Hearing Screener 5.0 User Guide





Welcome

Welcome to the Phonak Hearing Screener 5.0

This tool will allow you to create customized hearing tests that can be used for lead-generation and other marketing efforts.

Hearing Screener is a web based online tool developed by Sonova, a world leader in hearing solutions based in Zurich, Switzerland. Read the user instructions thoroughly in order to benefit from all the possibilities it offers.

How the online hearing test works

The screener test is based on two complementary parts. The first section, consists of four simple questions referring to everyday hearing situations, to get an understanding of the users self-perceived hearing struggles.

In the second section, tones are played at different frequencies and the user is asked to adjust the volume until the tones are barely audible. As the measurement setup is not precisely known, the screener application does not analyze the absolute loudness of the tones but instead only takes into account the hearing threshold slope, or in other words, the differences between the high and the low tones. This tone test is not capable of detecting flat hearing losses.

Afterwards, the overall result of the test is calculated based on the hearing threshold slope and the answers given to the questions. The participant will receive a final result indicating whether their hearing is **good**, **fair** or **poor**.

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The Dashboard



The Dashboard

After logging into the Phonak screener tool using your Phonak Pro credentials, you will land on the Welcome screen of the dashboard. From here you can navigate to your profile in the top-right corner, create new screener tools, view reports of existing screeners you've already created, adjust settings and get access to helpful resources.



- · Updated the volume of the device to 100% for all screener types
- · Updated support for Russian



Dashboard - Report page

Curious how customers are interacting with your Hearing Screener?

Our Reports page will give you plenty of data to sift through. You'll be able to see the hearing results of everyone that took the test, as well as any actions they took to share their e-mail or request follow-up appointments. All of this information can be easily exported as a CSV file where the data can be viewed in Microsoft Excel or Google Sheets for further analysis. If you've created multiple hearing screener tools their results can either be viewed individually or as a whole. As well, results can be viewed anonymously as charts representing overall trends, or case by case so you can dig into individual results for specific customers.



Dashboard - Report page





Dashboard - Settings page - Creation



Hearing tools can be customized in a lot of ways from the text customers will read to the colours and images they will see. They can be personalized to your exact specifications so they fit in perfectly with your existing website and social media branding.





Basic











The custom legal notice appears in (if applicable): double opt-in

PHONAK life is on



Dashboard – Settings page – Configuration – Communication

One of the best features of the Phonak Hearing Screener is how easily you can use it for lead-generation by offering clients the opportunity to join mailing lists, call your clinic, request callbacks for appointments and navigate directly to your website.

Basic	Communication			
Communication	Calls to action			
Design & Branding Integrations	Calls to action (CTAs) are activities you want the user to take once the hearing screener result screen has been reached. A maximum of four CTAs are allowed. Each CTA will show up as a button on the result screen. If required give the button a short and crisp label and define the underlying action depending on the CTA type. Learn more about postMessage CTAs	Use context dependent CTAs		
		Position 1:	Send email	Various communication options available on Results page
		Button text (e.g. Email us)		
		Email address (e.g. contact@myhearingcenter.com)		
		Position 2:	Cross-origin communicat 🔻	
		Button text	(e.g. Book an Appointment)	
		Message to	post to target origin (e.g. bookAppointment)	
		Position 3:	Not used	
		Position 4:	Not used	
				ΡΗϿΝΑΚ

life is on

Dashboard – Settings page – Configuration – Communication

Target origin URI Provide the URI if the Screener is going to be embedded in an iframe. The field is required if you use postMessage CTA, and "must" be set to your own website.	Target origin URI (e.g. https://myhearingcenter.com).	CTA configuration in case the screener is in an iFrame
Notifications Provide an email and/or a Webhook URL to receive the personal details of the user when a callback or an email report has been requested. With a Webhook URL you can also collect the user's test results. <u>More about Webhooks</u>	Email Webhooks Soth	The email address where the HCP receives the report notifications
	Webhook URL (e.g. https://www.mybackend.com)	Validate the webhook configuration link URL to be configured to receive notifications via Webhooks
Custom email reports If a user requests an email report, the screener automatically sends out a default email. If you activate the custom email report option, these default emails will no longer be sent out. You will have to send your own email reports to the users instead.	To enable this feature you first need to select "Webhooks" in the "Notifications" section above.	Choose 'Use custom email reports' to turn off the default email sent by the screener. Webhooks must be selected to enable this feature



Dashboard - Settings page - Configuration - Design & Branding

Edit

Company name (e.g. Hearing Centre John Doe)

Sonova

Remember when we told you that nearly everything can be customized?

Design & Branding

Design settings

and images

Link on your logo

Your company name

The screener can also be branded with your clinic's logo and name as well as the colour scheme and font you prefer. Even the images used in the hearing test can be customized to your liking. Our Screener tool is responsive and will automatically optimize how content is displayed based on the device it is being viewed on.

When you're happy with the screener that you've built you can preview just how a potential customer will interact with the tool. That way you can work out any kinks before publishing.

Edit the visual appearance of the screener and upload your logo

Link on custom logo (see logo upload in "Design settings")

Insert your company name here. Your company name will appear

on the welcome and result screens of your screener, as well as - if the user requests it - in the email report of the screener results.



Basic Communication

Design & Branding

Integrations

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life is on

PHONAK

Dashboard - Settings page - Configuration - Integrations

Lastly our Screener tool can be inserted into an existing Google Analytics or Facebook Pixel ID for data tracking purposes.

Basic

2

Communication

Design & Branding

Integrations



Delete screener

Delete selected screener



Dashboard – Help page

Need a bit more assistance? No problem. You can find how-to videos in our Help section that will walk you through the process of setting up screeners, customizing designs and more.





The Screener



Online Hearing Screener – Welcome page

Users will be greeted with a customizable Welcome screen when first loading up the hearing screener test. The messaging used as well as logos, URL and colour scheme can all be adjusted to your preferences.





Online Hearing Screener – Situational Questions

While the questions asked in the assessment quiz are standardized, the images users see can all be changed.





Online Hearing Screener – Headphone style selection

After the introductory questions users will have to select the type of headphones they are using for the test. This can be locked if you are using a kiosk and supplying a headset.





Online Hearing Screener – Setup





Online Hearing Screener – Tone tests



Online Hearing Screener – Report request

After the test, users will be prompted to share their e-mail addresses before seeing the results.





Online Hearing Screener – Full results

After the test is complete, users will get a summary of their results with suggested next steps. This text can all be customized.





Online Hearing Screener – Detailed results

Users will have the option to see a more detailed breakdown of their hearing test results.



Client email notification

If enabled, you can offer users information on how to contact your clinic as well as other calls to action.





HCP email notification

You can receive confirmation that users have requested their results via email as well as the opt-in choices they have made. This will only be displayed if 'Get Report' was selected in your screener settings.







