Phonak Lyric™

Keys to Success for Lyric Office Personnel

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Welcome to Lyric

Thank you for choosing Lyric, the world's first 100% invisible, extended wear hearing aid that can be worn 24/7 for months at a time, providing these unique advantages:

- 100% invisible thanks to the deep-ear placement of the device
- Clear, natural sound, using the natural anatomy of the ear
- No daily hassle of putting the device in and out every day
- No batteries to change
- Reduces tinnitus annoyance faster than daily wear hearing aids[1]

Lyric is a unique hearing solution for patients with mild to moderately severe hearing loss. It can be worn at night while sleeping, during exercise, in the shower* and on the phone. It helps the patient to maintain their regular lifestyle.

This booklet is a collection of best practices, guidelines and procedures providing you with instructions on all aspects of fitting Lyric. It is also available as a download at **PhonakLyricLearning.com**.

1 Power, D. (2018) Is Lyric an effective option for tinnitus? Investigating the benefits of a hearing aid that can be worn 24/7. Submitted for peer review publication.
*Lyric is water resistant, not waterproof, and should not be completely submerged underwater

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Appointment scheduling and pull-through

Overview

Your office has spent significant funds on advertising, staffing and other areas to generate incoming calls for Lyric. Each new Lyric call represents a patient who is taking the first step in seeking help. As the patient's first point of contact, you play a crucial role in helping and encouraging them to get the hearing care they need.

If you connect with patients and build excitement for Lyric, motivating them to schedule and keep an appointment, you will move them a step closer to the hearing care they need and help your office realise a return on its marketing investment.

This section is designed to provide specific guidance on how successful Lyric practices effectively convert patient calls into appointments and maximise the chances of the patient showing up for the scheduled appointment.

The ultimate goal is to convert an incoming Lyric call to an appointment that results in an office visit.
To accomplish this, the objectives of this section are to:

- Convert incoming Lyric patient calls into scheduled appointments
- Gather the basic information needed to prepare for a successful Lyric experience during the appointment
- Follow up effectively to ensure the patient comes to the appointment prepared and excited

Front office personnel have primary responsibility for answering incoming calls, scheduling appointments based on office availability and following up with appointment confirmations.

Key measures of performance for this step in the Lyric patient conversion and retention process include:

- Number of scheduled appointments per month
- Percentage of appointments scheduled within five days of a call
- Call to appointment conversion rate
- Patient satisfaction rating with the call and scheduling process

General considerations

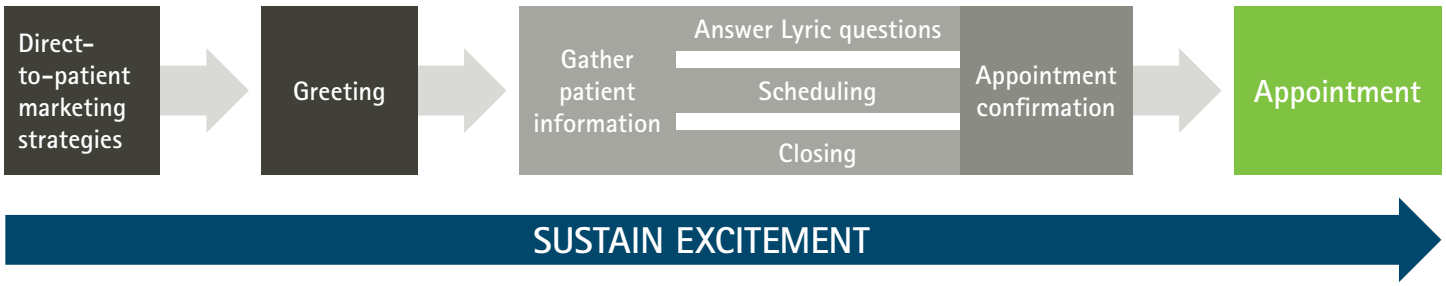
The distinctive features and benefits of Lyric allow for unique direct-to-consumer (DTC) marketing strategies compared to any other hearing device on the market. These strategies result in a high number of patients new to amplification calling to ask for Lyric specifically by name.

Pro Tip:

Obligation-free trials are a big motivation, particularly to new patients. If your practice offers a trial period, make sure to highlight it in your conversations with patients.

The procedures described within this section are specific to handling calls from prospective patients who enquire about Lyric.

Note: These procedures are intended to be incorporated with all other standard office processes and procedures regarding patient call handling and scheduling, rather than replacing them.



Greeting

- Introduce yourself and the practice. Smile while greeting the patient. This helps maintain a positive tone in your interactions.

Pro Tip:

You are a prospective patient's first point of contact with your office. How you answer the phone can make a difference in whether or not they make an appointment to treat their hearing loss. Remember to be positive, polite and professional in every interaction. By helping them seek help, you are assisting them to improve their quality of life.

- Thank the prospective patient for calling. State that you are happy they have taken this first step toward experiencing incredible natural sound with Lyric, the device that is 100% invisible
- Ask the caller for their full name and phone number in case you get disconnected
- Address the caller by their first name throughout the call to establish personal connection and rapport
- Share with the caller any other important information about your practice that may be valuable to them, such as how many Lyric-certified hearing care professionals you have on staff or if you are family-owned and operated

Information sharing with the patient

In most cases, prospective patients will call with specific questions about Lyric in mind. Assure them that although some questions must be reserved for the hearing care professional (HCP), you will attempt to answer any questions you can, but you'll need some basic information first to better understand their needs.

Ask the following questions to get basic information from the caller and record the answers in scheduling software according to your normal practice protocol:

- **"How did you hear about this clinic? Is there someone we can thank for referring you to us today?"**
  This question is key to understanding the caller's motivation. A non-referral call will likely be more skeptical about making an appointment and will require more effort than someone who has been referred to your clinic. Be sure to capture any relevant referral information per normal protocol.
- **"Are you calling for yourself or on behalf of a family member or friend?"**
  This question allows you to determine how to proceed with the call.
- **"Did anything in particular inspire you to call today? Have you had a hearing test lately; and, if so, what were the results? Have you worn a hearing solution before? What sort of hearing difficulties or issues have you been experiencing?"**
  Learning about the patient's specific challenges allows you to express empathy and move them toward the next logical step of scheduling an appointment to address the issues.

Pro Script:

"It's great that you've taken the initiative to learn more about options for your hearing. Is it okay with you if I ask a few additional questions?"
[Caller gives consent.]
"In what sort of situations would you like to hear better?"
[Caller responds with answer.]
"Thanks for sharing that with me. Now that you've told me a little bit about your hearing, I'd like to go ahead and schedule you to come in for a Lyric consultation with one of our hearing care professionals, who will be able to address the issues you told me about. I have availability on _____ and _____ [within five days from call]. Which works better for you?"
Note: Show-up rates increase significantly if the appointment is scheduled within five days of the call.

During your conversation, the caller may share additional helpful information such as their interests, profession, etc. Ensure that all of this information is captured in the patient's record to help each staff member in the office prepare to maximise the patient's appointment experience and best meet their hearing needs.

Pro Tip:

If the caller asks about Lyric, or calls in from a Lyric advertisement, make sure to indicate it is a Lyric appointment in the appointment record.

Appointment scheduling and pull-through (continued)

Information sharing — Lyric questions

As stated previously, prospective Lyric patients will call with specific questions in mind. After getting the basic patient information, you must be prepared to confidently answer basic and common questions about Lyric in order to secure the appointment.

Although it is important for you to answer these questions for the caller, remember that your ultimate goal is to transition the patient to schedule an appointment. This is the best way to ensure that patients address their hearing needs.

For patients that still have Lyric-specific questions, you can respond to non-technical questions to which you know the answer. Make sure your answers are succinct and directly answer the question asked. If you do not know the answer, respond by saying that the question can be better answered by the HCP;, and ask them when you can schedule them for an appointment in the next five days.

If the caller is unwilling to make an appointment unless their question is answered, confirm their name and phone number collected at the beginning of the call. Offer to give them a call back after you've talked to the HCP and obtained the correct answer.

Pro Script:

"That's a great question! I want to make sure you get the right answer. If you'll share your phone number with me, I would be happy to circle back with Dr. Washington, one of our hearing care professionals. She or I can then give you a call back with your answer as soon as possible."

An important and sensitive question that often comes up involves Lyric pricing. In general, avoid discussing Lyric pricing unless the caller brings it up. If the caller brings up price, follow these steps:

- Regain control of the conversation by asking the caller if they are familiar with the range of hearing aid prices in general
- Regardless of their answer, respond by giving some context for Lyric pricing within the range of general hearing aid prices and transition back toward scheduling an appointment

Pro Script:

[Patient says they are familiar with hearing aid pricing.]
"Lyric is within the normal cost range for hearing aids. When you come in for an obligation-free consultation to talk to Dr. Washington, she will be able to answer any questions you have about Lyric in greater detail."

[Patient says they are not familiar with hearing aid pricing.]
"No problem. As background, hearing aids generally range in price from around $1,500 to $6,000 per pair. The cost of Lyric falls in that range. You should absolutely come in to talk to Dr. Washington, who can help answer all of these types of questions during the appointment."

If the caller is still insistent on price, reinforce that due to the Lyric unique subscription model and the patient's specific needs, the best way to get an exact answer to their question will be to come into the office. Then bring the conversation back to appointment scheduling.

Pro Script:

"The cost of Lyric ranges from **[price for 1 ear]** to **[price for 2 ears]** based on your specific hearing needs. We also offer the opportunity to try Lyric for 30 days with no obligation to purchase. If you do decide to purchase Lyric, we have a number of different payment options that Dr. Washington will be happy to discuss. However, the first step is to determine whether you are a candidate for Lyric. Would you be available on [Date] or [Date]?"

- Now is also the time to mention any payment plans your practice offers for Lyric patients

Scheduling

- Appointments should be scheduled for the length of time your practice usually designates for new Lyric patients and within five business days of the call
- Assure the patient that the appointment is purely an informative consultation where the HCP can answer their questions and get a better sense of their hearing care needs
- Encourage the patient to schedule a time when a spouse, family member or friend (familiar voice) can accompany them to the appointment

Pro Tip:

Optimally, patients should be scheduled within three days, or no more than five days, of their initial call.

When scheduling patients specifically for Lyric appointments, be sure they are scheduled with a Certified Lyric Fitter. Flag the appointment as Lyric-specific so that the Fitter knows to lead with Lyric during the visit.

- Whenever possible, same-day and walk-in appointments should be accommodated
- If this is not the patient's first appointment with your practice, be sure to schedule the appointment with the same provider the patient has previously seen, if that provider is a Certified Lyric Fitter

Pro Script:

"Mrs. Jones, I've got you down for Tuesday at 9am with Dr. Washington. Who will you be bringing with you to the appointment?" If they do not give you a name or ask why you can give this explanation.

"We always encourage patients to bring someone to the first appointment. It helps to have a familiar voice in the room if you are fit with Lyric so our hearing care professional can program the device to your listening preferences. Is there someone you can bring?"

"And may I have his or her name?" [Capture the name of the familiar voice in the appointment record].

- Now is also the time to collect any third party information (insurance, etc.) as you would normally do for callers

Appointment scheduling and pull-through (continued)

Closing the call

After scheduling the appointment:

- Restate the date and time of the appointment and the location of the office

Pro Tip:

Follow up with patients after scheduling them for an appointment. Tell the caller what communications they can expect from you next (postcard, email, phone call, etc.) This practice, combined with scheduling the patient's appointment within five days of their initial call, can significantly improve attendance rates.

- Reinforce to the caller they have taken a big step towards getting help for their hearing needs with Lyric, the only 100% invisible, 24/7 hearing device
- Recommend that they visit the Lyric page on your practice's website or phonak.com.au/lyric and search under the hearing aids section to learn more about Lyric
- Thank them again for calling and let them know that you look forward to seeing them soon

Pro Tip:

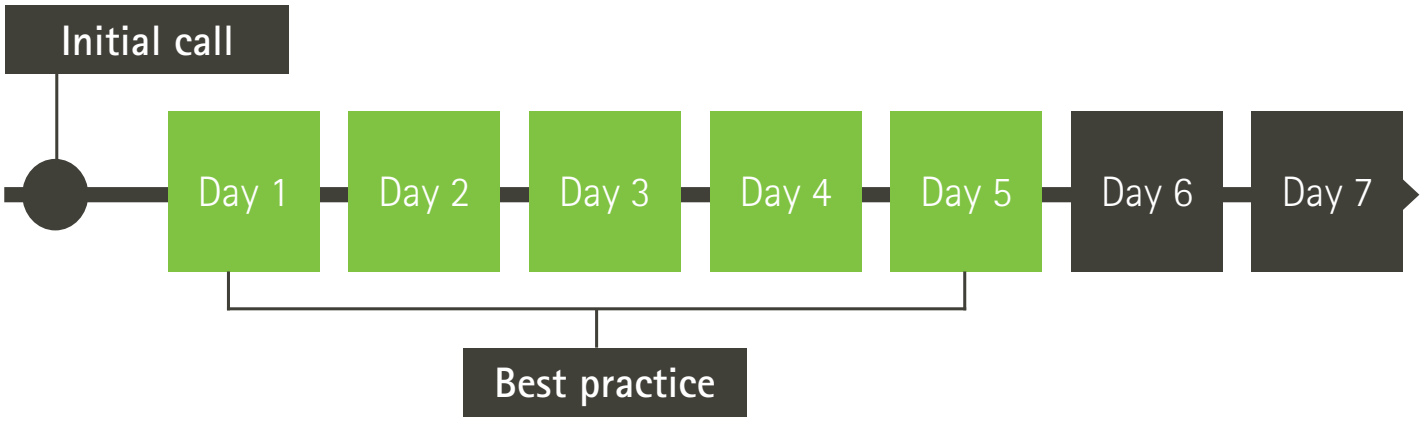
Remind the patient how personally excited you are that they are coming in to try Lyric and will get to try it obligation-free if they are a candidate.

If the caller does not wish to make an appointment, set the expectation you will follow up with them. This provides another chance to schedule the patient for an appointment to establish an ongoing relationship with the caller.

- Ask if you can follow up in a week or so to answer any questions that may exist after reviewing the material
- When following up, take a positive and helpful tone, reinforcing your goal to help find a solution for their hearing needs
- If the caller is still not interested, simply thank them and say that your office is available to help if there are any questions about their hearing in the future

Pro Script:

"Hi **[name]**, this is Olivia from ABC Hearing. We spoke about a week ago and I sent some information about Lyric to you based on our conversation. Dr. Washington is eager to see you and evaluate your hearing needs to see if you may be a good fit for Lyric. I wanted to see whether I could answer any other questions or schedule you for an appointment to come in and learn more? Would you be interested in making an appointment with Dr. Washington for this week?"



Scheduling the patient appointment within five days of their call is best practice

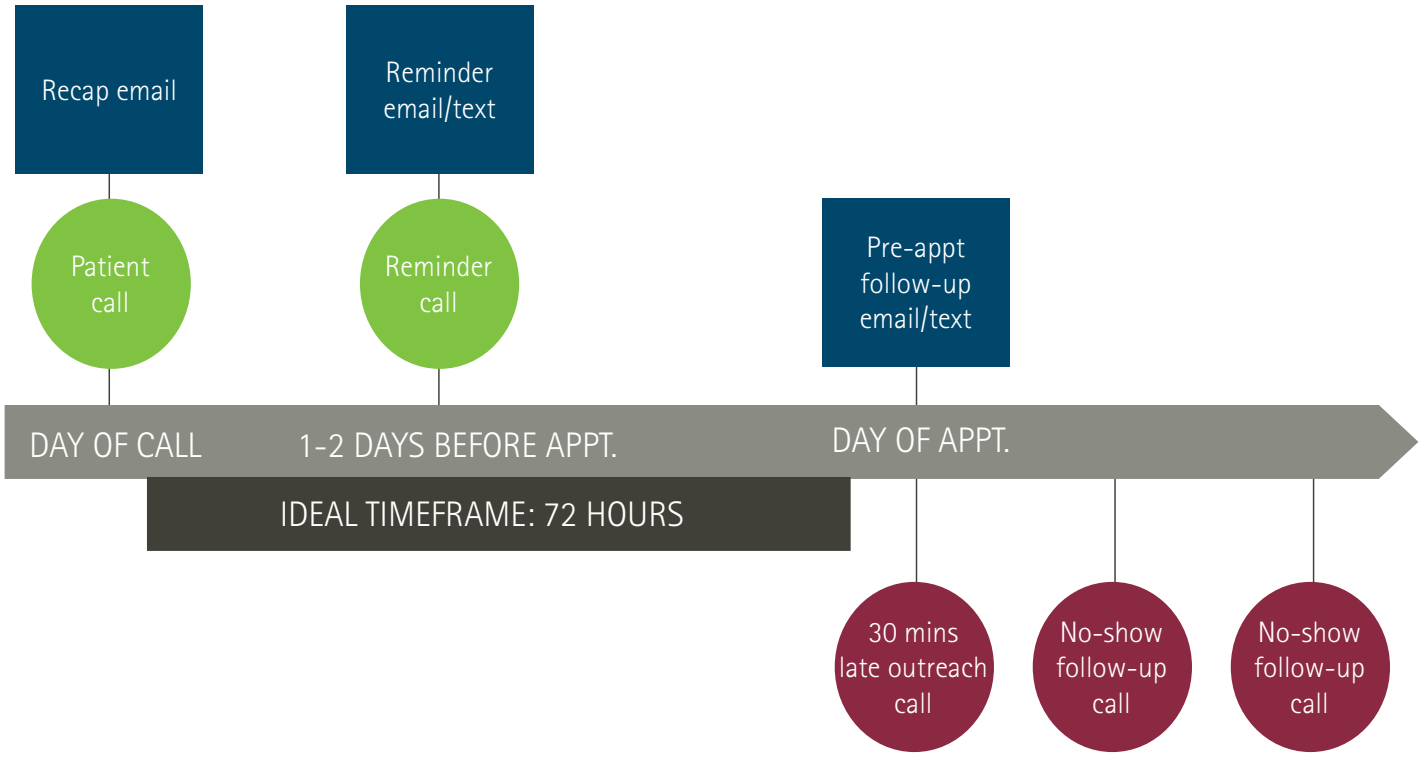
Appointment confirmation

- Set aside one or two hours a week to handle all of your Lyric reminder and follow-up communications at once

Pro Tip:

Reminder: Conducting follow-up to confirm each appointment is a critical part of improving attendance rates.

- Prior to calling to confirm an appointment, review the patient's record for any information that may be relevant
  - For example, a patient's private health cover information may still need to be collected, in which case they should be instructed to arrive early for that purpose
- When confirming the appointment, be sure to remind the patient that the appointment is to evaluate whether Lyric, the only 100% invisible, 24/7 hearing device, is appropriate for their hearing needs and they can try Lyric with no obligation to purchase if they are a candidate
- Attempt to confirm an appointment and record the results of that attempt as per your typical office protocol



Appointment scheduling and pull-through (continued)

Lyric sample call

Below is a sample call to use as a guide to facilitate your conversations with patients who call about Lyric. The actual call should sound like a natural conversation and will require you to adjust based on the caller's tone and responses, as well as your Lyric trial period offer for the practice; this is not a script that must be strictly followed.

Pro Script:

Front office personnel: [smiling] Broadway Audiology, Lisa speaking, how may I help you today?

Caller: Hi, I'm calling about the Lyric hearing device.

Front office personnel: That's great! I'm so happy that you're taking the first step to learn more about Lyric. May I ask your name and phone number, in case we are disconnected?

Caller: I'm Diane. My number is 9555 3345.

Front office personnel: Thank you so much. Who can we thank for your phone call today?

Caller: I saw your ad in the paper.

Front office personnel: Wonderful, let me tell you a little about Broadway Audiology and Lyric. We have two locations in Sydney, with six hearing care professionals on staff that specialise in Lyric; and we are one of only a few select practices in the metro area that are authorised and certified to provide Lyric.

Caller: I see.

Front office personnel: And most importantly, I have to tell you that in my experience our Lyric wearers are by far our happiest patients—they LOVE Lyric because it's invisible, convenient and worn 24 hours a day.

Caller: Oh, great!

Front office personnel: The best way to find out whether Lyric is right for you is to come in for a Lyric consultation with one of our hearing care professionals.

Caller: Can you tell me what will happen during the consultation?

Pro Script, continued:

Front office personnel: Sure! It's easy and usually takes about an hour. Our hearing care professional will assess whether or not Lyric is right for you; and if it is, you could walk out that day with an obligation-free trial.

Caller: Okay. But I don't know if Lyric is covered by my private health care. How much does it cost?

Front office personnel: Lyric is within the normal cost range for hearing aids, and we offer a convenient payment plan that works for a lot of our Lyric patients. Depending on your private health cover, a portion of the cost may be covered. You should come in and talk to our hearing care professional, who can help answer all of these types of questions during the appointment.

Caller: But what if it doesn't work for me?

Front office personnel: Our hearing care professionals are specially trained in fitting and programming Lyric to tailor the sound for each patient. You'll be in good hands! Do you have any preference for either our Parramatta or city locations?

Caller: I guess...city works for me.

Front office personnel: Great! Now let's book the time. Today's Monday, so is there a time tomorrow or Wednesday that works for you?

Caller: Hmm. I'm free next week I think...

Front office personnel: Would you be able to make it work this week? We have time set aside specifically for Lyric patients. Are you available on Wednesday afternoon?

Caller: I suppose so. I think I'm free at 4 o'clock.

Front office personnel: Great – I have you down for 4 o'clock this Wednesday with Dr. Washington. She gets great reviews from patients and she'll be able to answer any questions you have.

Caller: Great!

Pro Script, continued:

Front office personnel: To make sure we are prepared for your visit, I'd like to ask you a few questions. Is that okay?

Caller: Sure, I guess so.

Front office personnel: Have you had a hearing test recently?

Caller: Yes, my doctor gave me one a few months ago.

Front office personnel: Okay. What were the results?

Caller: I think I remember my doctor saying I have moderate hearing loss.

Front office personnel: Okay Diane—thanks for sharing that with me. You're all set. Please be sure to bring your medicare card and a photo ID for the consultation. We also recommend that you bring a friend or family member along. Is there someone you can bring?

Caller: I think my daughter might be free...why does she need to come?

Front office personnel: We always encourage patients to bring someone to the first appointment. It helps to have a familiar voice in the room if you are fit with Lyric so our specialist can program the device to your listening preferences. And, if you are fit with Lyric, I bet she'll love to see how amazing it is in person!

Caller: Okay.

Front office personnel: Great! I look forward to meeting you both. [Request and include name of familiar voice in appointment record]. We'll see you Wednesday at 4pm at our city location; and you will be seeing Dr. Washington. I'll send you an email with this information so you have it handy and I'd also like to share some free materials about Lyric with you. What would be the best mailing and email addresses to send those to?

Caller: My address is 41 North Avenue, Edgewater, 2865 and my email is prospectivepatient65@gmail.com.

Front office personnel: I want to tell you again how happy I am that you called today—everyone at Broadway Audiology loves helping our patients experience Lyric!

Caller: Okay, thanks for your help.

Front office personnel: Not a problem, Diane. Have a great day!

Caller: Thanks, bye.

Cross Reference:

'Lyric Call Handling' for more scripting information

Appointment scheduling and pull-through (continued)

Frequently asked questions

The following are Frequently Asked Questions that all front office personnel must be able to answer with confidence. Similar to the sample call script, your answers should sound like a natural conversation and will require you to adjust based on your Lyric processes, trial period offer and financing plans.

What is Lyric and how is it different?
Lyric is the only extended-wear hearing device that is worn 24 hours a day, seven days a week, for up to months at a time. Lyric is also 100% invisible. Most of our Lyric patients love that it provides hassle-free, round-the-clock wear during daily activities like sleeping and showering, as well as the experience of incredible, natural sound.

Can I wear Lyric? What type of hearing loss does Lyric address?
Lyric is designed to fit patients with mild to moderately severe hearing loss. In order to find out if Lyric will work for you, you will need to come into the clinic for a free consultation with a hearing care professional (HCP) who has been specially trained and certified to fit and program Lyric to tailor sound for each appropriate patient.

How can I try Lyric?
Lyric is placed in the ear canal by HCP who have received special training on how to fit Lyric. No anesthesia or surgery is required. In fact, if your HCP determines that Lyric is a good fit for your hearing needs, you can walk out of your appointment with an obligation free trial.

How does Lyric work?
Lyric uses innovative deep ear technology to improve hearing by leveraging the ear's organic shape to capture and amplify sound with minimal processing. With Lyric, sound enters the outer ear and flows naturally toward the ear drum, just as it would if you weren't wearing a hearing device. The result is exceptionally clear, crisp sound around the clock.

How much does Lyric cost?
Lyric is within the normal cost range of other hearing devices. When you come in for a free consultation to talk to an HCP, he or she will be able to answer any other questions you have about Lyric pricing in greater detail.

What does a Lyric subscription cover?
Do not proactively bring up the subscription model; this conversation is best handled in the clinic by the HCP. A Lyric subscription covers a year of hearing. The device typically lasts two to four months at a time. When you need a new Lyric, you will return to our clinic for a replacement device. You never need to pay for repairs or battery replacements; and you will receive technology updates as they become available.

Can I purchase Lyric without a subscription?
No. Lyric is sold by yearly subscription. Lyric is worn 24 hours a day, seven days a week until a replacement device is needed. When the battery dies, you simply return for a quick replacement visit. The number of replacements needed in one year will depend on your individual ear conditions, which impact device battery life. By purchasing a year of Lyric at a time, you know exactly how much you will pay for Lyric.

How do I get a replacement if I am out of town?
If you are travelling and need to see a different Lyric clinic, they may charge a small fee (not to exceed $100) to replace your device. You can visit Phonak.com.au, and click 'find an expert' and search by Lyric to find an authorised Lyric provider in the location that you are travelling to.

Does the initial evaluation and exam cost anything?
There may be professional fees for services performed during your appointment. These services may include a hearing evaluation to test your hearing levels and to determine if Lyric is right for you. This may or may not be covered by private health care.
[Transition into discussing insurance or payment policies for an initial hearing exam per your office's standard practices.]

Is Lyric covered by Medicare?
The cost of Lyric is not covered by Medicare.
[If applicable, discuss financing and payment options for Lyric patients in your practice.]

How long does each Lyric device last?
The exact length of wear that users get varies based on the ear environment and power requirements for their specific hearing needs. When Lyric expires, all you need to do is come by the clinic for a quick replacement visit. Your HCP will remove the expired devices and place in a new one.

Do I have to return to the Lyric-trained hearing professional's clinic each time I want a new device?
Yes, you would need to return for a quick replacement visit when you need a new device. These visits typically take only 10 minutes because we will already have your device size and programming settings on file.

What does it feel like to wear Lyric?
Lyric has exterior seals made from a soft material specifically designed to contour to the ear canal. This soft exterior helps make Lyric comfortable to wear. After an initial adjustment period (usually between seven and 14 days), you may completely forget you are wearing Lyric.

Does Lyric require any surgery?
Lyric is NOT a surgically implanted device. Lyric devices are placed and programmed in the clinic by a Lyric-trained and certified HCP. No anesthesia is required. The initial sizing and fitting process takes about one hour.

Can I remove Lyric on my own?
You can remove Lyric on your own, if necessary. After you have been fit with Lyric, your HCP will give you a tool called the SoundLync that can be used to take the device out or adjust the volume. However, Lyric must be placed in your ear by a Lyric-trained hearing professional.

Is Lyric safe?
Lyric is a TGA approved device that was extensively studied in clinical research prior to commercial launch in 2007. Lyric has safely been worn by thousands of patients since it became commercially available.

Can I use headsets or earbuds with Lyric?
Yes, one of the benefits of Lyric is that you can continue to use external headphones and external hearing protection. Do not use inserted headsets, earbuds, or earplugs, because they may dislodge the device (standard iPod earbuds are okay to wear).

Will Lyric set off a metal detector?
No. Lyric metal components are too small to set off metal detectors.

Will an MRI, X-ray, or CT scan damage Lyric or place my ear at risk?
Lyric must be removed before you have an MRI. Unlike an MRI, an X-ray or CT scan will not damage or dislodge the device because a magnet is not used. However, you should inform the physician and/or technician about the Lyric device. If an X-ray or CT scan of the ear or head is needed, the device may need to be removed. Let your physician know that you are wearing Lyric if you are having surgery or a medical procedure of any kind.

Can I swim with Lyric?
Lyric is water resistant, not waterproof. Therefore, underwater swimming and diving are not recommended. However, Lyric can be worn in the shower or during water activities in which the head is not fully submerged underwater.

Can I fly on a plane with Lyric?
Yes. It is safe to fly while wearing Lyric.

How can I stay updated on Lyric news and promotions?
Please join our newsletter for news, tips, promotions and updates.

Welcoming the patient

Overview

Lyric has developed a consumer-centric visit protocol that encourages patients to seek the treatment they need for better hearing.

Lyric practices that commit to this approach have successfully used it to convert a greater number of qualified patients into wearers of a hearing solution. They have also reported more engaging interactions with their patients and more consistency in the experience they deliver to each patient.

The objectives of this standard operating procedure are to:

- Ensure that each patient who comes into the practice feels welcome
- Maintain patient excitement to try the Lyric solution; and the perception of a premium experience
- Introduce the patient to the HCP and set the appointment up to turn into a Lyric trial

It is the responsibility of front office personnel to greet the patient, introduce them to the practice and transition them to the care of the HCP.

Key measures of performance for this step in the Lyric patient conversion and retention process include:

- Appointment-to-trial conversion rate
- Patient satisfaction rating with the appointment welcome
- All required patient information collected and captured

Setting the tone

Front office personnel are the first faces of the practice that prospective Lyric patients see. Engaging the patient upon arrival peaks their interest in Lyric and set the tone for a great appointment. Moreover, a positive experience with front office personnel helps patients feel comfortable and confident about asking questions and returning to the practice in the future.

Greet the patient

When a patient enters your practice, whether they are a new or returning patient, greet them warmly and with a smile.

Pro Tip:

Refer to your notes so you know each patient's name and whether they are there specifically for Lyric, so you can greet them accordingly. This initiates their appointment with a warm, personal touch.

"You must be Diane! Thanks for coming in today."

Introduce yourself, welcome the patient to the practice, and congratulate them on taking a step towards finding a hearing care solution that's right for them.

Pro Script:

"Welcome to ABC Hearing. Would you be interested in some literature on Lyric while you wait?"

- To help build rapport, refer to the patient by name and encourage interest in Lyric by expressing personal excitement
- If the patient has any basic questions, answer them to the best of your ability. If, however, the question is highly technical or you are not confident in your ability to answer it, assure the patient that the Lyric HCP will address any concerns they have during the appointment

Pro Tip:

Refer to the FAQ on page 10 for handy answers to some common patient questions.

- Even a few positive words can go a long way in making the patient feel welcome when they arrive at the clinic. Take note of any personal details that come up during your interaction; these details enable you to personalise future visits to build rapport with the patient

Pro Script:

"Are you excited about your appointment?"
"Your daughter looks just like you. We're glad she came along today."
"Did you have any trouble finding us today?"

Collect information

In some cases, there will be information that was not collected during the appointment scheduling process. If there is time, take this opportunity to collect and record it according to normal practice protocols. Examples of such information include, but are not limited to:

- Insurance/third party payer information
- Patient referral information
- Any alterations or additions to a patient file record

If your practice uses a patient intake form and does not mail it to patients to complete and bring to the appointment, now is the time to have the patient fill it out. Once complete, share it with the HCP before the appointment per your usual office process.

Pro Tip:

If your practice does not have an existing patient intake form or is updating the one currently in place, consider including lifestyle questions where the patient notes if they participate in sports, activities, or hobbies that may impact their suitability for Lyric. These include but are not limited to scuba diving, regular swimming, etc.

Pro Tip:

Place a Lyric candidacy form on top of each patient chart so that it is readily available for the Certified Lyric Fitter during the appointment. Your Phonak representative can help order Lyric candidacy forms as needed.

Transfer to fitter

- After the patient has been checked in, inform the appropriate HCP that the patient has arrived
- If there will be a wait, let the patient know and apologise for any inconvenience

Pro Tip:

Consider having water, coffee, tea, or cookies available in your waiting room and offer them to patients—especially during wait times.

- Reiterate your personal excitement that the patient has taken this first step; and reinforce that the HCP will ensure that he or she has a great appointment

Pro Script:

"I love Dr. Washington—he's been with us for seven years and his Lyric wearers are some of the happiest patients we have at ABC Hearing!"

Securing the Lyric renewal

Overview

The unique Lyric subscription model means that Lyric patients require a unique level of communication and support. A simple, consistent communication plan that ensures timely, positive interactions between front office personnel and Lyric patients supports their perception of a premium experience with front office personnel, the practice and, ultimately, Lyric.

Combined, these efforts ensure that patients have a positive experience with Lyric that leads to a renewal. Each renewal represents a patient that has chosen to continue treating his or her hearing loss.

This section of the guide details the renewal protocols that high-renewal providers have found success with. It also includes tips to optimise a protocol for proactive patient management and touchpoints.

A consistently followed renewal protocol can be the strongest method to effectively increase renewals and continue delivering hearing health to your existing Lyric patients. The objective of this standard operating procedure is to create a recommended renewal protocol that can:

- Establish a system of communication that benefits both the patient and the business
- Build patient relationships
- Manage patient needs in a timely manner
- Increase recurring revenue for the practice

It is usually the responsibility of front office personnel to contact patients to discuss renewal at the appropriate times.

The key measure of performance for this step in the Lyric patient conversion and retention process is:

- Renewal rate

General considerations

- Renewal rates can vary as much as 20-30% among providers – demonstrating that a high renewal rate depends on more than a high volume of subscriptions
- Remember, a renewal protocol is about more than prompting Lyric subscription renewal; it's also about providing the patient with convenient, thoughtful communication to enhance their hearing experience and encourage them to continue treating their hearing needs
- High renewal rates depend on a combination of technology and service that meets or exceeds patient expectations

Pro Tip:

There are six keys to renewal success that front office personnel should follow:

- Get patients early: request a renewal up to 90 days in advance
- Remind patients before or after any positive refit: most renewals happen in the clinic
- Be proactive: send reminder letters, or make a phone call
- Be flexible: patients may prefer to renew at refit, over the phone, or by mail
- Promote the discount: highlight that renewing early saves the patient $50 per ear, or up to $100 per patient (if applicable to your practice)
- Assume renewal: instead of asking, assume renewal and ask for a payment
- Your Phonak representative has templates and tools you can use to communicate with your patients about subscription renewals.

Cross Reference:

Refer to the appendix for how to set up an automated email notification within ALPS to help you manage the renewal process.

Send a check-in email

Mail or email patients that are 60–90 days from the end of their Lyric subscription to inform them that they are two to three months away from the end of their subscription.

- Include information about the early renewal discount (if applicable to your practice)
- Ask the patient to email back or call to talk about the renewal
- Reinforce that staff at the practice are always available to answer any questions they may have about Lyric

Customise the email with:

- The practice logo
- The practice address, phone number and hours, including any Lyric-specific hours
- Patient name
- Patient subscription expiration date

Pro Script:

"Mr. Jones, while you are in the clinic today, we would like to take care of renewing your Lyric subscription for next year. I would be happy to help you with your renewal after your appointment. Are you familiar with our early renewal discount?"

Conduct a final check-in phone call

Call Lyric patients who have not renewed their subscription two to four weeks before the subscription expires.

- Set aside time each week to make this type of renewal call so these patients have approximately two weeks to come into the practice

Pro Script:

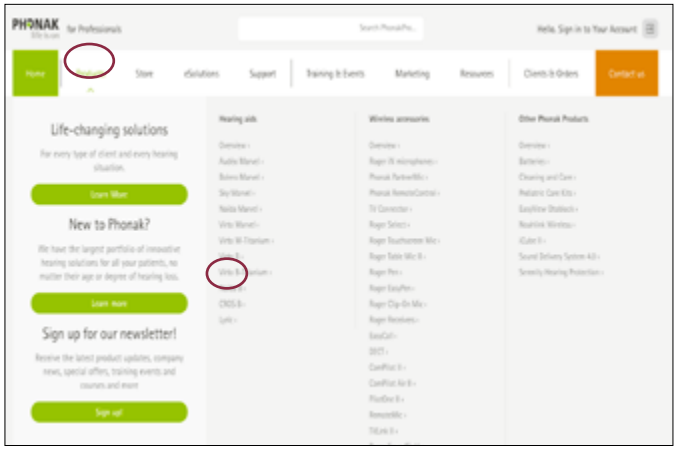
"Mr. Jones, this is Lisa from ABC Hearing. I'm calling to let you know that your Lyric subscription is about to expire in [number of weeks]. We want to make sure you are able to continue Lyric uninterrupted and so would like to discuss your Lyric renewal. To save you time, I can take care of your renewal over the phone right now. Does that work for you?"

- If the patient does not want to share credit card information over the phone, tell them they can transfer payment (if you allow this payment method), or they can schedule an appointment to talk with their Certified Lyric Fitter and renew at that time

Appendix

How to sign into your ALPS account remotely

Visit www.phonakpro.com.au, select 'Products' and then 'Lyric'



Scroll to the bottom of the page until you see 'Go to ALPS'

Log in using your user ID (Phonak account number) and password. Call Lyric customer support at 1800 809 321 if you have forgotten your password. It is **not** the same password that you use for the Phonak Store.

Instructions for setting up automated email notifications

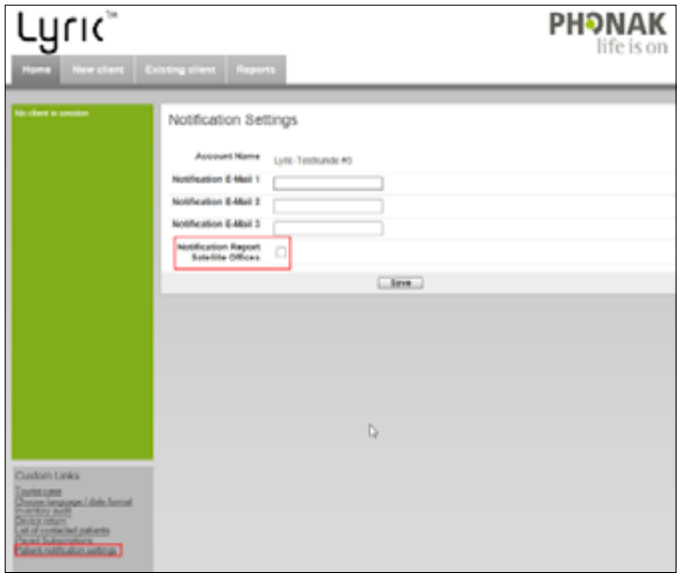
You can now request that you receive an automated email providing the following information about each of your locations:

- Trials to expire
- Subscriptions to renew

This option only needs to be selected for one of the accounts linked to the satellite office setup. Once you have registered an email address, all reports will be sent to that address for all office locations.

Instructions

1. Within your home screen in ALPS go to 'Patient notification settings'..
2. Select 'Notification Report Satellite Offices'.

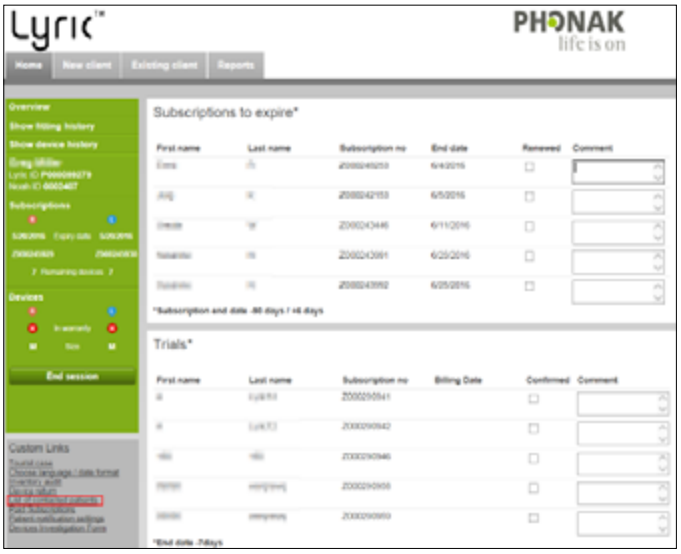


You can now confirm:

- Patient trials that have gone into active subscriptions
- Patient subscriptions that have renewed
- Additional comments to be added to the patient subscription

Within your ALPS home screen, click on 'List of contacted patients'.

By clicking on 'Renewed' or 'Confirmed' the patient name will no longer show on the list of patients who are eligible for renewal or cancellation.



Lyric call handling template

Phonak Lyric™

Lyric call guide

Phone call date: _____ Appointment scheduled within five days? ☐ Yes ☐ No

1 GREETING: Answer the phone with a visible smile, slow down and speak clearly.

Say the name of your practice and your name.

2 INFORMATION SHARING: Collect info about the patient and capture the patient information in your patient tracking system.

☐ *May I have your name and phone number (preferably a mobile phone number) in case we are disconnected?*

☐ *Will you share your email address so we can provide some additional Lyric materials?*

☐ *Are you calling for yourself, or on behalf of someone else? If you are calling on behalf of someone else, may I have that name and the relationship to you of that individual, please?*

3 INFORMATION SHARING: Practice differentiation.

Share the three key things that make your practice special.

Share three value statements for Lyric in your own words.

4 APPOINTMENT SCHEDULING: Make a confident recommendation for an appointment and capture the information in your patient tracking system.

☐ Offer two times within the next five days for an appointment and ask which is better for the caller.

After the patient schedules their appointment, ask if they would be willing to answer a few additional questions:

☐ *Have you had a hearing test recently? What were the results?*

☐ *Are you currently wearing a hearing solution? If so, what type is it?*

☐ *May I ask what inspired you to call today?*

Answer basic Lyric questions using the FAQs on the back. Then, steer the conversation back to scheduling by saying: *Not everyone is a Lyric candidate. To find out if you can wear Lyric, we would need to schedule an appointment for you with one of our hearing care professionals. I have times on [date] or [date]. Which one would work better for you?*

5 FAMILIAR VOICE IMPORTANCE: If the caller is the patient, say:

☐ *We recommend that patients bring a loved one along to their first appointment so they have a familiar voice in the room when they are fit with Lyric. Is there someone you will bring? May I please have the name and relationship of the companion/familiar voice you are bringing?*

6 CLOSE: Say goodbye with enthusiasm.

We have you scheduled on [date] at [time] and look forward to seeing you and [insert companion name here]!

Remind the caller to bring their Medicare card and photo ID to the appointment.
Tell the caller you will follow up with information about their appointment and some material about Lyric.

PHONAK
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Appendix (continued)

Phonak Lyric™

Frequently asked questions about Lyric

If the caller asks a question you are unsure how to answer, reinforce that they should **come in to see a specially-trained Lyric hearing care professional** who can answer all of their questions during their **obligation free consultation.**

Q. WHAT IS LYRIC?

A. Lyric is the only 100% invisible, extended-wear hearing device that is placed deep in the ear and worn 24 hours a day, seven days a week, for months at a time. Most of our Lyric patients love that it provides hassle-free, round-the-clock wear during daily activities like sleeping, showering and exercising – as well as the experience of incredible, natural sound.

Q. HOW MUCH DOES LYRIC COST?

A. Lyric is within the normal cost range for hearing aids. When you come in for a consultation to talk to a hearing care professional, he or she will be able to answer any other questions you have about Lyric pricing in greater detail.

[If your practice offers a Lyric payment plan, say:]

We also have a convenient payment plan that works for many of our Lyric patients.

Q. AM I A CANDIDATE FOR LYRIC?

A. In order to find out if Lyric will work for you, you will need to come into the office for a consultation with a hearing care professional, who has been specially trained to fit and program Lyric.

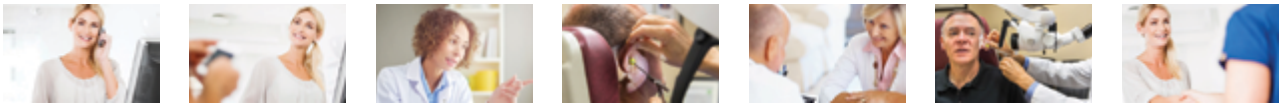
Q. WHAT HAPPENS DURING THE CONSULTATION?

A. The consultation is usually about an hour. During the appointment, one of our hearing care professionals will assess the shape and size of your ear canal. He or she will also assess your specific hearing loss with a simple hearing test, as well as ask you some questions about your lifestyle to determine if Lyric is right for you. If it is, you can leave the consultation wearing Lyric for an obligation-free _____-day trial.

Q. HOW LONG DOES LYRIC LAST?

A. The exact length of wear that users get varies based on the ear environment and power requirements for your specific hearing needs. When Lyric expires, all you need to do is come by the clinic for a quick replacement visit. Your hearing care professional will remove the expired devices and place in new ones, which only takes approximately 10 minutes.

The Lyric patient journey



Appointment scheduling + pull-through → Welcoming the patient → Presenting Lyric → Fitting Lyric trial → Converting Lyric trials into subscriptions → Managing Lyric subscriptions → Securing Lyric renewals

Notes

Notes

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At Phonak, we believe that well-hearing equates to well-being and is essential to living life to the fullest. For more than 70 years, we have remained passionate about creating a world where 'life is on' for everyone. Our innovative hearing solutions are designed for people of all ages and all degrees of hearing loss, to connect socially, thrive mentally and emotionally.

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