PHONAK
life is on

A Sonova brand

Roger On Sphere™ Conversation Starter and Demo Guide.

A quick guide on how to incorporate Roger On Sphere into your client conversation and how to best demonstrate the technology.



The Client Conversation

Why Should You Be Talking About Roger On Sphere to Your Clients?

- Nearly one third of hearing aid users are not satisfied when following conversations in noise[1]
- Tap into an additional revenue stream and help more clients while differentiating from the competition
- Clients love Roger demos! It will take just 3 minutes to experience the difference Roger can make to their lives

Who Can Benefit From Roger On Sphere?

- Clients with hearing aids, cochlear implants and/or Bone Conduction Hearing Devices
- Clients with any type or degree of hearing loss



When Do You Talk About Roger On Sphere With Your Client?

- You want to mention Roger and its benefits at the client's initial hearing aid fitting, regardless of their degree of hearing loss

But let's be clear...

- Properly fitting the hearing aids to the client's needs should be the top priority during the first few visits

When Do You Demonstrate Roger On Sphere to Your Client?

You should perform a 3-minute, in-office demonstration while the client is still within their hearing aid trial period and has had some real-world experience with their hearing aids

- Make sure to send your client home with a Roger On Sphere Trial device the same day you perform an in-office demo
- This ensures they are properly connected to the Roger On Sphere and know how to use the device

1 Picou, E. M. (2020). MarkeTrak10 (MT10) Survey Results Demonstrate High Satisfaction with and Benefits from Hearing Aids. Seminars in Hearing, 41(01), 021–036.

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How to Demonstrate Roger On Sphere (in 3 Minutes!)

Step 1: Set up and Connection

- Make sure your Roger On Sphere device is fully charged
- If your client is wearing a Phonak Trial™ hearing aid (Paradise or newer), or EON hearing aids, you're ready to go
- If your client is wearing Phonak hearing aids, install Roger receivers into their hearing aids

Step 2: Demonstrate Table Mode

- Have Roger On Sphere muted and turn on an external sound source
- Ask the client how well they can understand you with the background noise
- Place Roger On Sphere in the middle of the table and unmute the device
- Explain that Roger On Sphere is a versatile microphone ideal for stationary situations where background noise is present
  - When placed on a table, it automatically identifies the person who is talking and seamlessly switches from one talker to another
  - Roger On Sphere reacts very fast to changing speakers, making your clients feel at the heart of the conversation
  - Multiple Roger Ons can be used together to create a multi-talker network



How often do your clients eat out at restaurants?

Step 3: Demonstrate Presenter Mode

- Clip Roger On Sphere to the lapel of a conversation partner and have them walk around the room and ask if the client is still able to hear their partner well
- Explain that Roger On Sphere allows you to hear someone at a distance of up to 25 meters/ 80 feet even when background noise is present



How often do your clients attend presentations, or drive with a passenger in the car?

Step 4: Demonstrate Pointing Mode

- With background noise still present, give Roger On Sphere to the client and ask them to point it in the direction of a speaker of interest
- Explain that in this mode, Roger On Sphere suppresses environmental noise and voices from the side. Your client can now listen to someone in a very noisy environment



For example, how often would your clients like to hear a shop salesperson, bank teller or waiter?

- At the end of the demonstration, make sure to give your client a Roger On Sphere Trial microphone to take with them for a week or two. This way they can experience Roger in their own daily life
- Also mention that there are three other use cases they can try at home. TV streaming, Headset mode for online calls and Wide pointing mode* that can be used in different group environments (e.g., fitness class)
- If there are reimbursement options available, inform your client at this time

* can only be enabled with the app

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