Hearing Screener Set Up Guide

March 2020

PHONAK
life is on

Objectives

1. What is Hearing Screener?

2. How to get started

3. How to activate Hearing Screener

4. Tracking and reporting

5. Promotions planning

6. Hearing Screener best practice case

What is Hearing Screener?

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- An online hearing test that can be integrated into any hearing care professional's website.

What is Hearing Screener?

- A great lead generation and marketing tool.

- Four calls to action: Request for detailed report, call back, book an appointment or request more information.

- Ability to book an appointment directly within the clinic's online booking system.

- Works on any device with responsive design.

- Can easily be set up by clinician and customised to brand colours and website look and feel.

- Ability to set up multiple Hearing Screeners to target different demographics.

- Reporting dashboard and integration with Google Analytics to measure actions and conversions.

Let's get started

(1) Activate Hearing Screener access via eStore User Management

(2) Select which user is to gain access to Hearing Screener

SHOW ACCOUNT

All Accounts

ROLE

All Roles

USER STATUS

All Users

Account Manager: Peter Mulas

SEARCH BY

Enter name

NAME	USER NAME	ROLES	STATUS
Daniel Ricciardo	danielricciardo	Professional	Active
Joe Bloggs	joebloggs	Basic Access	Active
Lewis Hamilton	lewishamilton	Professional	Active

(3) Set permissions to 'Yes' for Screener Tool Access

Permissions

Permission	Professional
Status	☑ Active
Financial data	○ No ⊙ Yes
Screener Tool Access	○ No ⊙ Yes
Remote Support	○ No ⊙ Yes

(4) Navigate to dashboard phonakpro.com.au and login
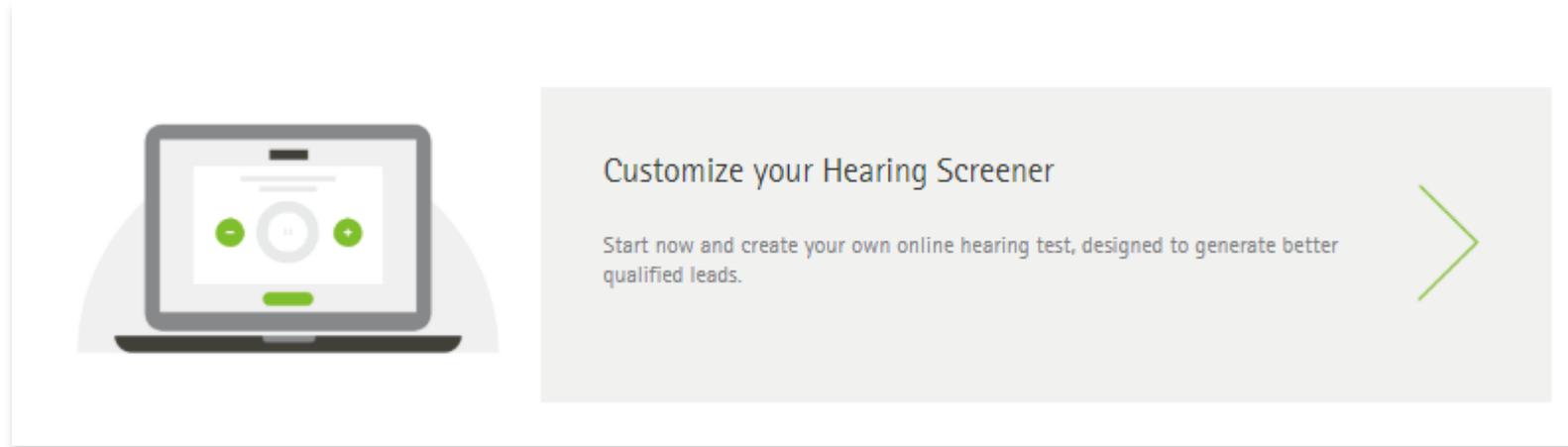
https://www.phonakpro.com/au/en/home.html

(5) Access the Hearing Screener

- Navigate to the eSolutions tab and select the Hearing Screener
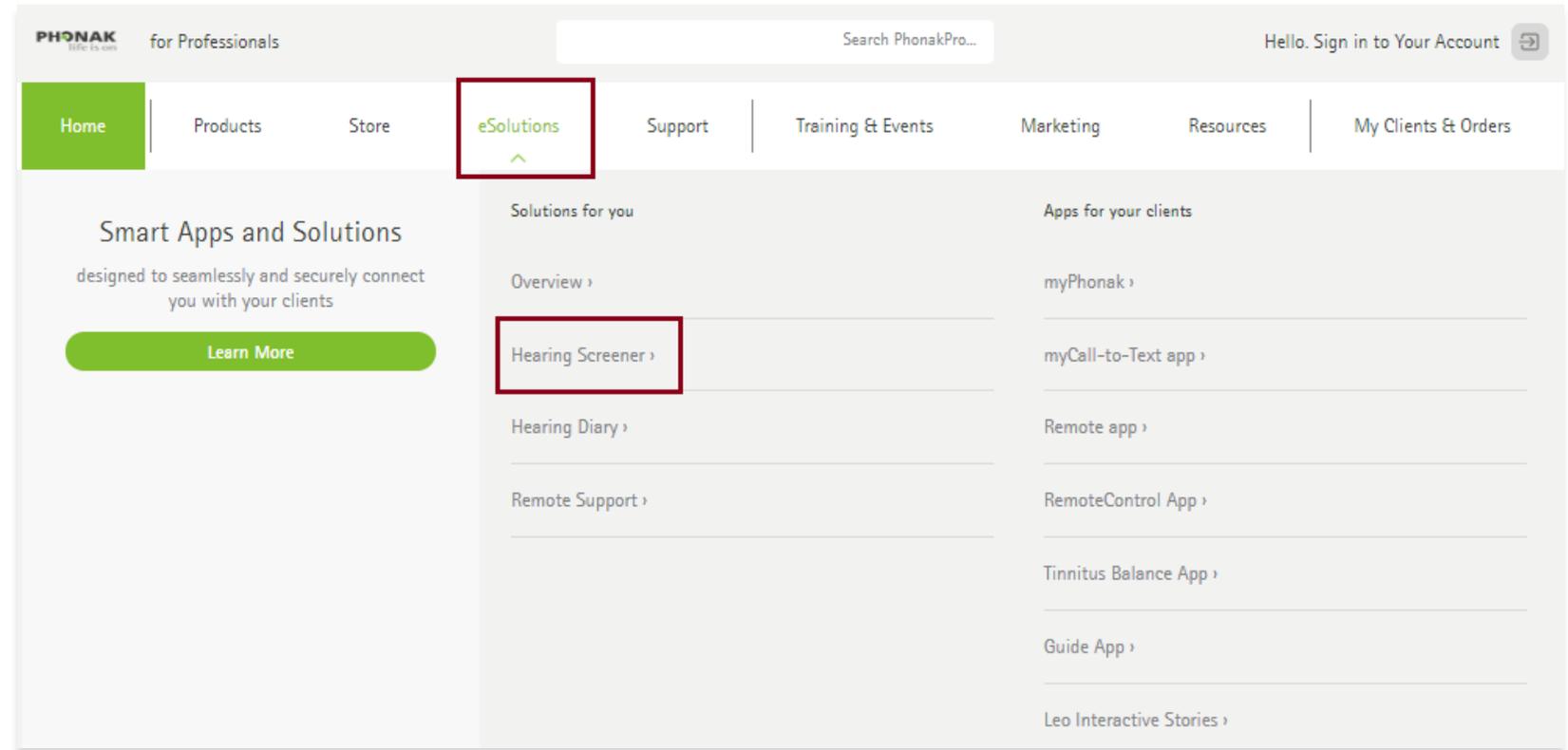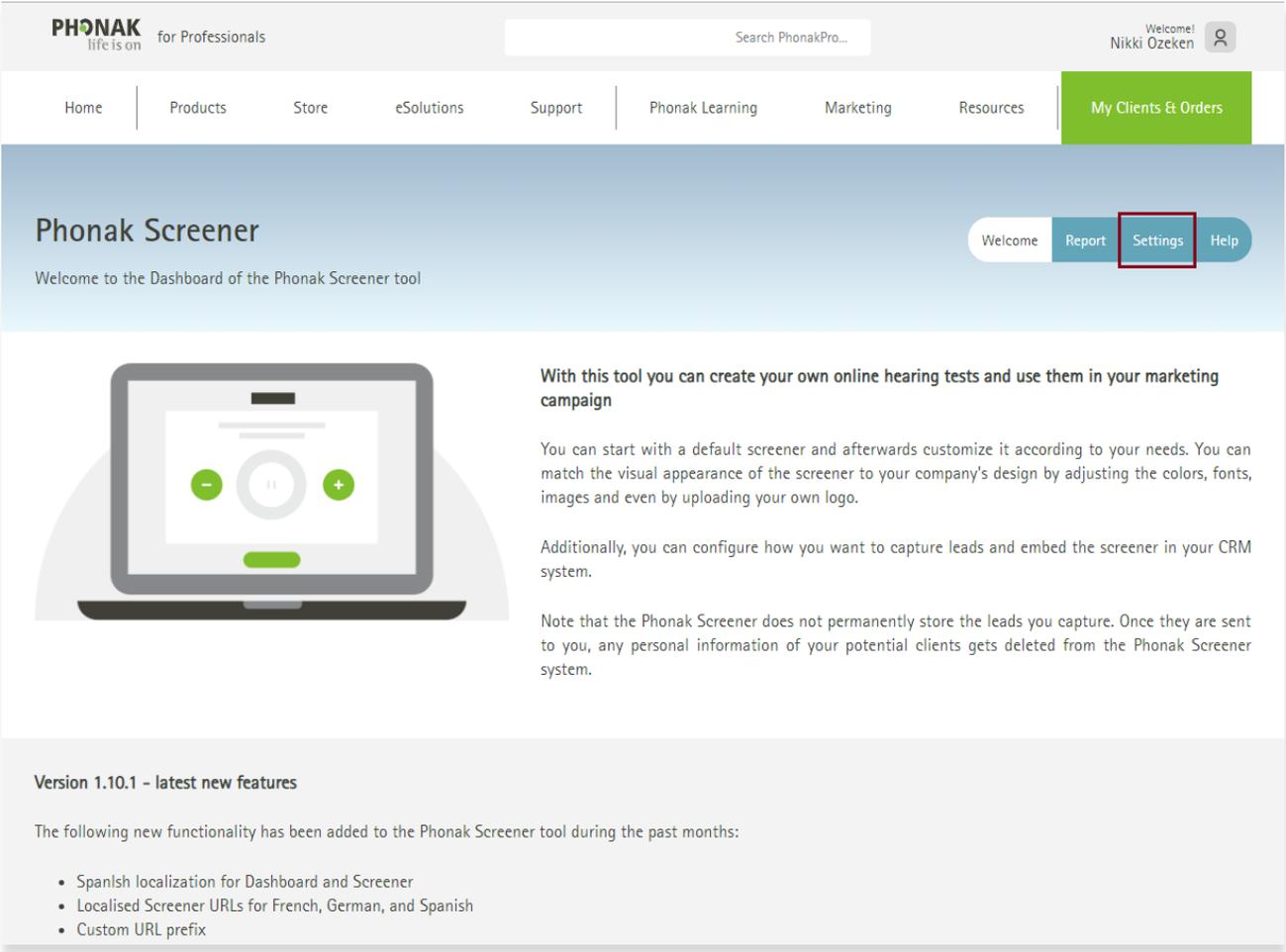
(6) Access Phonak Hearing Screener dashboard

- On the Hearing Screener page, scroll down to locate this banner and click on it to access the Hearing Screener dashboard.

Customize your Hearing Screener

Start now and create your own online hearing test, designed to generate better qualified leads.

Or access directly via this link:
https://dashboard.phonakpro.com/screener

(7) 'Settings' section

- Start by clicking the 'Settings' tab on the top right.

(8) Start building the Hearing Screener
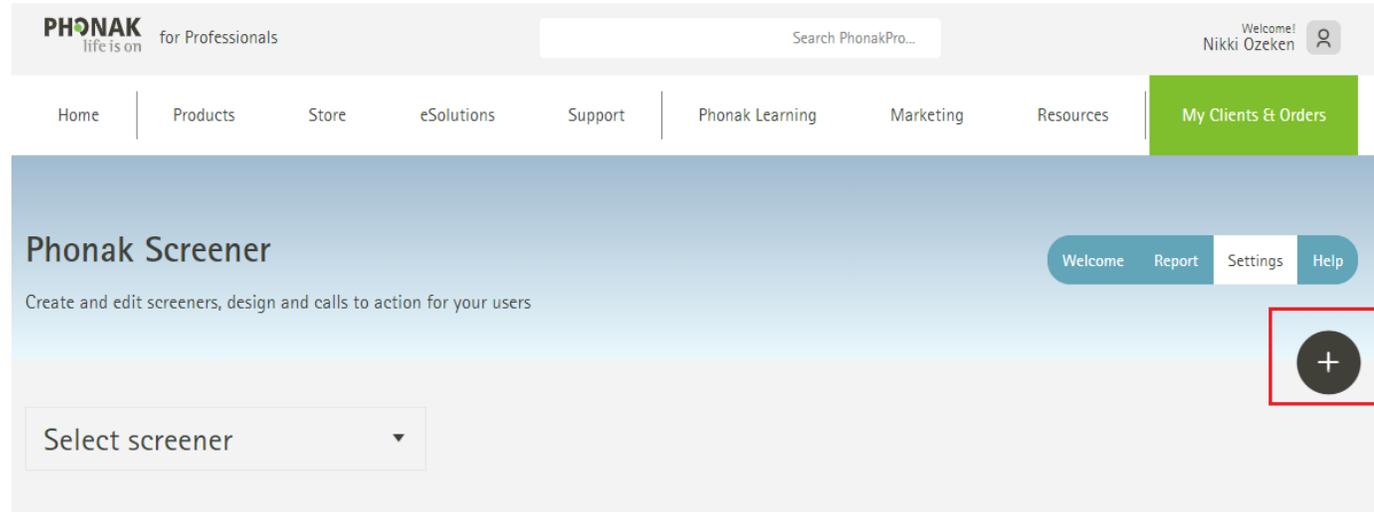
- This is where you can start to build your Hearing Screener.

- Start by clicking the '+" button.
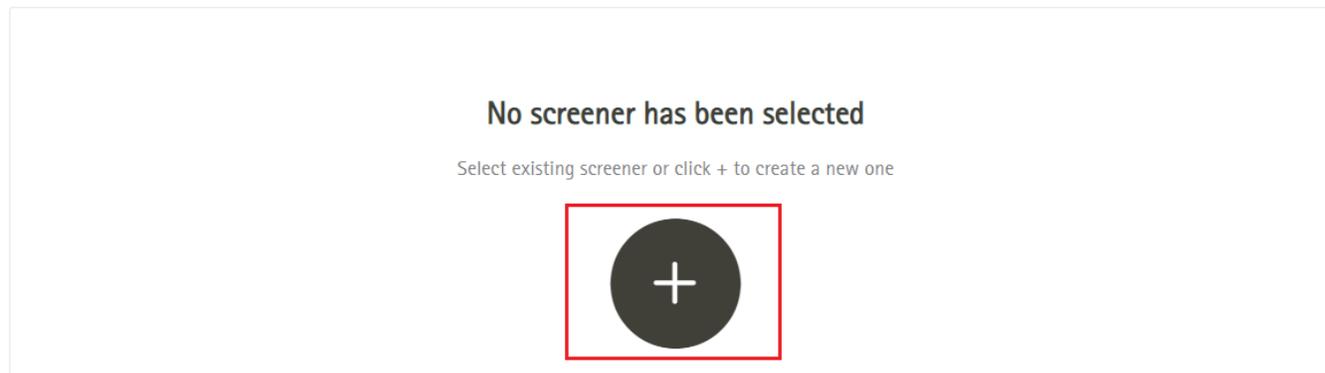
(9) Help

- Navigate to the 'Help' section to access Hearing Screener tutorial videos to help add, design and manage Hearing Screener pages.
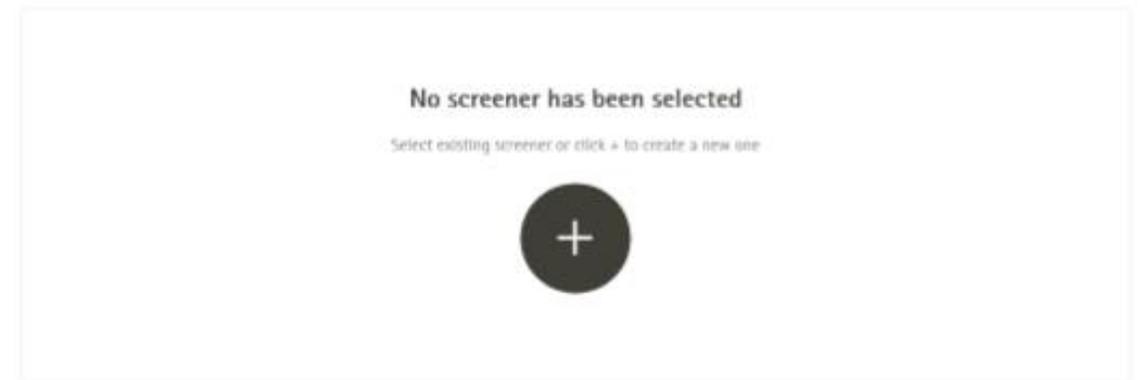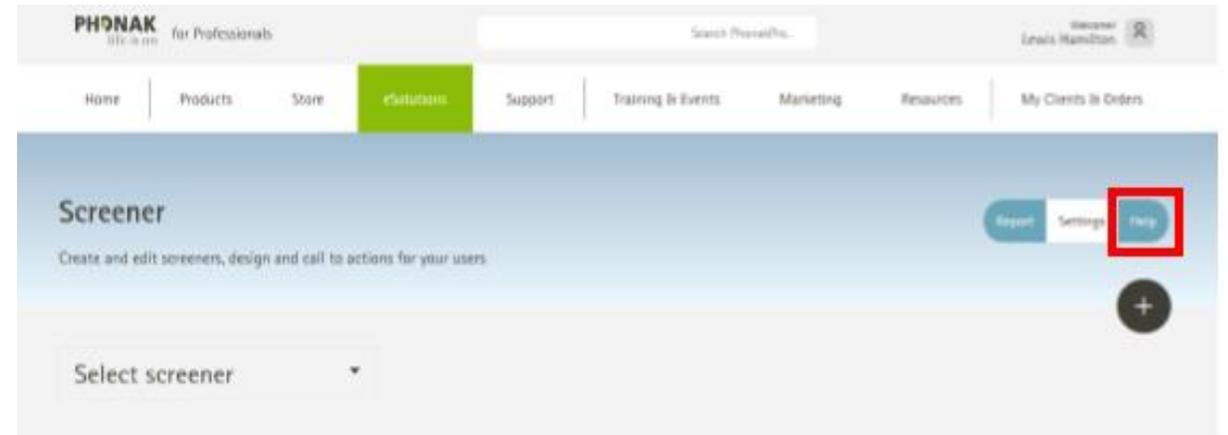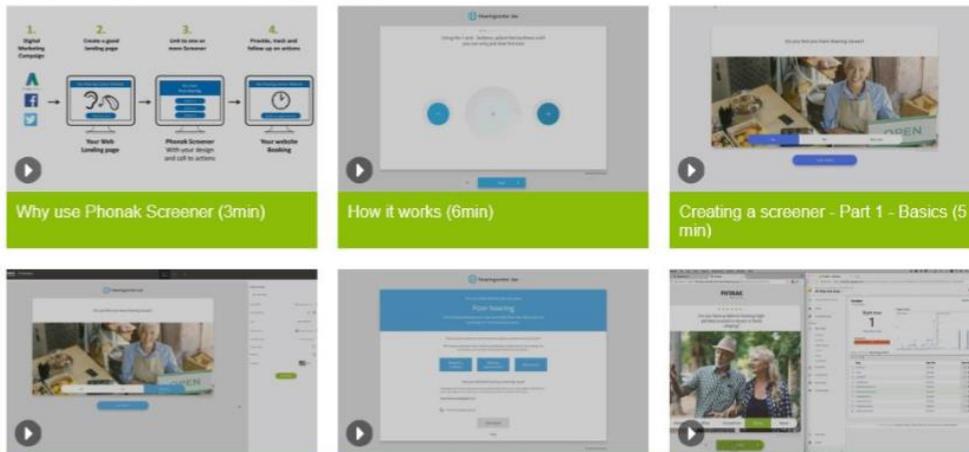
(10) Report section

- 'Report' shows existing Hearing Screeners

- On initial login, this section will show no results

Reporting

- Track and follow up on actions using the report dashboard

Phonak Screener

Show results using filter by name and date and check performance of screeners

| All screeners ▼ | Jul 1, 2019 — Aug 23, 2019 ▼ | Australia (Victorian Hearing) mock-up-20190815-20190822.csv ✕ | List ⚫ Chart |

554 results are shown

Hearing result statistics

Percentages of hearing losses

| ↘ Poor hearing | 21 % |
| → Fair hearing | 19 % |
| ↗ Good hearing | 60 % |

Email shared

Percentage of users who requested a report and shared their email addresses for marketing purposes

| ● Yes | 10 % |
| ● No | 90 % |

Action clicked

Percentage of users who clicked on at least one action on the result screen or who requested a callback

| ● Yes | 25 % |
| ● No | 75 % |

Amount of users that reached the screener in the set period of time.

You can view in list or chart view.

Of the users, these are their actions. You can drill down into the results in the list view.

Measuring the success of your campaigns

- Add your Google Analytics (GA) Account Web ID into the Hearing Screener set-up page to track page views (content) and calls to action (event category 'CTA').

- If you are not familiar with GA, then your developer or marketing agency can provide you with your GA Web ID number for you to add to the Hearing Screener set-up.
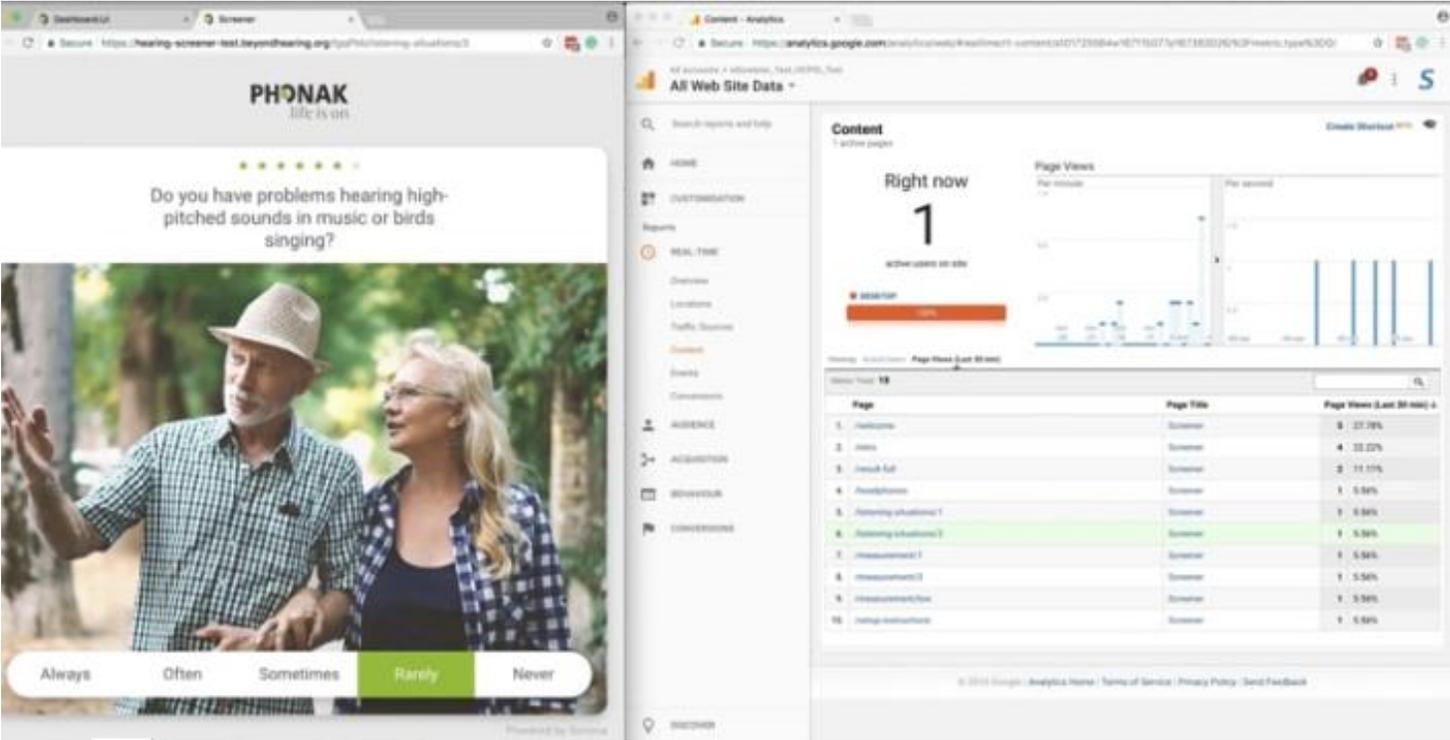
In settings, you can add your Google Analytics web ID here. →

Hearing Screener promotion

Step 1 – Build digital marketing plan

- Work with your digital marketing agency to build a digital marketing plan

Step 2 – Build Landing Page

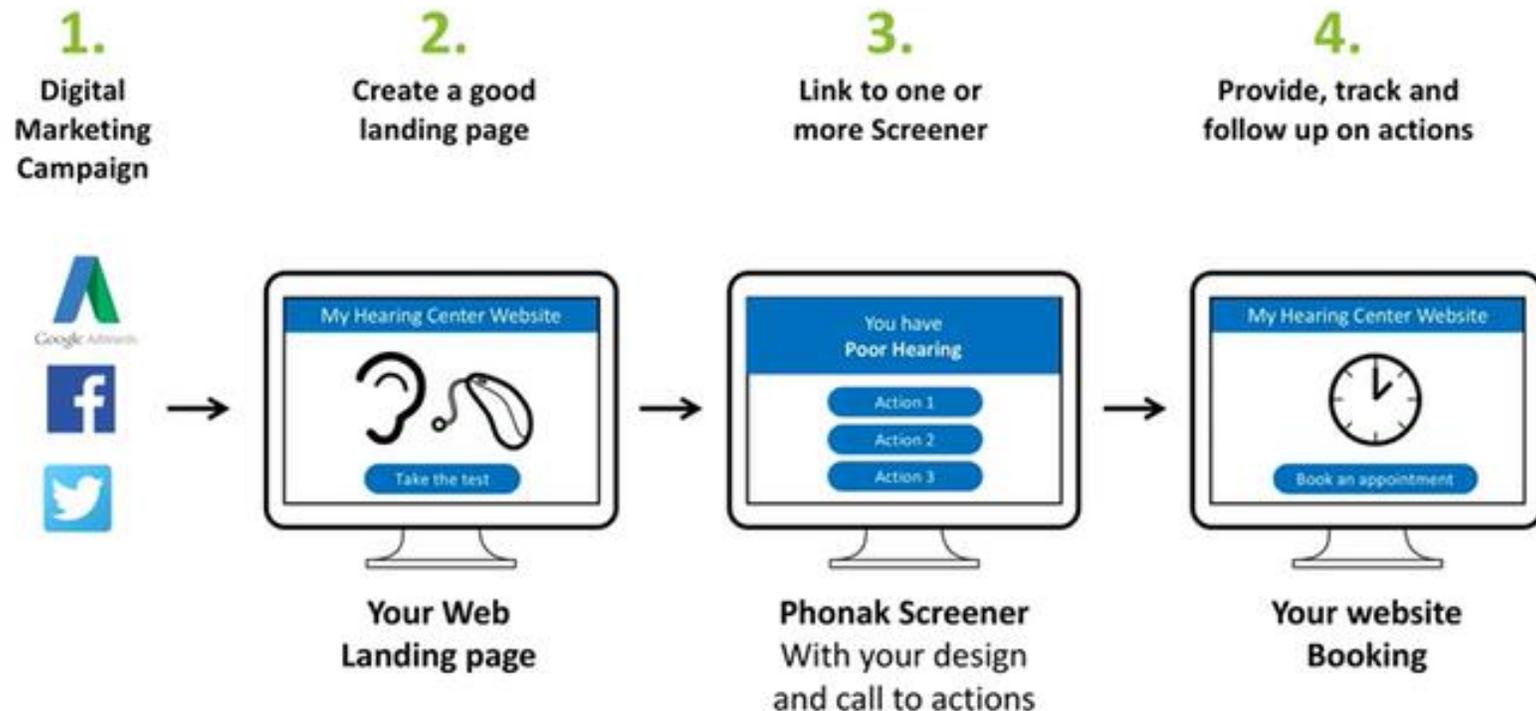- Work with your web developer to build a landing page for your digital marking campaigns to link to. A well-built landing page will improve organic search visibility and your quality score.
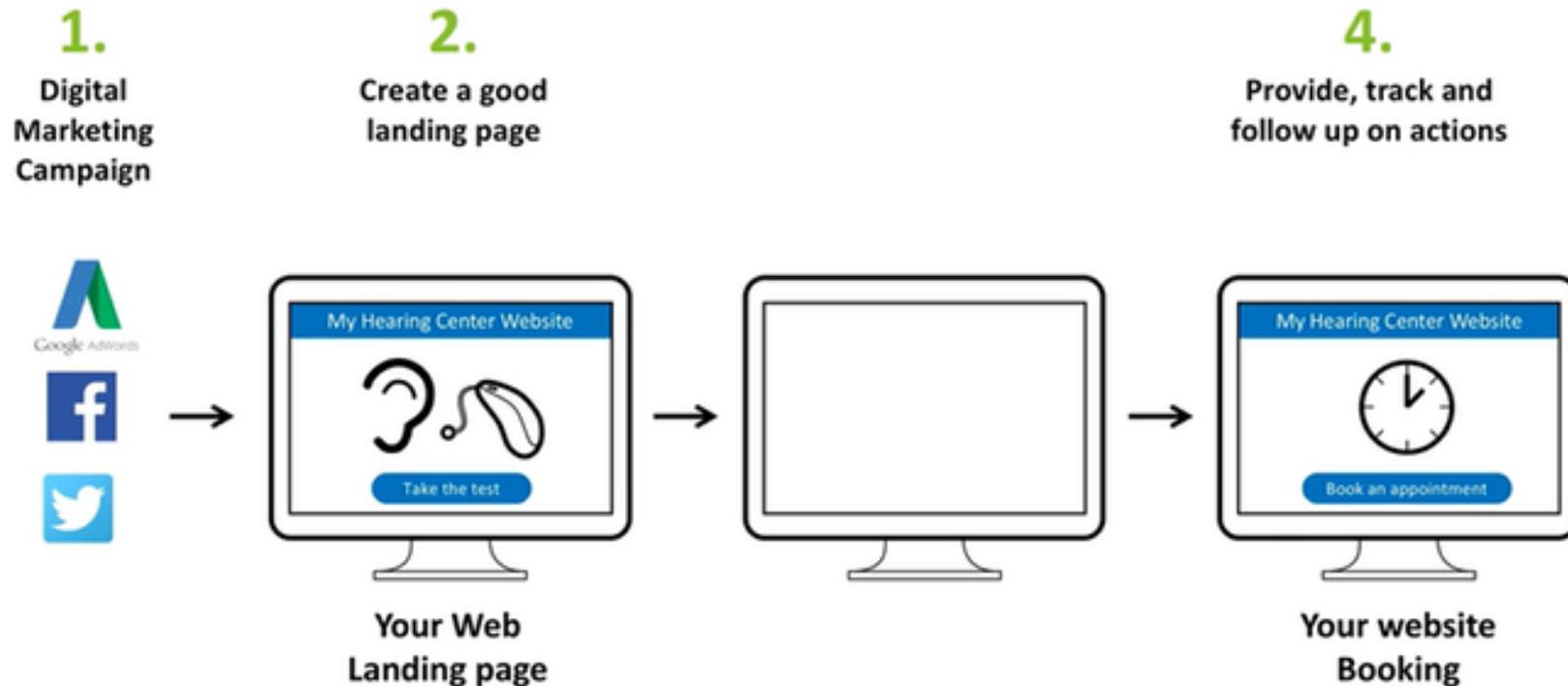
Step 3 – Set up and link to Hearing Screener

- Activate Hearing Screener via PhonakPro site (see following instructions).

- Create your Hearing Screener by following the instructions in the Hearing Screener tutorials and link your landing page to the hearing test.

- Add the hearing test link to your home page.

1.
Digital Marketing Campaign

2.
Create a good landing page

3.
Link to one or more Screener

4.
Provide, track and follow up on actions

Your Web Landing page

Phonak Screener
With your design and call to actions

Your website Booking

Step 4 - Activate marketing campaigns

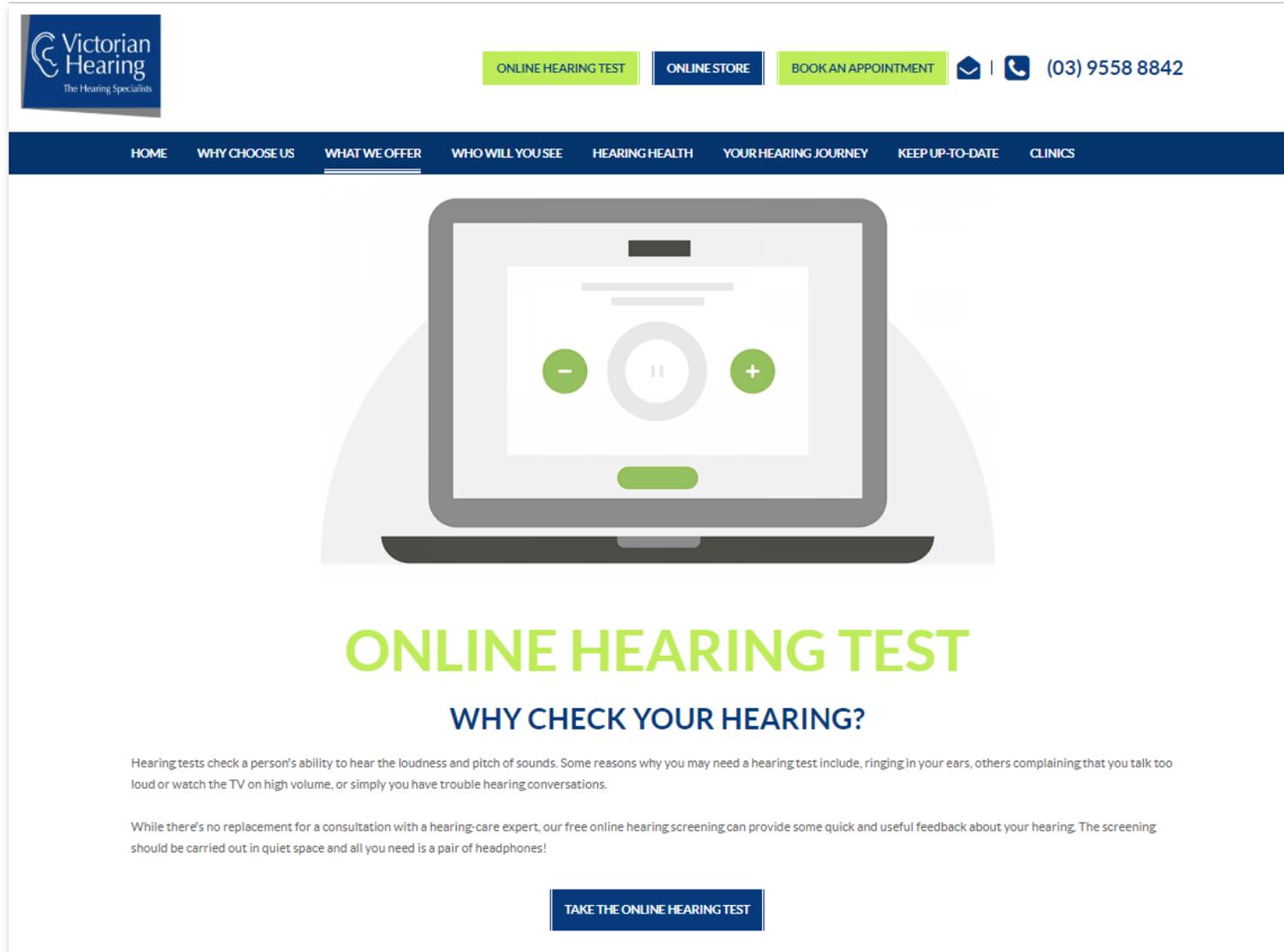Offline Campaigns

Hearing Screener best practice: Case study

Pilot

- Phonak worked in partnership with a customer to pilot the Hearing Screener on their website.

- The following plan will take you through how the Hearing Screener was planned, built and promoted.
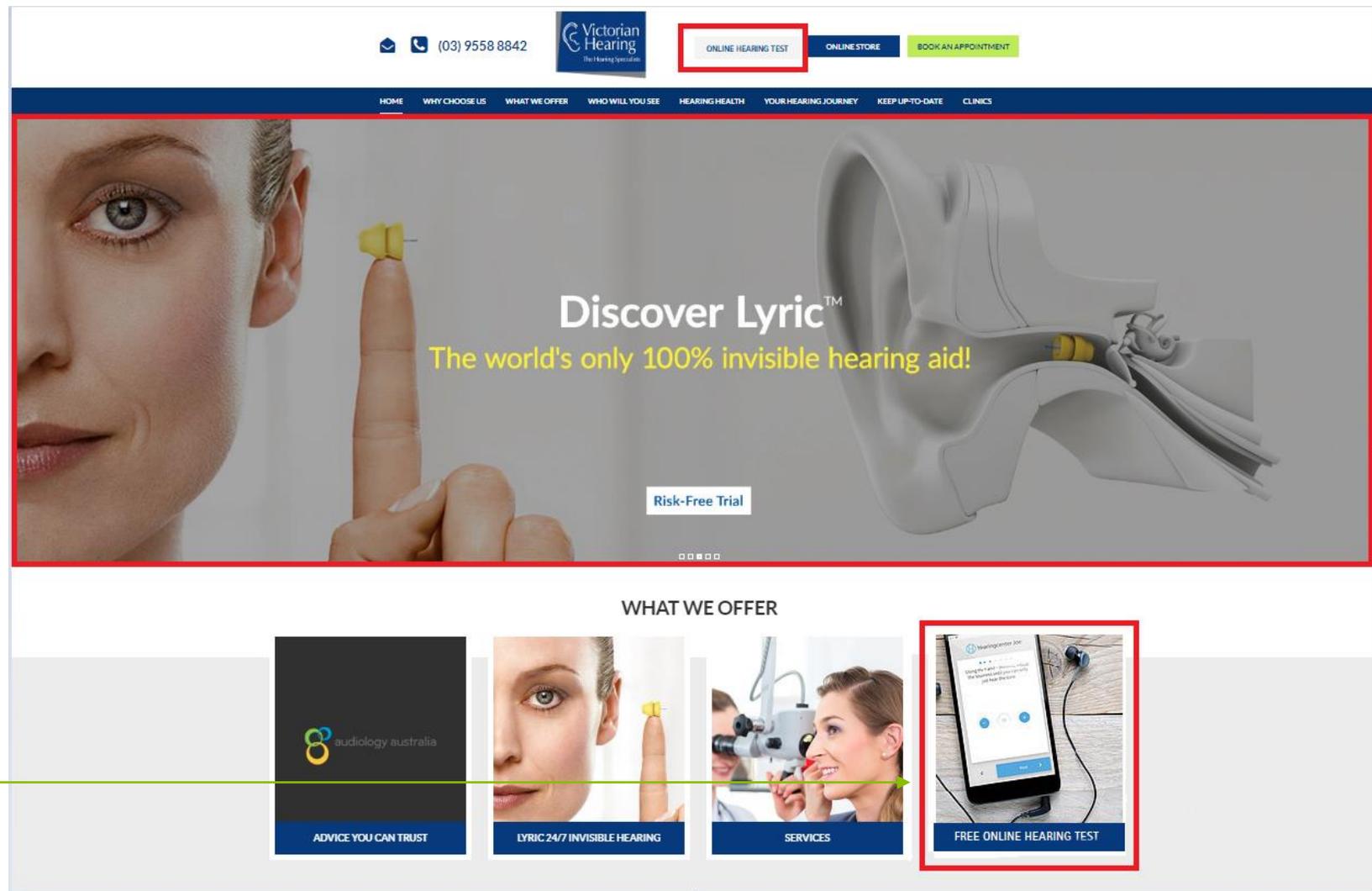
Homepage updates

The aim is to make the online hearing test a prominent service offering utilising key positions on the website.

Carousel banner
Recommend to run during digital marketing campaign.

Tile banner
Permanent

Live site

https://www.victorianhearing.com.au/
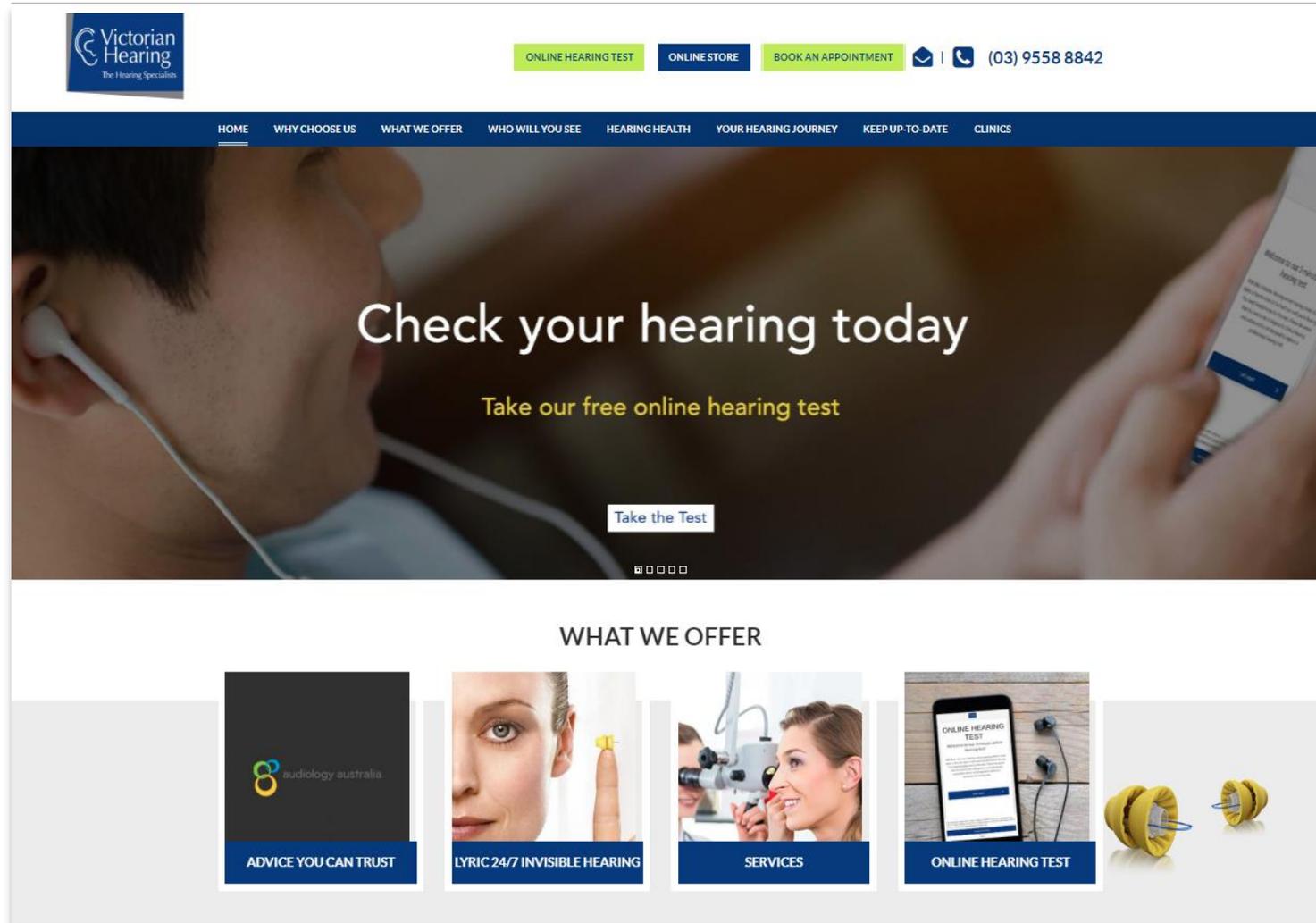
Dedicated landing page

- We also highly recommend building an online hearing test landing page to which you can drive traffic with your search and social campaigns.

- To gain good organic search activity, the page should contain interesting, relevant content about the importance of hearing checks and an overview of your services.
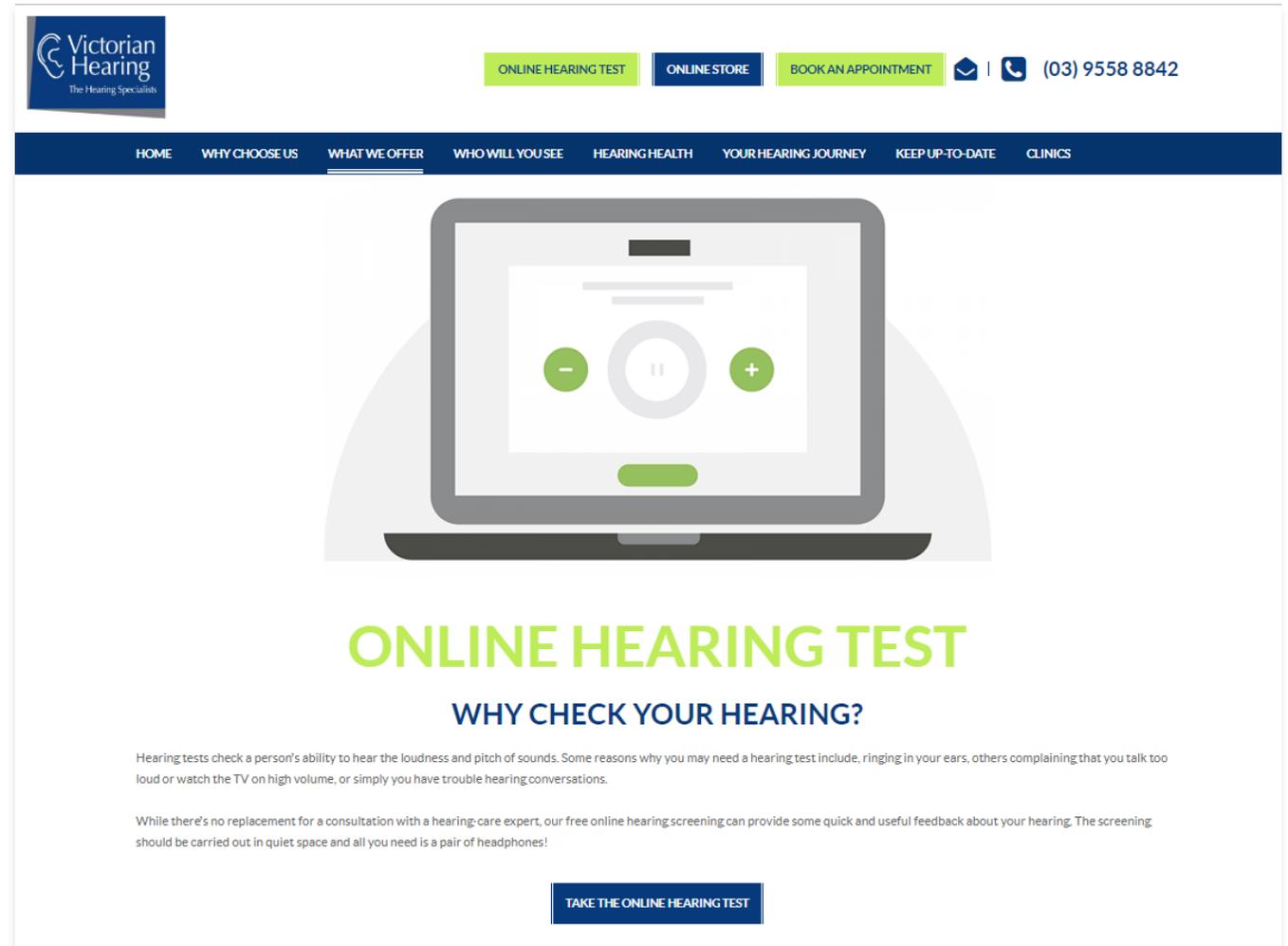
Hearing Screener customisation

- The Hearing Screener images, buttons and colours can be customised to suit your brand.

- There are more than 10 image theme sets to choose from.
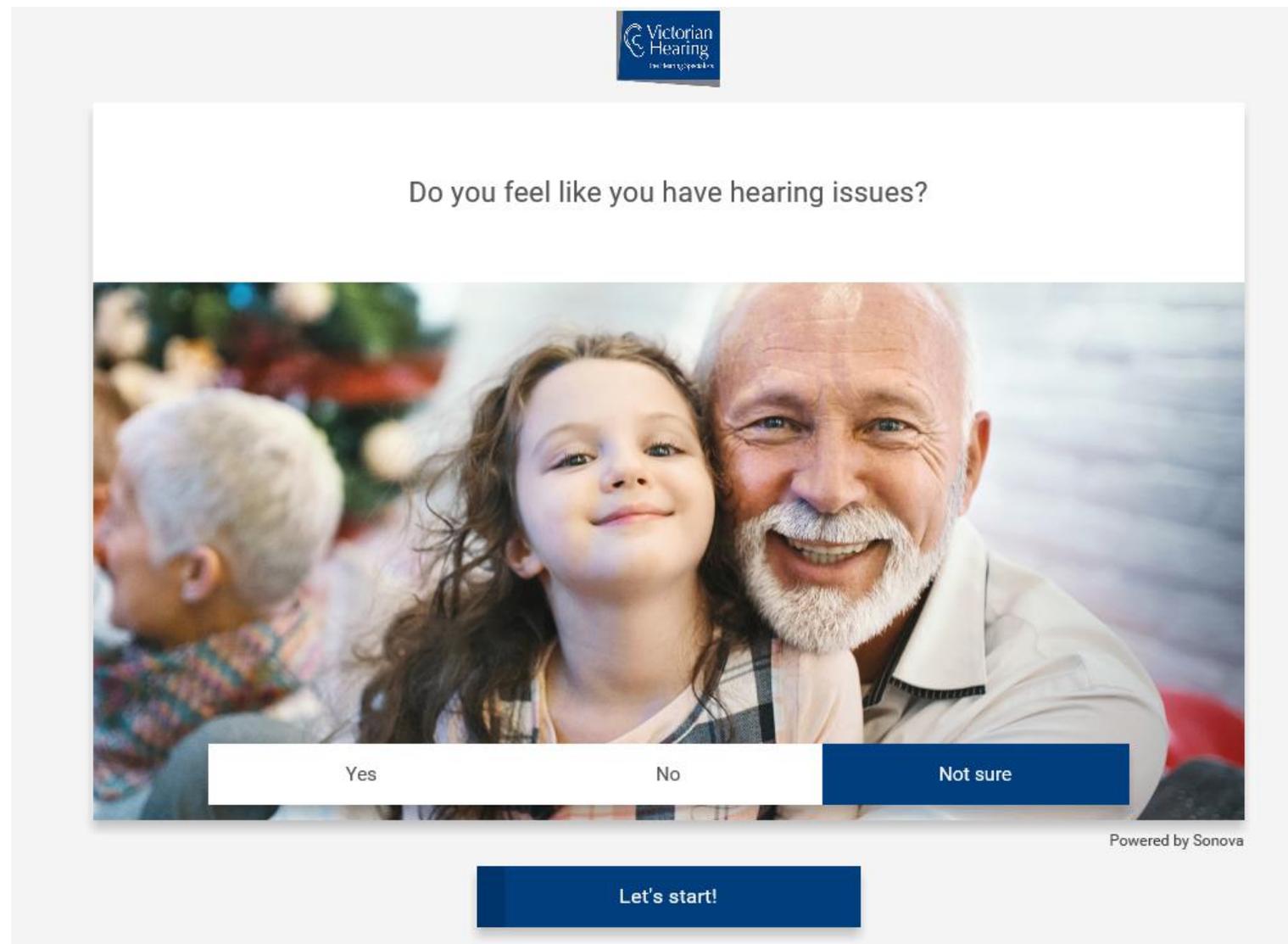
Customisation

Using the + and − buttons, adjust the loudness
until you can only just hear the tone

Next

Do you have trouble understanding people in
noisy environments?

Always   Often   Sometimes   Rarely   Never

Powered by Sonova

Marketing opportunities

- **Request a call back** – Opportunity to book an appointment.

- **Book an appointment** – Integrate directly into your online booking calendar. Ensure you follow up and confirm the booking.

- **What next** – this could lead to a contact form to receive more information, or it could lead to the homepage.

- **Get report** – An email is sent with results and repeat of calls to action.

- **Email addresses** – Opportunity to add email address to your marketing database for future re-marketing or follow up.

Email report

Is this email not displaying correctly? View it in your browser

Your hearing check results

The results indicate that you may have a good hearing. However, this quick check is not a substitute for a professional hearing check. So although the results suggest your hearing is good, if you have any concerns please feel free to book an appointment.

Request a callback

Book an appointment

What next

Tone results

What does this result mean?
We tested your hearing with low, mid and high pitched tones. Then we evaluated the differences between a low tone and two higher pitched tones.

Why do we do this test?
This tone check helps you determine the sound threshold your ears can detect for three tones. Over time, or if you've been regularly exposed to loud sounds, it's normal for high frequencies to be less obvious.

Your results
We have found no differences between low and mid. This tells us your hearing is good for mid pitched sounds.

Low tone ▮ ▬▬▬▬ Mid tone ▮

Shorter bars are better

We have found a slight difference between low and high. This tells us you may have a mild hearing loss for high pitched sounds.

Low tone ▮ ▬▬▬▬ High tone ▮

Shorter bars are better

Question results

Why do we do this test?
The questions help us understand if there are common everyday situations you struggle with day to day, regardless of your hearing capability.

Do you have problems understanding conversations one on one?

Your answer was rarely. However, it's worth knowing that those who experience difficulty understanding speech may ask people to repeat often or avoid social situations because they are missing important speech sounds.

In conversation, do people seem to mumble ?

Your answer was rarely. It's worth knowing that those who struggle hearing important mid and high pitched speech sounds (d, g, f, s, etc.) may feel speech sounds are mumbled or unclear.

Do you have problems hearing high-pitched sounds in TV, music or like birds singing?

You reported rarely. However, it's worth knowing that those who miss important high frequency sounds can have trouble understanding speech, especially with children and women speakers.

**Do you have difficulty understanding people in noisy environments?**

Your answer was rarely. However, it's worth knowing that those who have difficulty hearing can have trouble understanding speech in the presence of background noise and therefore avoid social situations.

Tracking and reporting

- As part of Hearing Screener you have access to the reporting dashboard to track user responses, hearing results, email addresses and actions.
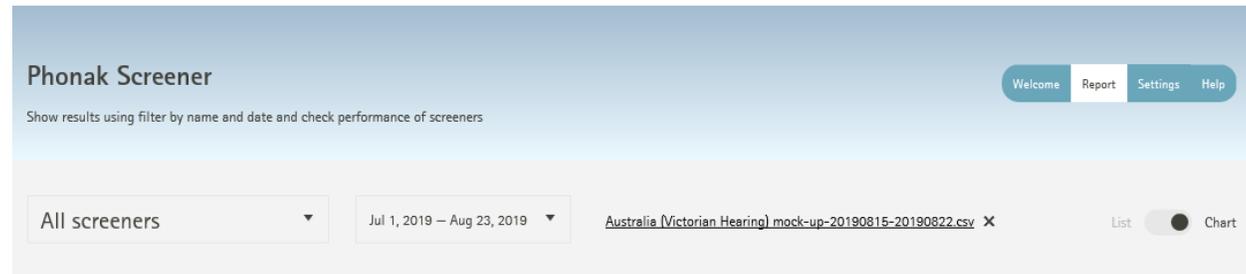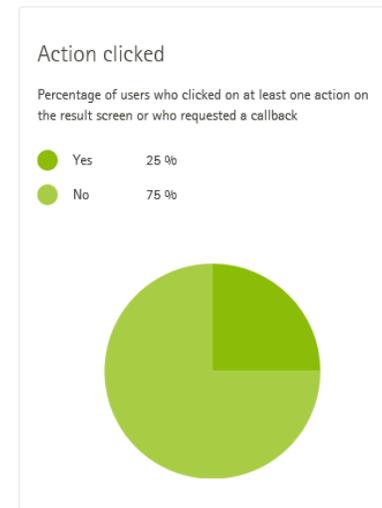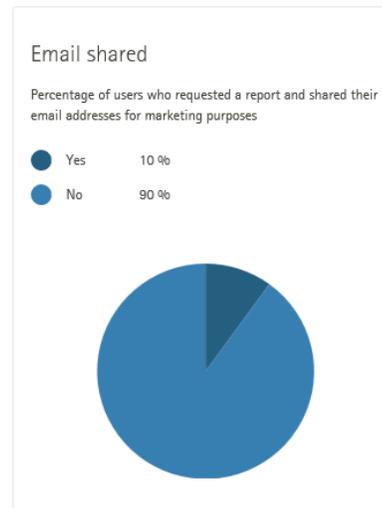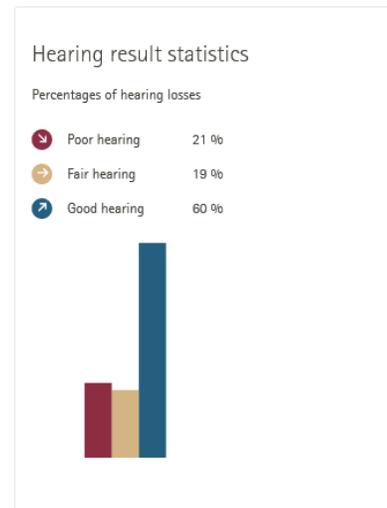
Digital marketing campaign

- An integrated marketing campaign is recommended.

- Utilise the Facebook, Email and Adwords channels to drive traffic to the landing page.

- If you have any print advertising, it is also recommended to promote and provide the hearing test page URL.

Google AdWords

My Hearing Center Website

Book an appointment

Victorian Hearing website

Google Analytics

- Measuring engagement and conversion is key to a successful campaign.

- We recommend adding your Google Analytics Web ID in the Hearing Screener settings page to track page views (content) and calls to action (event category 'CTA').

Refinement

- We are currently testing an email capture form which has been added to the customer's 'online hearing test' landing page.

- This is to test whether people will continue through to complete the test by first providing their email.

- By capturing emailing addresses, it gives your clinic another touch point to start a conversation and continue engagement.

- **Please note:** If you are going to add an email capture form, you **MUST** add a link your privacy policy.

Together,
we change lives