

Phonak Benefit Demonstrator.

A step-by-step guide

February 2026

This step-by-step quick guide contains details on using the **Phonak Benefit Demonstrator**, available in Phonak Target fitting software.

Introduction

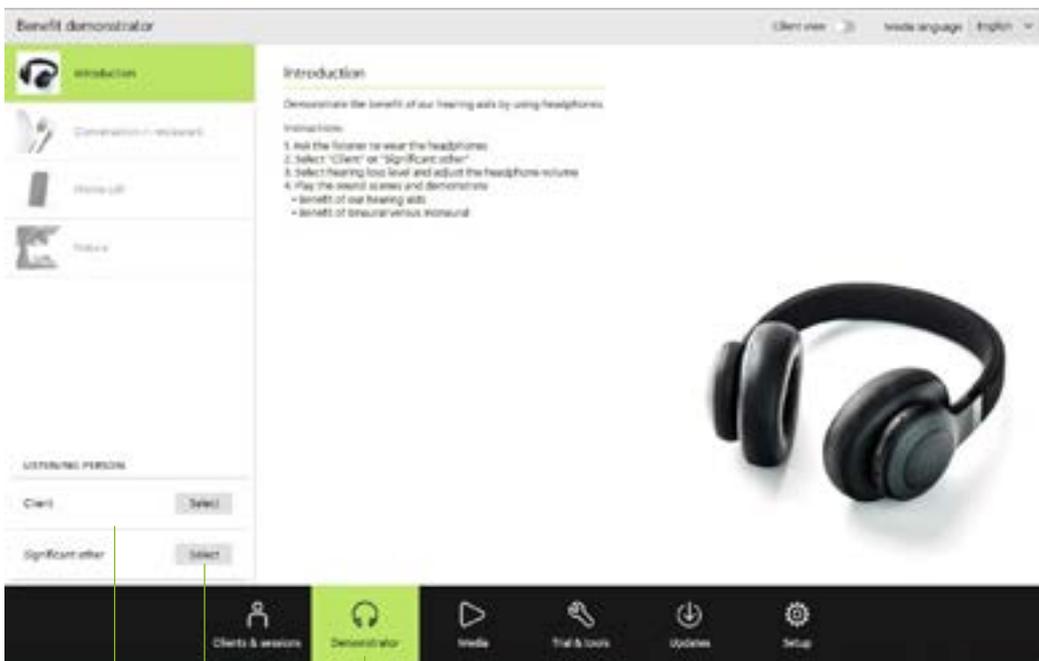
Phonak Benefit Demonstrator was designed to support conversation with your clients and their significant others during the first consultation on the potential benefits of hearing instruments. Phonak recognizes the influence and importance of family members¹ and their role in the rehabilitative process^{2,3}, as very often motivation comes from the support of family and friends.⁴ As a result, we have developed a counseling tool called the **Benefit Demonstrator**. Available in **Phonak Target** fitting software, Benefit Demonstrator is designed to allow clients and their significant others experience hearing aids vs no hearing aids, a monaural vs binaural fitting, and compare different technology levels - all via standard headphones.

Key benefits

- An easy way to demonstrate the benefits of Phonak 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 – ultimately driving greater success and satisfaction by spending more time for your clients and their significant others
- Address topics like binaural fitting, technology levels or special features in a down-to-earth manner

Table of Content

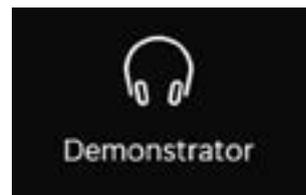
Step 1: Introduction	2
Step 2: Selecting the listening person	2
Step 3: Calibration.....	2
Step 4: Conversation in restaurant	3
Step 5: Phone call.....	3
Side Notes.....	4



2 3 1

Step 1: Introduction

Download the latest Target Sounds to have access to the new recordings (Target Sounds 11.2.). When opening Phonak Target, Benefit Demonstrator is easily accessible as illustrated on the screenshot. Simply click on **Demonstrator** which is indicated by the headphone icon. The Benefit demonstrator will provide your clients and their family with a first impression of how a hearing aid can deliver listening improvement.



Step 2: Selecting the listening person

After clicking the icon, **Introduction** will remind you what is needed for this counselling tool. No hearing aids are required, headphones need to be connected to your computer. Select the correct listening person, **'Client'** or **'Significant other'**, depending on who will listen to the simulation.

LISTENING PERSON	
Client	Select
Significant other	Select

Step 3: Calibration

After selecting either **'Client'** or **'Significant other'**, the calibration window will pop up. You will be asked to indicate the level of hearing loss after selecting **'Client'** and the level of **'Simulation'** for a **'Significant other'**. Please place the headphones on the listener's ears, choosing the Hearing loss/Simulation level that is closest to the clients audiogram, and adjust the volume to a comfortable level. Confirm the calibration by clicking on **'OK'**. You will then be automatically directed to the **'Conversation in restaurant'** simulation mode.

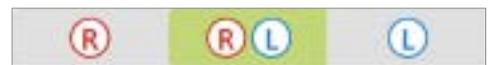
Calibration (Client)	
Preparation	Place headphones on client
Hearing loss	Mild ▾
Headphones	Adjust the volume to a comfortable level
	<div style="display: flex; align-items: center;"> II <div style="flex-grow: 1; position: relative;"> <div style="background-color: #ccc; width: 100%; height: 10px; position: absolute; top: -10px; left: 0;"></div> <div style="background-color: #90EE90; width: 10%; height: 10px; position: absolute; top: -10px; left: 0;"></div> <div style="position: absolute; top: -10px; left: 10%; width: 10px; height: 10px; border: 1px solid #ccc; border-radius: 50%;"></div> <div style="position: absolute; top: -10px; left: 80%; width: 10px; height: 10px; border: 1px solid #ccc; border-radius: 50%;"></div> </div> 10% --- </div>
	<div style="display: flex; justify-content: flex-end; gap: 20px;"> OK Cancel </div>



4

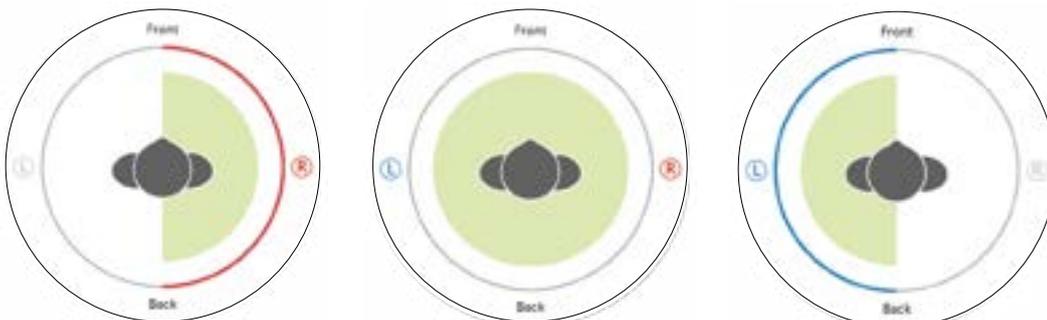
Step 4: Conversation in restaurant

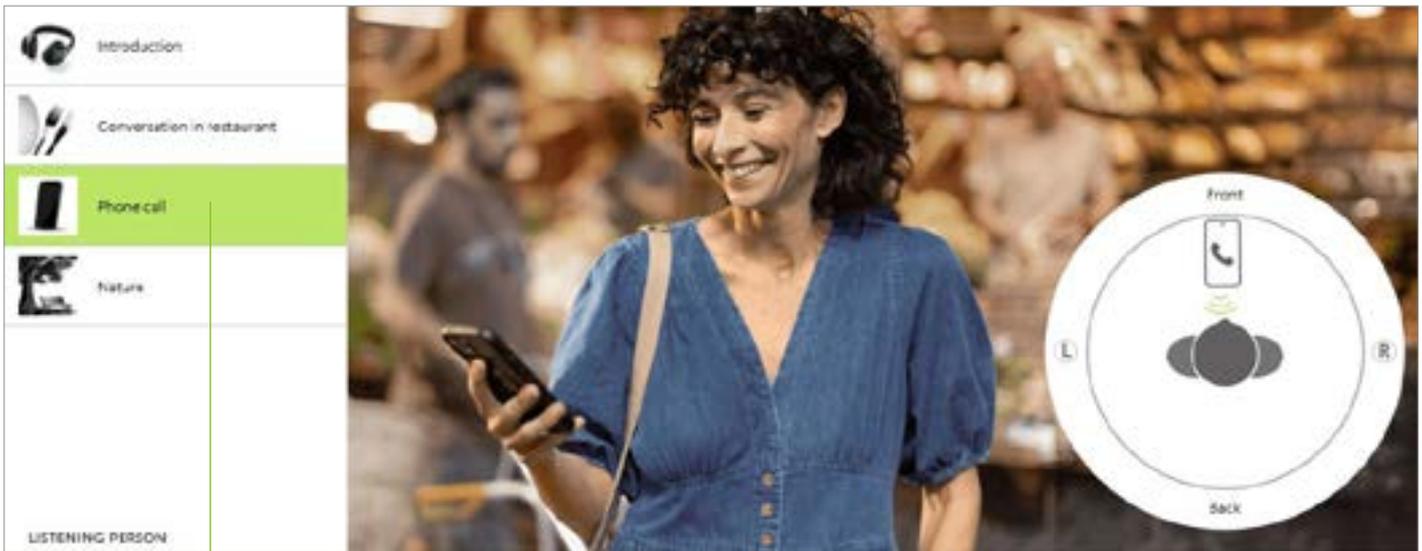
By clicking the **Play** button  you offer the 'Client' or the 'Significant other' the opportunity to experience of a conversation recorded in a restaurant environment, and for which you can apply three different strategies (or technology levels). **None** represents no hearing aids, **Standard** corresponds to **omnidirectional microphone** and **Premium** that corresponds to **Spheric Speech Clarity**. To complement the acoustical simulation, a polar diagram illustrates the directional microphone behavior.



When simulating the hearing aids at either standard or premium levels, you have the flexibility to demonstrate the **binaural amplification** by routing the signal either in one ear (**R or L**) or both (**R+L**) which represents a great opportunity to answer questions about acquiring one or two hearing aids in case of binaural hearing loss.

This sound demonstration is also supported by the visualization of the polar diagram as example below:





5

Step 5: Phone call

Following the same principle as for the 'Conversation in restaurant', the 'Phone call' demonstration aims to illustrate the expected improvement with hearing aids and the monaural/binaural configuration of the fitting. **Standard/Premium** level shows the benefit of hearing aids with direct Bluetooth connectivity on speech understanding while talking on the phone.



Step 6: Nature

This scene aims to illustrate the expected improvement of having hearing aids when speech is presented from front in a quiet environment. Nature sounds are part of the sound file including birds chirping to show the benefit of speech enhancer in a quiet environment.

Side Notes:

If you are equipped with a secondary screen directed to the client and the significant other, by ticking the box located on the top left part of your screen '**Client View**', you will offer a dedicated visualization to your client that would support your explanations and reinforce your communication.



Audiologist view



Client view

References:

- 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 Ellis B. K., Singh G. and Launer S. (2022). Hearing Aid Adoption is Associated with the Type of Significant Other in Attendance at Hearing Care Appointments. Trends Hear. 2022 Jan-Dec; 26
- 3 Jorgensen I. and Novak M., (2020). Factors Influencing Hearing Aid Adoption. MarkeTrak 10: Patients; Providers; Products; and Possibilities. Guest Editor, Thomas A. Powers, Ph.D. Semin Hear. 2020 Feb; 41(1): 6-20.
- 4 Singh, G. and Launer, S. (2016). Social Context and Hearing Aid Adoption. Trends in Hearing. (20): 1-10