

THREE-DEMO PRACTICE PROTOCOL

Get Ready to Facilitate Life-Changing Demos in Under 60 Minutes

The Immersive Engage Tool is powerful—but only when the clinician facilitating the demo feels confident and prepared. This protocol gives you a structured, time-efficient path to readiness before you use the tool with your first patient.

Follow all three stages in sequence. Each builds on the last. Total time: approximately 60 minutes.



Before you can guide a patient through the experience, you need to own it yourself. This is private exploration time—no pressure, no audience. Just you and the tablet.

What to Do

- Open the Immersive Engage app and walk through each screen from start to finish as if you were a patient.
- Enter a practice audiogram. Use round numbers that represent a mild-to-moderate sloping loss (a common patient profile).
- Navigate through all three listening scenes: Quiet Living Room, Outdoor Park, and Noisy Restaurant.
- Toggle the hearing aid on/off button multiple times in each scene to feel the contrast yourself.
- In the Outdoor Park scene, practice rotating the tablet to demonstrate directionality. Do it until it feels natural.
- Practice entering the audiogram a second time—without looking at instructions. This is the benchmark.

What to Practice Saying

You will use three key language moments with every patient. Practice saying these aloud during your solo run:

The Three-Situations Discovery Question: Ask this before the demo begins to understand what matters most to the patient.

"Before we get started, I want to make sure we choose the right situations for you. Think about your day-to-day life—what are the top three situations where hearing is most important to you?"

The Reflection Bridge: Use this immediately before starting the demo to connect what they shared to what they're about to experience.

"You mentioned [situation]. We're going to start with a scene that's similar to that, so you can hear what a difference the right technology can make."

The Post-Demo Anchor Question: Ask this after the demo and then hold the silence. Let the patient answer.

"What did you notice?"

Why This Matters

The audio in the Immersive demo is recorded through actual hearing aid technology—not streamed through hearing aids during the session.

That distinction matters for your credibility. When a patient asks how it works, you can say: "The audio in each scene was recorded using the same hearing aid technology—so what you're hearing is a real-world simulation of what these devices actually deliver."

Practice this explanation until it feels natural, not rehearsed.

STAGE 2

Role-Play with a Colleague

15 Minutes

Solo practice builds mechanics. Role-play builds clinical fluency. Find a colleague—another clinician, a front desk team member, or your practice manager—and run a full simulated demo visit. The goal is to say the clinical language out loud under light social pressure before you're in front of a patient.

Role-Play Setup

- Your colleague plays a patient with mild-to-moderate hearing loss. Give them a simple scenario: they're in their late 60s, active, and struggling most in restaurants and at family gatherings.
- Ask them to include a companion scenario if possible—have a second team member play a spouse or adult child.
- Run the demo from start to finish, including the discovery question, the reflection bridge, the demo itself, and the post-demo anchor.
- Ask your colleague to give you feedback on pacing, clarity, and how natural the language felt.

What Your Colleague Should Listen For

- Did you ask the discovery question before starting the demo—or did you skip it?
- Did you name the patient's situation in the reflection bridge—or was the transition generic?
- Did you ask "What did you notice?" and wait—or did you rush to fill the silence?
- Did you explain the tablet demo confidently and without apology?
- Did the companion feel included—or were they an afterthought?

Companion Note for Role-Play

In real patient visits, the companion is one of your most powerful allies.

During role-play, practice directing the companion to toggle the hearing aid on/off themselves. Let them experience the contrast.

A companion who feels the difference often becomes the patient's strongest advocate in the room.

STAGE 3

Soft Launch with a Familiar Patient

15 Minutes

Your first in-practice demo should be with a patient you already know—someone who is returning for a follow-up visit, a long-established patient, or someone you have an easy rapport with. This is not a high-stakes situation. It's a live calibration opportunity.

How to Set Expectations with the Patient

You don't need to explain that this is a practice run. Simply frame it naturally:

"We have a new tool I'd like to show you today—it lets you hear what modern hearing technology actually sounds like in real-world situations. It only takes a few minutes and I think you'll find it interesting."

What to Focus On

- Use the discovery question. Even if you already know the patient's priorities, ask it—practice makes it automatic.
- Watch the patient's face and body language during the demo. Notice when they lean in, when they toggle on their own, when they smile.
- After the demo, ask the anchor question and hold the silence. Notice how long it takes them to respond and what they say.
- Don't over-explain. The demo does the heavy lifting. Your job is to guide, reflect, and listen.

After the visit, take two minutes to note what worked and what felt awkward. Those observations will refine your approach before your next patient.

PRACTICE PROTOCOL CHECKLIST

Before your first patient, confirm you can check every box below.

Stage 1 — Solo Familiarization

- Tablet is charged and the Immersive Engage app is open and ready
- I can enter a practice audiogram from memory, without instructions
- I can navigate all three scenes (Living Room, Park, Restaurant) smoothly and in sequence

- I can toggle the hearing aid on and off confidently during each scene
- I can rotate the tablet in the Outdoor Park scene without hesitation
- I can explain how the Immersive demo audio works (recorded through real hearing aid technology)
- I can deliver the three-situations discovery question naturally, out loud
- I can deliver the reflection bridge using the patient's own words
- I can ask "What did you notice?" and hold the silence without filling it

Stage 2 — Role-Play with a Colleague

- I have identified a colleague to role-play with (clinician, front desk, or practice manager)
- I ran a full simulated demo visit from greeting to post-demo anchor
- I asked the discovery question before starting the demo—not after
- I used the patient's stated situation in the reflection bridge
- I held silence after the anchor question and let my colleague respond first
- I included the companion in the experience—not just as an observer
- I received feedback and adjusted at least one element of my delivery

Stage 3 — Soft Launch with a Familiar Patient

- I selected a returning or established patient for my first live demo
- I framed the demo naturally without over-explaining or apologizing for it
- I used the discovery question—even with a patient whose priorities I already know
- I observed the patient's non-verbal responses during each scene
- I asked the anchor question after the demo and waited for the patient to speak first
- I avoided over-explaining what the patient just experienced
- I took two minutes after the visit to note what worked and what to adjust

✓ All boxes checked. Ready for patients.

Clinician: _____ Date Completed: _____