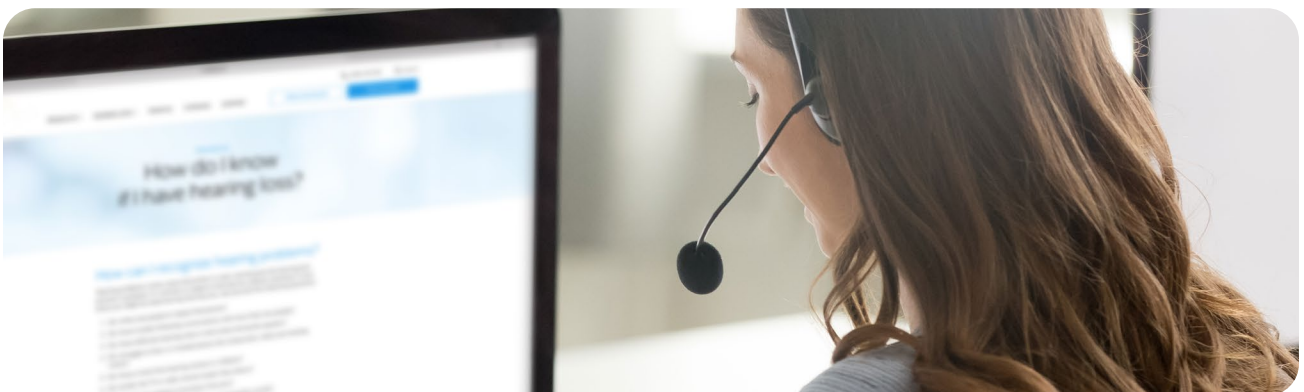


Outbound Wellness Check Script

Audience: Current hearing aid wearers with hearing aids OVER three years old and seen in the practice within the last 1-2 years

Goals

1. **Check-in: Overall how are they doing?**
2. **Hearing Aids: Overall satisfaction**
3. **Hearing Aids: Identify if/where they are struggling and solve issues**
4. **Education: New hearing aids, how new features could help, TeleHear™**
5. **Action:**
 - Schedule service appointment
 - Schedule hearing test if needed
 - Offer demo of new hearing aids for 30 days
 - Offer any financing, trade-in or special pricing promotions



Outbound Wellness Check Script

Outbound Phone Call to Patient

- *“Hello, may I please speak with <Patient Name>?”*
- *“Hello <Patient Name>, this is <Hearing Professional Name> from <Clinic name>. I am calling to check in with you. How have you and your family been?”*

Allow patient to respond. Listen...acknowledge...and engage them with hearing-related questions, for example:

- *“How has your hearing been?”*
- *“Are you able to hear the TV and keep up easily with events and news?”*
- *“How about hearing on the phone – and staying connected to people, especially now, as we’re being asked to socially distance ourselves?”*
- *“Have you had more people at home more hours of the day? How are you handling people talking in other rooms?”*

Allow patient to respond, understand issues completely, walk through any tech support issues and determine best way to service.

- *Can the issue be solved over the phone?*
- *Is it necessary that they come into the office for hearing test or other?*

Next, begin to talk about firmware updates and/or educate them about the newest hearing aids, new features, the ability to diagnose and program hearing aids remotely.

- *“We like to think of the programs in your hearing aid as a prescription, and like any other prescription we want to check on it at least annually to be sure that we have everything set to your needs and also that the latest firmware updates have been applied to your hearing aids. We should try to get you into the office within the next week or two. Do you have availability on <Date/time>?”*

Outbound Wellness Check Script

Outbound Phone Call to Patient (continued)

Possibility of “demo” or “trial” of newest hearing aids:

- *Your hearing aids are over “X” years old, and the newest technology offers so much more flexibility for adjustments. Our newest hearing aids allow us to diagnose and program hearing aids remotely. For instance, for many of the adjustments that you have been in the office for over the years, we are now able to use an APP through your phone to make those adjustments, while you are in the comfort of your own home. By the way, what kind of phone do you have? Smart phones are allowing us to provide many new remote services, not to mention allowing you to have a lot more personal control of your hearing aids. (apply any further features that may be interesting to patients’ lifestyle)*
- *Are you interested in a trial of the new technology?*
- **If seem interested, mention any financing, trade-in or special offer promotions.**
- **If hearing aids need to be sent in for repair and there are stock hearing aids available for “loan”:**
I would love to have you test drive some new hearing aids and try new technology. While we are waiting for your hearing aids to come back, I would like you to wear these hearing aids. They should give you a good idea of how much the technology has advanced. While your hearing aids are sent in for repair, you can be experiencing new technology. Is that something you would like to try?
 - **If Yes: Great. Here is how we can make that work....**
 - **If No:** *No problem. I just want you to know what is available to you. It is something you should keep in mind. Most of my patients are happiest when they update their hearing aids every three to four years, to take full advantage of the newest advancements. Let’s make sure that we get you scheduled in for your service appointment and an updated hearing evaluation in <Month>. What days of the week are best for you?*
- *“It is important that we see you and that we get an updated hearing evaluation – just to make sure that your hearing hasn’t changed significantly. We would like to get you in as soon as possible. We would like to schedule you in a couple of weeks. Would you be able to bring your “spouse” in with you? It would be good to be able to touch base with both of you on how things are going. Does <date/time> work for you?*
 - *Important that spouse or loved one attends as well*

Closing

- *Thank you for your time today and I look forward to seeing you.*
- *Thank you for your time today. Please make sure to give us a call any time you need us and we will check back in with you in <timeline>. Here is the best phone number to reach us: <xxx-xxx-xxxx>*