PHONAK
life is on

A Sonova brand

Cognition and Hearing Loss.

Clinic enablement tool kit

November 2023

“Help your customers see the benefits of expertise beyond products

Phonak Well-Hearing is Well-Being™

At Phonak, we believe in changing lives and creating a world where "life is on" for everyone.

It's a world where everyone is free to engage fully with everything that life has to offer and enjoy a greater state of well-being. Because taking steps towards hearing well is linked to noticeable improvements in social-emotional, cognitive, and physical dimensions of well-being.

Phonak Well-Hearing is Well-Being™

We are committed to offering hearing solutions, but equally important, to raising awareness, encouraging action, and changing the conversation around hearing healthcare. Because hearing well is vital to living well.

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Cognition and hearing loss: What do we know?

There is growing research and evidence examining the relationship between hearing loss and cognitive health.[1] At Phonak, our Well-Hearing is Well-Being initiatives over the last 4 years have established us as a leader in promoting holistic care and are the ideal partner to help you leverage this new and growing evidence.

What's new?
This year, two studies were published that aimed to investigate if hearing care and hearing aids can have a positive impact on the brain or slow down cognitive decline.

ACHIEVE

This is the first study of its kind (a longitudinal long-term, multi-center, randomised control trial over a 3-year period) looking at this topic. The lead investigators were Frank Lin, MD PhD, and Josef Coresh MD PhD with their team at Johns Hopkins University.

The key results show that **in older adults at increased risk for cognitive decline, hearing intervention slowed down loss of thinking and memory abilities by 48% over 3 years.** The same result was not seen in the group of healthy volunteers in the study – researchers expect 3 years is not enough time to see significant change in that group at low risk for cognitive decline and will continue to follow them as part of the ongoing study.[2]

Scan the QR code to learn more about the ACHIEVE study

ENHANCE

This is also a 3-year longitudinal observational study from the University of Melbourne, led by principal investigator, Julia Sarant, PhD. The conclusion of this study is similar to the ACHIEVE suggesting that hearing intervention may delay cognitive decline and the timely management of hearing loss may facilitate maintenance of cognitive abilities.[3]

Scan the QR code to learn more about the ENHANCE study

1 Livingstone et al 2020, The Lancet; Brewster et al 2022.

2 Lin, F. R., Pike, J. R., Albert, M. S., Arnold, M., Burgard, S., Chisolm, T., & Coresh, J. (2023). Hearing intervention versus health education control to reduce cognitive decline in older adults with hearing loss in the USA (ACHIEVE): a multicentre, randomised controlled trial. The Lancet.

3 Sarant, J., et al. (2023, July 16-20). Cognitive Function in Older Adults with Hearing Loss: Outcomes for treated vs untreated groups at 3-year follow-up [Conference presentation]. AAIC 2023 Conference, Amsterdam, Netherlands.

Why talk about cognition?

Benefits to you as a hearing care provider:

- Differentiated care
- New potential clients
- Changes the conversation

Benefits to existing and potential clients:

- Informed with accurate information
- Empowered to take action
- Investment in their well-being

How can you integrate cognitive health as part of your holistic hearing care?

To support you, Phonak have developed the ECHHO training program. The program is designed to equip you and your team with evidence-based resources, to confidently integrate cognitive health as part of your holistic hearing care, ultimately improving client outcomes, differentiating your services, and growing your business.

ECHHO training: Enhancing Cognitive Health with Hearing Optimisation (ECHHO) training program

What will I learn in the ECHHO training?

1. The relationship between hearing loss and cognition
2. Latest research and evidence around hearing intervention and cognitive well-being
3. Audiological best practices for integrating cognition into the clinical conversation
4. Working with clients who are exhibiting signs of cognitive decline or dementia

How do I start?

Reach out to your Phonak representative to register for Phonak ECHHO training and to receive additional cognition resources for your practice.

Campaign overview

What is the campaign?

Our Cognition tools together with the ECHHO training will arm you with **strong BtBtC marketing tools** which motivate **new clients** to seek audiological services earlier – driving **new business.** Additionally, as more and more new consumers seek advice, you and your team will be **competent and confident** in talking about the benefits of hearing technology beyond hearing loss **with a focus on maintaining cognitive health and overall well-being.**

HCP benefits

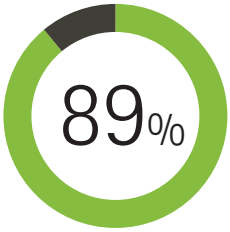
Phonak encourages a **shift in the narrative** from focusing solely on audibility to **emphasising the holistic benefits of hearing care**, with a particular focus on the relationship between hearing health and cognitive health.

At Phonak, we provide **value beyond products** with the highest level of clinical and business expertise.

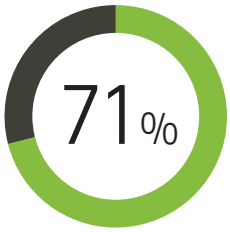
- We support HCPs to **differentiate their clinic** with holistic care
- We support HCPs to **grow their business** with new traffic to the clinic
- We support HCPs by **increasing adoption** of hearing technology

Why it's important?

In a survey of HCPs in the US, Canada and the Netherlands:



HCPs rated cognition as very to extremely important



HCPs encounter cognition as a topic of concern in everyday practice

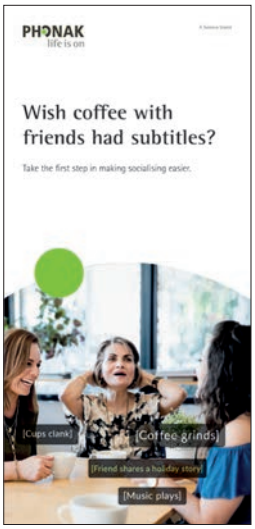
Clinic support tools

The following tools are designed to help you to have great conversations with clients about cognition in a positive way. This way your clients can feel confident about taking steps toward healthy hearing and cognition by adopting hearing aids, which can strengthen your counselling and empower clients to purchase hearing aids.

We have a selection of in-clinic materials that address cognitive health in a positive way that can be used in your clinic. These materials help inspire conversations around cognitive health that empowers your clients rather than frighten them, encouraging them to seek hearing aids as a part of encouraging brain health.

They can also be used to reinforce talking points you have used with clients in the clinic and differentiate yourself from the competition.

Consumer leaflet



Evidence

Conversation starters

Well-being guide

Reach out to your Phonak representative for further support and information on the above tools.

Leaflet

The leaflet is intended to support your consultation with your clients, offering them additional information and something physical they can leave the office with as a reminder or to share with family members to discuss the next steps.

Placing the leaflet at your reception desk and in your waiting room is a great way to ensure that clients and family members can explore the topic before appointments, or after it has been raised in the clinical consultation.

Please note that there are Phonak-branded versions of the leaflet as well as co-op versions. You will see at the back of the leaflet there is a small box indicating where you can add your clinic branding, should you wish.

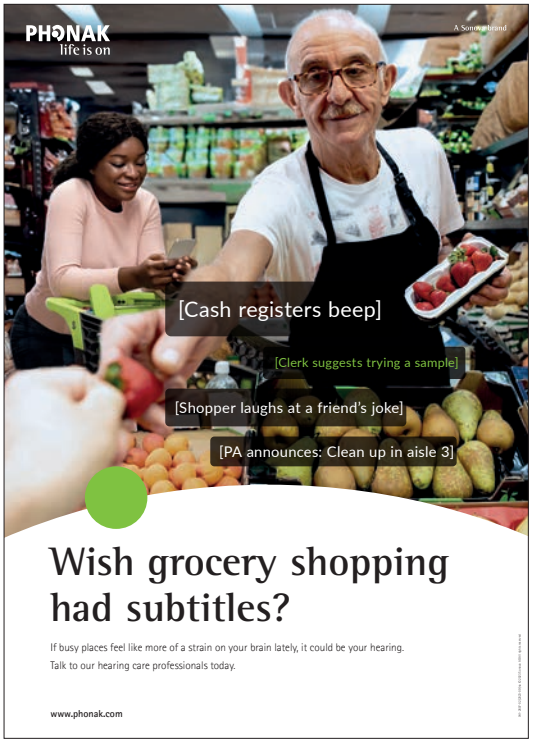
Marketing tools

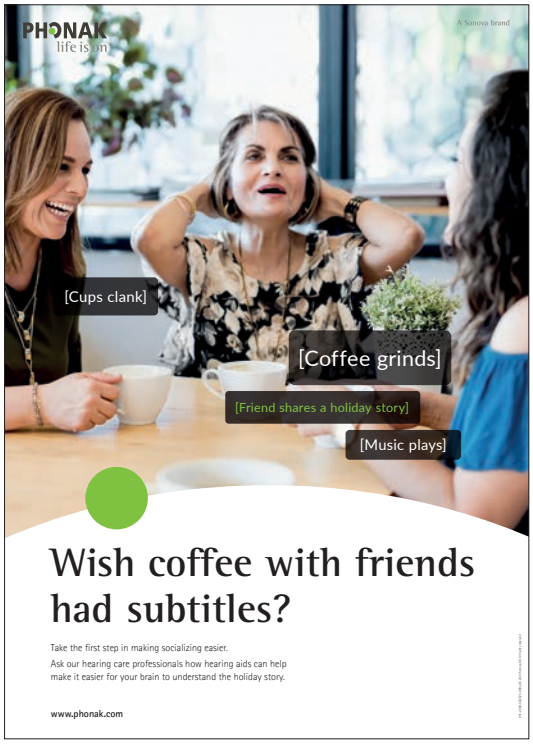
The following turn-key marketing tools are designed to support you in raising awareness about cognitive health in a positive way.

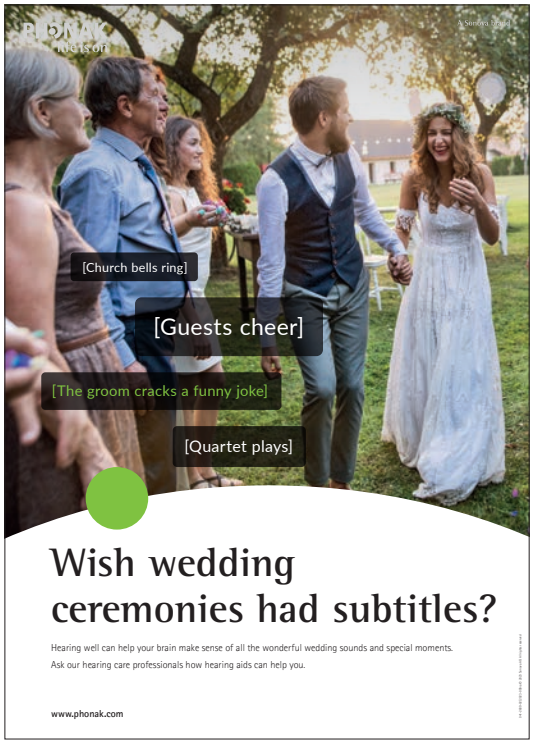
Key campaign visuals

Wish life had subtitles?

Depicting everyday life situations, the visuals communicate how well-hearing can support well-being by making it easier for the brain to understand sounds.



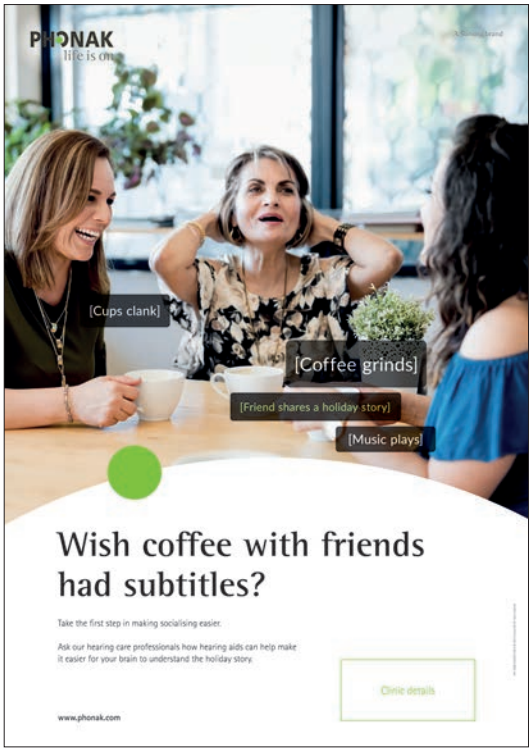


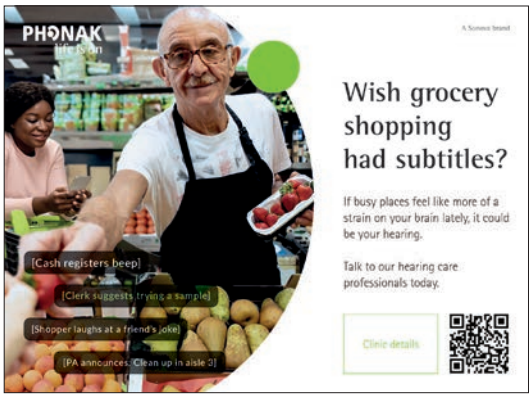


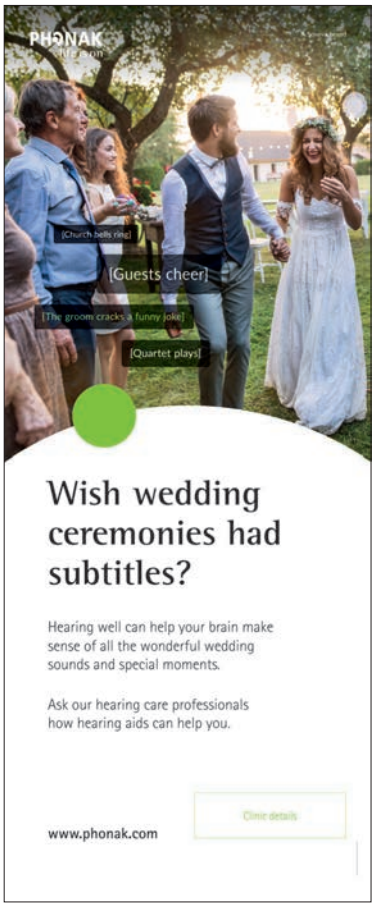
Signage

There are co-op and Phonak brand-only versions of the posters and pull-up banners available as part of this campaign.

- A1 posters
- A4 signs
- Pull-up banners







Display ideas

Top tips:

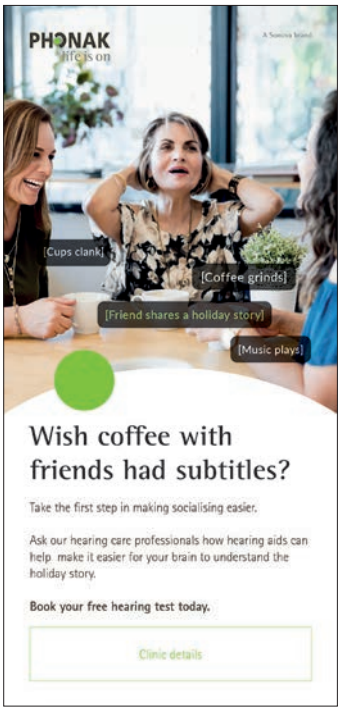
- Signage has been designed to convey important hearing health and brain health messaging whilst clients wait for their appointments.
- A4 signage can be displayed on the reception counter or in the clinic rooms.
- A1 posters and pull-up banners can also be displayed in the waiting area of allied health care practitioners to share this important message.

Local marketing tools

There are co-op and brand versions of the following tools:

- Flyer (Side A & B)
- Postcard (Side A & B)

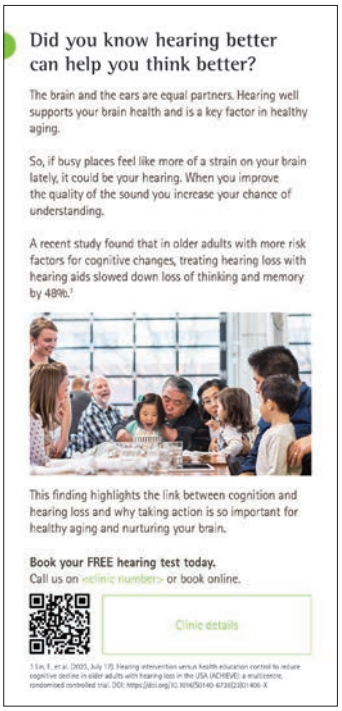
Flyer side A



Postcard side A

Postcard side B

Flyer side B



Top tips:

- Empower clients by communicating the latest research showing the link between hearing loss and brain health. Encourage action.
- Offer a free hearing check or offer an obligation-free trial of the latest hearing technology to clients due for an upgrade.
- Advertise in the local paper and Senior publications.
- Deliver flyers to your local seniors' homes and medical centres.
- Add a compelling call to action to make it clear to the reader what they need to do next e.g., visit a web page for more information.

Local marketing tools

There are co-op and brand versions of the following tools:

- Database letter/emailers
- Local ads

Email: Hearing care has a positive impact on healthy aging

Subject line: Hearing care and healthy aging

Preheader: Insights into how hearing better can help you think better

Email Body	When thinking about living with hearing aids, it's easy to just see the tangible benefits of hearing better, like improved connections with family and friends. But did you know that hearing better can help you think better[1]? Hearing well supports brain health and can have a positive impact on healthy aging. Based on recent findings, we now know that in older adults at increased risk for cognitive changes, treating hearing loss can slow down loss of thinking and memory abilities.[2] Why does this matter? Many adults often ignore the early signs of hearing loss, or they go unnoticed and while it may seem like it's just happening to you, 65% of adults over 60 experience hearing difficulties.[3] That is why routine checks are vital for healthy aging and protecting your quality of life.
	CTA 1: Schedule your hearing test with us today!
	The ears and the brain are equal partners. Your ears pick up sounds, but it's your brain that gives meaning to what your ears are hearing. By improving the quality of what you hear, your brain has a better chance to understand it. **Make an appointment with us today to take control of your overall well-being. Call [insert phone number] or simply respond to this email.** 1. Blustein J, Weinstein BE, Chodosh J. It is time to change our message about hearing loss and dementia. J Am Geriatr Soc. 2023;1-4. doi:10.1111/jgs.18323

Email: Hearing aids improve audibility and nurture brain health

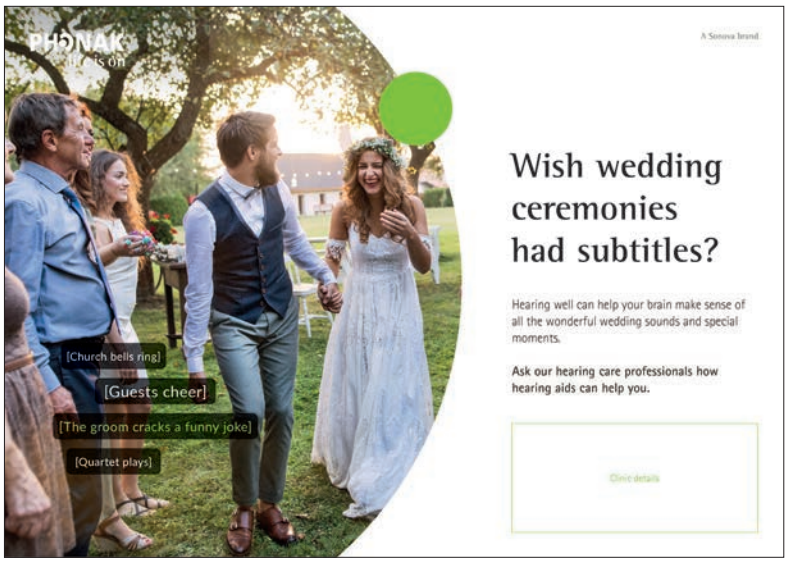
Subject line: The ears and the brain are equal partners

Preheader: Hearing better can help you think better

Email Body	Did you know that hearing plays an important role in your overall health, and hearing better can help you think better[1]? Hearing well is a key component of healthy aging, supporting your brain health so you can continue to enjoy the activities you love. **Schedule an appointment with us today on [insert phone number] to check your hearing.** Hearing aids improve your ability to hear, which in turn nurtures your brain health. This is because the brain and the ears are equal partners, each providing a piece of the puzzle. Your ears provide the sounds you hear but your brain is responsible for providing the meaning. When presented with improved quality of sound, your brain is given more information to help it process. Imagine you are out with friends and get asked a tricky question. If you are struggling to hear the question, it's even more challenging to figure out the answer. This is where hearing aids can help you hear better and keep you in the conversation. Not only that, but the latest research shows that for older adults with an increased risk for cognitive decline, treating hearing loss can help preserve memory abilities.[2] **Make sure you have routine appointments in place - schedule an appointment with us today by calling [insert phone number] or respond to this email.**

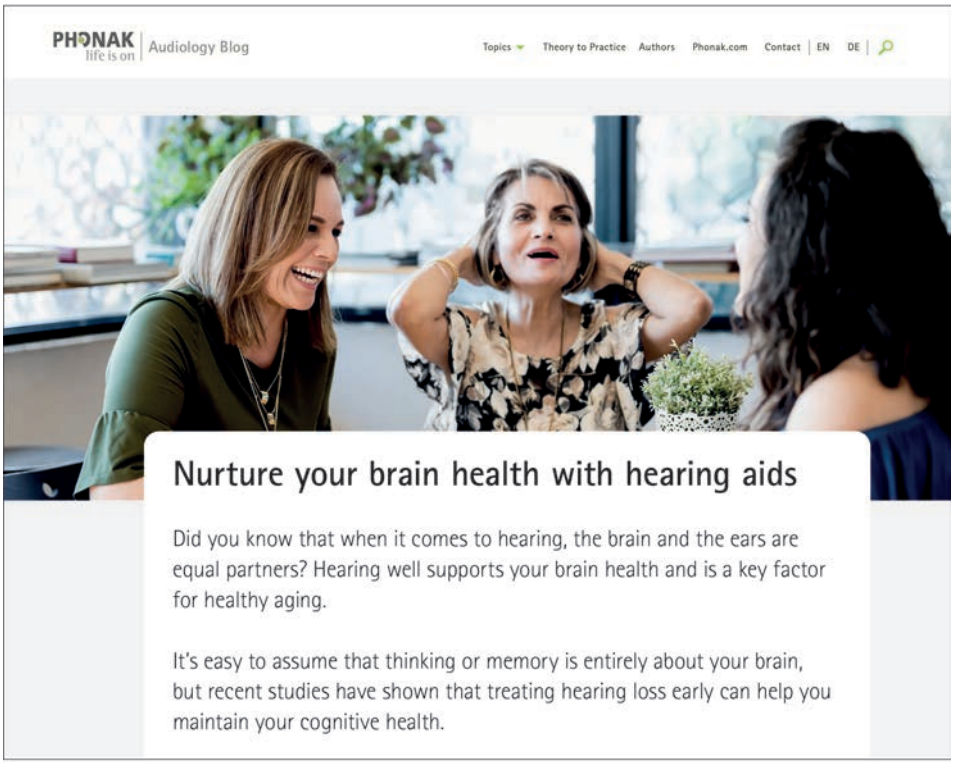
Top tips:

- Email marketing is easy, effective, and cost-effective. It allows you to provide extra content.
- Gone are the days of a one-size-fits-all communication. Today clients expect relevant content that is tailored to them.
- Create local awareness by contributing an article or advertising in the local paper and Senior's publications.
- Add a compelling call-to-action to all local advertising. This can be a great motivator for action and can also help track effectiveness.



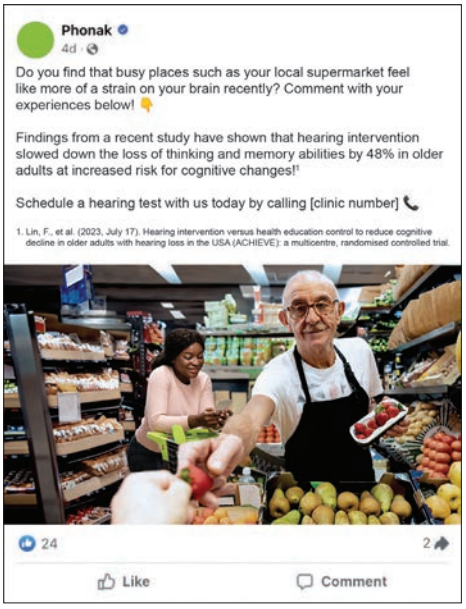
Digital marketing tools

- Blog articles
- Social content
- Social images
- Social videos



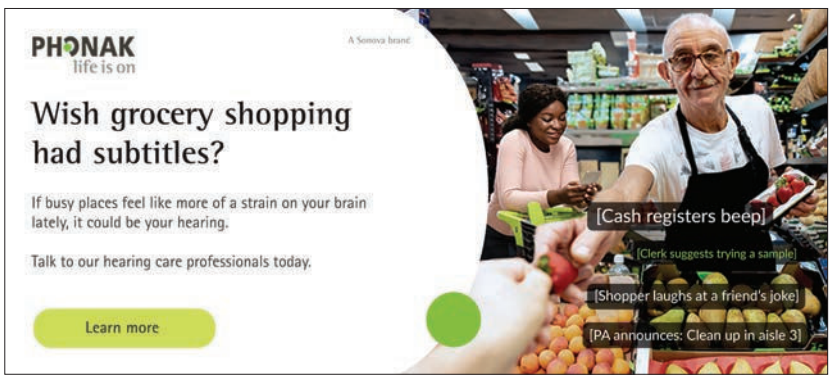
Top tips:

- Whenever you have a new blog post/article, share it on your social media to increase traffic and social signals to your website.
- Link all your social posts to a dedicated landing page to measure click-through rate via your Google Analytics.
- Test different call-to-action messaging to see what actions drive the most clicks.
- Boost your posts to ensure you reach as many of your followers as possible.
- Paid social ads are great for targeting new groups specifically interested in hearing care; this is a great way to attract more followers to your social pages.



Digital marketing tools

- Website banners x 3
- Website page content



Top tips:

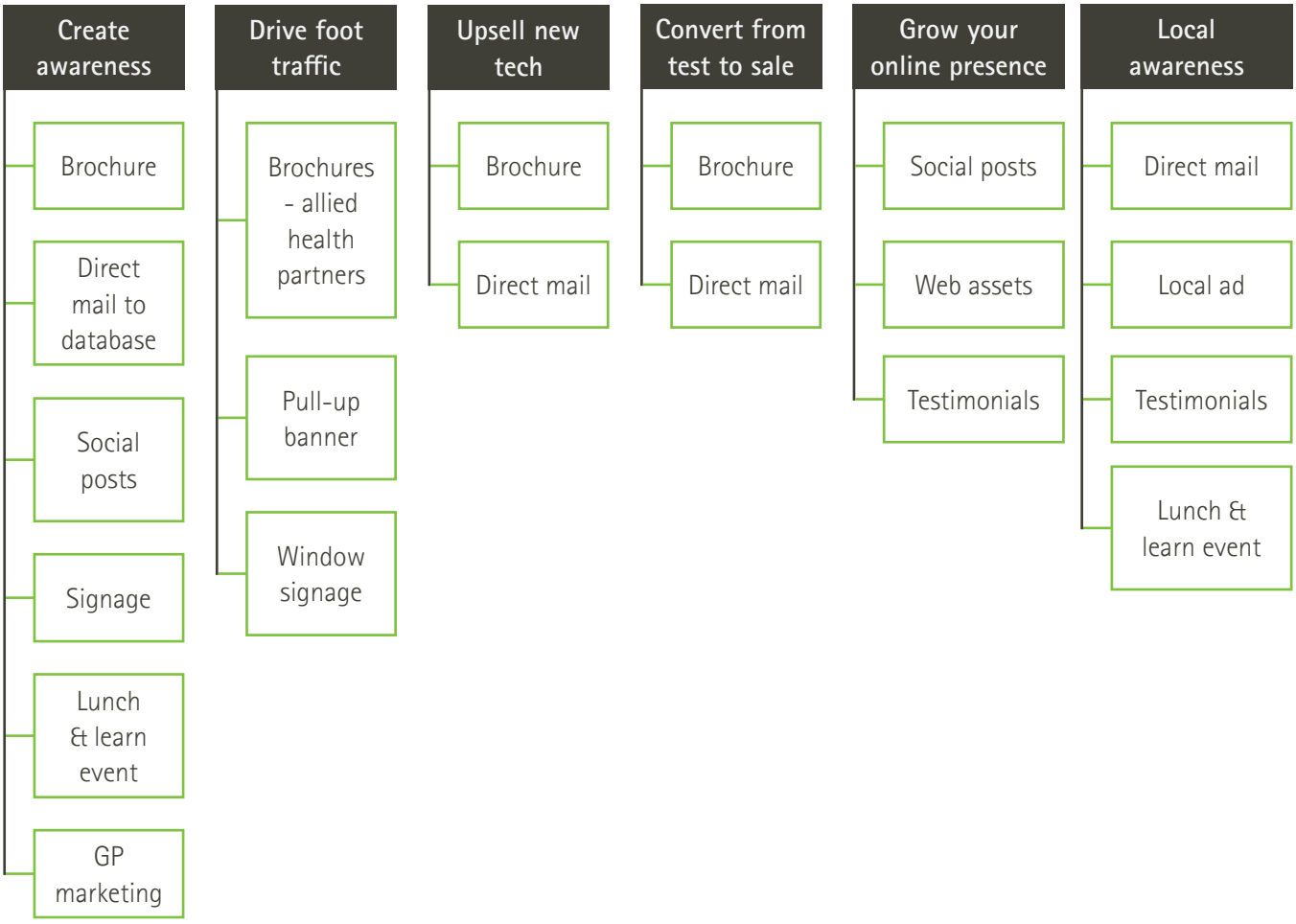
- Create a website page that raises awareness about hearing and brain health. This will help rank your page organically if related keywords are searched.
- Add a details form to capture leads. Respond to the leads within 24 hours to ensure they don't go cold.
- To encourage action, consider offering a free hearing check or consultation.
- Add the website page URL to your homepage menu which will also help your organic search ranking.

How to use the tools

What's your marketing objective?

It's important to start with a plan and be clear about what you are trying to achieve.

1. Start by setting a goal/s based on any of the opportunities below. This could include a desired response like the number of calls, bookings, number of tests, fittings, new clients, etc
2. Allocate a marketing budget based on your goal/s and projected costs.
3. Based on your results and costs, calculate your return on investment and analyse what worked and why, as well as what didn't work, so you can apply your learnings to optimise your next marketing activity.



Partnering with you to deliver greater value for your business

We are here to help you support your clients and grow your business.

To get started, contact your Phonak business support team today.

Phonak business support team

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life is on

Since 1947, Phonak is dedicated to preserving social, emotional and physical life quality by opening new acoustic worlds. We believe that well-hearing equates to well-being and thus is essential for living life to the fullest. Today we offer the broadest portfolio of innovative hearing solutions. And, together with our hearing care professionals, we keep on focusing on what matters most: improving speech understanding, changing people's lives and having a positive effect on society as a whole.

www.phonak.com