

Best Practice Guidelines

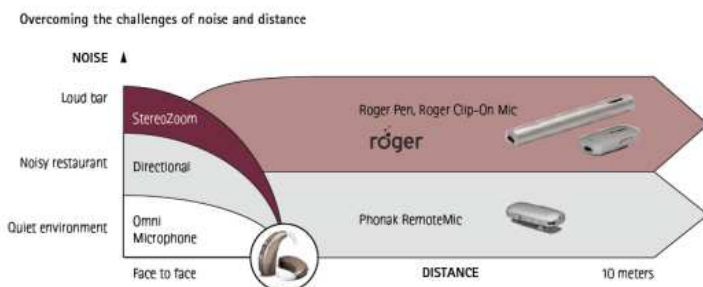


Guidelines for presenting wireless accessories

Although hearing aid technology continues to improve, studies show that understanding in noise remains the number one challenging listening situation for clients with significant hearing loss. These clients can benefit from an extra performance boost in noise or over distance, when watching TV or using the phone. This can be obtained by using wireless accessories. The guidelines described in this document will help you to successfully integrate wireless accessories into your daily practice for the benefit of your clients.

1. Why incorporate wireless accessories into your practice?

Hearing aids work best when the speaker is within a 2 m/6 ft range of the listener.



This graph shows the application area of hearing aids and wireless companion microphones in two dimensions: 'noise' and 'distance'. As long as the distance is short and the noise level is not too high, hearing aids perform very well. As soon as the distance between the speaker and listener expands or the noise level increases, wireless microphones like the Roger Pen or the Phonak RemoteMic are needed to maintain a high level of understanding.

Clients with significant hearing loss may also need additional assistance with clarity while watching TV, on the phone (landline and/or cell) and other multimedia devices.

It is important to meet clients' needs and manage their expectations with the best possible hearing aid(s) they can afford. It is also important to introduce wireless accessories early in the process when an additional boost is beneficial to supplement hearing in specific situations.

2. Who is a potential wireless accessory candidate?

In order to recognize a potential wireless accessory candidate, consider incorporating questions during your initial consultation that address the client's experience in noise, over distance, watching TV, on the phone, at home, working, socially or in public places. It can be beneficial to have objective data such as speech-in-noise test results in order to support your recommendation on the use of a wireless accessory. Consider implementing speech-in-noise testing such as the LiSN-S PGA, QuickSIN™ etc. into your testing procedure. For details on the LiSN-S PGA test please visit www.phonakpro.com/lisn-s-pga

Potential candidates include:

- All clients with severe to profound hearing loss, unilateral hearing loss, cochlear implants, BAHAs
- Current hearing aid users in your database who still struggle to understand and communicate in challenging situations
- New clients who lead socially active lifestyles and report they regularly experience challenging listening situations involving noise or distance to a speaker
- Clients who express they would like increased clarity with the TV, cell phone, landline phone or multimedia
- Clients who are concerned that their hearing loss is impacting their work performance or are withdrawing from social situations
- Clients who demonstrate poor discrimination skills in quiet and noise during your assessment
- Individuals who rely on TV and phone to stay connected

3. When to introduce the solution – the earlier the better

Once you have identified a potential wireless accessory candidate, introduce the complete solution (the best possible hearing aids along with the wireless accessories) at the beginning of the counseling process to address all the client's listening or communication needs. Manage the client's expectations based on your assessment findings and link back to the original problems the patient expressed. This holistic approach will enhance understanding and increase acceptance*, even if the described complete solution is not fitted in the initial session.

The handy interactive tool – Easy Guide to Phonak Wireless Communication Portfolio – can be used when discussing the most challenging listening situations the client is experiencing and support counseling on the ideal solution.
www.easyguide.phonakpro.com

*Phonak fitting data collected in North America and Europe indicates early introduction of accessories leads to higher success rate (N = 9880).

4. How to demonstrate the benefits – hearing is believing!

During the counseling process, demonstrate the recommended solution to show how the wireless accessory addresses the client's needs. A live demonstration will amaze clients and make them realize the value of using a wireless accessory. Involve partners, children, significant others as much as possible to gain their support for the recommended solution.

5. When to implement the solution – provide a plan

When a decision has been taken, consider mapping out a plan based on the client's ability to manage new technology. Ideally, fit the new hearing aids first to allow the client to get adjusted and recognize when the accessories provide the extra boost needed. Once the wireless accessory has been added, give the client and partner homework assignments to practice using their solution in those different situations the client initially described.