

## Benefit Demonstrator in Phonak Target 5.0

The importance of promoting partnership with family members during the hearing rehabilitation process is becoming increasingly evident.<sup>1</sup> In many cases, this influence of a spouse or relative is a critical factor in hearing aid adoption and purchase.<sup>2,3</sup> However, while family members display a strong interest in being involved and sharing their experiences, many have minimal participation in audiology appointments<sup>2</sup>.

Phonak recognizes the influence and importance of the family member and their role in the rehabilitative process. As a result, we have developed a counseling tool called Benefit Demonstrator. Available in Phonak Target 5.0, Benefit Demonstrator is designed to allow clients and their significant others to experience hearing aids vs no hearing aids, a monaural vs binaural fitting, and compare between different technology levels all via standard headphones.

### Key benefits:

- Easy way to demonstrate the benefits of amplification using standard headphones
- Makes the hearing aid counseling and fitting process more efficient and effective by focusing on a family centered approach to rehabilitation
  - More success and satisfaction with hearing instruments
  - More time for your clients and their significant others



1. Ekberg, K Meyer, C; Scarinci, N et al (2015) *International Journal of Audiology*. Feb 54 (2): 70-76. 2. Of the top 10 reasons to purchase a hearing aid, #2 is "Spouse or relative".
2. MarkeTrak VIII (2012): The Key Influencing Factors in Hearing Aid purchase intent.
3. Singh, G and Launer, S (2016). Social Context and Hearing Aid Adoption. *Trends in Hearing*. (20): 1-10