



How to set up the Phonak Online Hearing Screener and integrate into marketing initiatives

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About this guide

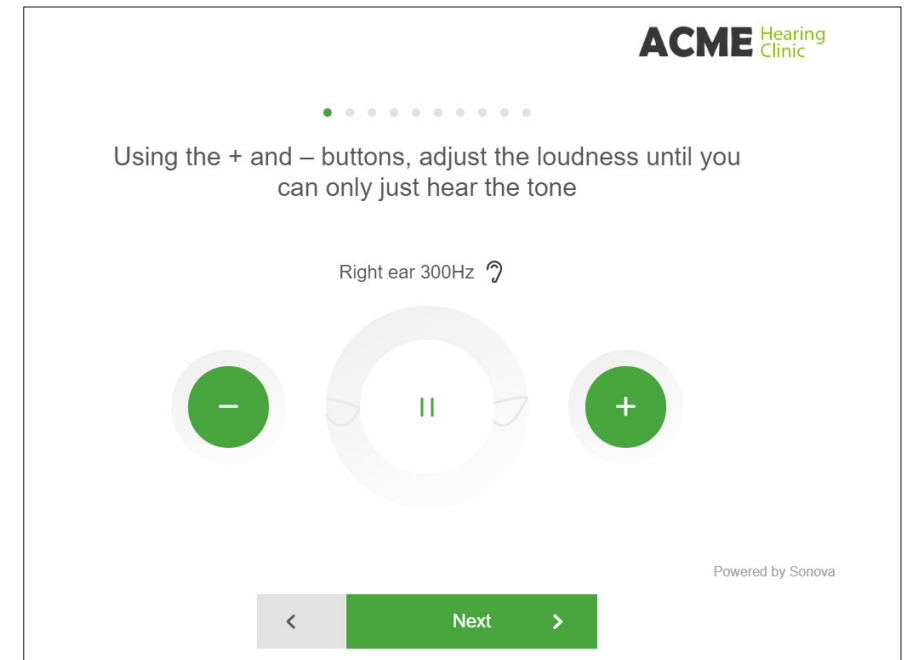
How to set up the Phonak Hearing Screener and integrate into marketing initiatives

What is it?

This guide is designed to help you and your team understand the benefits of the Online Hearing Screener tool as a lead-generation marketing tool, as well as a hearing loss estimation tool that can support Remote Support journeys. It describes how to set up the tool on PhonakPro.com.

What is inside?

- Introduction to the Online Hearing Screener
- How to set up a Online Hearing Screener
- How to integrate the tool into your website and marketing campaigns
- Evaluating results



Introduction to the Online Hearing Screener

The Phonak Online Hearing Screener (also known as the eScreener or xScreener) is a customizable online hearing test that can be integrated into your clinic website or campaign to help you capture more leads. It can help your clinic to offer a more meaningful experience on your website, for existing patients – and potential new ones.

Phonak continues to grow our suite of eAudiology tools, allowing you to continue supporting your patients even during these times of social distancing, with the help of our industry-leading hearing device technology.

In the following pages, you will learn more about how the [Online Hearing Screener](#) works, and how it can be used as an effective lead-generation tool.

Introduction to the Online Hearing Screener

How does it work?

The Online Hearing Screener is fully customizable with clinic logo and info, and it allows patients to take a basic 3-minute hearing screening in the comfort of their home, directly from your clinic website.

The screening consists of 3-tone tests: low-tone, mid-tone and high-tone, followed by four questions regarding situational hearing. The user needs to be in a quiet environment and use headphones to take the screening.

Once the screening is complete, simple results are provided, and patients are presented with call-to-actions and an option to see more detailed results if they provide their name and email address. The detailed results are then emailed to the patient.

What are the benefits?

There are several benefits to using the Online Hearing Screener.

- It is an online lead-generating tool that is fast and easy to set up and works on all platforms, including mobile devices.
- It is a simple tool that can be embedded into your website and share in social media marketing to generate qualified leads.
- The look and feel can be customized to match your branding, including images, colors, fonts and so on.
- It can have up to four individual call-to-actions shown to users who complete the hearing screener.

The score indicates that you may have:

Good hearing

The tonal test detected good hearing. You told us you are challenged in some listening situations.

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 an expert from Acme Hearing Clinic.

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

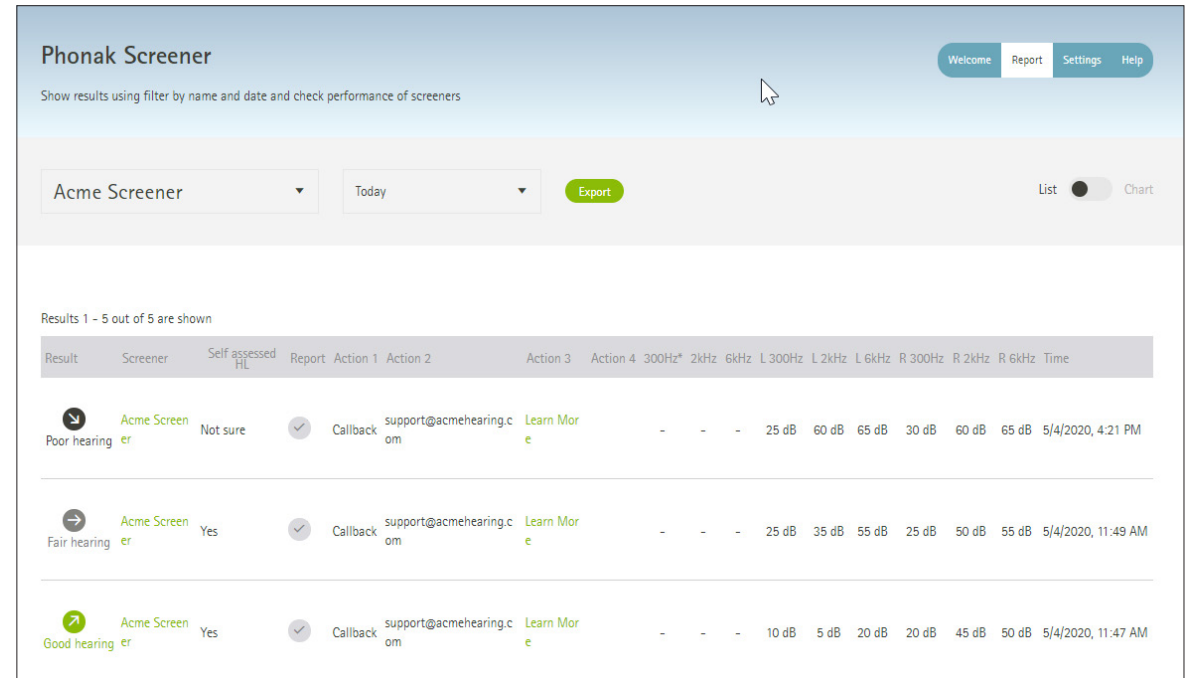
[Skip and show me the results](#)

Introduction to the Online Hearing Screener

What data does the clinic receive?

In a recent revamp, the Phonak Online Hearing Screener now offers a way to estimate hearing loss as a baseline, and it allows for a binaural or monaural test. Of course, it cannot replace a thorough audiometry and does not claim to be a clinical test, nor to produce an audiogram. However, it could be used to do a first fit on a hearing aid and be optimized via a Remote Support session.

The overall result for each user is ranked as Good, Fair or Poor. The estimated dBHL measurements for each of the frequencies tested, along with the patient's email address, are sent to the clinic after someone takes the screening and provides their email address to receive the full report. In the PhonakPro Hearing Screener Dashboard, the timestamp and dBHL values are shown for each test taken, however, the user's email address is not saved due to privacy reasons.



The screenshot shows the Phonak Screener dashboard interface. At the top, there is a header with the title "Phonak Screener" and navigation links for "Welcome", "Report", "Settings", and "Help". Below the header, there is a sub-header: "Show results using filter by name and date and check performance of screeners".

The main content area features a filter section with a dropdown menu set to "Acme Screener", another dropdown set to "Today", and an "Export" button. To the right, there are "List" and "Chart" toggle buttons.

Below the filter section, it says "Results 1 - 5 out of 5 are shown". A table displays the results:

Result	Screener	Self assessed HL	Report	Action 1	Action 2	Action 3	Action 4	300Hz*	2kHz	6kHz	L 300Hz	L 2kHz	L 6kHz	R 300Hz	R 2kHz	R 6kHz	Time
Poor hearing	Acme Screener	Not sure	✓	Callback	support@acmehearing.com	Learn More	-	-	-	25 dB	60 dB	65 dB	30 dB	60 dB	65 dB	5/4/2020, 4:21 PM	
Fair hearing	Acme Screener	Yes	✓	Callback	support@acmehearing.com	Learn More	-	-	-	25 dB	35 dB	55 dB	25 dB	50 dB	55 dB	5/4/2020, 11:49 AM	
Good hearing	Acme Screener	Yes	✓	Callback	support@acmehearing.com	Learn More	-	-	-	10 dB	5 dB	20 dB	20 dB	45 dB	50 dB	5/4/2020, 11:47 AM	

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Hearing Screener ›

Hearing Diary ›

Remote Support ›

Apps for your clients

myPhonak ›

myCall-to-Text app ›

Remote app ›

Guide App ›

How to set up the Online Hearing Screener

Where to find the tool

Once activated for your account through PhonakPro, the tool is available under the eSolutions menu.

1. Login to PhonakPro using your PhonakPro ID.
2. Once logged in, the link to the Online Hearing Screener will be shown in the eSolutions dropdown menu and the My Account navigation.

Tip

If you do not find the Online Hearing Screener in your eSolutions menu, please contact your Sales Rep to get access.

How to set up the Online Hearing Screener

Creating an Online Hearing Screener

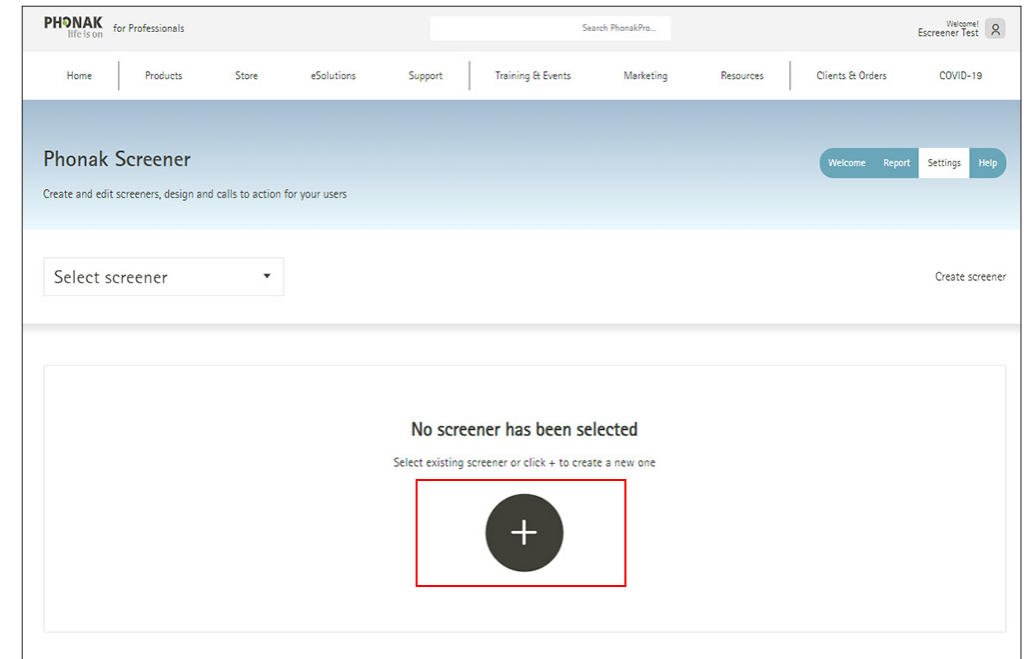
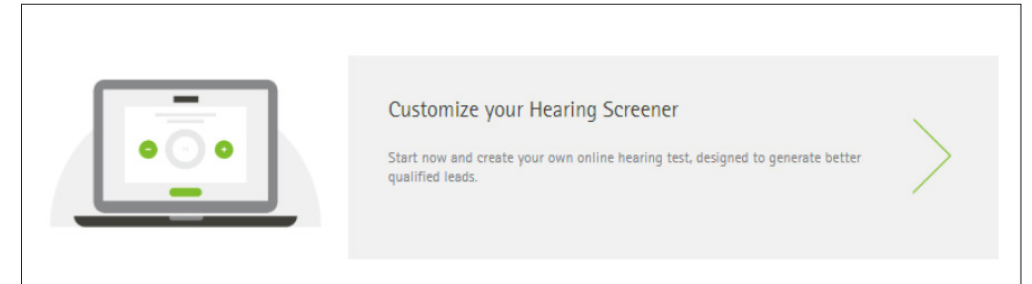
Step 1

Navigate to the Screener Dashboard by scrolling down to the "Customize your Hearing Screener" button. Alternatively, find the tool at this URL:

<https://dashboard.phonakpro.com/screener/welcome>

Step 2

Select the Settings button on the right side, and then press the Plus icon to create your first hearing screener.



How to set up the Online Hearing Screener

Creating an Online Hearing Screener

Step 3

In the pop-up form, fill in the three mandatory fields, then click "Create screener" to initiate the screener. ("Duplicate existing" can be used as an option once you are ready to make multiple hearing screeners.)

- Hearing Screener name
- Admin e-mail address
- Privacy contact: clinic address, email and phone number

Step 4

Once the screener is saved, the setting and customization options for the Online Hearing Screener are shown. See the following pages for explanations for these options.

You can save and close the screener at any point, and come back to work on it later on. Be sure to click on Save at the top of the page before you close the window.

New screener

Create new

Acme Screener

support@acmehearing.com

Acme Hearing
123 Main Street
City, State
Country
(123) 456-7890

Use format: Company name, address, contact phone, contact email (e.g. Hearing Centre John Doe, 123 Main Street, FL 12345, (123) 466-7890, hearingcenter@johndoe.com)

Duplicate existing

Create screener

Cancel

How to set up the Online Hearing Screener

Customization and design settings

Basic Settings

- Link URL – include your company name to personalize the URL.
- Language – to use multiple languages, you need to create multiple hearing screeners.
- Screener name was set in the initiation, but it can be revised if needed.
Note: This name does not show to the user, only to you and your colleagues who have access to the Online Hearing Screener dashboard.
- Tones – This allows you to select from measurement options, such as testing both ears simultaneously or separately.
- Privacy policy and privacy statement was set in initiation, but it can be revised if needed.
- Legal link – can be enabled if needed.
- Ask for email – If this box is selected, users will be required to provide their email address to receive the detailed hearing results. When they enter their email, your clinic will receive an email alert with their results and contact details. If the box is not selected, then users will receive detailed results, and the call-to-action buttons will be shown, but their email address is not collected.

Basic

Link to screener

Copy this URL and use it as link in your website, online campaigns etc.

Company name for vanity URL (e.g. myhearingcenter)

Use letters (a-z, A-Z) and numbers (0-9) but no special characters or spaces.

Language

Set language of screener
Did you know that you can use localized URLs that better fit your chosen language?
[Learn more about localized URLs](#)

Screener name

Give the screener a unique name. Keep it short and recognisable. This name is only for administration purposes and will not show up for end users.

Name of screener

Tones

Choose how many tones will be played to the user and if measured both ears together or separately

Privacy policy and privacy statement

For privacy laws we have to state the provider of the online hearing test. Thus, you need to provide the company name, address and contact telephone and email to your users. This information will show up in privacy statement.

Company name, company address, contact tel, contact email

Use this format:
Hearing Centre John Doe, 123 Main Street,
FL 12345, (123) 456-7890, hearingcenter@johndoe.com

[Preview](#)

Legal link

If the screener is used standalone, it shows the link "Legal" which opens on click a popup which contains the content of "Imprint" and "Privacy Policy" in two separate tabs so you are in compliance

Enable legal link

Ask for email

Ask the user to leave his email to get a detailed report. You will receive an notification-email to your administration email-address stated above.

User has to leave email to get detailed report

How to set up the Online Hearing Screener

Customization and design settings

Communication settings

- Calls-to-action – Up to 4 can be created, and examples of call-to-action buttons you can create are:
 - Request a callback
 - Schedule an appointment
 - Contact the clinic via phone or email
 - Any other custom call-to-action desired
- Target origin URI – This can be used to embed the screener in a website iframe.
- Notifications – Use either an email address or a webhook to receive the form results and callback requests from users.
- Custom email reports – If you have webhooks, you can send a customized report to the user rather than the default report from the tool.

Communication

Calls to action

Calls to action (CTAs) are activities you want the user to take once the hearing screener result screen has been reached. A maximum of four CTAs are allowed. Each CTA will show up as a button on the result screen. If required give the button a short and crisp label and define the underlying action depending on the CTA type.

[Learn more about postMessage CTAs](#)

Position 1:

Position 2:

Button text (e.g. Email us)

Email Us

Email address (e.g. contact@myhearingcenter.com)

support@acmehearing.com

Position 3:

Button text (e.g. Contact us)

Learn More

Link address (e.g. https://www.myhearingcenter.com/contact)

http://www.acmehearing.com

Position 4:

Target origin URI

Provide the URI if the Screener is going to be embedded in an iframe. The field is required if you use postMessage CTA, and *must* be set to your own website.

Target origin URI (e.g. https://myhearingcenter.com).

Notifications

Provide an email and/or a Webhook URL to receive the personal details of the user when a callback or an email report has been requested. With a Webhook URL you can also collect the user's test results.

[More about Webhooks](#)

Email Webhooks Both

Email

support@acmehearing.com

Custom email reports

If a user requests an email report, the screener automatically sends out a default email. If you activate the custom email report option, these default emails will no longer be sent out. You will have to send your own email reports to the users instead.

Use custom email reports

To enable this feature you first need to select "Webhooks" in the "Notifications" section above.

How to set up the Online Hearing Screener

Customization and design settings

Design and branding

- Design settings – Click on Edit to see the design options of the tool. Please find detailed overview of these in the next section of this guide.
- Link on your logo – Add your clinic's homepage URL so that if a user clicks on your logo within the tool, he/she will get directed to your homepage. (Your logo is uploaded separately within the Design Settings page.)
- Your company name – This will be shown in the screener, in the results and in the emails that are shown to the user.

Integrations

- Analytics – can connect to your Google Analytics and Facebook Pixel IDs
- Referral parameters – an advanced setting for those using webhooks

Design & Branding

Design settings
Edit the visual appearance of the screener and upload your logo and images [Edit](#)

Link on your logo
Link on custom logo (see logo upload in "Design settings")

Link on your logo (e.g. <https://www.myhearingcenter.com>)

Your company name
Insert your company name here. Your company name will appear on the welcome and result screens of your screener, as well as - if the user requests it - in the email report of the screener results.

Company name (e.g. Hearing Centre John Doe)

 [Preview](#)

Integrations

Analytics
Insert your Google Analytics or Facebook Pixel ID here.

Referral parameters
Enabling referral parameters helps you to integrate the screener with your existing suite of marketing tools. Once set up, all URL parameters that are passed to the screener are returned to your own web system through the above configured URL CTAs and webhook notifications, in case they are enabled. Please be aware that it is your responsibility to handle the content of the URL parameters with care and in legal compliance.
[More about referral parameters](#)

Enable referral parameters

How to set up the Online Hearing Screener

Customization and design settings

Design settings editor

After you create a new Online Hearing Screener with your clinic name and address, you are presented with the setting options. Under Design and Branding, there is the option to Edit the Design settings, which opens a live editor so that your selected design options can be previewed in real time.

Design setting options are as follows:

- Theme – You can choose a default theme that will provide a nice looking screener for you. However, to personalize the tool, select "Your own theme," and then you can change the following:
 - Font
 - Primary color – used for the buttons in the tool
 - Secondary color – used for the background
 - Button shape – square or rounded corners
 - Shadows – choose a flat look or a more 3D style
- Logo – upload a PNG of your logo
- Logo alignment
- Custom favicon – the icon that appears in the browser tab for your screener
- Image set – choose from provided sets of images, or click on "Create new set" to upload your own set of five images to use in the screener.

The screenshot shows the PHONAK for Professionals interface for editing the design settings of an online hearing screener. The top bar includes the PHONAK logo and navigation icons. The main area is split into a live preview on the left and a settings panel on the right. The preview shows the ACME Hearing Clinic logo, a question "Do you feel like you have hearing issues?", a photo of a young girl and an older man, and buttons for "Yes", "No", and "Not sure". The settings panel includes options for theme, font, primary and secondary colors, button shape, shadows, logo, logo alignment, custom favicon, and image set.

Tip

As you are making design choices, navigate through the screener demo on the left side to see how the look appears on the different pages of the screener.

How to set up the Online Hearing Screener

Additional tutorials

Video tutorials

For further support, the tool introduction page includes a link to tutorial videos that explain how to set up the eScreener. These have subtitles for various languages.

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Search

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.

Why use Phonak Screener (3min)

How it works (6min)

Creating a screener - Part 1 - Basics (5 min)

Creating a screener - Part 2 - Design (6 min)

Creating a screener - Part 3 - Call To Actions (8 min)

Using reporting and analytics (10min)

Data privacy handling (10min)



How to integrate this tool into your website and marketing initiatives

Approach is important

On its own, the Online Hearing Screener is not an effective lead-generating tool; the power is in promoting it through marketing!

By integrating the branded Online Hearing Screener as a call-to-action within marketing campaigns, you offer a simple self-assessment experience to those exposed to your marketing initiatives, helping to capture more leads and actively measure your marketing efforts.

How to integrate this tool into your marketing initiatives

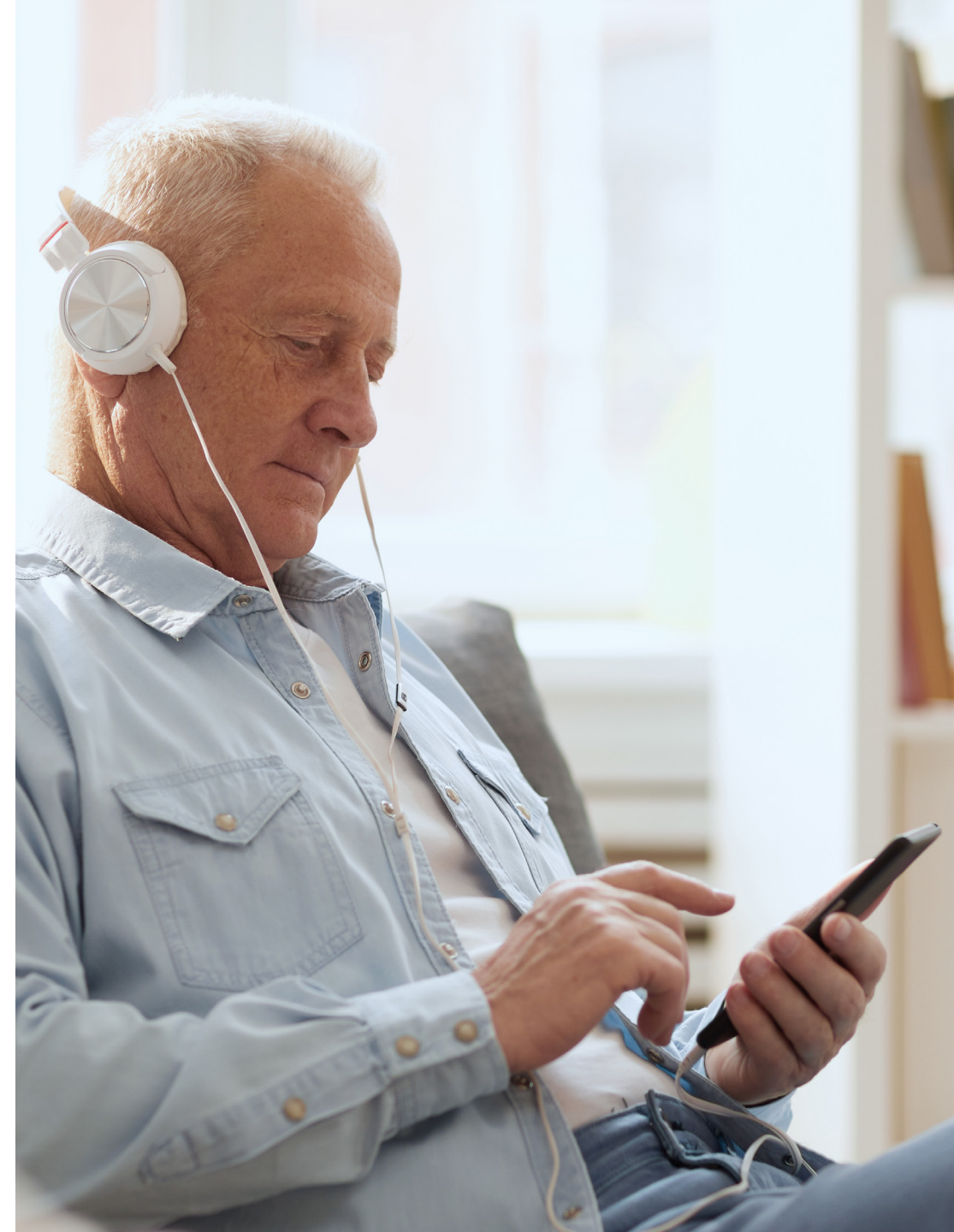
Introduction

Using the Online Hearing Screener as a primary call-to-action can be a great way to capture appointments from those patients who prefer a more virtual experience when it comes to services, including their healthcare.

It can also be used as a secondary call-to-action throughout your marketing communications. Used in this way, you are able to capture those who might be in the early stages of their hearing health journey, so an online hearing screening may be perceived as low-risk commitment.

While there are many marketing channels that the Online Hearing Screener can be integrated with, we outline four types of marketing opportunities in the following pages:

- Website integration
- Google Ads
- Facebook Ads
- Email marketing



How to integrate this tool into your marketing initiatives

Website integration

Your clinic website is the core of the virtual experience that you provide to patients and new visitors. The Online Hearing Screener should be strategically placed onto your website, so that it is easily accessible to visitors, and it allows them to engage with the service on demand.

- A dedicated page for the Online Hearing Screener on your website is recommended to optimize the website – this will notify search engines that you have an Online Hearing Screener available, driving more traffic to your website. 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.
- Showcasing your new Online Hearing Screener on the homepage of your website will increase the chance of use. It can be placed as a large call-to-action button somewhere in the top of the page.
- If you have a section on your website about regular “in-house” hearing tests, this would also be another good spot to promote the Online Hearing Screener as an easy entry-point of user engagement.

The screenshot shows a website layout for ACME Hearing Clinic. At the top, there is a dark navigation bar with links for Home, About Us, Our Team, and Contact Us, and a prominent green button for Online Hearing Test. Below the navigation is the ACME Hearing Clinic logo. A dark banner below the logo contains the text 'Online Hearing Test' in green. The main content area is split into two columns. The left column contains a paragraph of placeholder text, followed by a question: 'Do you have trouble understanding people in noisy environments?' with five green dots above it. Below the question is a photograph of a man and a woman in a hearing clinic setting, with a progress bar below it showing 'Always', 'Often', 'Sometimes', 'Rarely', and 'Never'. The right column contains another paragraph of placeholder text.

How to integrate this tool into your marketing initiatives

Google Ads

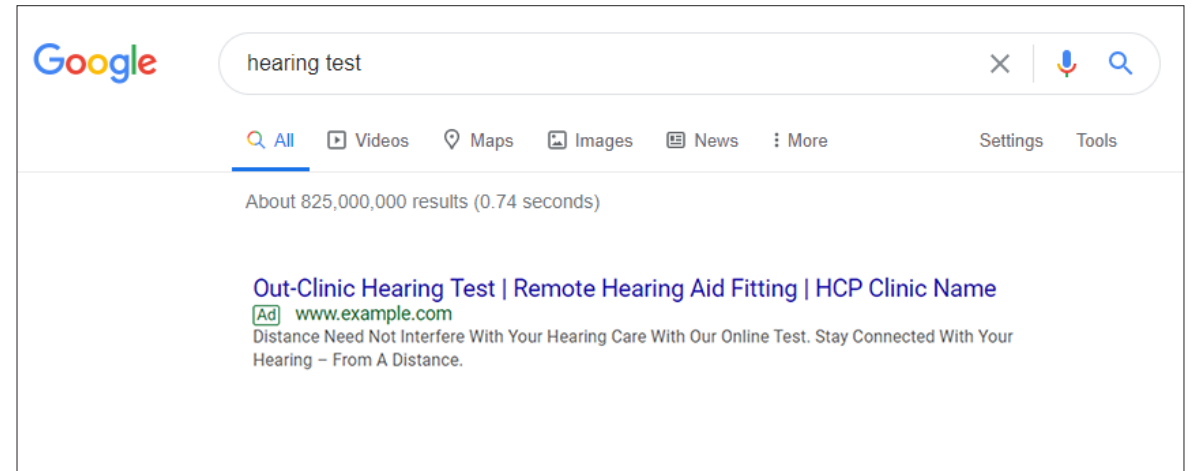
Make your clinic visible to customers when they're searching for hearing care clinics on Google Search and Maps. With Google Ads, you only pay for results, such as clicks to your website or calls to your office.

You can direct Google Ads toward your Online Hearing Screener as a primary call-to-action. This gives your clinic an edge over your competition as you are able to offer a virtual experience. Typically, users who are actively searching out a service or a solution to their problem are usually high-quality leads who are likely closer to a test and trial.

It is important to understand that anyone can afford to market their business with paid ads, and Google's self-serve platform has options for every budget.

Headline Examples:

- Online Hearing Test
- At-home Hearing Test
- Stay on Top of Hearing Health
- Clinic Name (best practice to always include this in at least one headline)



Description Examples:

- Distance Need Not Interfere With Your Hearing Care With Our Free Online Screening
- The Next Best Thing to an In-Clinic Hearing Test
- Online Hearing Screening From the Comfort of Your Own Home
- Your Hearing Doesn't Have to Take a Back Seat

How to integrate this tool into your marketing initiatives

Facebook Ads

With many seniors turning to Facebook for reviews, clinic credibility and listing information, clinic presence on this social platform is more important than ever.

During times of social distancing, people are spending more time online, and Facebook has seen huge spikes in usage. It is a good time to leverage this opportunity to take advantage of a space that is flooded with users.

- Use your clinic's Facebook page to point ads to your Online Hearing Screener, and it boost your existing posts to give a lift to your business. Facebook Ad strategies can be adjusted to suit any advertising budget.
- Using the Facebook Pixel as an integration in the Online Hearing Screener settings, you can get even more sophisticated by re-targeting users who have taken the Online Hearing Screener from both your Facebook and your website.



HearingCenters
48 mins · 🌐

Test your hearing online right now. Visit the HearingCenters website. A 5 minutes test will tell you much more about your hearing

HearingCenter Online Hearing Test

HEARINGCENTERS.COM

👍 3

👍 Like 💬 Comment ➦ Share

How to integrate this tool into your marketing initiatives

Database email marketing

Email is an extremely low cost, highly effective marketing communication tool. Below are some ideas for using the Online Hearing Screener with your database marketing.

- The Online Hearing Screener is an easy way to re-engage with your database.
- It is a good way to connect with those who are due for a hearing test but are unable to come in to the clinic.
- Ask your database to share the Online Hearing Screener with a loved one or friends to help gain new leads.
- Keep it personalized – Patients tend to respond to messages that are personalized and relevant to them.





Evaluating Results

How to measure success

Use the PhonakPro Online Hearing Screener dashboard to evaluate how many engagements you get with your hearing screeners, and access detailed reports from each user who completes your screener.

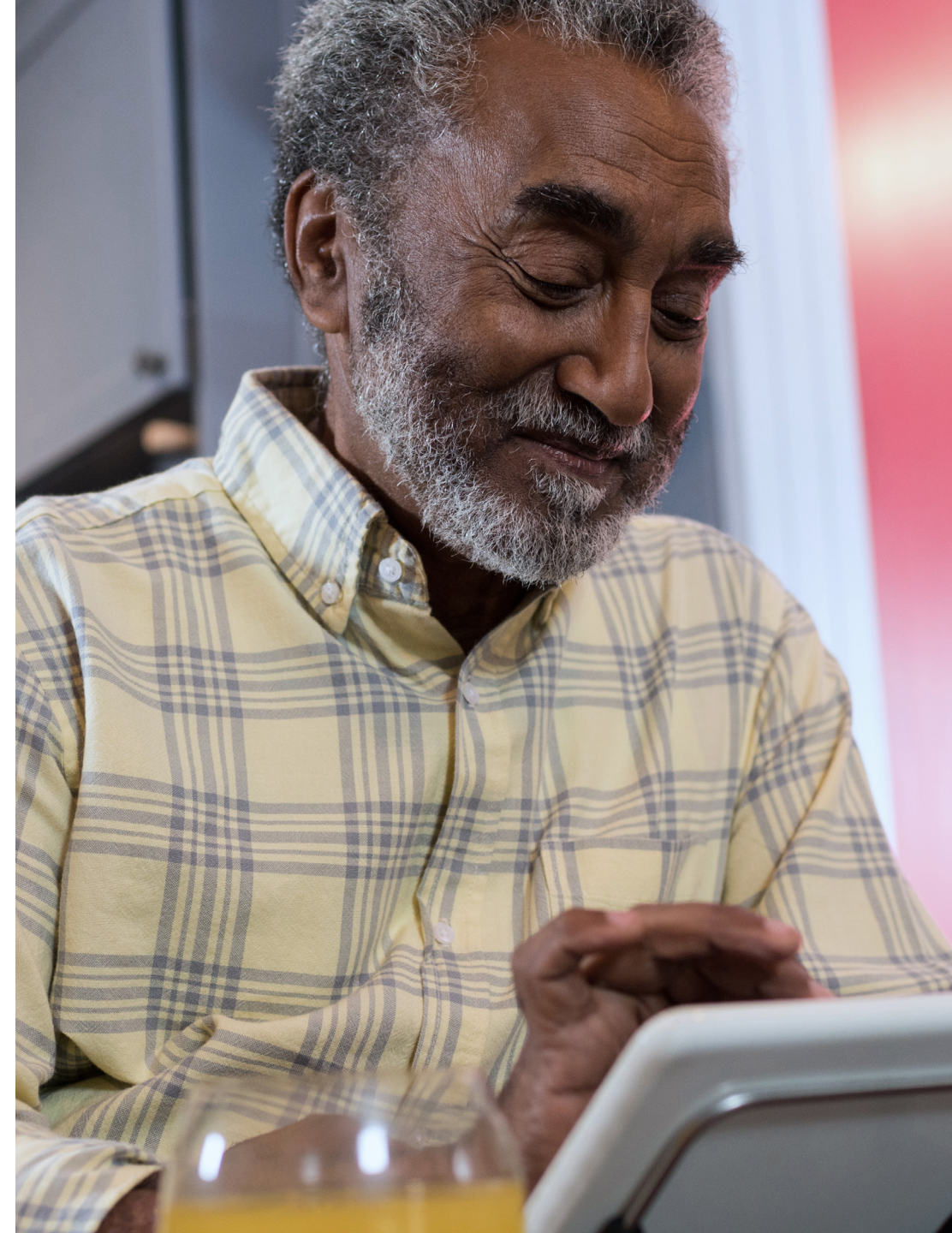
Evaluating results

Google Analytics

If you are already using Google Analytics, this can be connected in the Online Hearing Screener settings in your PhonakPro.com account. This will allow you to gain insight into metrics, such as the demographics, geographic locations and personas of the users taking the hearing screener, the amount of traffic, where the visitors came from, how they found the Online Hearing Screener, which type of device they used and so much more.

Using multiple Online Hearing Screeners

You can create multiple online hearing screeners for different marketing channels, and these can even include different images or languages. To help measure the success of your marketing campaigns, you can, for example, use one screener for Facebook marketing and a different one for Google Ads, to compare the results from the various marketing channels.



Life is on

At Phonak, we believe that hearing well is essential to living life to the fullest. For more than 70 years, we have remained true to our mission by developing pioneering hearing solutions that change people's lives to thrive socially and emotionally. Life is on.

www.phonakpro.com