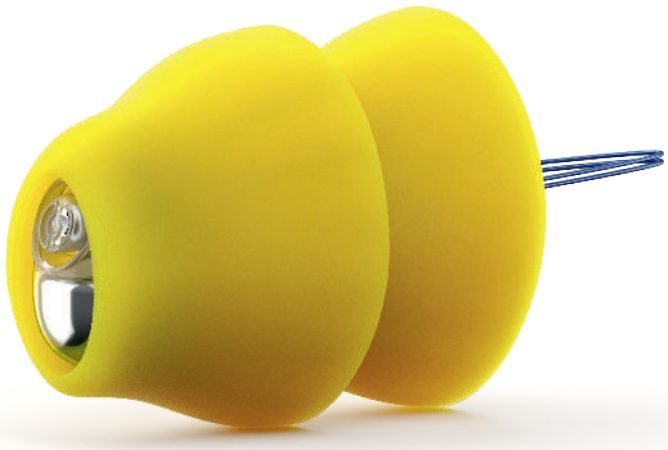
PHONAK
life is on

A Sonova brand

Phonak Lyric™
Selling Lyric successfully.

From first client contact to long-term Lyric subscription



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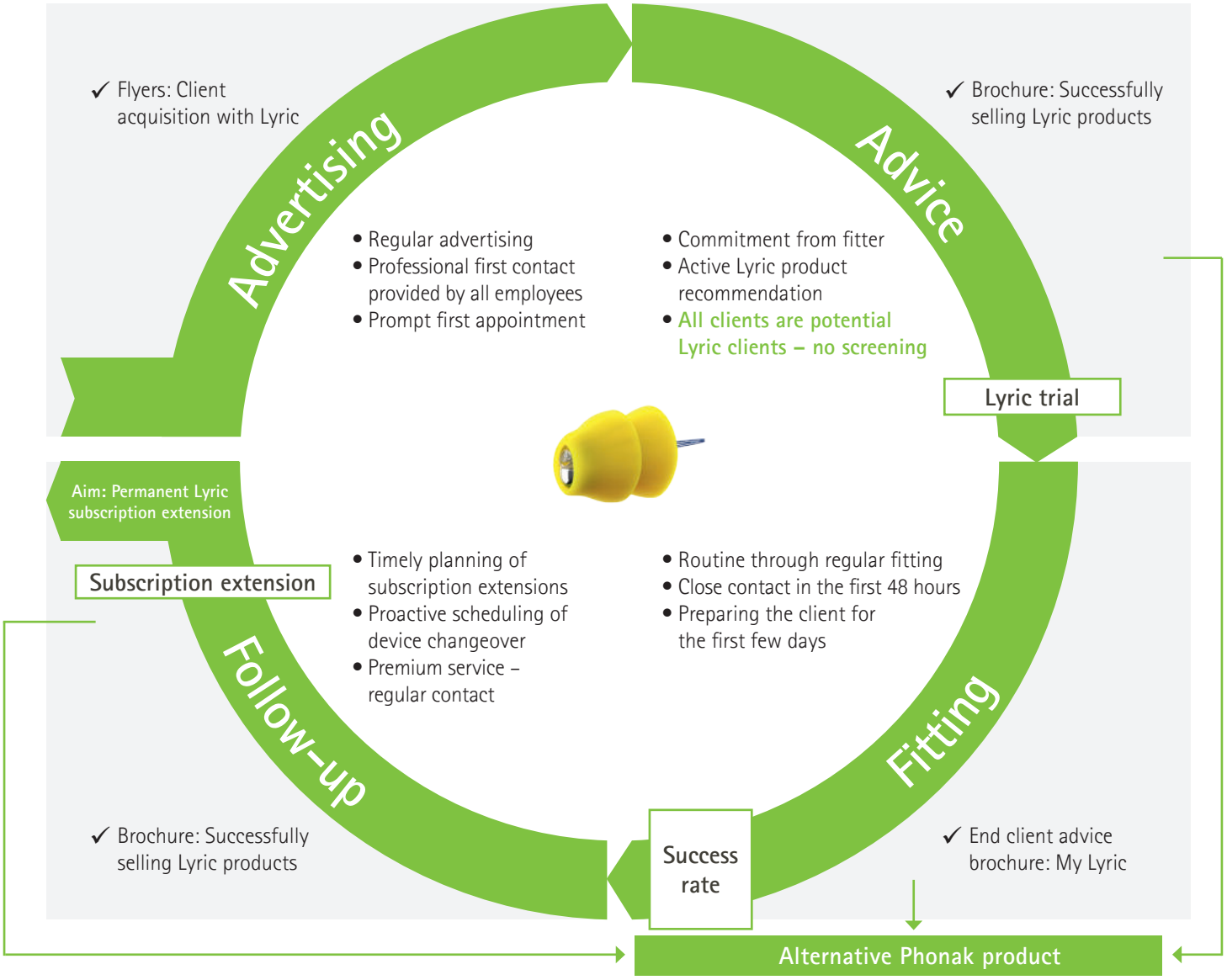
The Lyric model for success – the main factors affecting long-term Lyric subscriptions



Advise clients to try an **alternative Phonak product** if Lyric does not meet their requirements:

In-ear solution
(virtually invisible)

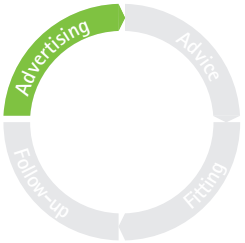
Universal connectivity solution
(uncomplicated phone calls)

Waterproof* & sweatproof solution
(peace of mind while active)

Health data tracking solution
(supports active lifestyle)

*Up to 50 cm

Regular advertising



Aim: Get more Lyric trials

1. All employees in the clinic must be informed about, and involved in, advertising activities (not just Lyric fitters)

2. "There's no second chance to make a good first impression!"

- Quality and service are particularly important in this price category.
- People with impaired hearing often wait many years to contact an audiologist
- The client should feel comfortable.

Tips:

• Support the client's decision and explain the benefits:	"It's nice that you're interested in Lyric. Lyric is the only hearing system which is 100% invisible and can be worn hassle free for months at a time".
• Actively respond to specific price inquiries on the phone:	"Are you familiar with the standard range of hearing aid prices? Generally, hearing aid costs from XY to XY per pair. The cost of Lyric falls in that range about XY per pair. That amounts to less than XY per day over the course of a year."
• No price discussion on the phone – use the opportunity to win over the client in a consultation:	"Discreet hearing aids are available in all price categories, from the starting category to the top price category. To find out which solution is best for you, I'd like to invite you to a free hearing test and a comprehensive consultation. How would Wednesday, 23 June at 10.30 am suit you?"

3. Making appointments over the phone

Tips:

- To maintain interest, make an appointment within 3-5 business days.
- Prospective Lyric clients love great service: Send an appointment confirmation and reminder (for example via WhatsApp or email etc.).

Lyric = Part of every consultation

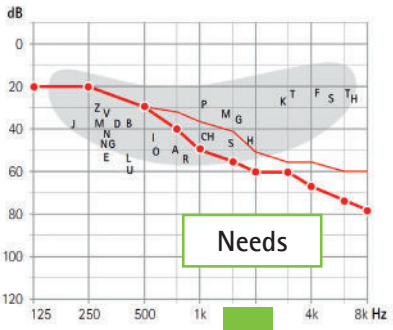
Aim: Get more Lyric trial subscriptions

You just need one reason!

All clients are potential Lyric wearers – no pre-selection!

- Invisible
- No maintenance
- Music listening
- Natural sound quality
- Only the best is good enough

1. Check the ear canal with the **Lyric microscope** or a head loupe.
2. Perform a **hearing test**.
3. Advise with a **needs assessment** – consultation, using the active questioning technique*:



1) Ask open-ended questions

- What motivated you to come to us?
- Which situations would you like to see improvements in?
- What are your expectations?

2) Ask detailed questions

- Which *social situations* do you have in mind? How do you imagine it?
- How does that make you feel?
- How important is it for you to have a device which *is subtle/lets you listen to music/is easy to operate?*

3) Tag questions

So does that mean when going for *a walk in the park,* we should ensure you have better hearing?
So does that mean when *listening to music,* you want to be able to listen with unrestricted hearing pleasure?

4) Define individual hearing goals

"Thank you very much, so your hearing goals are *to have a subtle device, with natural sound quality* and *complete enjoyment when listening to music*. However, it's also particularly important to you that *the device is low-maintenance*."

75% of all purchase decisions are purely emotional**

*according to Michael Kienzle, Kienzle Success Cooperation, Lyric sales training

** Gallup study

4. Introduce the different types of hearing aids and briefly explain the pros and cons:

BTE/RIC/High-power hearing aids

In-the-ear hearing aids

5. Give your client a **specific recommendation** (based on their hearing goals):

"Based on your hearing test and the needs you have described to me, I recommend Lyric. You can of course test Lyric hearing aids with no obligation and discover the benefits for yourself in everyday life. Would you like to start with a Lyric test now and experience new and improved hearing with Lyric today?"

Give a clear recommendation!

Your requirements:

- Invisible
- No maintenance
- Music listening
- Natural sound quality
- Only the best is good enough

Targeted price discussion

Aim: Get more Lyric trials

Price discussion made easy:

- Whoever talks a lot about products, also talks a lot about prices!
  → Focus on personal advantages and benefits.
- The client will happily agree to the price if the benefits are important to them.
- Use the sandwich method – Price is of secondary importance.

Sandwich method

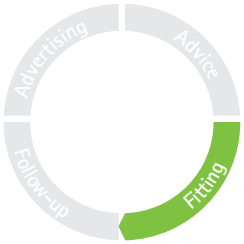
Benefits	"Lyric is advantageous for you because..." "I recommend Lyric to you because this hearing aid meets your specific hearing goals e.g. listening to music".
Price	"Your investment is..." "The price of XY covers..."
Action	"I'd be delighted if you could try wearing our Lyric product and let me know if it meets your expectations". "I recommend testing Lyric for free, so you're sure you've found the right solution".

Tip: Always offer an obligation free trial –
The client should be able to realise the benefits for themselves and decide independently.

Further benefits:

- 100% invisible
- Can be worn while sleeping, showering, and exercising
- Use phones and headphones as normal
- Proven to improve sleep quality[1]
- Provides greater and faster tinnitus relief than daily-wear hearing aids[2]
- Wearers report higher levels of self-esteem than daily-wear hearing aids[3]
- 24/7 amplification to support healthy cognition

Best practice guidelines for the first fit



Aim: Increase trial success rate

Check that the Lyric device and Lyric fitting material are working and complete before each appointment.

Preparation

- Disinfect hands (in front of the client)
- Adjust the seat height of the chair and stool
- Carefully align the client's head so that the ear canal is level

Measurement

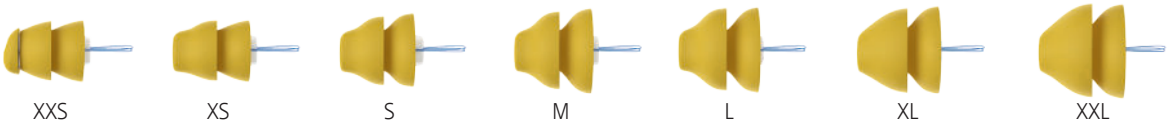
- Examine ear canal and eardrum (conditions, abnormalities)
- Perform depth measurement – at chest/shoulder height (prepare/involve/ask client)
- Measure size – at eye level (prepare/involve/ask client)
- Assess the fit of the sizer and the covers (check chewing movements/ask the client about wearing comfort)
- Note the results in detail and repeat the processes on the other side

Programming and insertion

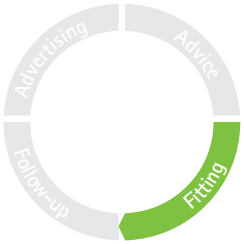
- Before inserting: Program the Lyric device and check it works
- Before inserting: Switch off Lyric device with the remote control
- Insert Lyric device

Fine tuning

- Assess the fit (check chewing movements/check wearing comfort)
- Optimise positioning as necessary (turn/pull/push)
- Customer should switch on the devices with the remote control themselves (experience)
- Ask the client about sound/check for feedback
- If necessary: fine tuning, repositioning, optimisation



Optimal care in the first 48h



Aim: Increase success rate

Important: Looking after the client in the 30-day Lyric trial period.

Once you've supplied a client with a Lyric product, explain to them the arrangements for the next 30 days:

Lyric initial fit → Get your client ready for the trial → Explain how to operate and remove the Lyric product with the **SoundLync**.

Within 48 h

First aftercare call

Day 5–10

Second aftercare call, and where necessary book appointment for follow-up check

Day 15–20

Last aftercare call

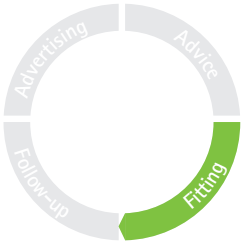
Day 25–29

Appointment for **follow-up check, debrief and contract signing**

Day 25–29

Schedule replacement appointment beforehand

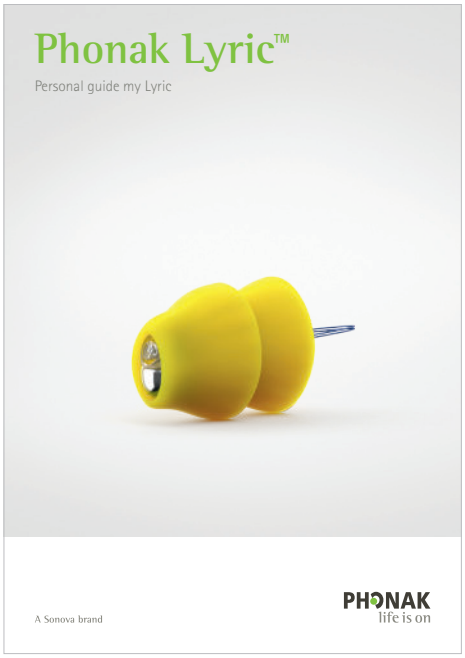
Optimising wearing comfort

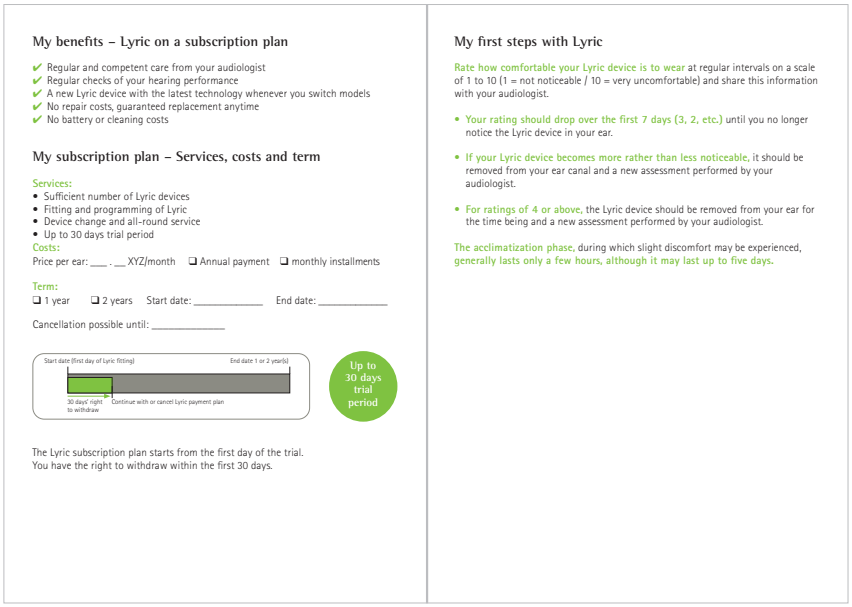


Aim: Increase success rate

The smallest changes in the position and size of Lyric can greatly affect wearing comfort.

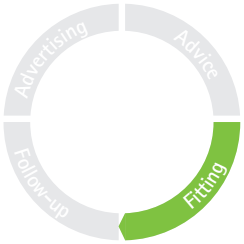
- The selected sizer must be well-fitted and comfortable before inserting the Lyric product.
- It's often the medial seal that reduces wearing comfort, as most ear canals are narrower towards the inside.
- Once Lyric is positioned, check the fit with the microscope – to make sure the seals fit snugly in the ear canal.
- Tell your client that a feeling of slight pressure is possible at the beginning, but this quickly fades after a few hours to a maximum of five days. (→ See also End customer brochure: My Lyric)
- If the client ear canal becomes irritated, recommended that they gently massage the tragus. (→ See also End customer brochure: My Lyric)





End customer brochure: My Lyric

How best to deal with feedback



Aim: Increase success rate

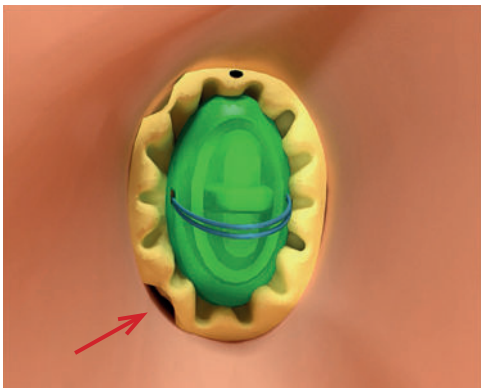
Potential feedback can be rectified in 54% of cases by correcting the position of the Lyric product in the ear canal.

Feedback occurs when the seals are not flush with the ear canal wall and folds or crevices are formed.

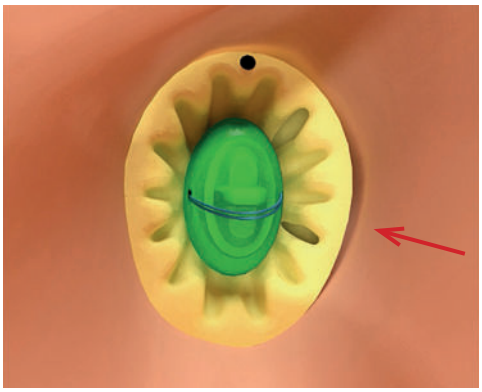
Tips:

- In the event of folds or crevices, choose a Lyric device of a different size.
- Ask the client to move their jaw or speak for a minute so that the Lyric device can settle into place. Check if this eliminates the feedback.

Examples:

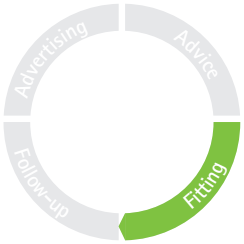


Folds form:
Choose a smaller Lyric device



Crevices form:
Choose a larger Lyric device

Avoiding premature device failure



Aim: Increase success rate

Signs of earwax:

- Feedback
- Device is gradually getting weaker
- Earwax on the device

Tips – Dealing with earwax:

- Clean ears before inserting Lyric device
- Regular checking of the ear canal:
  - Watch out for visibly increased earwax production and oily skin
  - Communicate a realistic expectation about the duration of wear, based on the results of your ear canal assessment
- Do not insert cotton swabs into the ear canal, as this may push earwax into the protective cap of the microphone

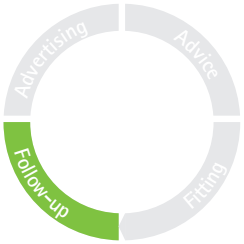
Signs of moisture:

- Device is quickly getting weaker
- Device is no longer reacting
- Colour of the seals has faded significantly

Tips – Dealing with moisture:

- Repeated device failure with the same client may indicate moisture:
  - Lyric products are water-resistant and can be worn in everyday life, e.g. when doing sports and showering
  - Never hold jets of water directly into the ear canal
  - Lyric should not be submerged under water
- When the depth and size are being calculated, check the ear environment:
  - Pay attention to increased occurrence of sweat or oily skin
  - Provide the client with realistic expectations based on first and subsequent sessions
- Check the device carefully after removal:
  - Is the yellow colour of the seal faded?
  - Are there any other signs of moisture-related device failure?

Seamless device change

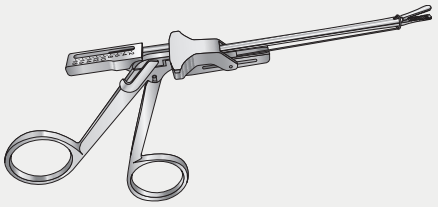


Aim: Long-term Lyric subscriptions

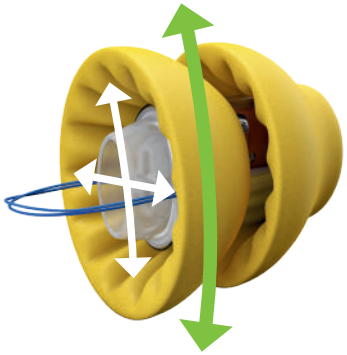
Tips on device removal after 2–3 months of wearing

Use for removal:

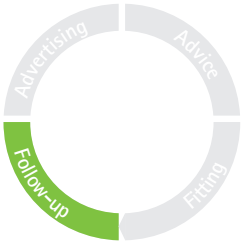
- Alligator forceps: You can safely grasp the device by the handle in the microphone protective cap
- Earwax loop: You can carefully remove the yellow seals from the ear canal wall



1. Before removal: Measure the **current insertion depth,** to determine whether the Lyric device has changed positions.
2. **Take your time!** It can take up to three minutes to remove an individual Lyric device.
3. The **ear canal should not be irritated or injured during device removal;** only then can a new device be inserted directly after removal.
4. After wearing for a long period, earwax and debris collect around the device. The **seals** then need to be loosened **with the earwax loop carefully in front of the ear canal wall.**
5. Sometimes it can be helpful to loosen the earwax with **lubrication** before removing the device.
6. Grip the device with the **alligator forceps** and gently move it from right to left and from top to bottom and turn it slightly (without pulling!) to release the seals from the ear canal wall and to ventilate the area between the device and eardrum.
7. Remove the device with **slow circular movements.**



Premium service



Aim: Long-term Lyric subscriptions

Lyric clients love premium service:

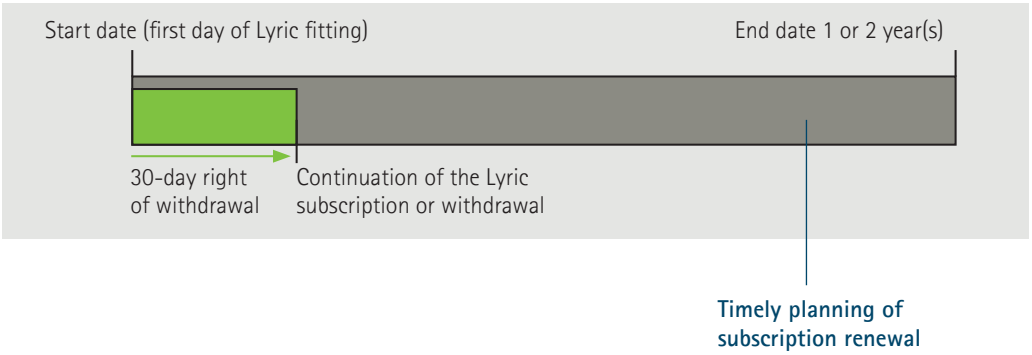
Tips:

- Decide with your client how you want to manage their follow up appointments
- An immediate appointment if necessary or on client request
- Avoid breaks or rest periods from wearing Lyric wherever possible.
(See also page 14)

Successfully extend subscriptions to secure loyal Lyric clients:

Tips:

- With Auto-Renewal, Lyric subscriptions are automatically renewed for another year unless you process a cancellation.
- If auto-renewal is not available in your area, initiate the contract renewal process 1-2 months before the end of the current subscription.
Set up pop-up reminders in the calendar or use the email alerts in the Lyric management platform (ALPS).
- Create an incentive for early renewal, e.g. one month free hearing
- Be proactive: Send a reminder letter to your clients, make a personal call, or discuss renewing the subscription during the next device replacement appointment



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.
2. Henry, J.A., McMillan, G., Dann, S., Bennett, K., Griest, S., Theodoroff, S., Silverman, SP., Whichard, S., & Saunders, G. (2017). Tinnitus Management: Randomized Controlled Trial Comparing Extended-Wear Hearing Aids, Conventional Hearing Aids, and Combination Instruments. Journal of the American Academy of Audiology. 28(6): 546-561. https://doi.org/10.3766/jaaa.16067
3. Biggins, A., Singh, G., & Solodar, H., (2017). Lyric shows significant psychosocial benefits. Phonak Field Study News, retrieved from http://www.phonak.com/evidence

life is on

Since 1947, Phonak is dedicated to preserving life quality by opening new acoustic worlds. Already back then, in the days of our foundation, our company was driven by a formative conviction: We believe that well-hearing equates to well-being and thus is essential for living life to the fullest. In fact, the sense of hearing is directly linked to social, emotional, cognitive and physical well-being. Today as in future, we thrive to 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.

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