

Signia Practice Excellence Series

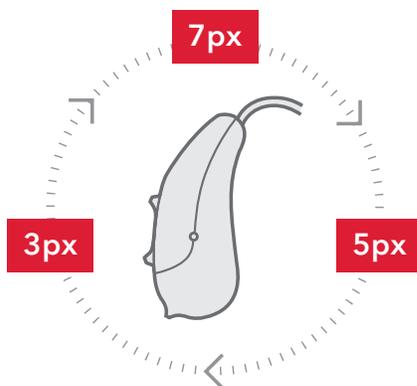
1. Increasing Patient Acceptance with sDemo hearing aids and the soundDemo Suite

As a hearing care professional, one of your greatest challenges is helping patients realize that the decision to improve their lives with amplification is an investment worth making. While traditional demo hearing instruments are effective in helping patients “try before they buy,” these units are typically restricted to only one performance level. This not only limits what options you give your patients—it also limits your patients from experiencing how different levels of technology react to their everyday listening environments.

The sDemo Hearing Aid Solution

Signia has addressed the limitations of traditional demo hearing aids with the new sDemo hearing aids. The sDemo hearing aids are available in all Signia primax™ stock models including Ace™, Pure®, and Motion® primax, and can be programmed to any performance level (7px, 5px, or 3px). This added flexibility allows you to quickly respond to both the auditory and budgetary needs of your patients, while reducing purchase time and increasing practice efficiencies.

Unlike regular demo hearing aids, sDemo hearing aids can be programmed to function for a specific length of time—from one to six weeks. Near the end of the trial period, a repeating signal reminds the patient to return the sDemo hearing aids. After the trial period ends, the hearing aids automatically turn off.



Hearing is Believing

Signia sDemo hearing aids were designed to help demonstrate the benefit of higher technology levels for you. This is especially useful for first-time wearers or patients in denial over the benefits of amplification. By allowing the patient to trial different levels of technology, the conversation shifts from, “do I really need a hearing aid?” to “which performance level is right for me?” This lowers the pressure for you to sell while building trust with your patient.

“Both the Signia sDemo hearing aids and the soundDemo Suite reinforce patients’ confidence in their investment by engaging them more fully in the decision-making process. Common barriers to purchasing amplification are often removed when patients experience higher levels of technology on their own.”

- Pamela Burton, Au.D., Vice President of Product Management and Customer Care

A Powerful Up-Selling Tool

You’ve likely heard the saying, “the data doesn’t lie.” All sDemo hearing aids are equipped with advanced data logging, which records every adjustment and listening situation the patient encounters during the home trial. Data logging gives you and your patient objective proof of the patient’s listening needs, which helps to justify the benefits of upgrading to a higher performance level.

Hearing Systems

SIEMENS

Reducing Costs, Increasing Efficiencies

Traditional demo hearing aids are typically hard-programmed to the highest level of performance. This means patients who home-trialed the higher-level but insisted on purchasing a lower performance level often suffered from buyer's remorse when they got home. For you, this often translated into lost time, lost sales, frustrated patients and returned units for credit.

Signia sDemo hearing aids contain three layers of technology in one demo instrument. This helps optimize your time and your inventory by having access to any performance level with just a few clicks in Connexx Eight. Patients who insist on a lower level of technology can experience first-hand how the hearing instruments will sound at home, helping to manage expectations and lower returns. Regardless of the technology level, when the patient is ready to purchase, the settings can be easily transferred to the new instruments using the MimicFit feature in Connexx Eight.

A Point of Differentiation

You already know that Signia sDemo hearing aids give your patients more options to help gently guide them through the purchase process. But sDemo hearing aids are also extremely useful as premium loaner devices. When a patient comes in for repair, Signia sDemo hearing aids are an opportunity to turn a negative repair experience into a positive one. In fact, allowing patients to trial the latest Signia primax technology while waiting for their current hearing aids to be repaired may result in a potential upgrade.



sDemos Hearing Aids Work Seamlessly with the soundDemo Suite

The soundDemo Suite is a new in-office automated demonstration system that works seamlessly with sDemo hearing aids or any *primax* instrument of your choosing. A combination of audio and video, the soundDemo Suite creates an impressive three dimensional sound experience, optimized for

Dolby 5.1 Surround Sound. Signia has made the components of the soundDemo Suite, including Signia sDemo hearing aids, the Surround Sound system, speaker stands and LED screens available to order individually or as a package.

The soundDemo Experience

The soundDemo Suite replicates the auditory features of *primax* in real-life situations, bringing the benefits of the *primax* platform to life. Once you press play, ultra-high frequency signals (the same technology used in the Signia touchControl™ App) embedded within the video automatically activate and deactivate some of the most popular *primax* features including SpeechMaster, HD Music and Spatial SpeechFocus. The result is an impressive demonstration that lets wearers experience the technology in real time.



Practice Partners: sDemo Hearing Aids and the soundDemo Suite:

The sDemo hearing aids and the soundDemo Suite are powerful tools to help your practice demonstrate the proven benefits of amplification to your patients. Whether used separately or together, both concepts help facilitate patient acceptance, ultimately helping you boost revenue, reduce costs, increase efficiencies and provide better patient care.