



# Immersive Engage Clinician Training

Existing Patient Upgrade Use Case

# Overview

## Patient Description:

Current hearing aid user, in for annual check or device maintenance

## Demo Placement:

After review of current devices and listening challenges

## Goal

Motivate patient to trial current technology

# Phase 1: Discovery

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## **Ask Your Patient:**

"If you could wave a magic wand and change three things about your hearing aids... anything at all... what would they be?"

## **Ask their Companion:**

"From your perspective — where do you notice [him/her] still struggling most, even with the hearing aids?"

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## Phase 2 – Reflection Bridge

"Ok, so it sounds like hearing better in [their situations] is really important to you."

"What I'd like to do right now is give you the opportunity to experience what better hearing could be like first hand."

"Before you do that – is there anything else you want to make sure I know about your hearing goals?"

"Ready to get started with the better hearing experience?"

# Frame the Demo

Highlight relevant points that experienced users will understand:

- This is different than other demo's you've experienced
- Audio was recorded through actual hearing aids using real sound environment audio
- It's personalized to your hearing profile
- It's an approximation of the full experience of customized hearing technology

# Phase 4 - Scene Selection

Magic Wand Request	Corres
Clarity/Quiet Speech	Q
Spatial Awareness/Directionality	Ou
Noise/Restaurants/Gatherings	Nois
Listening Effort/Fatigue	Nois



# Phase 5 - Post-Demo Reflection

**Question #1**

**“What Did You Notice?”**

# Phase 5 – Post-Demo Reflection

“Based on what you just experienced, can you imagine a world where you can hear more clearly in [their top situations]? What would that be like for you?”

To Companion: “And from your side – what was it like to experience that together?”

# Closing Bridge

What you just heard is what today's most advanced hearing aid technology is capable of.

What we'd do next is set that up properly for you and let you live in it for [X] days, so you can experience that difference in your real life — at dinner, at work, wherever it matters most to you."

"Treating hearing loss is a process that involves retraining your brain's ability to process sound normally again — so a real-world trial is actually the most important part. It's not just about whether the technology is better. It's about whether better hearing changes things for you in the ways that matter."

Who questions do you have before we talk about what that looks like?  
[address questions] ... Where should we go next?"