in keeping up with the conversation.
- In fact, research done by Widex supports that 92% of hearing aid user prefer Allure in noise. They cost \$7,000

That sounds better but not \$7,00 better

C.A.R.E. MODEL

Call-Out

I appreciate your honesty about noticing you can hear better.

Affirm

You're not wrong about wanting to determine whether the improvement is worth it for you.

Explore

How open are you to doing that?
What else might be helpful for you?

Review/Research

Determining the value of better hearing is often hard to do in the moment. One of my other patients expressed a similar concern. We agreed that experiencing her daily living while wearing the new devices for 30 days would be enough for her to make a better-informed choice.



HOW DO YOU FEEL WHEN YOU HEAR THIS OBJECTION?





Why does it seem that
hearings aids are so much
less at Costco?

C.A.R.E. MODEL

Call-Out

It sounds like you're among the sensible consumers who shop at Costco. Is that true?

Affirm

\$7,000 is a significant investment, and you're not wrong in wanting to spend your money wisely and also get the hearing healthcare you deserve.

Review/Research

You mentioned you wanted better hearing no matter where you are, and that's why I've recommended this Widex device. It's the correct choice for your hearing health. These are not available at Costco because they're provided to hearing care professionals who can also provide customized hearing healthcare

Explore

You do have a few options with Widex hearing aids that are less expensive and more comparable to Costco prices. Let's explore those options, and you can tell me what you're willing to exchange for the lower price.

Now that you know your options, which hearing aids give you what you want?

YOUR TURN!

Can't I just make do with
my current devices?



C.A.R.E. MODEL



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?



WHICH OF THESE WOULD YOU LIKE MORE SUPPORT EXPLORING WITH YOUR PATIENTS?

A

I only want my insurance covers

B

I don't want to spend \$X right now

C

My hearing isn't that bad

D

Can I get a lower level of hearing aid technology to save money?

ACHIEVING HEARING SUCCESS



Comprehensive, six session 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

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.

HOW DOES IT WORK?



Two-part
Workshop

Four
Application
Sessions

Supporting
Resources

Thursday, June 12 AND
Thursday, June 26

Thursdays, July 10 AND July 24 AND
August 7 AND August 21

Resources

12:00pm-4:00pm ET/9am-1pm PT

12:00pm-1:00pm ET/9-10am PT

- Live virtual group seminar
- Learn the core concepts and practice in breakout sessions with peers from across the country

- Live virtual group seminar
- Group discussion on practical application

- Focused on behavior change
- Examples of empathic word tracks

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

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!