



# Hearing Screener Set Up Guide

March 2020

A Sonova brand

**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?

- 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.

The score indicates that you may have:

## Poor hearing

The tonal test detected fair hearing. You told us you are challenged in all listening situations.

Please be aware that this is not designed to replace a professional hearing test.

This hearing check has shown that we should take a closer look at your hearing. So, we'd love to see you for a free appointment at our practice.

Request a callback    Book an appointment    What next?

Enter your details to receive a call back from us

frank inthewood

0123123123

I accept the terms of use.

Send

Cancel

Let's get started

# (1) Activate Hearing Screener access via eStore User Management

The screenshot shows the Phonak eStore interface for professionals. The top navigation bar includes the Phonak logo, a search bar, and a user profile icon. The main navigation menu has several items, with 'Store' highlighted. A dropdown menu is open for the user profile, listing various account management options. The 'User Management' option is highlighted with a red box and a mouse cursor. Below the navigation, there is a section for account/pricing programs and a 'Shop by category' section with icons for different hearing aid categories.

PHONAK for Professionals  
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Search Phonak Store...

Welcome!

Home | Products | **Store** | eSolutions | Support | Training & Events | Marketing | Resources

Talk with a product expert: 1800 809 32

ACCOUNT/PRICING PROGRAM: / Edit

My Shortcuts

Shop by category:

- My Profile
- User Management**
- Address Management
- Order History
- Document History
- Device Management
- Log out

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

SHOW ACCOUNT      ROLE      USER STATUS

All Accounts    All Roles    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

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>

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### Sign in with your PhonakPro ID

lewishamilton  
Username

.....  
Password

Login

[Forgot your password?](#)  
[Forgot your username?](#)

### Create your PhonakPro ID

Get enhanced service and support from Phonak:

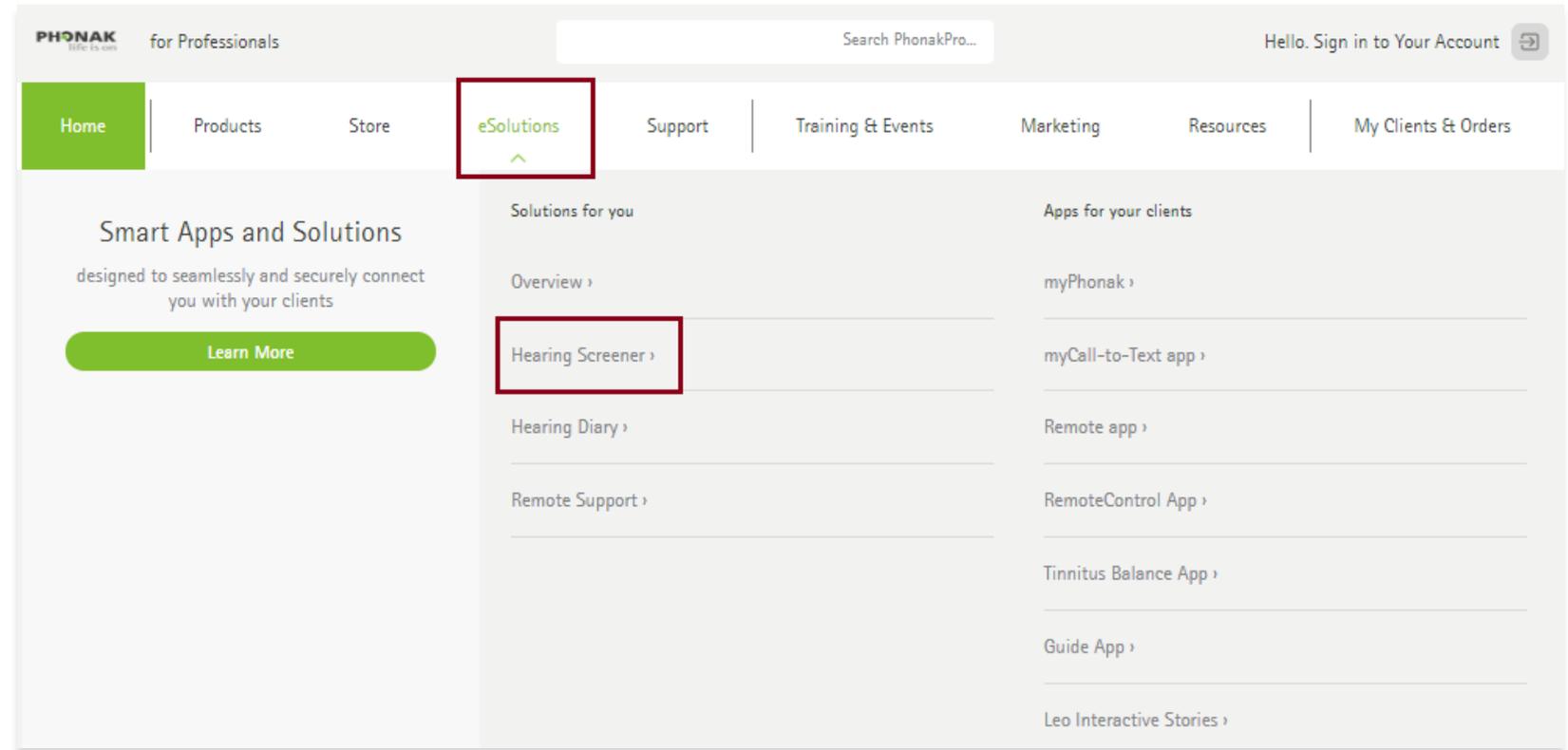
Download images and logos for promotional purposes

Instantly share evidence and literature with clients & colleagues

Create Your ID

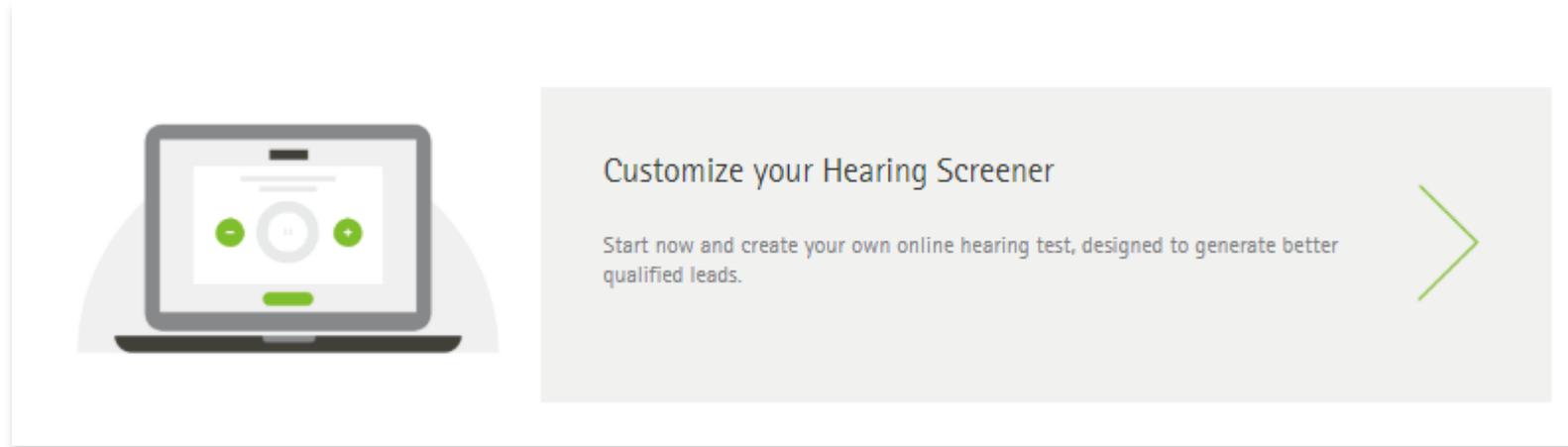
## (5) Access the Hearing Screener

- Navigate to the eSolutions tab and select the Hearing Screener



## (6) Access Phonak Hearing Screener dashboard

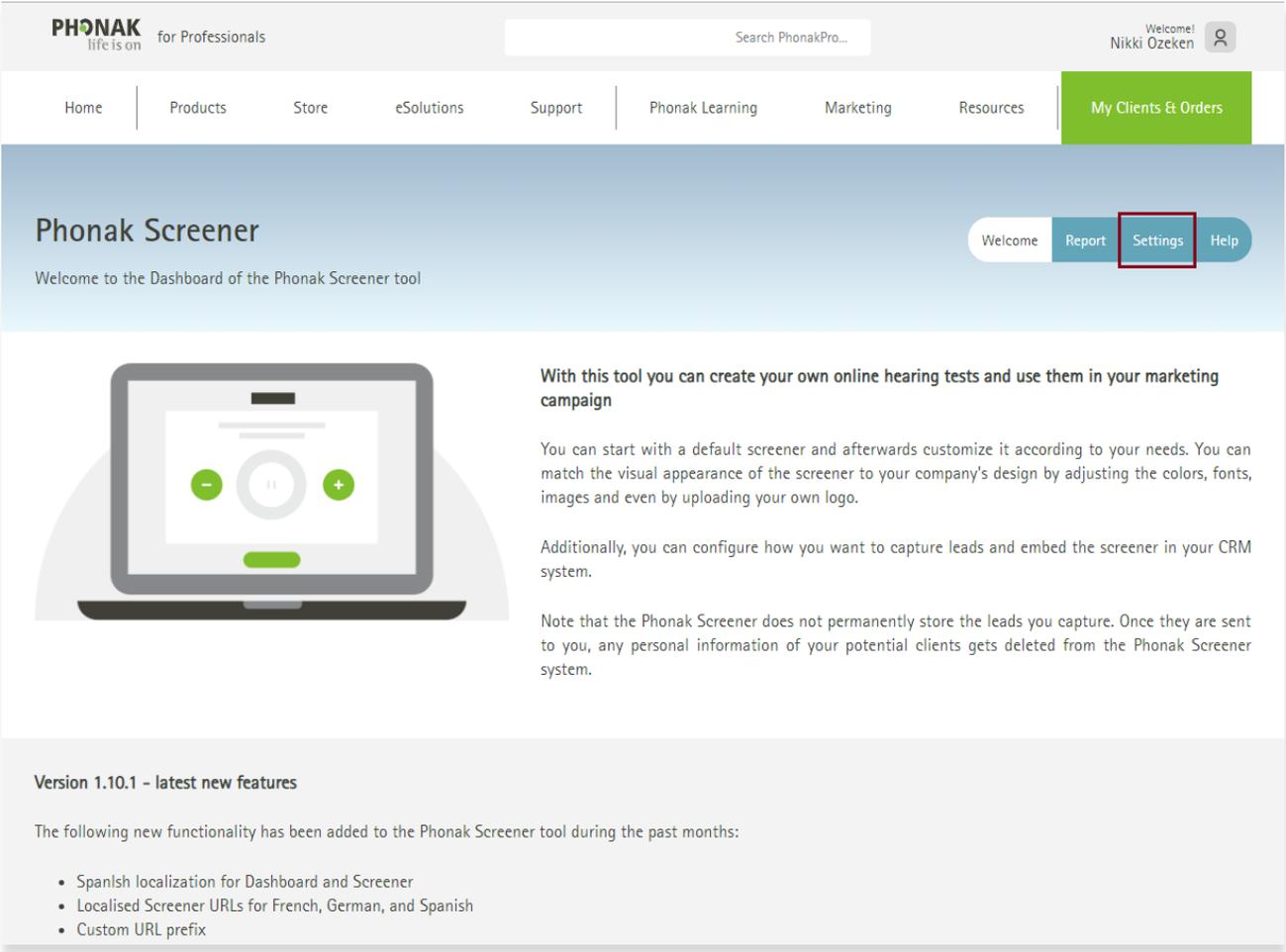
- On the Hearing Screener page, scroll down to locate this banner and click on it to access the Hearing Screener dashboard.



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

# (7) 'Settings' section

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



The screenshot shows the Phonak Screener dashboard. At the top, there is a navigation bar with the Phonak logo and 'for Professionals' on the left, a search bar in the center, and a user profile 'Welcome! Nikki Ozeken' on the right. Below this is a main navigation menu with tabs: Home, Products, Store, eSolutions, Support, Phonak Learning, Marketing, Resources, and My Clients & Orders. The 'My Clients & Orders' tab is highlighted in green. Below the navigation menu is a header section for 'Phonak Screener' with a welcome message and a sub-menu with 'Welcome', 'Report', 'Settings', and 'Help' tabs. The 'Settings' tab is highlighted with a red box. The main content area features an illustration of a laptop displaying a hearing test interface. To the right of the illustration, there is a text block explaining the tool's capabilities and a note about data storage. At the bottom, there is a section titled 'Version 1.10.1 - latest new features' with a list of updates.

**PHONAK** for Professionals  
life is on

Search PhonakPro...

Welcome! Nikki Ozeken

Home | Products | Store | eSolutions | Support | Phonak Learning | Marketing | Resources | My Clients & Orders

## Phonak Screener

Welcome to the Dashboard of the Phonak Screener tool

Welcome | Report | **Settings** | Help

**With this tool you can create your own online hearing tests and use them in your marketing campaign**

You can start with a default screener and afterwards customize it according to your needs. You can match the visual appearance of the screener to your company's design by adjusting the colors, fonts, images and even by uploading your own logo.

Additionally, you can configure how you want to capture leads and embed the screener in your CRM system.

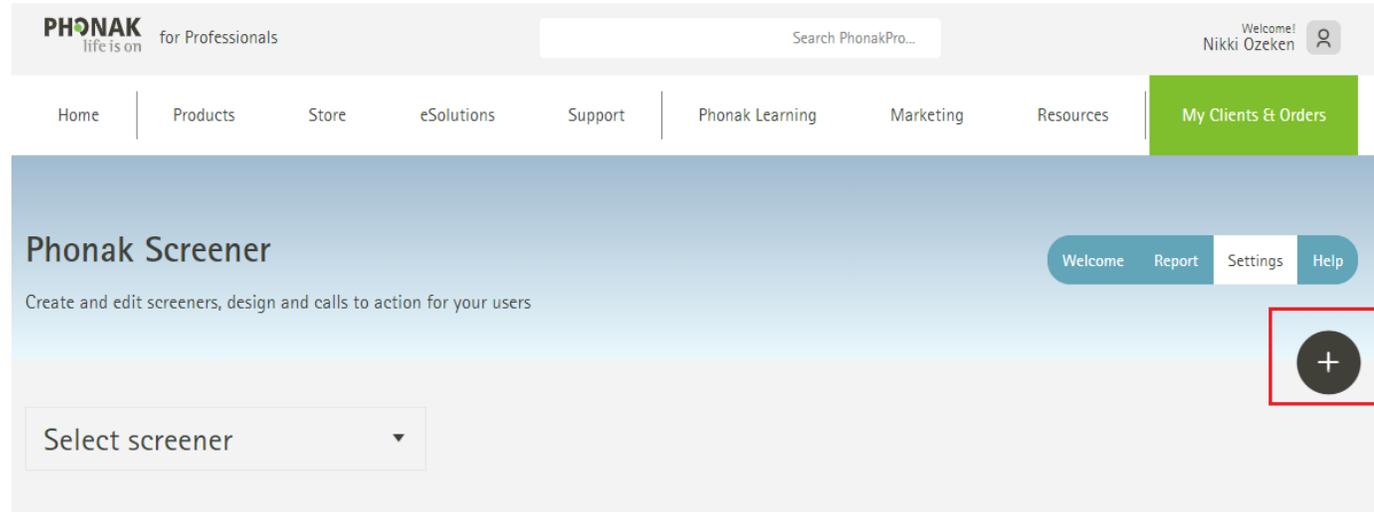
Note that the Phonak Screener does not permanently store the leads you capture. Once they are sent to you, any personal information of your potential clients gets deleted from the Phonak Screener system.

### Version 1.10.1 - latest new features

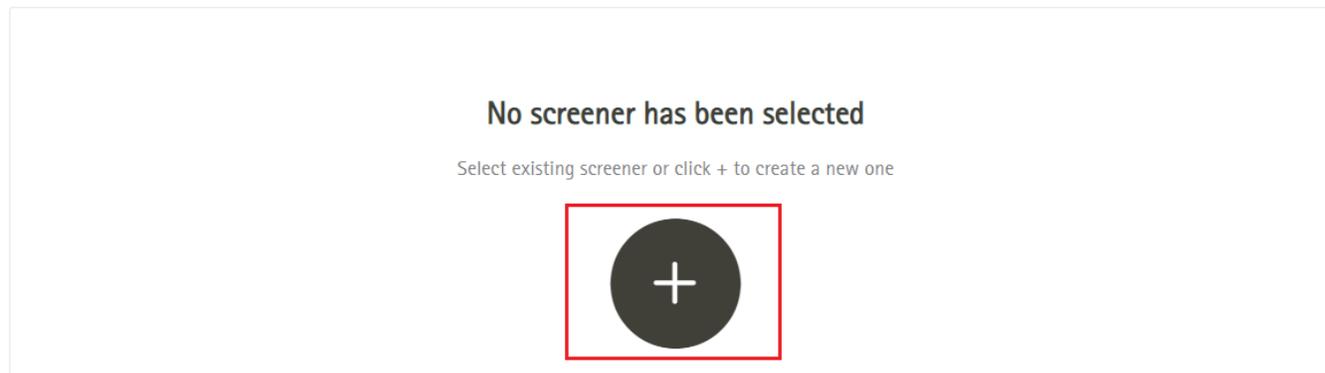
The following new functionality has been added to the Phonak Screener tool during the past months:

- Spanish localization for Dashboard and Screener
- Localised Screener URLs for French, German, and Spanish
- Custom URL prefix

# (8) Start building the Hearing Screener



- This is where you can start to build your Hearing Screener.
- Start by clicking the ‘+’ button.



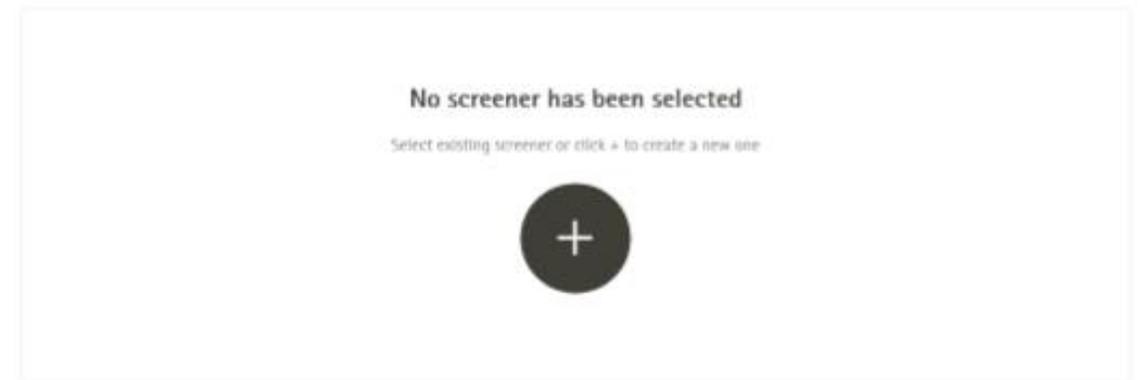
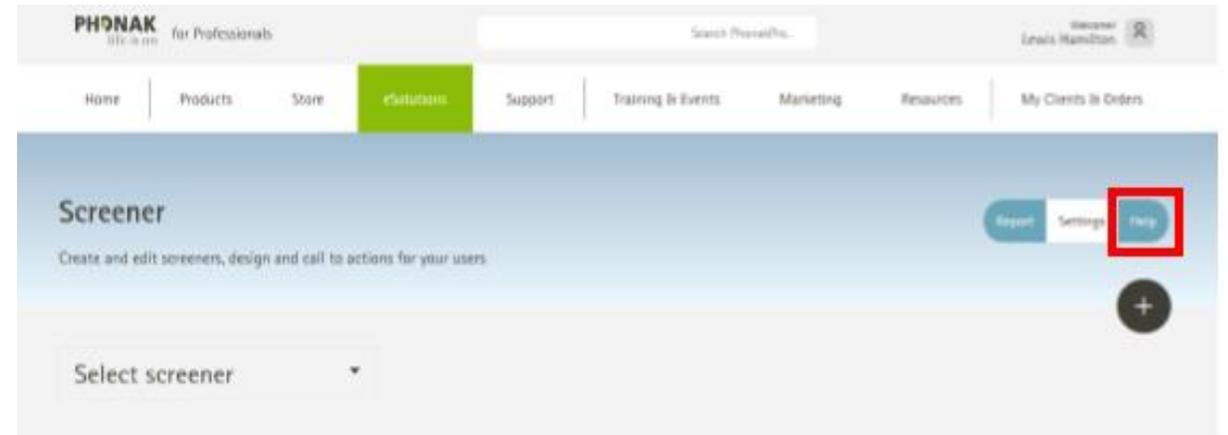
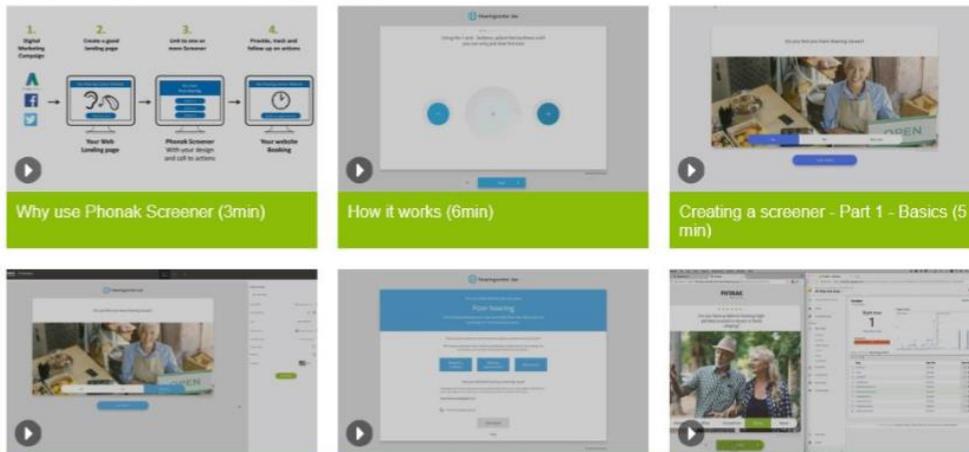
# (9) Help

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



## eScreener tutorial videos

Phonak Screener is a customizable online hearing test, helping you to offer more meaningful services on your website for your customers - especially new ones. These are all relevant instruction and tutorial videos showing why and how to do it.



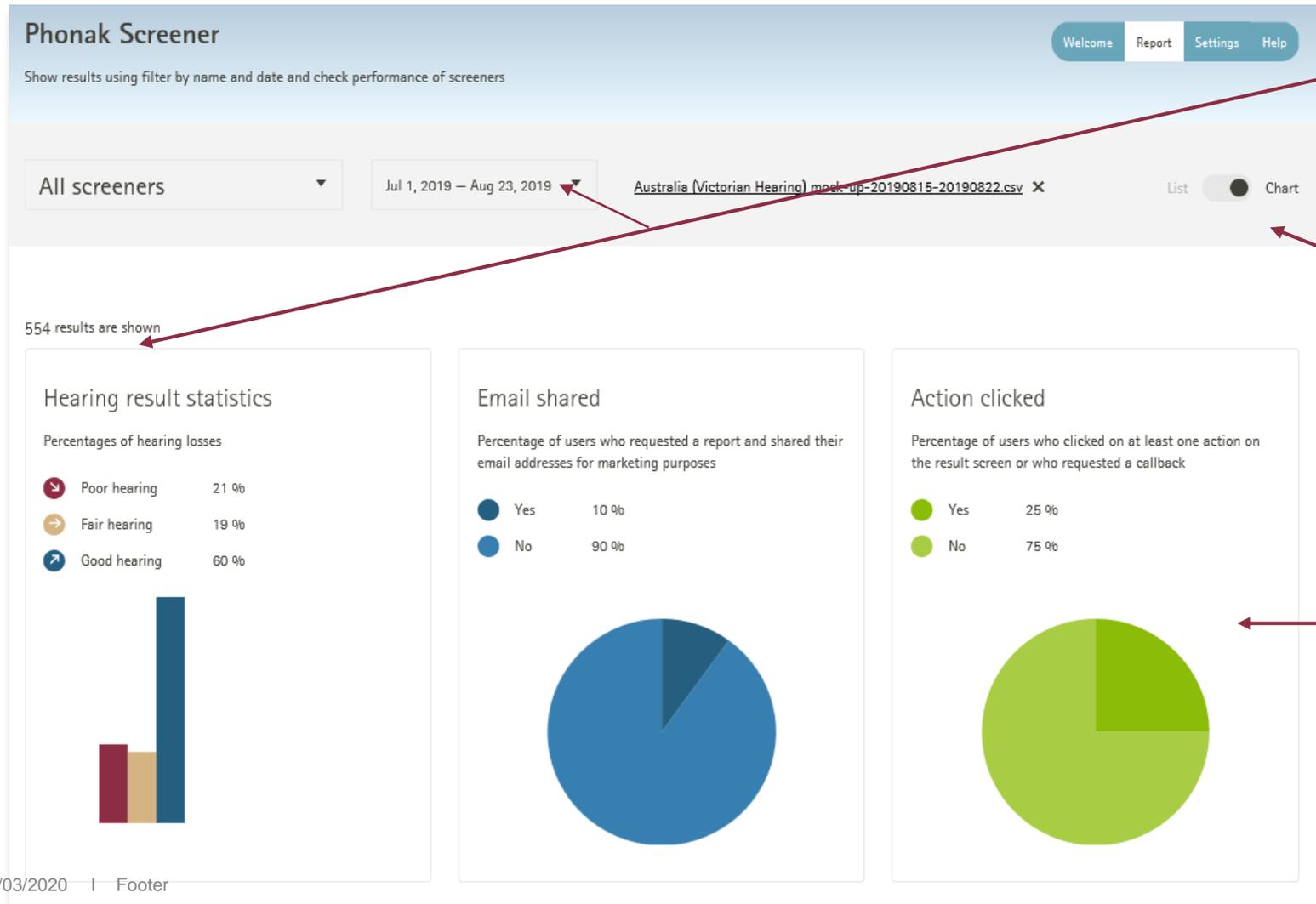
# (10) Report section

- 'Report' shows existing Hearing Screeners
- On initial login, this section will show no results

The screenshot shows the PHONAK Professional eSolutions interface. The top navigation bar includes 'PHONAK for Professionals', a search bar, and a user profile for Lewis Hamilton. The main navigation menu has 'eSolutions' highlighted. The 'Screener' section title is on the left, and a 'Report' button is highlighted with a red box. Below the title, there are filters for 'All screeners' and 'Last week', an 'Export' button, and a 'List/Chart' toggle. A large white box in the center contains the message: 'No results for this time period' and 'Check date range and selected screeners'.

# Reporting

- Track and follow up on actions using the report dashboard



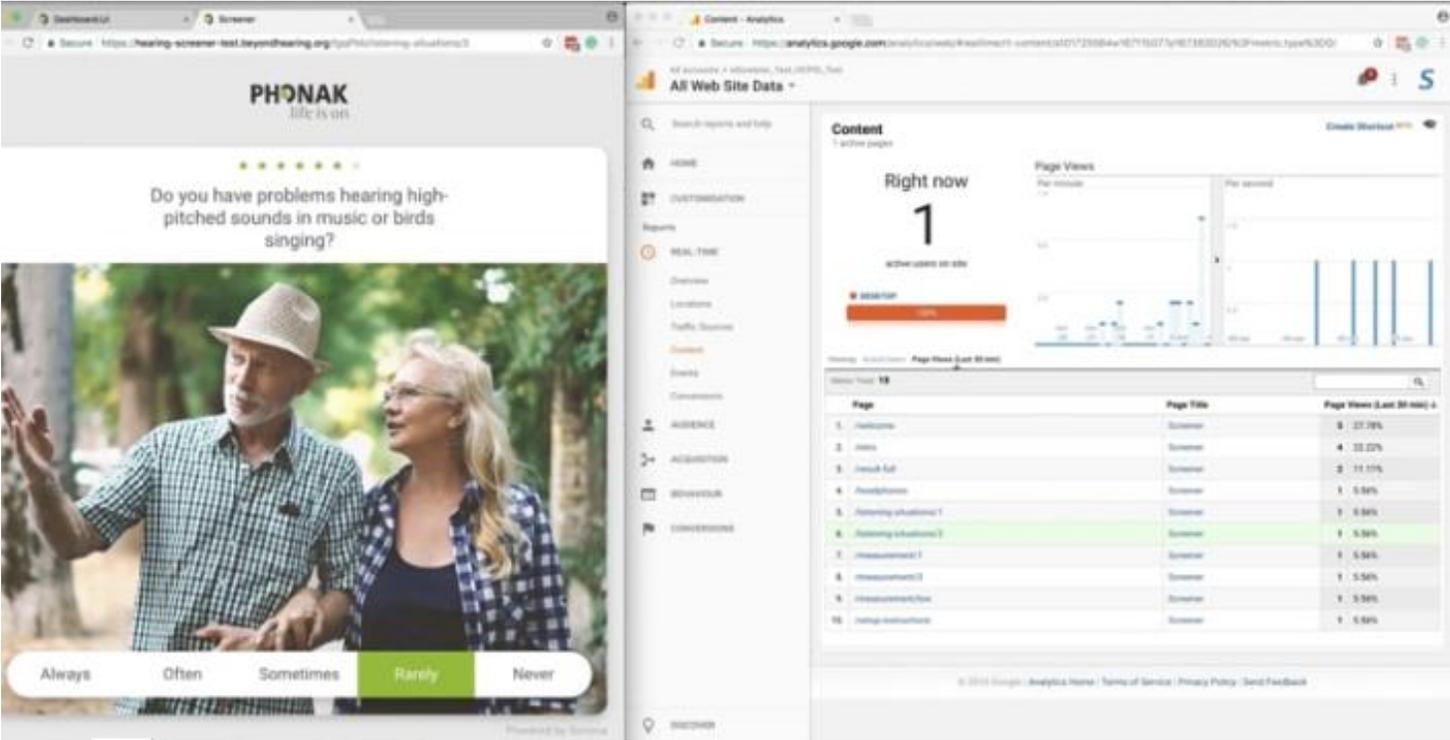
Amount of users that reached the screener in the set period of time.

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

**Digital Marketing Campaign**



Online Hearing Test    Search



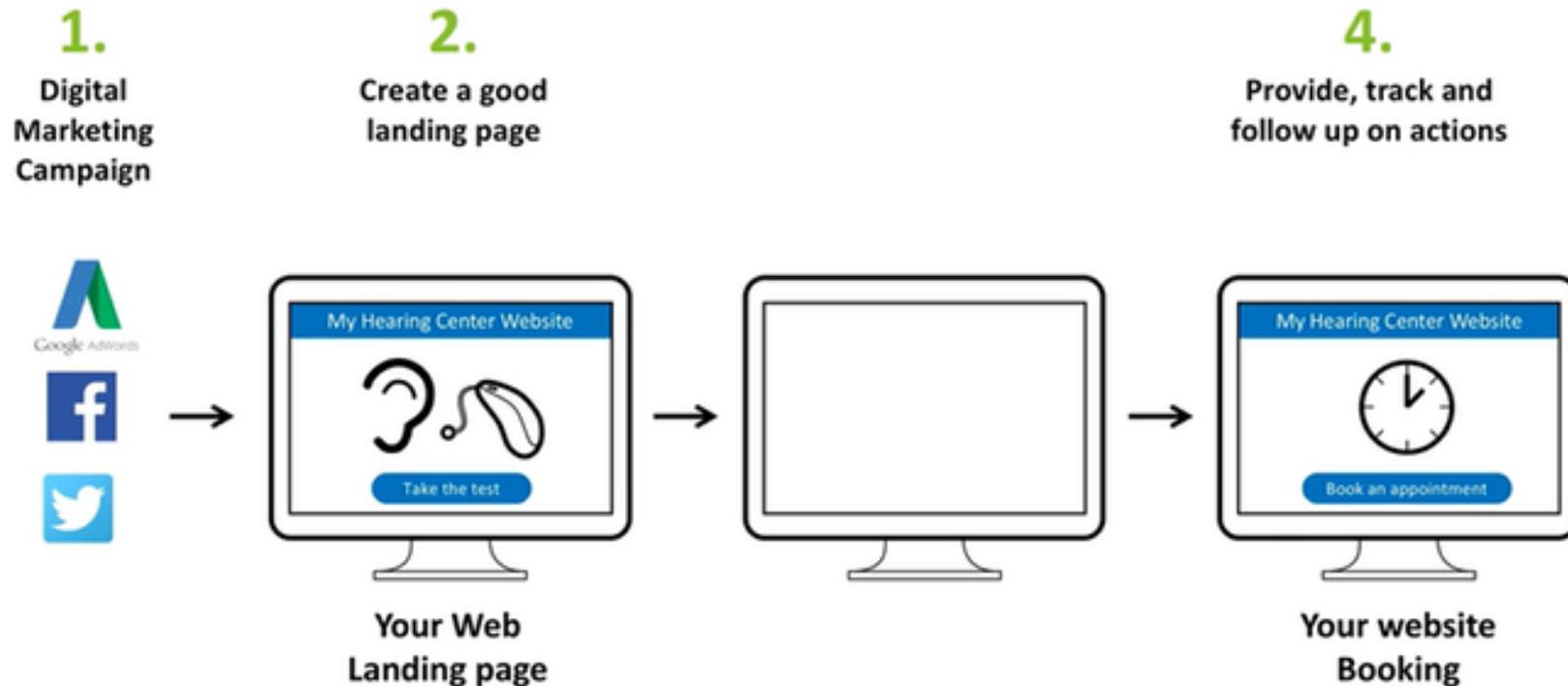
**Provide, track and follow up on actions**



**Your website Booking**

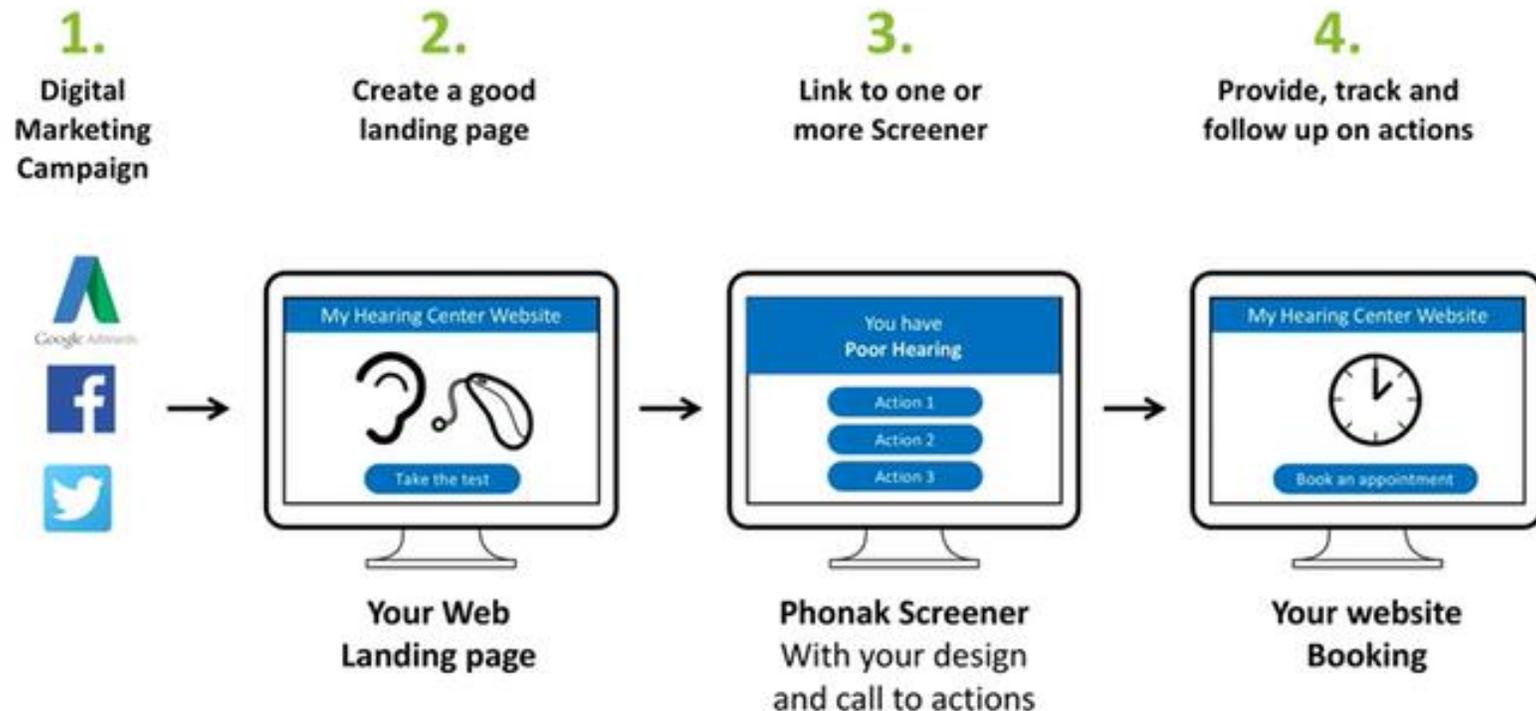
## Step 2 – Build Landing Page

- Work with your web developer to build a landing page for your digital marketing 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.



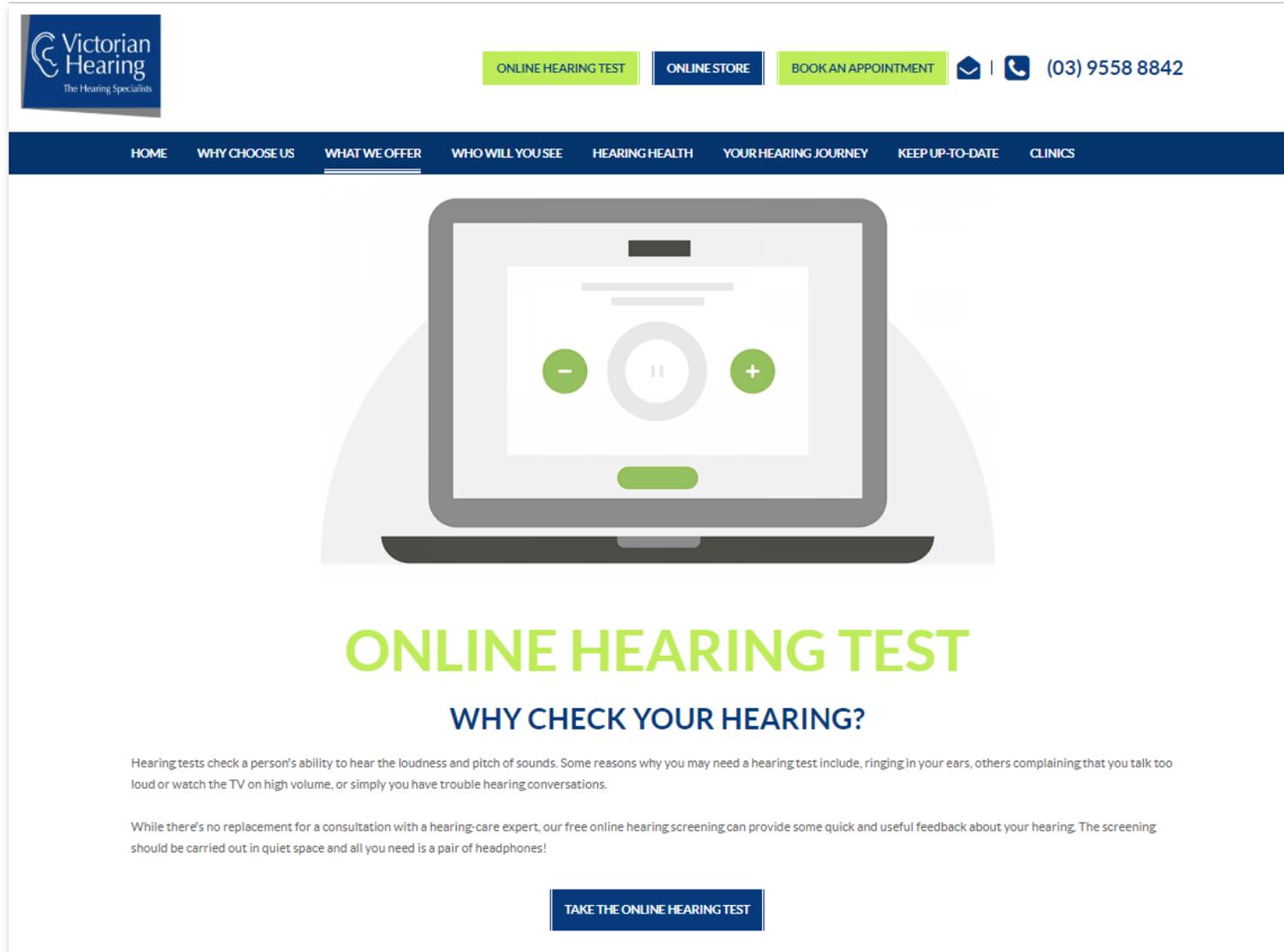
# Step 4 - Activate marketing campaigns



# 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.



The screenshot shows the website for Victorian Hearing, 'The Hearing Specialists'. The header includes navigation links: HOME, WHY CHOOSE US, WHAT WE OFFER (underlined), WHO WILL YOU SEE, HEARING HEALTH, YOUR HEARING JOURNEY, KEEP UP-TO-DATE, and CLINICS. There are also buttons for ONLINE HEARING TEST, ONLINE STORE, and BOOK AN APPOINTMENT, along with contact information: (03) 9558 8842. The main content area features a laptop displaying a hearing test interface with a play button, volume controls, and a green bar at the bottom. Below the laptop, the text reads 'ONLINE HEARING TEST' in large green letters, followed by 'WHY CHECK YOUR HEARING?' in blue. A paragraph explains that hearing tests check a person's ability to hear the loudness and pitch of sounds, and lists reasons for needing a hearing test. Another paragraph states that while there's no replacement for a consultation with a hearing-care expert, the free online hearing screening can provide quick and useful feedback. At the bottom, there is a blue button labeled 'TAKE THE ONLINE HEARING TEST'.

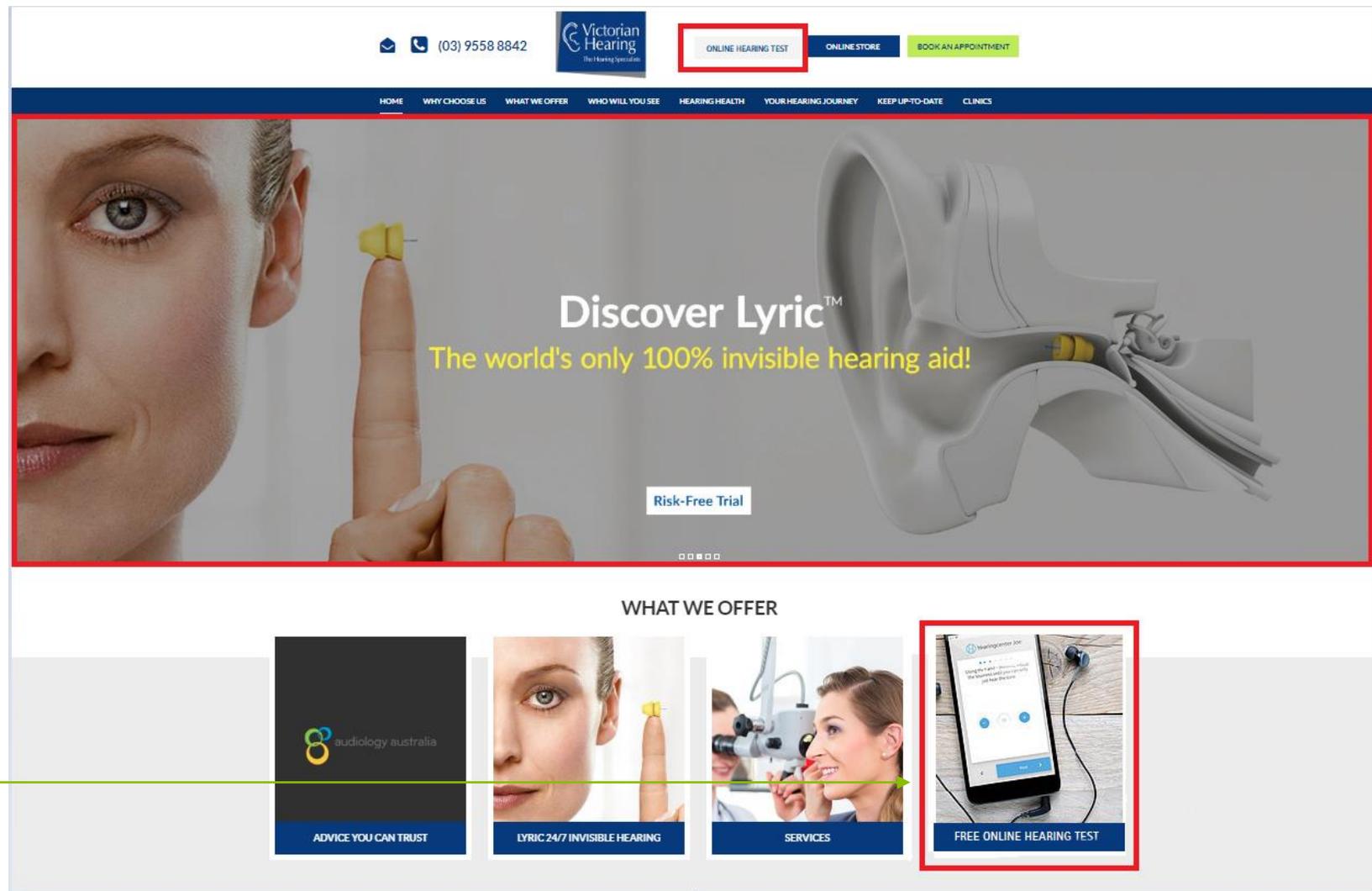
# Homepage updates

Top Link – Permanent

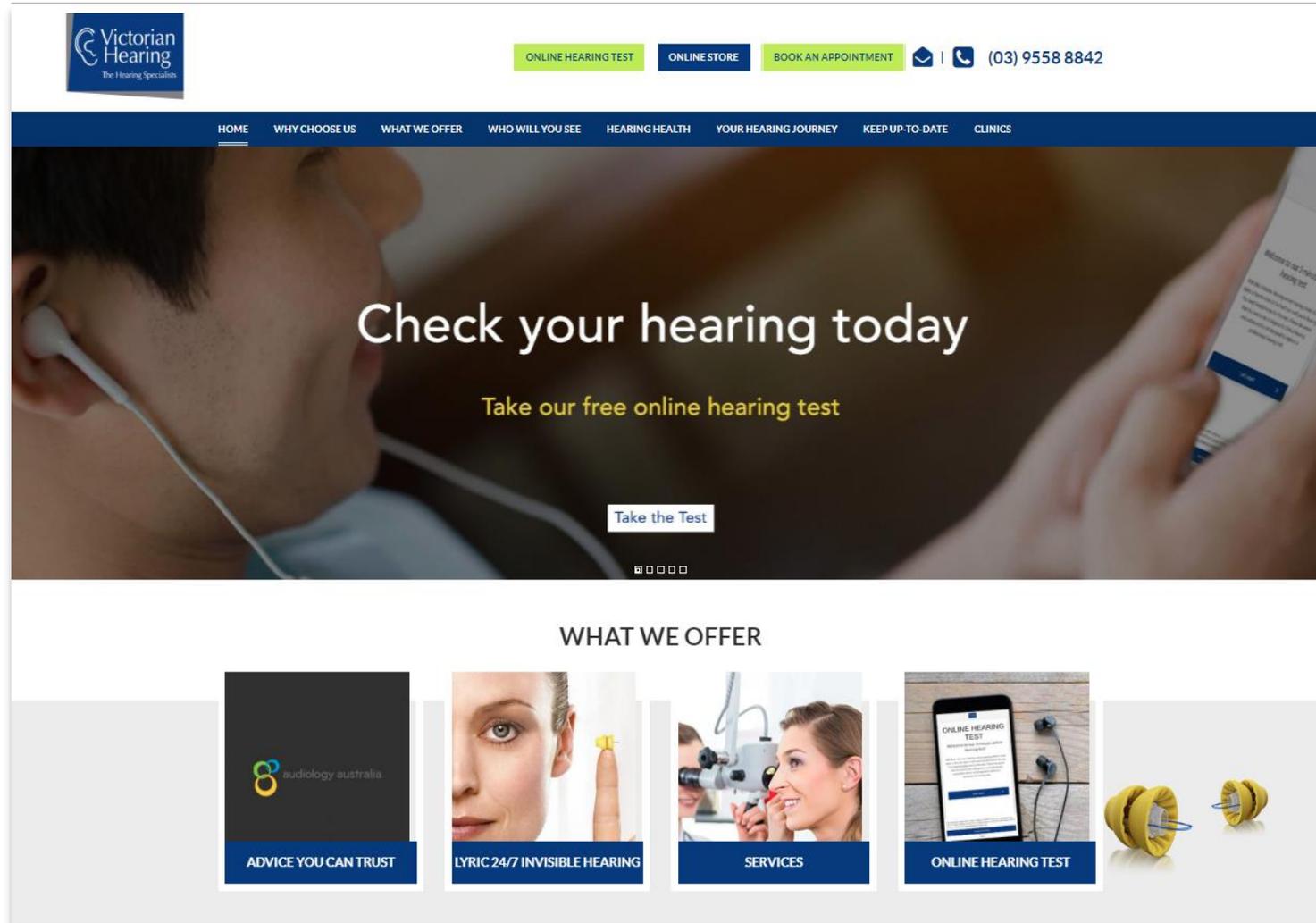
The aim is to make the online hearing test a prominent service offering utilising key positions on the website.

Carousel banner →  
Recommend to run during digital marketing campaign.

Tile banner →  
Permanent

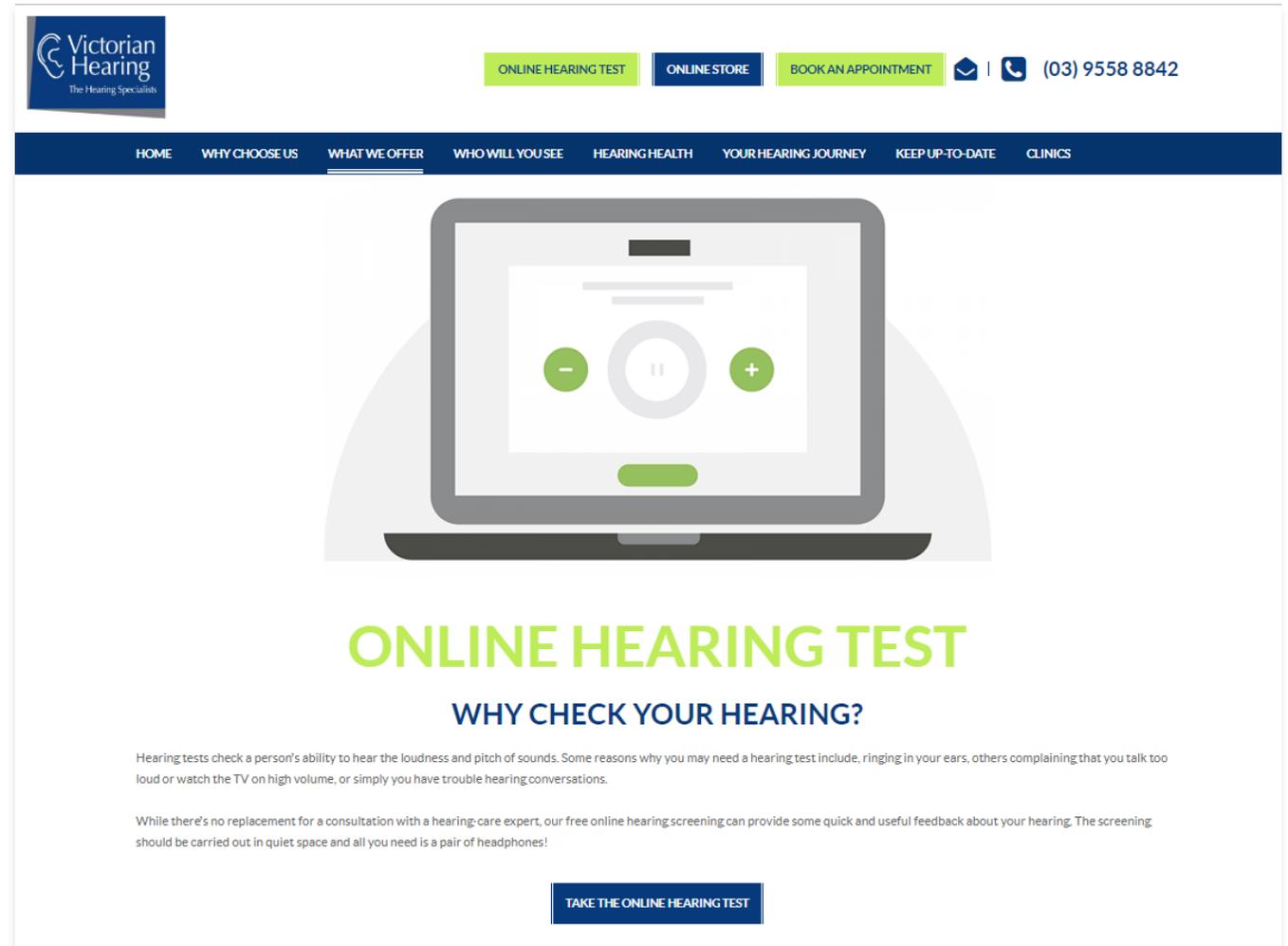


<https://www.victorianhearing.com.au/>



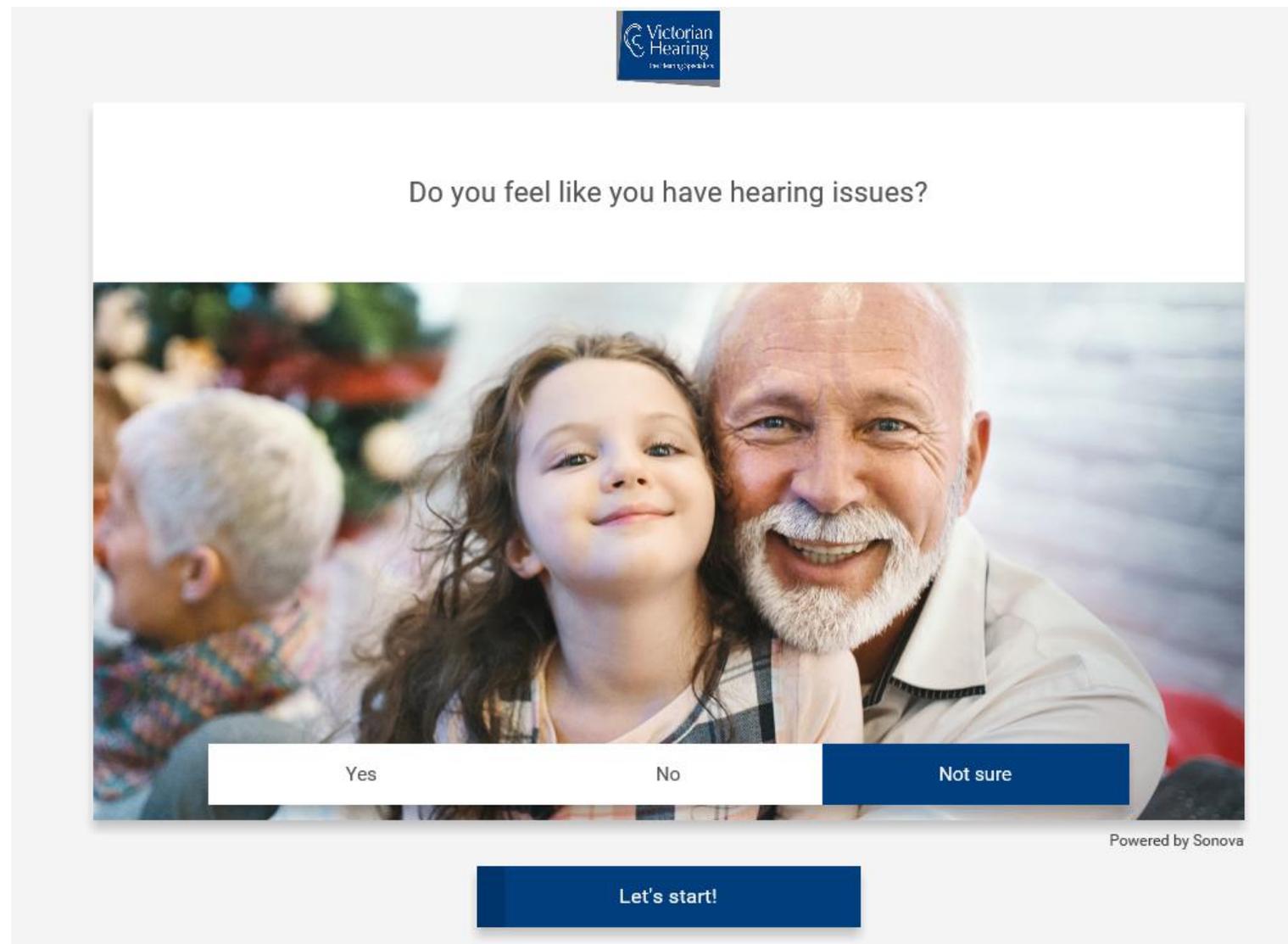
# Dedicated landing page

- 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.



Victorian Hearing  
The Hearing Experts

Do you feel like you have hearing issues?

Yes No Not sure

Powered by Sonova

Let's start!

# Customisation

Victorian Hearing  
The Hearing Experts

• • • • •

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

- || +

< Next >

Pow

Victorian Hearing  
The Hearing Experts

• • • • • • •

Do you have trouble understanding people in noisy environments?

Always Often Sometimes Rarely Never

< Next >

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.

Victorian Hearing  
Hearing Solutions

The score indicates that you may have:

## Good hearing

The tonal test detected good hearing. You told us you have no or only little hearing challenges.

Please be aware that this is not designed to replace a professional hearing test.  
If you would like us to take a closer look at your hearing, you can book an appointment with a hearing care professional.

Request a callback    Book an appointment    What next?

Get your detailed hearing screening report

A detailed report of your hearing screening results will be sent to your email address. We may use your email address to contact you or send exclusive offers or product information.

Your email

[I accept the terms of use.](#)

Get report

Skip

Tell us your opinion

# 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.

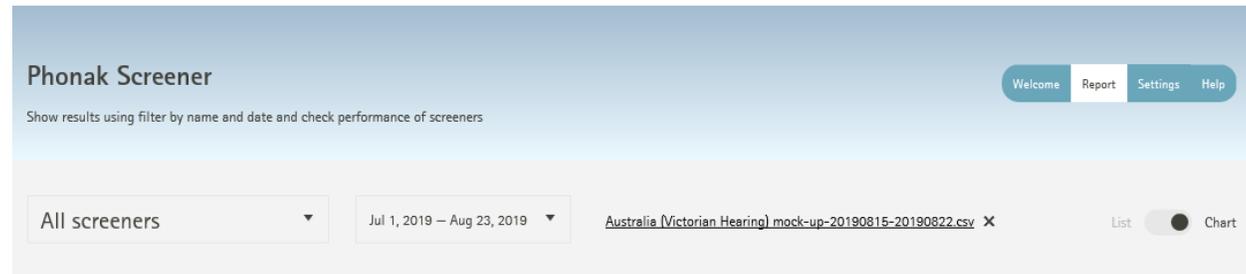


### Do you have difficulty understanding people in noisy environments?

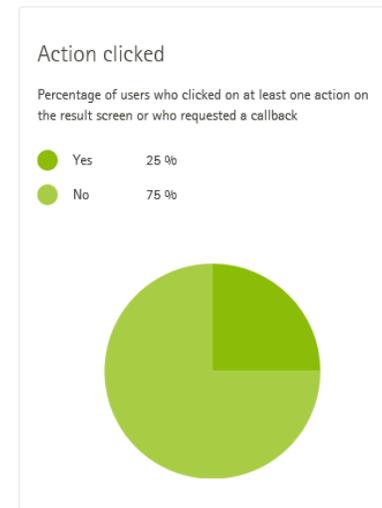
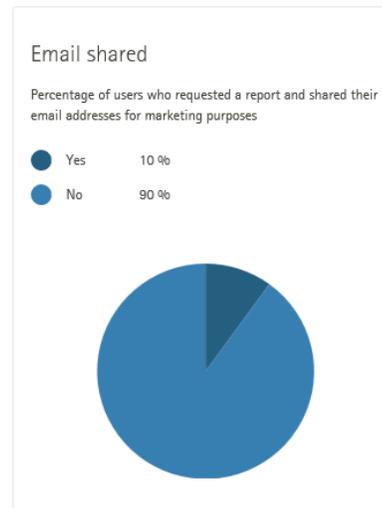
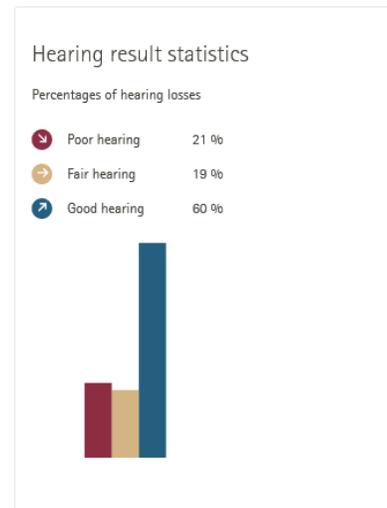
Your answer was rarely. However, it's worth knowing that those who have difficulty hearing can have trouble understanding speech in the presence of background noise and therefore avoid social situations.

# 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.



554 results are shown



# 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 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').

The image shows a hearing screener interface on the left and its corresponding Google Analytics data on the right.

**Left Panel (Hearing Screener):**

- Logo: Victorian Hearing
- Question: "Do you have trouble hearing high pitched sounds, like parts of music or birds singing?"
- Image: A man and a woman talking.
- Response options: Always, Often, **Sometimes**, Rarely, Never.
- Next button.

**Right Panel (Google Analytics):**

- Page: All Web Site Data
- Content: Right now 1 active users on site.
- Table: Page Views (Last 30 days)

| Page                    | Page Title | Page Views (Last 30 days) |
|-------------------------|------------|---------------------------|
| 1. /home                | Screen     | 27,32%                    |
| 2. /info                | Screen     | 22,32%                    |
| 3. /about-us            | Screen     | 11,11%                    |
| 4. /healthcare          | Screen     | 1,50%                     |
| 5. /hearing-education/1 | Screen     | 1,50%                     |
| 6. /hearing-education/2 | Screen     | 1,50%                     |
| 7. /assessment/1        | Screen     | 1,50%                     |
| 8. /assessment/2        | Screen     | 1,50%                     |
| 9. /assessment/3        | Screen     | 1,50%                     |
| 10. /help-and-questions | Screen     | 1,50%                     |

# 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.

Victorian Hearing  
ONLINE HEARING TEST ONLINE STORE BOOK AN APPOINTMENT (03) 9558 8842

HOME WHY CHOOSE US WHAT WE OFFER WHO WILL YOU SEE HEARING HEALTH YOUR HEARING JOURNEY KEEP UP-TO-DATE CLINICS

## ONLINE HEARING TEST

### WHY CHECK YOUR HEARING?

Hearing tests check a person's ability to hear the loudness and pitch of sounds. Some reasons why you may need a hearing test include, ringing in your ears, others complaining that you talk too loud or watch the TV on high volume, or simply you have trouble hearing conversations.

While there's no replacement for a consultation with a hearing care expert, our free online hearing screening can provide some quick and useful feedback about your hearing. The screening should be carried out in quiet space and all you need is a pair of headphones!

Your Name  
Phone  
Email\*

TAKE THE ONLINE HEARING TEST

\*By taking our online hearing test, one of our friendly Clinicians will contact you by phone or email to discuss your hearing. [Privacy Policy](#)

Together,  
we change lives