



How to setup the Phonak Hearing Screener and integrate into marketing initiatives

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Table of contents

About this guide	3	Additional tutorials	15
Introduction to the Hearing Screener	4	How to Integrate the Tool into your Marketing Initiatives	16
How does it work?	5	Introduction	17
What are the benefits?	5	Website integration.....	18
What data does the clinic receive?	6	Google ads	19
Getting started	7	Facebook ads.....	20
How to Setup a Hearing Screener.....	8	Database email marketing.....	21
Where to find the tool.....	8	Evaluating Results	22
Creating a Hearing Screener	9	Reviewing the dashboard.....	23
Customisation and design settings	11	Google analytics	24
Design settings editor.....	14	Using multiple Hearing Screeners.....	24

About this guide

How to set up the Phonak Hearing Screener and integrate into marketing initiatives

What is it?

This guide is designed to help you and your team understand the benefits of the Hearing Screener tool as a lead generation marketing tool, as well as a hearing loss estimation tool that can support Remote Support journeys. It describes how to set up the tool in the PhonakPro website.

What is inside?

- Introduction to the Hearing Screener
- How to set up a Hearing Screener
- How to integrate the tool into your website and marketing campaigns
- Evaluating Results

Using the + and – buttons, adjust the loudness until you can only just hear the tone



Introduction to the Hearing Screener

The Phonak Hearing Screener (also known as the eScreener or xScreener) is a customisable online hearing test that can be integrated into your hearing clinic website or campaign to help you capture more leads. It can help your hearing clinic to offer a more meaningful experience on your website, for existing patients - and potential new ones.

Phonak continues to grow our suite of eAudiology tools, allowing you to continue supporting your patients even during these times of social distancing, with the help of our industry-leading hearing device technology.

In the following pages, you will learn more about how the Hearing Screener works, and how it can be used as an effective lead generation tool

Introduction to the Hearing Screener

How does it work?

The Hearing Screener is fully customisable with clinic logo and info, and allows patients to take a basic 3-minute hearing screening in the comfort of their home, directly from your clinic website.

The screening consists of 3-tone tests: low-tone, mid-tone, and high-tone, followed by 4 questions regarding situational hearing. The user needs to be in a quiet environment and use headphones to take the screening.

Once the screening is complete, simple results are provided and patients are presented with call-to-actions and an option to see more detailed results if they provide their name and email address. The detailed results are then emailed to the patient.

What are the benefits?

There are several benefits to using the Hearing Screener:

- It is an online lead generating tool that is fast and easy to set up and works on all platforms, including mobile devices.
- It is a simple tool that can be embedded into your website and share in social media marketing to generate qualified leads
- The look and feel can be customised to match your branding, including images, colours, fonts and so on.
- It can have up to 4 individual call-to-actions shown to users who complete the hearing screener.

The score indicates that you may have:

Good hearing

The tonal test detected good hearing. You told us you are challenged in some listening situations.

Please be aware that this is not designed to replace a professional hearing test.

If you would like us to take a closer look at your hearing, you can book an appointment with an expert from Acme Hearing Clinic.

Get your detailed hearing screening report

A detailed report of your hearing screening results will be sent to your email address. We may use your email address to contact you or send exclusive offers or product information.

Your email

[I accept the terms of use.](#)

Get report

[Skip and show me the results](#)

Introduction to the Hearing Screener

What data does the clinic receive?

In a recent revamp, the Phonak Hearing Screener now offers a way to estimate hearing loss as a baseline, and allows for a binaural or monaural test. Of course, it cannot replace a thorough audiometry and does not claim to be a clinical test, nor to produce an audiogram. However, it could be used to do a first fit on a hearing aid and be optimised via a remote support session.

The overall result for each user is ranked as Good, Fair, or Poor. The estimated dBHL measurements for each of the frequencies tested, along with the patient's contact details in the email report sent to the clinic after someone takes the screening and it is displayed in your PhonakPro Hearing Screener Dashboard.

The screenshot shows the Phonak Screener dashboard interface. At the top, there's a header with 'Phonak Screener' and navigation links for 'Welcome', 'Report', 'Settings', and 'Help'. Below the header, there's a filter section with a dropdown menu set to 'Hearingcenter Joe', a date range filter for 'Apr 1, 2020 - Apr 16, 2020', an 'Export' button, and toggle switches for 'List' and 'Chart'. The main content area displays a table of results for three screenings. A red box highlights the columns for '300Hz*', '2kHz', and '6kHz' in the table. Below the table, there's a green circle with the number '1' and a footnote: '*Estimates only (not a clinical audiogram!)'.

Result	Screener	Self assessed HL	Report	Action 1	Action 2	Action 3	Action 4	300Hz*	2kHz	6kHz	Time
⬇️ Poor hearing	Hearingcenter Joe	Not sure	✔️	Callback				30dB	60dB	65dB	4/16/2020, 1:21 PM
⬇️ Poor hearing	Hearingcenter Joe	No	✔️	Callback				0dB	0dB	25dB	4/14/2020, 4:53 PM
➡️ Fair hearing	Hearingcenter Joe	No		Callback				0dB	-5dB	25dB	4/14/2020, 4:51 PM

Introduction to the Hearing Screener

Getting started

- Before you can create your own Hearing Screener, you will need a PhonakPro eServices account with permissions set to 'Yes' for the Hearing Screener in your user profile settings.
- If you don't have an eServices account, click here to create one, then click on the green 'Create Your ID' button to create your account.
- If you need further assistance with setting up an eServices account, please contact your local Audiology and Sales Support Representative.

Permissions

Permission	<input type="text" value="Professional"/> 	
Status	<input checked="" type="checkbox"/> Active	
Financial data	<input type="radio"/> No	<input checked="" type="radio"/> Yes
Screener Tool Access	<input type="radio"/> No	<input checked="" type="radio"/> Yes
Remote Support	<input type="radio"/> No	<input checked="" type="radio"/> Yes

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Solutions for you

Overview ›

Hearing Screener ›

Hearing Diary ›

Remote Support ›

Apps for your clients

myPhonak ›

myCall-to-Text app ›

Remote app ›

Guide App ›

How to Setup the Hearing Screener

Where to find the tool

Once activated for your account through PhonakPro, the tool is available under the eSolutions menu.

1. Login to PhonakPro using your PhonakPro ID
2. Once logged in, the link to the Hearing Screener will be shown in the eSolutions dropdown menu and the My Account navigation

Tip

If you do not find Hearing Screener in your eSolutions menu, please contact your Sales Rep to get access

How to Setup the Hearing Scener

Creating a Hearing Screener

Step 1

Navigate to the Screener Dashboard, by scrolling down to the 'Create Hearing Screener' button. Alternatively, find the tool at this URL:

<https://dashboard.phonakpro.com/screener/welcome>

Step 2

Select the Settings button on the right side, and then press the Plus icon to create your first hearing screener

Get started

Click the button below to customise your own online hearing test and start generating leads.

Create Hearing Screener

The screenshot shows the Phonak Screener dashboard. At the top, there is a navigation bar with the Phonak logo and the tagline 'life is on for Professionals'. A search bar is located on the right side of the navigation bar. Below the navigation bar, there is a main header area with the title 'Phonak Screener' and a subtitle 'Create and edit screeners, design and calls to action for your users'. On the right side of the main header, there are buttons for 'Welcome', 'Report', 'Settings', and 'Help'. Below the main header, there is a dropdown menu labeled 'Select screener' and a button labeled 'Create screener'. The main content area displays a message: 'No screener has been selected' and 'Select existing screener or click + to create a new one'. A red box highlights a plus sign icon in a dark circle, which is used to create a new screener.

How to Setup the Hearing Scener

Creating a Hearing Screener

Step 3

In the pop-up form, fill in the 3 mandatory fields, then click 'Create Screener' to initiate the screener (Duplicate Existing can be used as an option once you are ready to make multiple hearing screeners)

- Hearing Screener Name
- Admin e-mail address
- Privacy contact: clinic address, email and phone number

Step 4

Once the screener is saved, the setting and customization options for the Hearing Screener are shown. See the following pages for explanations for these options.

You can save and close the screener at any point, and come back to work on it later on. Be sure to click on Save at the top of the page before you close the window.

New screener

Create new

Acme Screener

support@acmehearing.com

Acme Hearing
123 Main Street
City, State
Country
(123) 456-7890

Use format: Company name, address, contact phone, contact email (e.g. Hearing Centre John Doe, 123 Main Street, FL 12345, (123) 466-7890, hearingcenter@johndoe.com)

Duplicate existing

[Create screener](#)

[Cancel](#)

How to Setup the Hearing Scener

Customisation and Design Settings

Basic Settings

- Link URL – include your company name to personalize the URL
- Language – to use multiple languages, you need to create multiple hearing screeners.
- Screener name was set in the initiation, but can be revised if needed
*Note: this name does not show to the user, only to you and your colleagues that have access to the Hearing Screener dashboard
- Tones – This allows you to select from measurement options such as testing both ears simultaneously or separately
- Privacy policy and privacy statement was set in initiation, but can be revised if needed
- Legal link – can be enabled if needed
- Ask for email – if this box is selected, users will be required to provide their email address to receive the detailed hearing results. When they enter their email, your clinic will receive an email alert with their results and contact details. If the box not selected, then users will receive detailed results and the call-to-action buttons will be shown, but their email address is not collected.

Basic

Link to screener Copy this URL and use it as link in your website, online campaigns etc.	<input type="text" value="https://hearing-screener.beyondhearing.org/AcmeHearing/mufz8F"/> <small>Company name for vanity URL (e.g. myhearingcenter)</small> <input type="text" value="AcmeHearing"/> <small>Use letters (a-z, A-Z) and numbers (0-9) but no special characters or spaces.</small>
Language Set language of screener Did you know that you can use localized URLs that better fit your chosen language? Learn more about localized URLs	<input type="text" value="English"/>
Screener name Give the screener a unique name. Keep it short and recognisable. This name is only for administration purposes and will not show up for end users.	<input type="text" value="Acme Screener"/>
Tones Choose how many tones will be played to the user and if measured both ears together or separately	<input type="text" value="3 Tones both ears"/>
Privacy policy and privacy statement For privacy laws we have to state the provider of the online hearing test. Thus, you need to provide the company name, address and contact telephone and email to your users. This information will show up in privacy statement. Use this format: Hearing Centre John Doe, 123 Main Street, FL 12345, (123) 456-7890, hearingcenter@johndoe.com	<input type="text" value="Acme Hearing"/> 123 Main Street City, State Country Preview
Legal link If the screener is used standalone, it shows the link "Legal" which opens on click a popup which contains the content of "Imprint" and "Privacy Policy" in two separate tabs so you are in compliance	<input type="checkbox"/> Enable legal link
Ask for email Ask the user to leave his email to get a detailed report. You will receive a notification-email to your administration email-address stated above.	<input checked="" type="checkbox"/> User has to leave email to get detailed report

How to Setup the Hearing Scener

Customisation and Design Settings

Communication Settings

- Calls to Action – up to 4 can be created, and examples of call-to-action buttons you can create are:
 - Request a callback
 - Schedule an Appointment
 - Contact the clinic via phone or email
 - Any other custom call-to-action desired
- Target origin URI – this can be used to embed the screener in a website iframe
- Notifications – use either an email address or a webhook to receive the form results and callback requests from users
- Custom email reports – if you have webhooks, you can send a customised report to the user, rather than the default report from the tool.

Communication

Calls to action

Calls to action (CTAs) are activities you want the user to take once the hearing screener result screen has been reached. A maximum of four CTAs are allowed. Each CTA will show up as a button on the result screen. If required give the button a short and crisp label and define the underlying action depending on the CTA type.

[Learn more about postMessage CTAs](#)

Position 1:

Position 2:

Button text (e.g. Email us)

Email Us

Email address (e.g. contact@myhearingcenter.com)

support@acmehearing.com

Position 3:

Button text (e.g. Contact us)

Learn More

Link address (e.g. https://www.myhearingcenter.com/contact)

http://www.acmehearing.com

Position 4:

Target origin URI

Provide the URI if the Screener is going to be embedded in an iframe. The field is required if you use postMessage CTA, and *must* be set to your own website.

Target origin URI (e.g. https://myhearingcenter.com).

Notifications

Provide an email and/or a Webhook URL to receive the personal details of the user when a callback or an email report has been requested. With a Webhook URL you can also collect the user's test results.

[More about Webhooks](#)

Email Webhooks Both

Email

support@acmehearing.com

Custom email reports

If a user requests an email report, the screener automatically sends out a default email. If you activate the custom email report option, these default emails will no longer be sent out. You will have to send your own email reports to the users instead.

Use custom email reports

To enable this feature you first need to select "Webhooks" in the "Notifications" section above.

How to Setup the Hearing Scener

Customisation and Design Settings

Design and Branding

- Design settings – click on 'Edit' to see the options for design of the tool. Please find detailed overview of these in the next section of this guide
- Link on your logo – add your clinic's homepage URL so that if a user clicks on your logo within the tool, they will get directed to your homepage. (Your logo is uploaded separately within the Design Settings page)
- Your company name – this will be shown in the screener, results, and emails that are shown to the user.

Integrations

- Analytics – can connect to your Google Analytics and Facebook Pixel IDs
- Referral parameters – an advanced setting for those using webhooks

Design & Branding

Design settings Edit the visual appearance of the screener and upload your logo and images	Edit
Link on your logo Link on custom logo (see logo upload in "Design settings")	Link on your logo (e.g. https://www.myhearingcenter.com) <input type="text" value="http://www.acmehearing.com"/>
Your company name Insert your company name here. Your company name will appear on the welcome and result screens of your screener, as well as – if the user requests it – in the email report of the screener results.	Company name (e.g. Hearing Centre John Doe) <input type="text" value="Acme Hearing Clinic"/> Preview

Integrations

Analytics Insert your Google Analytics or Facebook Pixel ID here.	<input type="text" value="Google Analytics ID (UA-xxxxxx-x)"/> <input type="text" value="Facebook Pixel ID"/>
Referral parameters Enabling referral parameters helps you to integrate the screener with your existing suite of marketing tools. Once set up, all URL parameters that are passed to the screener are returned to your own web system through the above configured URL CTAs and webhook notifications, in case they are enabled. Please be aware that it is your responsibility to handle the content of the URL parameters with care and in legal compliance. More about referral parameters	<input type="checkbox"/> Enable referral parameters

How to Setup the Hearing Screener

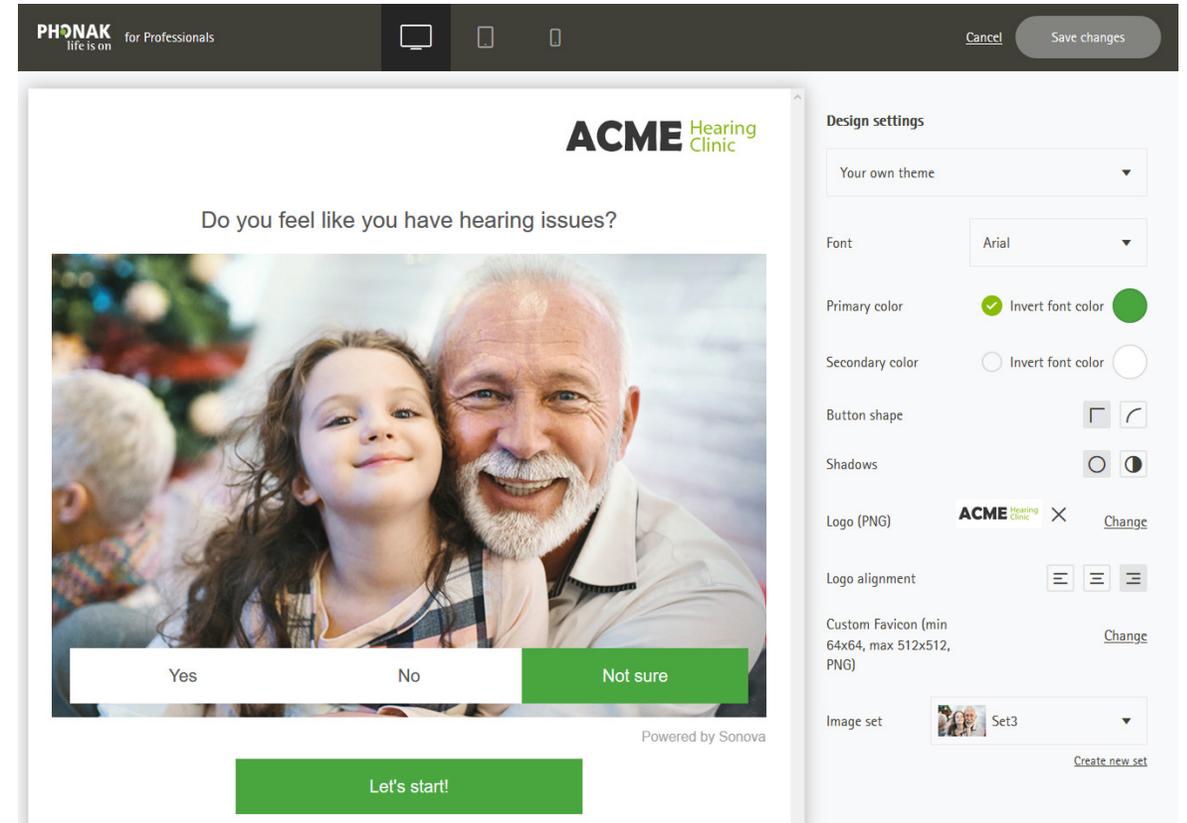
Customisation and Design Settings

Design Settings Editor

After you create a new Hearing Screener with your clinic name and address, you are presented with the setting options. Under Design and Branding, there is the option to Edit the Design settings, which opens a live editor so that your selected can be previewed in real time.

Design setting options are as follows:

- Theme - You can choose a default theme that will provide a nice looking screener for you. However, to personalize the tool, select "Your own theme", and then you can change the following:
 - Font
 - Primary color – used for the buttons in the tool
 - Secondary color – used for the background
 - Button shape – square or rounded corners
 - Shadows – choose a flat look or a more 3d style
- Logo – upload a PNG of your logo
- Logo alignment
- Custom favicon – the icon that appears in the browser tab for your screener
- Image set - choose from provided sets of images, or click on "Create new set" to upload your own set of 5 images to use in the screener.



Tip

As you are making design choices, navigate through the screener demo on the left side to see how the look appears on the different pages of the screener.

How to Setup the Hearing Scener

Additional Tutorials

Video Tutorials

For further support, the tool introduction page includes a link to tutorial videos to watch that explain how to set up the eScreeener. These have subtitles for various languages.



eScreeener tutorial videos

Phonak Screeener is a customizable online hearing test, helping you to offer more meaningful services on your website for your customers - especially new ones. These are all relevant Instruction and tutorial videos showing why and how to do it.

Why use Phonak Screeener (3min)

How it works (6min)

Creating a screeener - Part 1 - Basics (5 min)

Creating a screeener - Part 2 - Design (6 min)

Creating a screeener - Part 3 - Call To Actions (8 min)

Using reporting and analytics (10min)

Data privacy handling (10min)



How to integrate this tool into your website and marketing initiatives

Approach is important

On its own, the Hearing Screener is not an effective lead generating tool; the power is in promoting it through marketing!

By integrating the branded Hearing Screener as a call-to-action within marketing campaigns, you offer a simple self-assessment experience to those exposed to your marketing initiatives, helping to capture more leads and actively measure your marketing efforts.

How to Integrate this Tool into your Marketing Initiatives

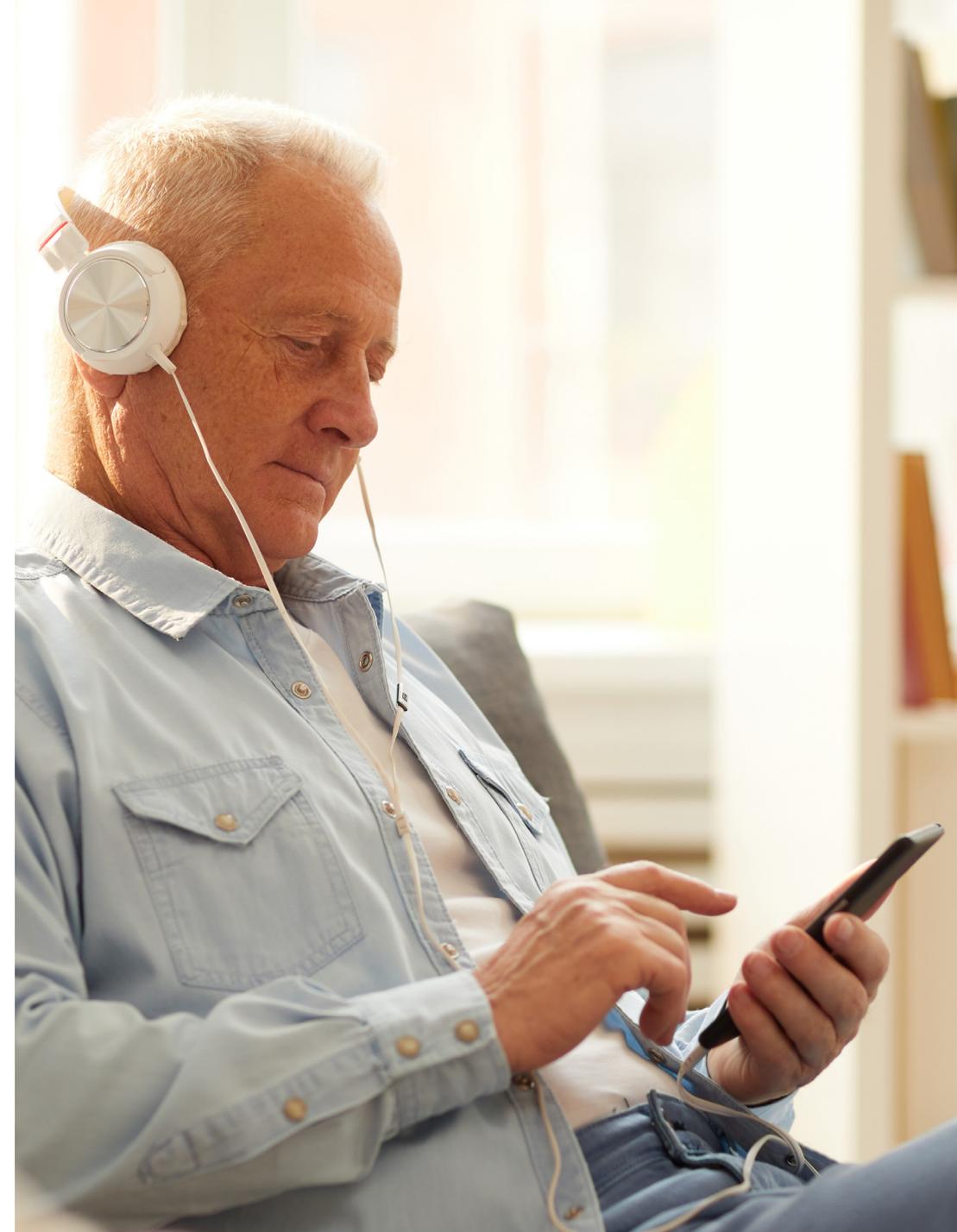
Introduction

Using the Hearing Screener as a primary call to action can be a great way to capture appointments from those patients who prefer a more virtual experience when it comes to services, including their healthcare.

It can also be used as a secondary call to action throughout your marketing communications. Used in this way, you are able to capture those who might be in the early stages of their hearing health journey, so an online hearing screening may be perceived as low risk and commitment.

While there are many marketing channels that the Hearing Screener can be integrated with, we outline four types of marketing opportunities in the following pages:

- Website Integration
- Google Ads
- Facebook Ads
- Email Marketing



How to Integrate this Tool into your Marketing Initiatives

Website Integration

Your clinic website is the core of the virtual experience that you provide to patients and new visitors. The Hearing Screener should be strategically placed onto your website, so that it is easily accessible to visitors, and allows them to engage with the service on demand.

- A dedicated page for the Hearing Screener on your website is recommended to optimize the website – this will notify search engines that you have an online Hearing Screener available, driving more traffic to your website. To gain good organic search activity, the page should contain interesting, relevant content about the importance of hearing checks and an overview of your services.
- Showcasing your new online Hearing Screener on the homepage of your website will increase the chance of use, it can be placed as a large call-to-action button somewhere in the top of the page.
- If you have a section on your website about regular “in-house” hearing tests, this would also be another good spot to promote the Hearing Screener as an easy entry-point of user engagement.

ACME Hearing
Clinic

Online Hearing Test

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



La dolore mas orem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

How to Integrate this Tool into your Marketing Initiatives

Google Ads

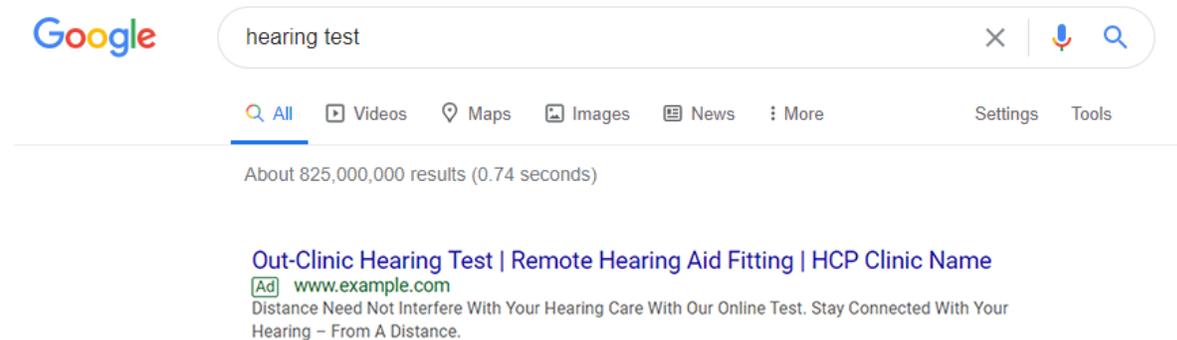
Make your clinic visible to customers when they're searching for hearing care clinics on Google Search and Maps. With Google Ads you only pay for results, such as clicks to your website or calls to your office.

You can direct Google Ads towards your Hearing Screener as a primary call to action. This gives your clinic an edge over your competition as you are able to offer a virtual experience. Typically, users that are actively searching out a service or a solution to their problem are usually high quality leads who are likely closer to a test and trial.

It is important to understand that anyone can afford to market their business with paid ads, and Google's self-serve platform has options for every budget.

Headline Examples:

- Online Hearing Test
- At-Home Hearing Test
- Stay On Top of Hearing Health
- Clinic Name (best practice to always include this in at least one headline)



Description Examples:

- Distance Need Not Interfere With Your Hearing Care With Our Free Online Screening.
- The Next Best Thing To An In-Clinic Hearing Test.
- Online Hearing Screening From The Comfort Of Your Own Home
- Your hearing doesn't have to take a back seat.

How to Integrate this Tool into your Marketing Initiatives

Facebook Ads

With 43% of seniors turning to Facebook for reviews, clinic credibility, and listing information, clinic presence on this social platform is more important than ever.

During times of social distancing, people are spending more time online, and Facebook has seen huge spikes in usage. It is a good time to leverage this opportunity to take advantage of a space that is flooded with users.

- Use your clinic's Facebook page to point ads to your Hearing Screener, and boost your existing posts to give a lift to your business. Facebook ad strategies can be adjusted to suit any advertising budget.
- Using the Facebook Pixel as an integration in the Hearing Screener settings, you can get even more sophisticated by re-targeting users who have taken the Hearing Screener from both your Facebook and your website.



How to Integrate this Tool into your Marketing Initiatives

Database Email Marketing

Email is an extremely low cost, highly effective marketing communication tool. Below are some ideas for using the Hearing Screener with your database marketing.

- The Hearing Screener is an easy way to re-engage with your database
- It makes a good way to connect with those that are due for a hearing test but are unable to come in to the clinic.
- Ask your database to share the Hearing Screener with a loved one or friends to help gain new leads.
- Keep it personalized - Patients tend to respond to messages that are personalized and relevant to them.





Evaluating Results

How to Measure Success

Use the PhonakPro Hearing Screener dashboard to evaluate how many engagements you get with your Hearing Screeners, and access detailed reports from each user that completes your screener.

Evaluating Results

Reviewing the Dashboard

Click on the Report button to review all results in one place.

The report page provides an at-a-glance view of the usage of the tool and the engagement by the users. This can be set to view by a certain time period, and filtered by screener if you have more than one. The page shows:

- The number of users that have completed the Hearing Screener
- A breakdown of the hearing scores
- A tally of those that shared their email address to receive details results
- A tally of those that clicked on the Call-To-Actions

Change the toggle on the right to "List" the results in a list view, which contains estimated dBHL measurements for each of the frequencies tested for each user.

Phonak Screener

Show results using filter by name and date and check performance of screeners

Navigation: Welcome | Report | Settings | Help

Filters: All screeners | Apr 21, 2020 - Apr 29, 2020 | Export

View: List Chart

6 results are shown



Phonak Screener

Show results using filter by name and date and check performance of screeners

Navigation: Welcome | Report | Settings | Help

Filters: Acme Screener | Apr 21, 2020 - Apr 29, 2020 | [Acme Screener-20200421-20200430.csv](#) x

View: List Chart

Results 1 - 6 out of 6 are shown

Result	Screener	Self assessed HL	Report	Action 1	Action 2	Action 3	Action 4	300Hz*	2kHz	6kHz	L 300Hz	L 2kHz	L 6kHz	R 300Hz	R 2kHz	R 6kHz	Time
Poor hearing	Acme Screener	Not sure	<input checked="" type="checkbox"/>	Callback	support@acmehearing.com	Learn More		-	-	-	10 dB	35 dB	45 dB	10 dB	0 dB	0 dB	4/29/2020, 1:47 PM
Good hearing	Acme Screener	Not sure	<input checked="" type="checkbox"/>	Callback	support@acmehearing.com	Learn More		40 dB	20 dB	30 dB	-	-	-	-	-	-	4/29/2020, 1:44 PM
Fair hearing	Acme Screener	Yes	<input checked="" type="checkbox"/>	Callback	support@acmehearing.com	Learn More		25 dB	35 dB	45 dB	-	-	-	-	-	-	4/29/2020, 1:39 PM

Evaluating Results

Google Analytics

If you are already using Google Analytics, this can be connected in the Hearing Screener settings in your PhonakPro.com account. This will allow you to gain insight into metrics such as, the demographics, geographic locations and personas of the users taking the Hearing Screener, the amount of traffic, where the visitors came from, how they found the Hearing Screener, which type of device they used and so much more.

Using Multiple Hearing Screeners

You can create multiple Hearing Screeners for different marketing channels, and these can even include different images or languages. Then you can tie one screener to Facebook marketing, and a different one to Google Ads, to allow for measuring success of the various channels.

