



roger

Roger™ Open Day guide

A Sonova brand

PHONAK
life is on



Bridging the understanding gap

Today's hearing aid technology does an excellent job of improving speech understanding. However, 31% of hearing aid wearers report they still have challenges hearing in noisy situations.¹ This is where the Roger portfolio truly excels. These wireless microphones are designed to boost the performance of hearing aids² and bridge the understanding gap.

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¹ Abrams, H., & Kihm, J. (2015). An introduction to MarketTrak IX: A new baseline for the hearing aid market. *Hearing Review*, 22(6), 16-21.

² Thibodeau, L. (2014). Comparison of speech recognition with adaptive digital and FM wireless technology by listeners who use hearing aids. *American Journal of Audiology*, 23(2), 201-210

Why host a Roger Open Day

- Hosting a Roger Open Day is an effective means of **strengthening your relationship with the existing clients in your database** and attracting new clients.
- A well-planned event can **help you understand the needs of your client** base, increase sales and raise the profile and brand of your business.
- Roger Open Days **provide your clients with an opportunity to ask questions**, examine products and try Roger.
- It is a great way for your clients to **experience the benefits of Roger solutions** to meet their specific listening needs.

Who to invite to a Roger Open Day?

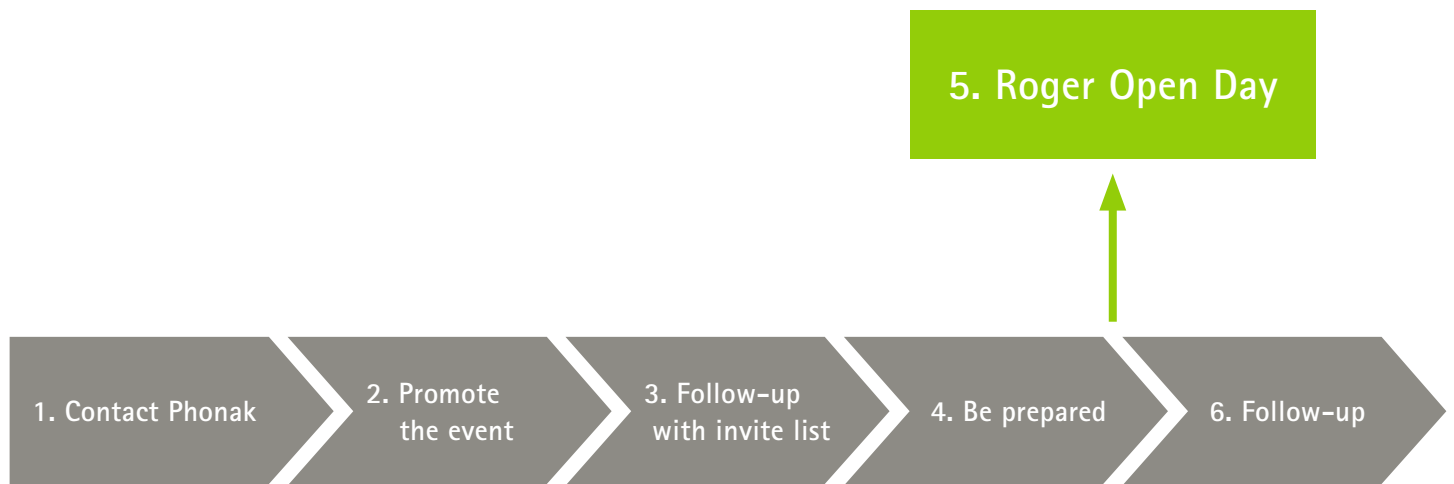
Clients with:

- Any level or type of hearing loss
- Poor speech understanding in noise
- Cochlear implants and/or BAHAs
- Unilateral hearing loss
- Auditory processing disorders

- Clients who express hearing challenges at work and are concerned that their hearing loss is impacting their performance.
- Clients who lead active lifestyles and report they regularly experience challenging listening situations involving noise and distance.
- Clients who are withdrawing from social situations.
- Clients who express they would like increased clarity with TV, cell phones, landline phones or multimedia.
- Clients who are current hearing aid users who still struggle to understand and communicate in challenging situations.

How to plan for a successful Roger Open Day

Successful events require great preparation and planning. Your Phonak representative can assist you with planning and promoting your Roger Open Day based on their extensive experience running Open Days.



1. Contact Phonak

- Contact your Phonak representative and establish a date for your Roger Open Day.
- Plan/order your marketing support material.
- Ensure clinical and administrative staff are available on the selected dates.
- Prepare an appointment schedule.

2. Promote the event

- Talk about the Roger Open Day during client visits.
- Invite potential Roger clients from your database by phone or send a letter by mail or e-mail.
- To create awareness that you host Roger Open Days, you can use the following methods:
 - Have posters or other promotional marketing material in your own waiting room or at a local business (medical centers, GP offices, local pharmacies, community clubs, end user organizations, etc.)
 - Place an advertisement as an insert in the local or community newspaper.
 - Use your social media channels, like Facebook, to announce the date.
 - Put a banner on your website.
 - Send a media release about Roger technology and your upcoming event to a local newspaper.

3. Follow-up with invite list

- Resend invitations via e-mail to those who haven't answered, or personally call to invite.
- It is highly important to confirm all bookings 2–3 days prior to the event.
- It is most effective if the hearing care professional contacts the clients directly.

4. Be prepared

- Go through the plans for the day step-by-step in detail so that you don't miss any preparations that need to be made.
 - Ensure staff have a plan on how to welcome clients as they arrive, offer some snacks or refreshments for visitors while they wait.
 - Check clients hearing devices to determine the best way to connect to Roger.
 - Ensure the Roger demo devices are fully charged and working.

5. Roger Open Day agenda – a sample

- Welcome clients to the Roger Open Day. Ask clients to fill out the Needs Assessment questionnaire. Offer clients refreshments (optional).
- If the demonstration of Roger products is done in a group session, welcome all candidates and invite them to introduce themselves to the rest of the group.
- Fit clients with Roger NeckLoop and ask clients to switch to their T-coil program. Speaker(s) switch on the Roger microphone and confirm connection with all clients. Demonstrate the Roger technology based on some of the needs the clients expressed on their Needs Assessment questionnaire. Let significant others talk into a Roger microphone.
- Describe and discuss how to use Roger technology in such situations. Allow the clients to have a social discussion with other attendees or visit a café close by.
- Schedules follow-up appointment to set up Roger trial for each client.

6. Follow-up

- Confirm the appointment for fitting of the Roger trial.
- Then follow up with each client to review success of the Roger trial.
- If client does not schedule a Roger trial, follow up with them by phone or e-mail to see if they have further questions about Roger.
- If you have a newsletter that is distributed on a regular basis, add the client as a recipient.



How to demo Roger

A live demonstration efficiently shows clients the value of using Roger. During the counseling process, a demonstration of the recommended solution shows how Roger microphones address clients' needs. Involving partners, children and significant others as much as possible provides additional support to experience and examine the recommended solution.

We recommend using Roger On for all in-office demonstrations.

Choose the right receiver for your client

Your client has	Receiver to choose	Steps before demo	Steps after demo
Hearing devices with RogerDirect™ (e.g. Phonak Audéo™ P-312)	2 Roger X	Install Roger X into both hearing devices using Roger Installer	Uninstall Roger from both hearing devices and re-install into Roger X using Roger Installer
Phonak Naída P Trial™ devices with RogerDirect™ pre-installed Roger receivers	N/A (Receiver option 02 is pre-installed)	None	None
Hearing devices with T-Coil	Roger NeckLoop	Place Roger NeckLoop around the neck of the client, and make sure their hearing devices have been switched to a t-coil program.	Take Roger NeckLoop back and restart hearing devices
Hearing devices with Europlug-compatible streaming accessory (e.g. ComPilot II, GN ReSound MultiMic)	1 Roger X	Plug Roger X into streaming accessory and make sure hearing devices is in streaming program	Unplug Roger X from the streaming accessory and restart the hearing devices

Noise source

- Use environmental noise due to location of office or group of people (i.e. outside or nearby café)
- Or produce noise through loudspeakers placed 1 meter from client and microphone (noise level recommended at 75 dB)
- The speaker, the loudspeaker and the client should be in the same room

Getting started

- Ensure each participant has the appropriate receivers and can access the Roger signal. Family and friends can participate using Roger NeckLoop with headphones or an MLx Audio Checker with Roger X.
- Power on fully charged Roger On
- Hold Roger On within 10 cm / 4 inches of the Roger receiver (Hearing device with RogerDirect, Roger NeckLoop or Roger X) and press Connect button. Note for clients using ComPilot with Roger X: Client has to press center button on ComPilot to accept the Roger signal.
- Speak into Roger On and confirm all listeners can hear you

Demo Roger On

- Demonstrate table mode with MultiBeam 2.0 Technology.
- Demonstrate lapel mode by walking a few steps away from the client.
- Demonstrate beam steering selection via myRogerMic app.
- Demonstrate pointing mode 2.0 by giving the microphone to your client and standing approximately 2m away from them.
- When possible, have the active speaker be a friend or family member

- While performing a Roger demonstration, we recommend listening along using a Roger NeckLoop and headphones or MLx Audio check with Roger X.
- Other Roger microphones can be included in the demonstration, including Roger Clip-On Mic, Roger Select / Select iN, and Roger Table Mic II / Table Mic II iN
- Refer to the Roger demo guide for further information about demonstrations of other Roger microphones



Appendix

Roger Open Day invitation template



E-mails

Can be used by the hearing care professional to inform its customers when hosting an Open Day.

Two topics

- Roger Open Day – Roger at work
- Roger Open Day – Roger for private life

Benefits

- Helps to promote the event in a cost-effective way
- Helps to engage with existing and potential clients
- Response can be easily tracked to know how many people would attend the event

Invitation

XXX hosts Roger™ Open Day



Roger at Work
When you can focus on work
rather than on hearing

Dear (Client Name),

Boost your hearing at work

Do you have difficulties hearing at work? If you are one of the many that believe technology should help to fully participate at work, then the latest technology from Phonak may be the solution you've been waiting for.

In situations where noise and distance affect your hearing, understanding speech can still be particularly challenging. This is where a Roger solution comes in to boost your hearing performance over distance and in noise.

We would like to invite you to our Roger Open Day which will be held in our store located at (address) on (date).

We will perform a live demonstration of Roger so you can experience the benefit of the technology that would give you the ability to fully participate in any situation at work.

Other Roger Open Day marketing pieces available



Newspaper ads

Each of the newspaper ads are designed so you can personalize the contact details. They can be placed to further promote the event.

Benefits

- Newspaper ads provide the opportunity to deliver a specific message and convince clients to attend the event.
- Helps to keep the clients informed and spread awareness about the upcoming event.

Poster

A poster announcing an upcoming Roger Open Day is available to be displayed at the Point of Sale.

Benefits

- Helps to promote the event in a cost-effective way
- Effective means of getting messages in front of people's eyes.

Social media

Platforms such as Facebook, LinkedIn, Twitter or Instagram enable to publish and share meaningful content with clients and users.

Benefits

- Increase visibility and drive traffic to website
- Helps to engage with existing and potential clients
- Helps to promote the event in a cost-effective way
- Helps to keep the clients informed and spread awareness about the upcoming event.

life is on

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.

www.phonakpro.com/roger



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