



roger

Rogerpedia

Your A-Z of Roger™ for adults

A Sonova brand

PHONAK
life is on

Bridging the understanding gap

- Direct streaming to hearing aids
- Improved speech understanding in noise⁹
- Improved speech understanding in group conversations in noise¹²
- Access to multiple talkers

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Why does a client need Roger?

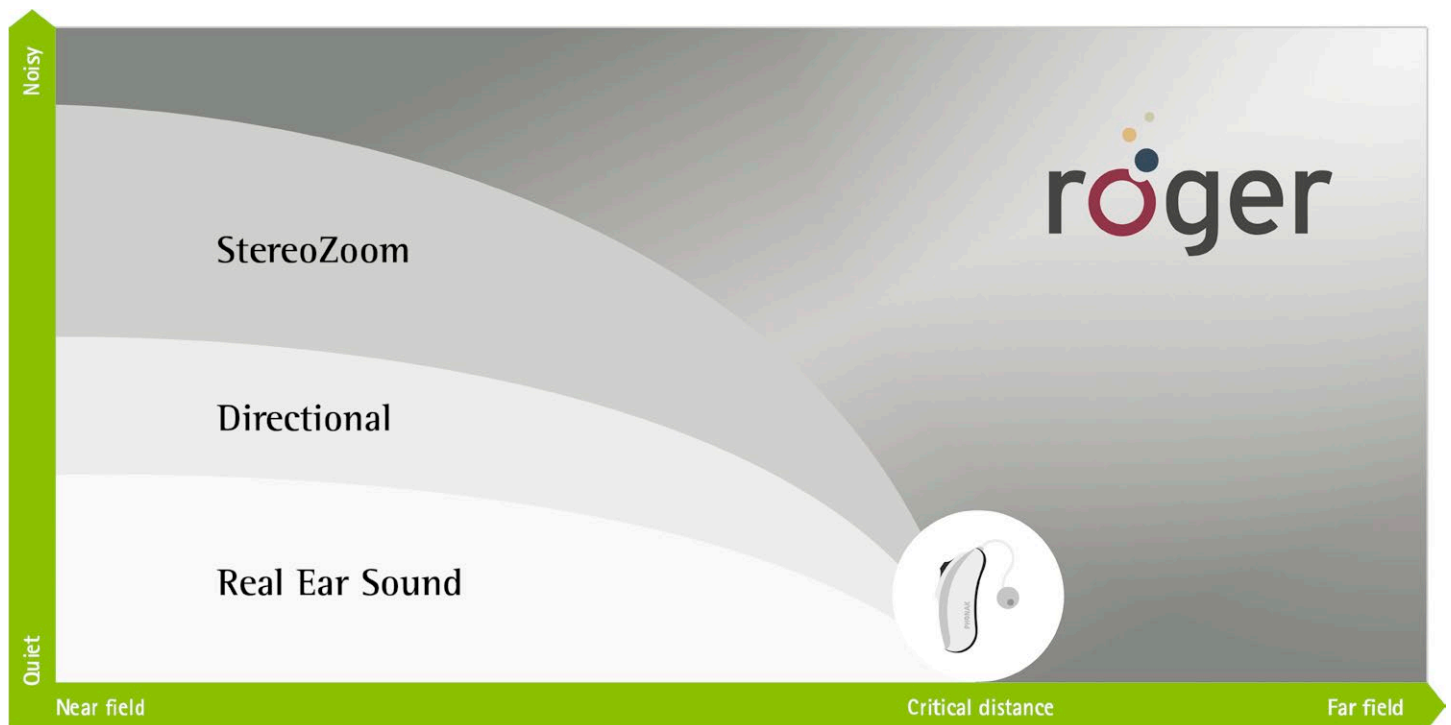
Difficulty communicating in background noise is one of the most common complaints of individuals with hearing loss, even when wearing well-fit hearing aids.¹⁻²

Speech intelligibility is important for effective communication. There are a number of factors that affect speech intelligibility, including background noise level, distance from the speaker, acoustics of the environment, and reverberation.

Directional microphone technology, known to improve speech intelligibility in noise, often fails to provide benefit once the distance between the speaker and the listener increases, when there are zero or negative signal-to-noise ratios, or when there are multiple or moving noise sources or reverberation. Digital noise reduction may improve listening comfort and listening effort; however, it has minimal impact on improving speech intelligibility.³ Despite the technology incorporated in modern hearing aids, such as directional microphones and noise reduction algorithms, speech perception and intelligibility can still be compromised.

Hearing aids provide the most benefit when the speaker is within 1.5 meters / 5 feet of the listener up to a certain noise level. This is referred to as the "near field." When noise is introduced to the listening environment, hearing aids apply directional microphone technology to provide an increased signal-to-noise ratio (SNR), optimizing speech intelligibility and listening comfort within the near field.

As soon as the noise increases and/or the distance between the listener and the speaker extends beyond the near field, additional microphones like Roger, are needed to maintain speech intelligibility and understanding while overcoming both noise and distance. This larger distance is referred to as the "far field."



Placing the microphone in close proximity to the speaker has several key benefits:

- Effectively reduces the distance between speaker and listener
- Compensates for the effects of background noise and reverberation on the target signal
- Significantly improves signal-to-noise ratio (SNR), thereby improving speech intelligibility in noise and at a distance.⁴⁻⁸

Studies have demonstrated that remote-microphone devices that utilize adaptive digital technology (i.e. Roger) provide significantly more benefit for speech understanding in noise than non-adaptive remote microphones.⁹⁻¹¹

What is Roger and who is a good Roger candidate?

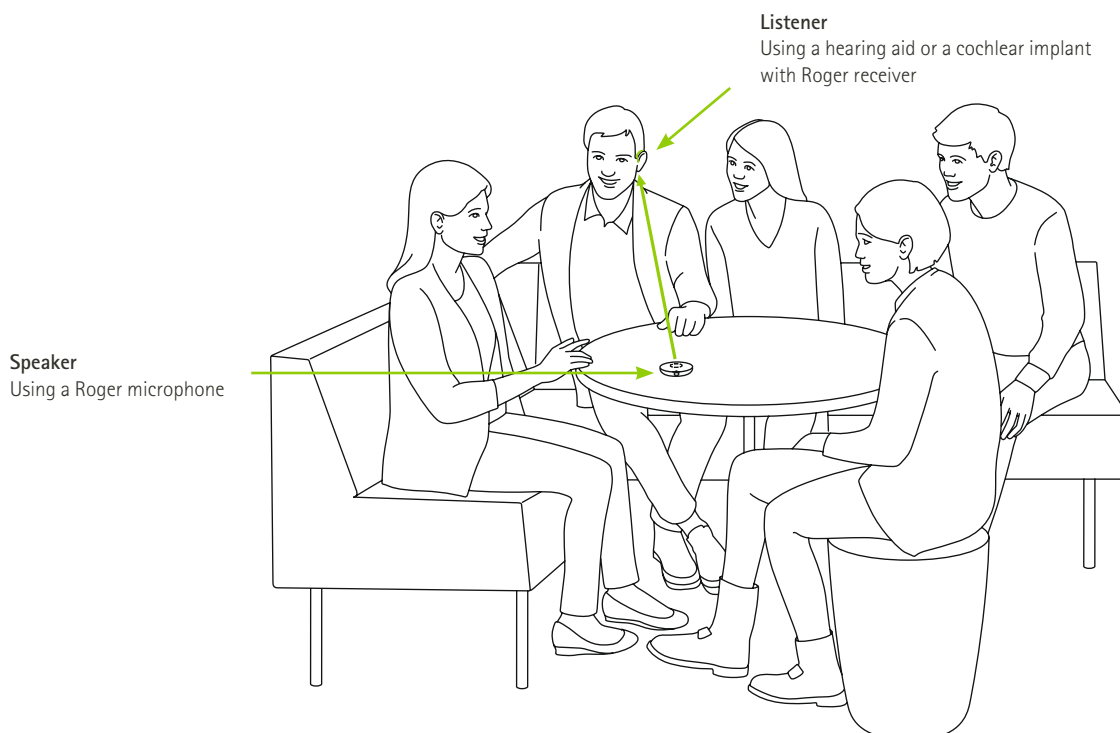
Roger is a digital adaptive microphone technology that wirelessly transmits a speaker's voice directly to a listener's hearing aid(s) or cochlear implant sound processor via Roger receivers to improve speech understanding in noise and over distance.⁸

Roger candidate

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 phone, landline phone or multimedia.
- Clients who are current hearing aid users who still struggle to understand and communicate in challenging situations.





Roger technology

Adaptive behavior

Roger microphones adjust their settings to the surrounding noise levels making them easy to use. The fully automatic signal processing offers a versatile solution that covers a wide range of listening situations effectively. If the noise level increases, the volume of the Roger system automatically increases, so the speaker's voice is heard above the noise.

Adaptive frequency hopping

Roger operates within the worldwide license-free ISM (Industry, Science, Medical) band at 2.4 GHz. As traffic can sometimes be dense in this band, the Phonak Roger wireless protocol broadcasts each packet of sound three times in short bursts of code at different channels within the ISM band. The Roger microphones and receivers constantly communicate with each other to ensure that the system will hop frequencies adaptively to circumvent any blocked channels in order to mitigate any risk of interference or poor reception.

RogerDirect™

RogerDirect is an industry-first from Phonak that allows Roger microphones to stream directly to the hearing aids. After a simple installation of the receiver into the hearing aid, clients benefit from the proven performance of Roger, in noise and over distance⁹, without attaching an external receiver. This major innovation makes Roger technology easier to use.

Automatic microphone modes

The Roger On and Roger Select automatically recognize the sound environment and their positions, e.g. whether placed on a table, held in the hand or hanging around a neck thanks to the built-in accelerometer. This electromechanical component informs the microphone continuously about its orientation with respect to gravity.

It is the same component that makes pictures rotate in cell phones when the cell phone is rotated in the opposite direction. This orientation information (lying on the table horizontally, being worn around the neck, or being handheld), together with the information about the actual acoustical environment, i.e. the presence or absence of speech and noise and their levels, helps the device to automatically select its optimal microphone mode and gain settings. It also allows the device to mute the microphone if it is dropped. The landing is completely silent and the listener does not hear a loud bang. Within a few milliseconds after landing on the floor or table, the device will continue to operate normally.

Compatibility

Roger is compatible with virtually every hearing aid and cochlear implant that has a direct audio input or t-coil.



MultiBeam 2.0 Technology

Based on proven MultiBeam Technology, the newest generation provides spatial information and stereo sound. By recognizing if the speech is coming from the left or the right side, this spatial information supports clients in conversations.

MultiBeam Technology

By utilizing multiple microphones in six directions, speech from 360 degrees is calculated and compared. The direction with the best signal-to-noise ratio is automatically selected. MultiBeam Technology provides exceptional speech understanding in group conversations¹² such as in noisy restaurants or family gatherings.

Pointing mode 2.0

A row of three microphones allows users to zoom in on the person talking. This enables the listener to point the microphone at who they want to hear while ignoring side conversations and environmental noise.

MultiTalker Network

Unique to Roger and fully automatic, the MultiTalker Network allows several Roger microphones to be used together, providing listeners with access to multiple talkers in any situation.

Roger and directional

The Roger and directional setting is exclusive to Phonak. It allows a Roger microphone to be used while also providing improved access to speech for voices in close proximity. The Roger and directional setting adaptively activates directional mics on the hearing aid based on the environmental noise level.¹¹

Roger microphone portfolio

The wide range of Roger microphones offers a solution for every client. Regardless of the type of hearing aids or cochlear implants that they currently use, the different Roger microphones are capable of effectively dealing with a variety of situations.



Roger On™ / Roger On™ iN

Versatile microphone designed to take on difficult and ever-changing listening situations. Featuring the new MultiBeam 2.0 Technology and the Pointing Mode 2.0, it gives people the flexibility to focus on the conversations that truly matter. In addition, the new myRogerMic app provides personalized microphone settings that gives users the ability to discreetly use it however they need.



Roger Select™ / Roger Select™ iN

Ideal microphone for stationary situations where background noise is present. When placed in the center of a table, it discreetly and automatically selects the person who is talking and seamlessly switches from one talker to another. When multiple conversations take place, the listener can manually select whom to listen to.



Roger Table Mic II / Roger Table Mic II iN

Dedicated for working adults who participate in various meetings. It selects the person who's talking and switches automatically between the meeting participants. Multiple Roger Table Mic IIs can be connected to create a network, making it ideal for large meeting configurations.



Roger Clip-On Mic

Small microphone designed for one-to-one conversations. Featuring a directional microphone, the user can focus on a conversation with their partner.

To find out which Roger microphone is best for your client visit www.easyguide.phonakpro.com

The Roger On iN, Roger Select iN and Roger Table Mic II iN function just like their respective counterparts. The Roger iN microphones contain two Roger receivers that can be installed into a pair of Sonova hearing devices with RogerDirect. When using the original Roger Select microphone with Sonova hearing devices with RogerDirect, disable the Bluetooth.

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myRogerMic app

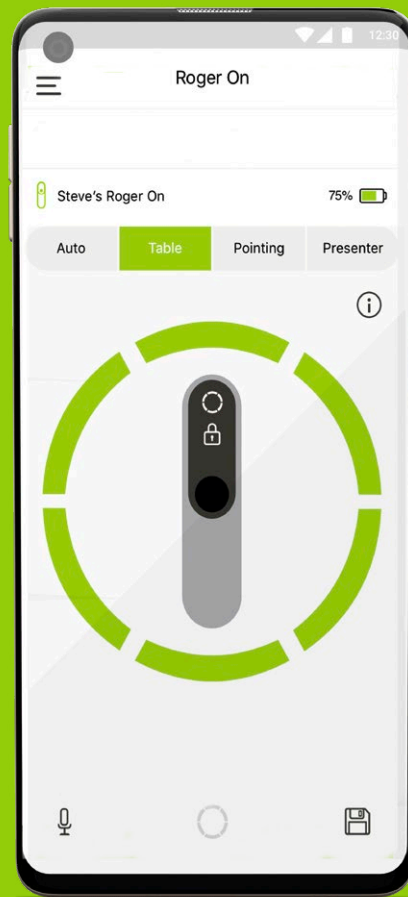
The myRoger Mic app offers your clients the ability to discreetly customize their microphone settings according to their environment. Battery status, microphone mode status and other functionality are also easily adjusted.

Beam steering selection

Steer one or multiple beams to avoid distracting side conversations. No need to touch the microphone just select and enjoy.

Custom mode selection

Two custom configurations can be saved and accessed with the touch of a button, for flexibility.



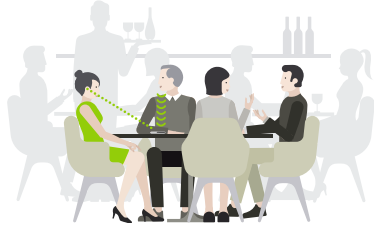
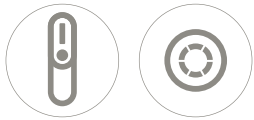
Mic mode selection

Choose the microphone mode that best suits a particular listening environment.

Status and functionality

Battery, mic mode, and other status indicators available at a glance, for added convenience and ease of use.

Roger use cases



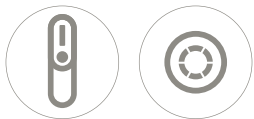
Dining with friends and family

Dining in restaurants usually include a complex mix of sounds and background noise. With the Roger On or the Roger Select, distracting noises are reduced so clients can capture the conversation.



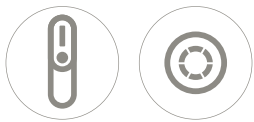
Social gatherings

Roger On is ideal for social gatherings – especially when music is playing and people are talking. Simply point it in the direction of the conversation and Roger delivers speech directly to the hearing aids.



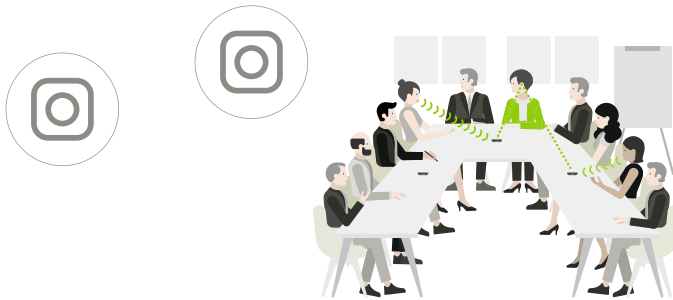
At home

Roger microphones reduce distracting background noise like the rattle of kitchen utensils or the blare from a TV. This allows clients to enjoy conversations, and make time spent with family, loved ones or friends truly special.



Playing games

Playing a game with the whole family or friends can be great, but sitting around a table with multiple people talking at the same time can lead to listening fatigue. Placing Roger On or Roger Select on the table helps, as it picks up speech automatically and switches from one talker to another.



Small to large meetings

Conversations in meetings is another situation where Roger can be utilized. Place one or more Roger Table Mic IIs and transmit speech to the hearing aids from wherever the conversation takes place. This makes small and large meetings easier to follow so clients can focus on what's being said.



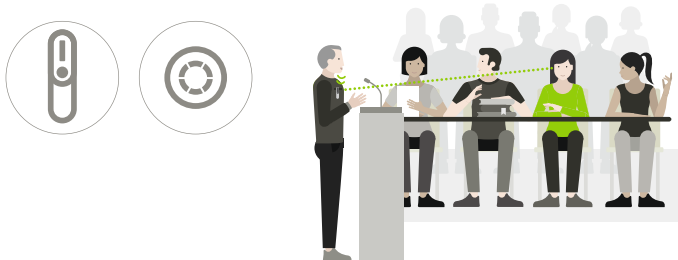
Meetings with a presenter

Presenters often stand at a distance from the meeting participants. When the presenter wears a Roger On and Roger Table Mics are placed on the table, it allows clients to hear all participants.



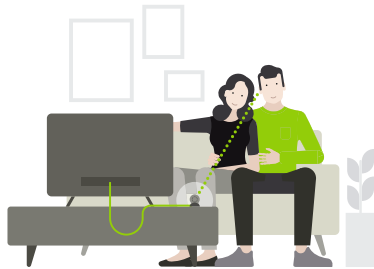
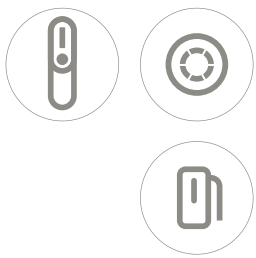
Workshop

Workshops are a great way to demonstrate and learn new skills. However it can also present several listening challenges in between the speaker and participants. Roger helps your client get the most benefit from their hearing aids by transmitting a speakers voice directly to the hearing aids.



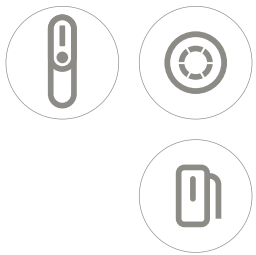
Lecture

Many students have difficulties understanding in lectures. Roger helps bridge this gap by reducing background noise and also the distance between the student and the speaker. When dealing with multiple speakers, several Roger microphones can also be used together.



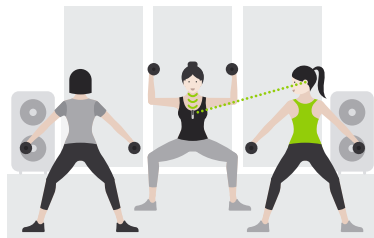
TV and multimedia

Roger microphones connect to TVs, computers, and other multimedia sources for streaming media, teleconferencing, and staying connected.



In the car

Roger overcomes the communication challenges while on the road. Background noise is reduced, and the speaker's voice is transmitted directly to the ears. This allows your clients to follow conversations in the car while still being aware of the world around them.



Sport activities

It can be a challenge to hear the instructions of a coach or teammate during sport activities, especially at a distance or with lots of side conversations. Roger bridges these challenging conditions, and the new Roger On is dust and splash protected with an IP-54 rating.*



In a hallway

In the dynamic listening environment of a hallway, noise, movement, and reverberation can make listening a challenge. Roger can be used in lanyard mode for one-on-one conversations or pointing mode for listening to multiple people on the go.

* IP54, protected against splashes of water



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

Roger receiver overview

Option (02) / (03)

Phonak hearing aid compatibility overview

Phonak Paradise and Marvel

Phonak Paradise and Marvel hearing aids include **RogerDirect**. RogerDirect streams the Roger signal directly from the Roger microphone to the hearing aid without having to attach an external receiver.

			RogerDirect ¹	Roger Neckloop ²
Paradise	RIC	Phonak Audéo P-312	•	
		Phonak Audéo P-13T	•	•
		Phonak Audéo P-R	•	
		Phonak Audéo P-RT	•	•
	BTE	Phonak Naida P-PR	•	
		Phonak Naida P-UP		•
Marvel	RIC	Phonak Audéo M-312	•	
		Phonak Audéo M-R	•	
		Phonak Audéo M-312T	•	•
		Phonak Audéo M-13T	•	•
	BTE	Phonak Audéo M-RT	•	•
		Phonak Bolero M-M	•	•
		Phonak Bolero M-PR	•	
		Phonak Naida M-SP	•	•
	Pediatric	Phonak Sky M-M	•	•
		Phonak Sky M-PR	•	
		Phonak Sky M-SP	•	•
	ITE	Phonak Virto M-312	•	



Roger systems are compatible with most manufacturer hearing aids, cochlear implants and BAHAs. Find your perfect match using the Roger configurator.

Visit www.phonakpro.com and click on www.phonakpro.com/roger-configurator

- 1 RogerDirect requires Roger installation. There are two ways to install the Roger receiver into the Phonak hearing devices with RogerDirect:
 - via a Roger iN microphone, e.g. Roger On iN, Roger Select iN, Roger Table Mic II iN
 - via a Roger X (with serial number higher than 1744xxxx) and the Roger Installer
 - RogerDirect is also available in the latest HI from Unitron and Hansaton
- 2 Or Roger MyLink (product no longer available)

			Design-integrated for Phonak hearing aids		Universal		
			Roger 19	Roger 18	Roger X	Audio shoe	Roger NeckLoop ⁴
							
Hearing aids	Belong	RIC	Phonak Audéo B-13	•	•	AS18	•
			Phonak Audéo B-312T		• ¹		•
			Phonak Audéo B-312		• ¹		
			Phonak Audéo B-10		• ¹		
			Phonak Audéo B-R		• ¹		
			Phonak Audéo B-Direct				
		BTE	Phonak Bolero B-M		• ¹		•
			Phonak Bolero B-P	•	•	AS18	•
			Phonak Bolero B-SP	•	•	AS18	•
			Phonak Bolero B-PR		• ¹		•
		Pediatric	Phonak Sky B-M		• ¹		•
			Phonak Sky B-P	•	•	AS18	•
			Phonak Sky B-SP	•	•	AS18	•
			Phonak Sky B-UP	•	•	AS19	•
			Phonak Sky B-RIC	•	•	AS18	•
		Power	Phonak Naída B-SP	•	•	AS18	•
			Phonak Naída B-UP	•	•	AS19	•
			Phonak Naída B-R RIC		• ¹		
			Phonak CROS B-13	•	•	AS18	•
		CROS	Phonak CROS B-312 / R / ITE-312 / ITE-13		• ¹		
			Phonak Audéo V-13	•	•	AS18	•
	Venture	RIC	Phonak Audéo V-312T		• ¹		•
			Phonak Audéo V-312		• ¹		
			Phonak Audéo V-10		• ¹		
			Phonak Bolero V-M		• ¹		•
		BTE	Phonak Bolero V-P	•	•	AS18	•
			Phonak Bolero V-SP	•	•	AS18	•
			Phonak Sky V-M		• ¹		•
		Pediatric	Phonak Sky V-P	•	•	AS18	•
			Phonak Sky V-SP	•	•	AS18	•
			Phonak Sky V-UP	•	•	AS19	•
			Phonak Sky V-RIC	•	•	AS18	•
		Power	Phonak Naída V-SP	•	•	AS18	•
			Phonak Naída V-UP	•	•	AS19	•
			Phonak Naída V-RIC	•	•	AS18	•
			Phonak Virto B-10 NW O				• ²
		Custom	Phonak Virto B-10 O		• ¹		• ²
			Phonak Virto B-10		• ¹		• ²
			Phonak Virto B-312		• ¹		• ²
			Phonak Virto B-13		• ¹		• ²
			Phonak Virto V-10 O		• ¹		• ²
			Phonak Virto V-10		• ¹		• ²
			Phonak Virto V-312		• ¹		• ²
			Phonak Virto V-13		• ¹		• ²
	Basic	BTE	Phonak Vitus+ micro				•
			Phonak Vitus+ P	•	•	AS18	•
			Phonak Vitus+ UP	•	•	AS19	•
			Phonak Vitus micro				•
		RIC	Phonak Vitus P	•	•	AS18	•
			Phonak Vitus UP	•	•	AS19	•
			Phonak Vitus+ RIC				•
		Custom	Phonak Vitus+ ITE-10				• ²
			Phonak Vitus+ ITE-312				• ²
			Phonak Vitus+ ITE-13				• ²

Water resistance: IP68³ for Roger 18 and Roger 19

Infant security: Tamperproof housing kit for babies and toddlers (0-36 months) available for Roger 18 and Roger 19

1 Roger X must be used with a ComPilot or ComPilot II

2 Only with T-Coil

3 IP68 indicates that the hearing aid is water and dust resistant. It survived continuous immersion in 1 meter of fresh water for 60 minutes and 8 hours in a dust chamber as per the IEC60529 standard.

4 Or Roger MyLink (product no longer available)

Cochlear implant compatibility overview

		Design-integrated for implants					Universal		
		Roger Direct ¹	Roger 14	Roger 17	Roger 20	Roger 21	Roger X	Roger X interface	Roger NeckLoop ⁵
									
Implants	AB	Naida CI M	•						•
		Naida CI Q		•			• ⁴		•
		Harmony / Auria					•	iConnect	•
		Neptune					• ²	Neptune Connect	
	Cochlear	Osia 2					•	Mini Microphone 2+	
		Nucleus 7			•		•	Mini Microphone 2+	•
		Kanso					•	Mini Microphone 2+	•
		Nucleus 5	•				• ³	Euro accessory adapter	•
		Nucleus 6	•				• ³	Euro accessory adapter	•
		Baha 5					•	Mini Microphone 2+	
		Baha 4					•		•
		Baha BP100 / BP110					•		•
	MED-EL	Freedom				•			•
		SONNET / SONNET 2					•	FM battery pack cover	•
		RONDO					•	Mini battery pack	•
		RONDO 2							•
		ADHEAR					•	Adapter cable	
	Oticon Medical	SAMBA					•	miniTek	
		OPUS 2					•	FM battery pack cover	•
		Neuro 2					•	Oticon Medical Streamer	•
		Neuro One					•		•
		Ponto 4					•	EduMic	
		Ponto 3 / Ponto 3 Power / Ponto 3 SuperPower					•	Oticon Medical Streamer	
		Ponto Plus / Plus Power					•	Oticon Medical Streamer	
		Ponto Pro / Ponto Pro Power							•

Infant security: Tamperproof lock for babies and toddlers (0-36 months) integrated in Roger 20 and Roger 21

Options: Protection sleeve available or Roger 14

¹ RogerDirect requires Roger installation. There are two ways to install the Roger receiver into the Phonak hearing devices with RogerDirect:

- via a Roger iN microphone, e.g. Roger On iN, Roger Select iN, Roger Table Mic II iN
- via a Roger X (with serial number higher than 1744xxxx) and the Roger Installer

² Recommended CI profile 4 /CI setting 4 and EasyGain +8dB.

³ Recommended CI profile 9 / CI Setting 9

⁴ Roger X must be used with a ComPilot or ComPilot II streamer

⁵ Or Roger MyLink (product no longer available)

Phonak Naída and Sky Link compatibility overview

	Universal			
	RogerDirect	Roger X	Roger X interface	Roger NeckLoop ¹
				
Phonak Sky Link M	•			•
Phonak Naída Link M	•			•
Phonak Naída Link RIC		•	AS15	•
Phonak Naída Link UP		•	AS10	•

Third party hearing aid compatibility overview

	Roger X	Roger NeckLoop ¹
		
Hearing aid option		
Telecoil	•	•
Direct audio input / audio shoe	Plug Roger X into corresponding audio shoe	
Streamer with 'Euro' socket e.g. Oticon Streamer Pro	Plug Roger X into streamer	
Remote microphone with 'Euro' socket, e.g. GN ReSound MultiMic / Starkey Remote Microphone +	Plug Roger X into remote microphone	

1 Or Roger MyLink (product no longer available)

Additional Roger receiver information

Key features

Additional adaptive gain

Roger receivers automatically adjust the output gain according to the surrounding noise level to maintain intelligibility in noisy environments. The noise level is measured by the Roger microphone and sent to the Roger receiver along with the audio signal.

Effective stand-by mode

Roger receivers automatically enter stand-by mode if the connected microphone is turned off or moves out of range. In stand-by mode power usage is reduced to increase the battery's life.

Check

This feature allows the user to quickly read receiver data and to check receiver functionality via Roger Touchscreen Mic.

Link quality measurement

The average wireless link quality can be checked via the Check feature. This gives the wearer of the Roger microphone information about the reception quality of the signal being transmitted.

EasyGain

This enables the adjustment of a receiver's default output gain via Roger Touchscreen Mic.

Option (02) and (03) overview

	Option (02)	Option (03) ¹
Compatibility	With all Roger microphones	With Roger On iN, Roger Select iN, Roger Table Mic II iN, Roger Select, Roger On, Roger Table Mic II, Roger Clip-On Mic
Adaptive gain	Yes	Yes
Effective stand-by mode	Yes	Yes
EasyGain adjustment	Yes	No
Check	Yes	No
Link quality measurement	Yes	No

¹ Option (03) not available in certain countries

Roger receiver colors

For hearing aids



Roger 18
AS18



Roger 19
AS19

Color overview

Sand Beige	P1		
Champagne	P5		
Silver Gray	P6		
Graphite Gray	P7		
Velvet Black	P8		
Caribbean Pirate	Q3		
Precious Pink	T3		
Lava Red	M6		
Blue Ocean	M7		
Majesty Purple	M8		

For cochlear implants



Roger 14



Roger 17



Roger 20



Roger 21

Color overview

Sand Beige	P1				
Chestnut	P4				
Silver Gray	P6				
Velvet Black	P8				
Ruby	P9				
Petrol	Q1				
Caribbean Pirate	Q3				
Alpine White	XN/T7				
Princess Pink	XP				
Brown	L0				
White	L8				
Black	L9				
Beige/Sand	M1				
Charcoal	M2				
Mocha/Brown	T1				
Smoke/Grey	T2				
Anthracite	V1				
Beige	V2				
Black	V3				
Ebony	V4				
Nordic Grey	V5				
White	V6				

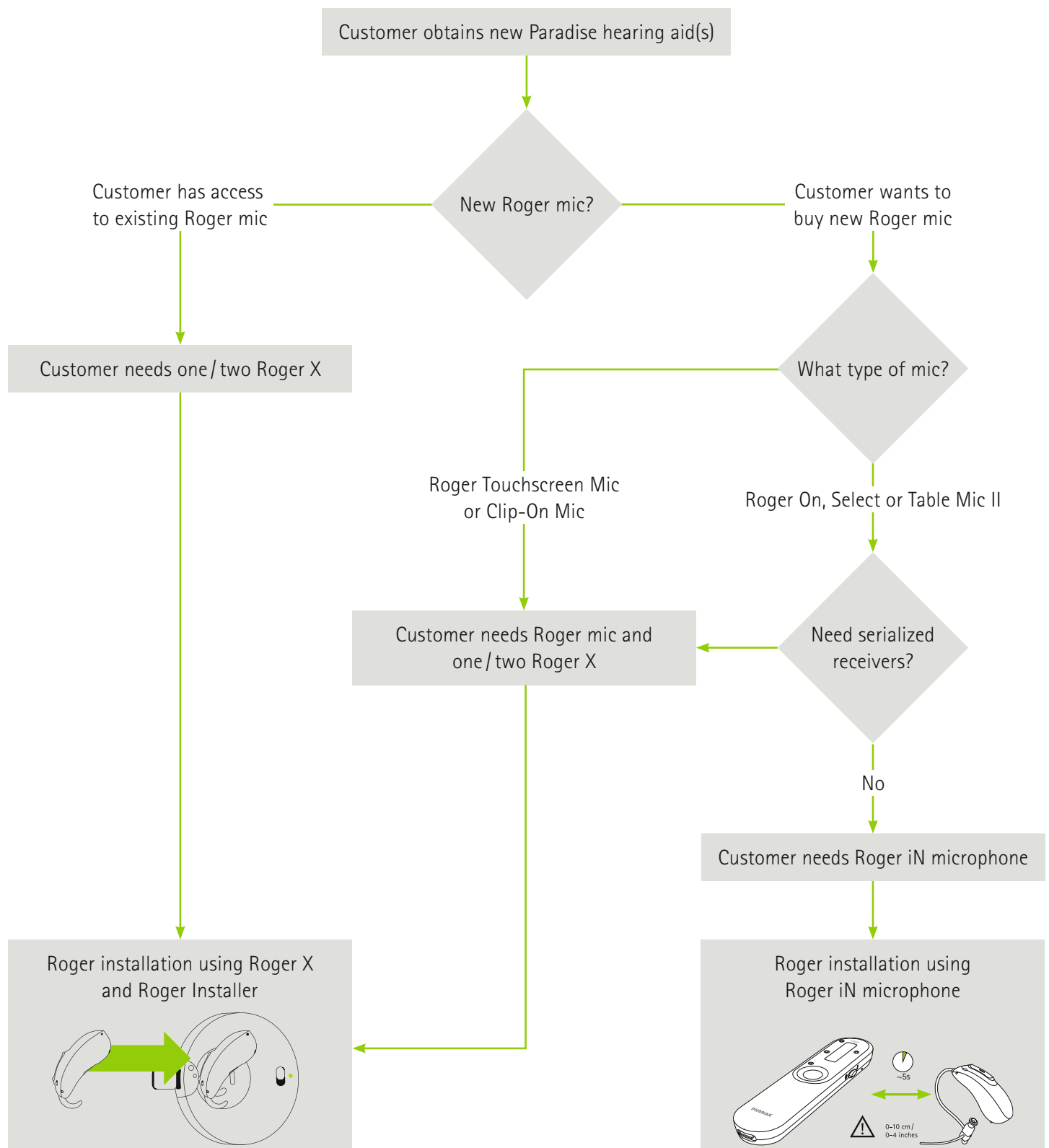
Roger client journey

The earlier Roger technology is introduced, the more likely the client will purchase. Integrate Roger into the below touchpoints to build awareness and generate excitement before the sales conversation even starts!

Stage	Awareness				
Steps	Regularly experiences difficulty hearing	Investigates possible solutions	Schedules HCP consultation	Hearing needs assessment	Speech in Noise testing is completed
Touchpoints	• Advertising (digital/print) • Word of mouth (friends/family)	• Advertising and blogs • Physician referrals • Search engines • Social media • Website • Word of mouth	• Email • Google listing • Social media • Telephone • Website	• Diagnostic room • Front desk • Questionnaire • Waiting area	• Counseling room • Diagnostic room
Recommended tools	• Active client referral program • Consistent marketing presence (digital & traditional) • Physician referral network	• Digital content management • Professional website design • Search engine optimization • Social media presence	• Correct info in online listings • Email protocol • Front-office trainings • Social media management strategy	• Client intake questionnaire • Digital intake process (optional) • Waiting area collateral (brochures, posters & video)	• Office marketing collateral • QuickSIN™ or Phonak LISN-S testing materials
Introducing Roger technology earlier in the Awareness phase allows for more time to tailor your messaging to the specific needs of your client				Before explaining their test results, fit hearing aids and Roger to ensure the client hears the results, and gets a jump-start on their demo.	

Stage	Consideration			Purchase	Loyalty
Steps	HA & Roger technology are recommended	In-office demo	Take-home demo	Purchase & fitting	Consistent use & advocacy
Touchpoints	• BtC brochure • Business card • Clinical paperwork • Counseling room • Follow-up call	• Demo product • Demo protocol	• Demo product • Follow-up	• Clinical paperwork • Purchased products • Reference guides • Referral cards	• Advertising • Events • Follow-ups • Newsletter • Referral cards • Review sites
Recommended tools	• Business card • Follow-up protocol • Product brochures • Summary handout	• Demo products • Demo protocol • Demo training	• Demo products • Demo guides	• Appropriate paperwork • Client referral cards • Client referral strategy • Products	• Active client referral program • Client reviews • Consistent marketing presence • Lead management for non-purchasers
Even if the client decides not to purchase Roger right away, the experience may enhance their understanding and increase acceptance of the solution.					

Roger installation decision tree



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