

End-to-End **TOUCHSCREEN HEARING** Screening Solution

November 2017 Update

**Hearing Care
Marketing**
powered by Spinach Effect



Executive Summary

Statement of Purpose

The Touchscreen Hearing Check has remained the world's leading self-assessment solution since its first inception in 2011. While other collateral focus on why that is so, this document will focus on best practices for implementation by hearing clinics across the world. This document will include references to:

- ☐ Uses of the Touchscreen Hearing Check
- ☐ Online Administration Portal
- ☐ User Interface or Software
- ☐ Marketing, I.T. & Business Execution

Uses of the Touchscreen Hearing Check

The Touchscreen Hearing Check has been designed for three distinct purposes:

“EVENT MODE”

- ☐ To be used by Community Outreach coordinators who go out into the world to offer “free hearing checks and reports” at a range of locations.
- ☐ Our “Noise Correction Algorithm” ensures users are presented with results like what they would report in a clinical setting.
- ☐ Give your Community Outreach team every chance of success by providing posters, information cards, and press release statements. Spinach Effect happily design and supply print-ready files for a range of marketing materials **at no cost!**
- ☐ The Touchscreen Hearing Check will be configured enhance efficient and effective on-site execution.





“RETAIL MODE”

- Used as a pre-screening tool within the waiting rooms of your stores.
- Protect the value of clinicians’ time.
- Enables you to promote **“Free Hearing Checks. No appointment necessary.”** However, you can charge for subsequent full diagnostic tests with those users who showed a hearing loss – *more revenue*.

“UNMANNED EXTERNAL MODE”

- Generate appointments and leads within pharmacies, medical centre waiting rooms, seniors’ centres, lawn bowls clubs and other strategic locations.
- Leave at your satellite sites (visiting clinics) when you’re not there.

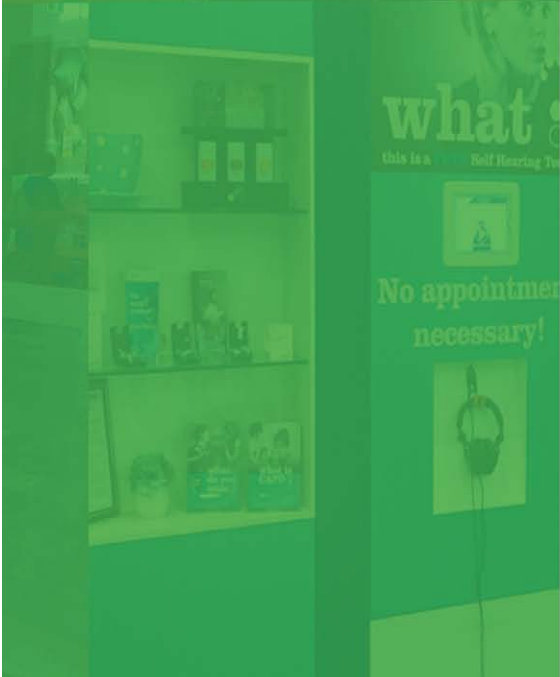
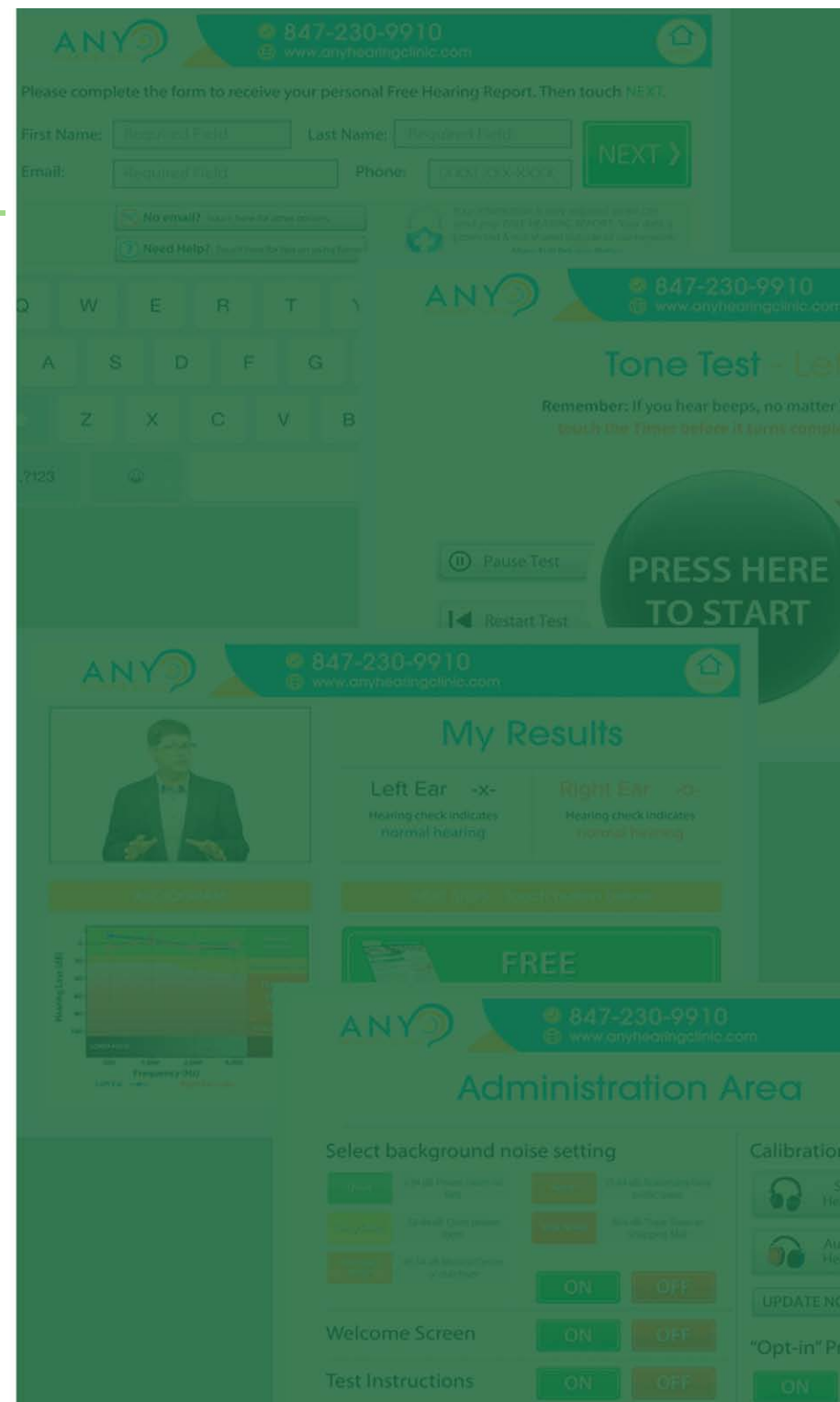


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Home Screens

Should the iPad ever unexpectedly shut down or close the Touchscreen Hearing Check application, we have created a great way for users to seamlessly find their way back into the hearing test.

For each brand, we will create a background image the "home screen", such as the one shown here. They will be loaded onto the iPad before they are deployed into the field.

If the program is closed for any reason, the user will see only the icon for the hearing check application the 'home screen'. The words *"Touch the Hearing Check icon to start your hearing test"* sit below an arrow pointing to the icon.

Simple and effective.



Program Settings

Administration Area

Within the application, there is an Administration Area that can be accessed via a hidden link accessed by placing a finger in the top right corner of the Welcome and Registration screens. Administrators then enter a unique password for access to the Administration Area.

Retail Mode Settings for In-Clinic Screeners

To optimise the user experience with waiting rooms, we recommend the following settings:

Background Noise - ON

Rather than having users describe “background noise level”, this should instead be pre-set within the Administration Area. Each iPad will have a Sound Level Meter application installed that allows you to accurately measure noise. For most clinic waiting rooms, this will be set to **Fairly Quiet**.

Calibration – Standard Headphones

Assuming Melbourne Audiology Centre opts for the standard headphones at a lower cost.

Welcome Screen – ON Test Instructions - ON

Users will not be guided through the screening by someone, so it is important they hear instructions on the Welcome and Test Instructions screens.

Choose Location – OFF

As the user is in a clinic, it is not necessary that they choose a location for a subsequent appointment.

Opt-in Privacy Policy – OFF

The user is within the clinic and it is not necessary to explain how their data will be used. All users can, however, access the Privacy Policy from the Registration screen.



Event Mode for Community Screening Events

To optimise the user experience with waiting rooms, we recommend the following settings:

Background Noise - ON

Rather than having users describe “background noise level”, this should instead be preset within the Administration Area. Each iPad will have a Sound Level Meter application installed that allows you to accurately measure noise. Noise levels in screening events vary greatly, but will usually be set to **Noisy** or **Very Noisy**.

Calibration – Standard Headphones

Assuming Melbourne Audiology Centre opts for the standard headphones at a lower cost.

Welcome Screen – OFF Test Instructions - OFF

Users will already have someone there to explain how the test will run. The event coordinator can/should:

1. ☐ Explain the process to the user
2. ☐ Assist them to enter their contact details into the Registration Form
3. ☐ Help the user place headphones on correctly.

Therefore, turning these off will make the process more efficient in the field.

Choose Location – ON

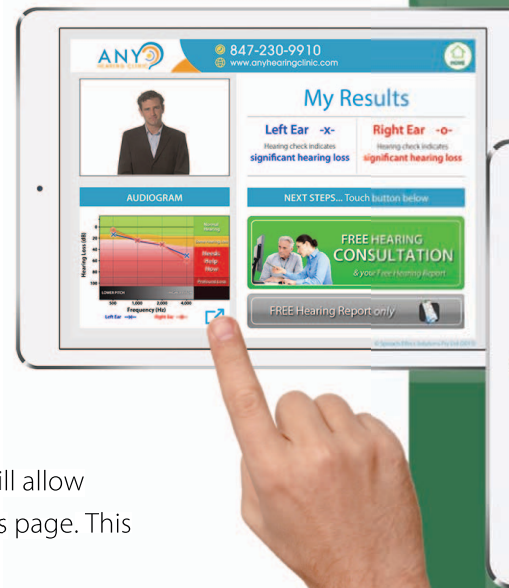
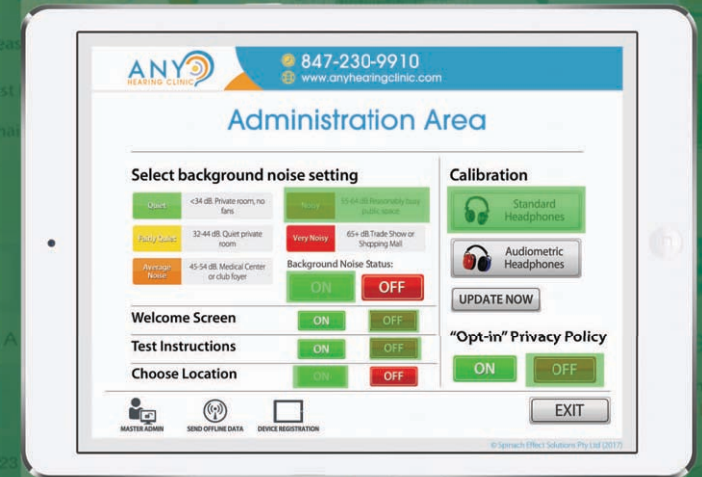
Events can attract people from a range of areas, so this tool allows Users to locate your most conveniently located hearing clinic.

Opt-in Privacy Policy – OFF

If a user wants to know how their information is to be used, they can ask. Better to reduce screens and time.

Expand Audiogram Feature

We have added a new feature specifically for screening events that will allow coordinators to expand the size of the audiogram from the My Results page. This enables your staff to better explain results to users.



Settings for Unmanned Locations

To optimise the user experience with waiting rooms, we recommend the following settings:

Background Noise – OFF (ON for locations with steady background noise)

In locations where the background noise can vary throughout the day, allowing users to select the background noise level should be considered. Sound Level Meter applications will enable the accurate selection of noise level in more stable environments.

Calibration – Standard Headphones

Assuming Melbourne Audiology Centre opts for the standard headphones at a lower cost.

Welcome Screen – ON Test Instructions - ON

When the kiosk is unmanned, it is important that Users are provided all the instructions.

Choose Location – ON

External locations, even though usually placed close to one of your clinics, can attract people from a range of areas, so it is best to allow users to choose the most convenient location for a subsequent appointment. If you only have one location, then this can be turned off.

Opt-in Privacy Policy – ON

As the kiosk is located outside of the clinic, it is good practice to ensure Users understand how their data collected, shared and is used by your organisation. Therefore, they should “opt-in” at the start of the hearing check.





Data Management & Protection

Ours is the only HIPAA compliant solution for the management of Protected Health Information.



During a hearing check, the application compiles the user's contact details, age, gender and hearing check results. This information is protected by a 256-bit encryption key which is unique to each Account (e.g. Bloom Hearing - Australia).

What does the system do at the end of the hearing check?

1. ☐ Encrypted data is transferred to a secured server (Admin. Portal), where it is decrypted.
2. ☐ The user will be emailed a copy of their Free Hearing Report
3. ☐ When the Touchscreen Hearing Check is used within clinic waiting rooms:
 - a. ☐ The clinic reception will be emailed a copy of the user's Free Hearing Report, so that they can print it off for the client, or add a copy to a new Client Folder.
4. ☐ If the user has a significant hearing loss, the clinic will receive an instant email notifying them that further action is required and providing them with the user's contact details.
 - a. ☐ If the user requested a consultation, this will be flagged within the email
 - b. ☐ If they did not request a consultation, the Front Office will be encouraged to schedule a follow-up call
5. ☐ The client data is now accessible through downloadable Prospect Lists and a range of management reports.
6. ☐ The Administration Portal sends an "ok" back to the iPad, which then deletes that client file.

Administration Portal

Account Set-up

Naming Conventions

Spinach Effect will configure your Accounts, Devices, and Logins details with a naming system that makes reports and data extremely easy to understand.

Account Management

From the login for each account, Administrators can manage every aspect of the solution.

Dashboard

On the landing page, you will see a graph of screening activity for that business unit for the last 30 days. It also reports on KPI's such as Total Tests, Significant Losses, & Consult Requests.

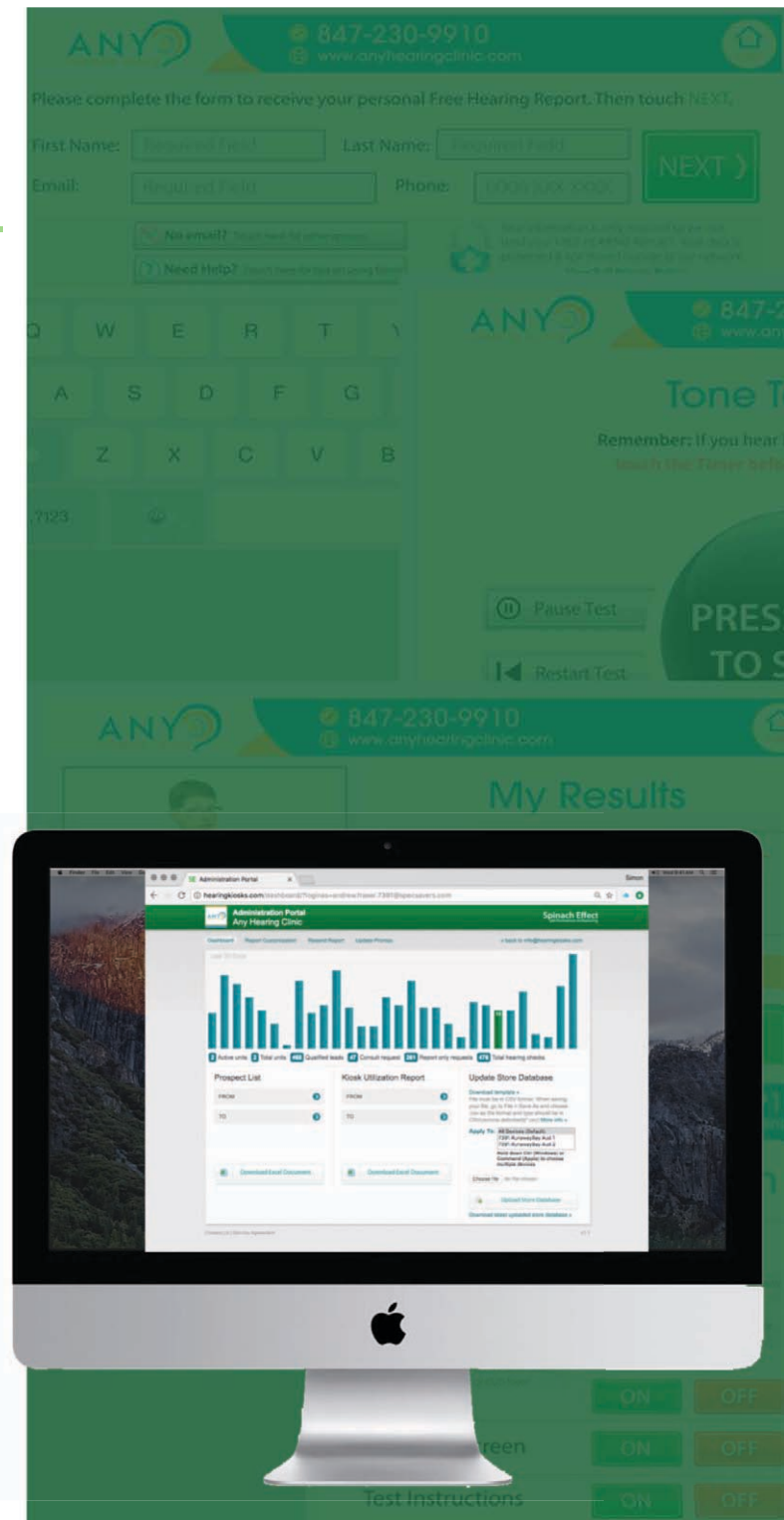
Prospect List

Download complete data for every user of the hearing screener for the entire account, for any date range. The output is an Excel file with all information collected for every hearing check:

- **Specifics:** Time, Date, Device Code, Noise Setting, and Location for each screening
- **Contact Details:** First Name, Last Name, Email, Phone, Gender, Age Group
- **Results:** Hearing Loss Descriptions (both ears), Raw Thresholds, Noise Corrected Thresholds,
- **Outcome:** "Consult Request?", "Report Only?", and "Send Hardcopy?"

Kiosk Utilisation Report

This Excel report can also be generated for any date range. It compares the activity levels of each Device within the account on KPIs such as Total Tests, Hearing Loss Indications, and Consult Requests.



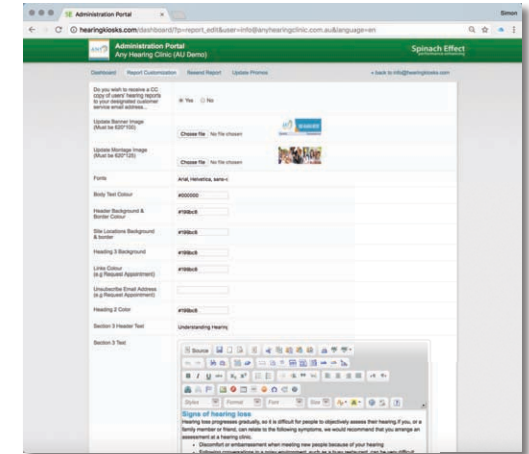
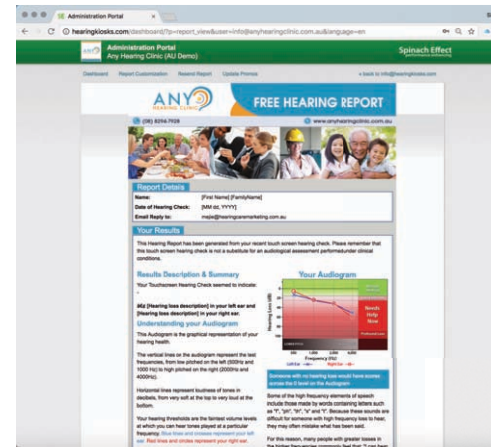
Update Store Database

With the upload of a single Site Locations file (csv) on the Dashboard screen, every iPad for that company will be remotely and automatically updated.

Report Customisation

The content of the Free Hearing Report that are emailed to users following their hearing check are extremely valuable to users.

In this section, you can view the current content and format within these reports. We also supply an extremely easy to use (i.e. MS Word) content management system so that program administrators can easily edit the content.



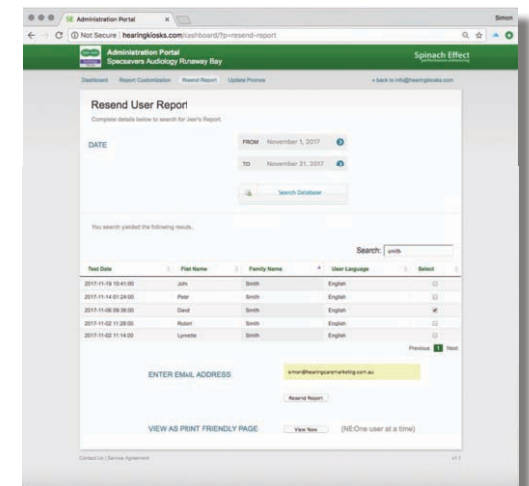
Resend Report

There are several reasons why you may wish to view or print a copy of a user's Free Hearing Report:

- ☐ The User mistyped their email address
- ☐ Print Optimized layouts for printing out for users
- ☐ Hearing Care Professional wishes to see their screening result prior to the appointment.

Update Promos

The final feature allows you to remotely update the Idle Screens and Promotions for all the screeners within the country. For example, it has been used to promote a FREE Xmas Hamper Offer that was run by one client in 2016.



Opportunities & Execution

Ensuring that qualified leads become clinical consultations

The whole purpose of the Touchscreen Hearing Check is to generate qualified appointments. Staff should act immediately to encourage clients with significant hearing losses to take the next step of scheduling an appointment with a hearing care professional.

Screenings within the Clinic

After the hearing check, front office staff will receive an email notification if the user has a hearing loss. Regardless of whether the user has directly requested a consultation on the My Results screen, users showing hearing losses should be further encouraged to schedule an appointment right there and then.

Community Events

Similarly, at manned events (e.g. shopping mall, seniors expo) users with hearing losses should also be strongly encouraged to schedule an appointment. Do not wait – do it on the spot!

Unmanned Units

While your staff will not be there to speak to users in person, they will be instantly informed via email if the user has a hearing loss and/or requested an appointment. Most the time, users will have provided their phone number. Don't wait to call... do it immediately. There is a strong correlation between success in scheduling an appointment and expediency of follow up.

We're here to help you be a success!

Spinach Effect and our global partners will happily provide training, phone scripts, and sales support materials at no cost.



Leverage and promote your Touchscreen Hearing Check Program!

Screenings in the clinic

The implementation of the Touchscreen Hearing Check across the network provides huge opportunities for clinics.

- ☐ **Promote walk-ins within retail** strip and shopping centre locations.
- ☐ Improve utilisation of consultants' time.
- ☐ **Encouraging people who accompany clients to their appointment to take a 5-minute hearing check.** You may attain further clients with 'aidable' hearing losses as result.
- ☐ **Pre-screening clients introduced by more aggressive marketing tactics**, such as cold-call telemarketing, to ensure they have hearing losses before they take up consultant time. *Remember, they still leave with an excellent Free Hearing Report which they can hold onto for further reference!*
- ☐ **Promote "Free hearing checks. No appointment necessary."** within marketing materials, such as: brochures, Hearing Wellness Magazines, letterbox drops, websites, and press advertising.

Free Hearing Tests vs Maintaining Diagnostic Revenues

Hearing Care Professionals often argue that hearing tests “...should not be given away free of charge, after all they went to university for years to develop their valuable diagnostic skills.”

The Touchscreen Hearing Check allows you to promote free hearing checks, while preserving revenue from diagnostic tests (e.g. \$120 for a full diagnostic test). Our solution allows your hearing care professionals to focus their time with pre-qualified clients, completing diagnostic tests, fittings, and adjustments.



Community Programs & Screening Events

The Touchscreen Hearing Check takes your services to where potential clients are today, years before they would otherwise contact a hearing clinic.

Why is the Touchscreen Hearing Check better than using an audiometer?

With very little training required, it also enables staff who have very little audiological training to coordinate accurate screenings in a range of environments. Meanwhile, hearing care professionals can stay in the clinic doing what they do best.

With our solution, everything is automated and paperless, so program coordinators can focus on creating screening events and generating appointments. Consider the following:

- ☐ **Volume:** One staff member can oversee up to three busy hearing kiosks at once, allowing them to administer up to 100 hearing checks in a single day.
- ☐ **Paperless & Automated:** Data is automatically transferred to a secure database, so data entry is unnecessary and information never gets lost.
- ☐ **Value for users:** Users are emailed their Free Hearing Reports, which represents real value for users who take the 5-minute hearing check.
- ☐ **Accurate in Noise:** Background noise is adjusted for, ensuring accurate interpretation of results in noisy situations.

Where would you conduct screening events?

- ☐ Trade Shows, Consumer Expos*, County Fairs and Field Days
- ☐ Shopping Centres
- ☐ Pharmacy "screening days"***
- ☐ Sporting clubs, seniors' clubs, and community groups
- ☐ The hearing check can also add value to employee wellness programs*** conducted by third party providers. These can be in conjunction with blood pressure tests, cholesterol levels, eye exams and other general tests

* Caravan & Camping, Lifestyle & Retirement, Age Care, and Travel Expos and more!

** Pharmacies get on board, as they want to be the centre of health in a community.

*** Involves partnering with local companies offering workplace health checks.

The image is a composite. The background is a screenshot of the ANY hearing clinic website, showing a form to request a free hearing report with fields for First Name, Last Name, Email, and Phone, and a 'NEXT' button. Overlaid on the right side is a photograph of a physical touchscreen hearing kiosk at a trade show. The kiosk has a screen displaying 'Test your hearing now!' and a person's face. The background photo also shows other trade show booths like SEGWAY and azobor.

Oticon utilise the Touchscreen Hearing Check at the Consumer Electronics Show in Las Vegas and Technology & Gadget Expo in Australia to increase visitor engagement and generate appointments for their clients.

Unmanned within Strategic Locations

You can also place your Touchscreen Hearing Kiosks within with external locations to encourage screenings at locations where the kiosk is left unattended, such as:

- ☐ Near pharmacy dispensing counters
- ☐ Medical clinic waiting rooms
- ☐ Seniors' centres
- ☐ Visiting clinic (satellite site) waiting rooms
- ☐ Lawn bowling clubs

However, how much the Touchscreen Hearing Kiosk is used in unmanned situations will greatly depend on preparing the site.

Importantly, we strongly recommend that staff within such locations are incentivised to encourage people to use the Touchscreen Hearing Kiosk while they wait (e.g. Staff at the dispensary counter at the pharmacy, front desk staff at the medical clinic, etc). For example, this could be an offer of a gift card to the value of \$10 for every appointment generated.

Additionally, support materials that promote the free hearing screenings should be provided. These could include:

- ☐ Flyers inserted into prescription paper bags
- ☐ Pull-up banners or posters

Spinach Effect will happily assist with the design of support materials at no cost.





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