




**PHONAK**  
**INNERCIRCLE**

WHERE POSSIBILITIES, CHOICES &  
COMMITMENT TO EXCELLENCE COME  
TO LIFE





The Inner Circle program for me has been wonderful. I have found a squad, I have found a community, a little niche in the community within Inner Circle that makes me feel that I am a part of something bigger and that I am really making a difference in my local community.

*Megan Gerhart, Au.D.  
ENT Allergy of Delaware*

Phonak continues to innovate and to research and make available to us products in an improving capacity that enhances my patient's quality of life and allows me to provide benefits, products and services that I wouldn't be able to do otherwise.

*Amy Suhumskie, Au.D.  
Lakeside ENT*

# Our Mission

Established in 2017, Inner Circle is a partnership program created to support growth and unparalleled business support.

Inner Circle is designed to equip you with the tools and services you need to succeed in today's market, and we'll be by your side every step of the way! As a true partnership, our success is an outcome of yours.

Our focus, resources, and attention are aimed at you – our most loyal customer. From Success Points to Success Tools, White Glove services to Five-Star Center designation, the Inner Circle Program enables you to distinguish your practice and stand out in the market. We're glad you are here!

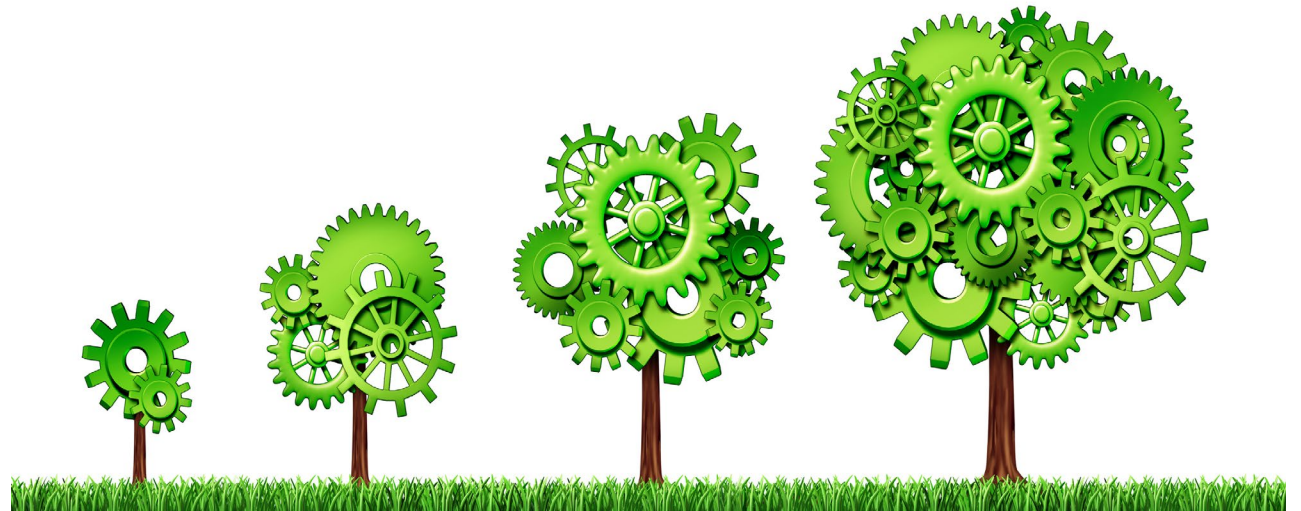
We promote and value:

- Professional development and growth in the ever-changing healthcare environment
- Supporting best business practices
- Commitment to the patient journey
- Solutions and services to drive incremental growth
- Superior service for our members every day

We look forward to working with you!



Sr. Director, Practice Services



We like to advertise and it's nice that I can use my Inner Circle points to pay for marketing.

*Kira VonBlon Au.D.  
Northside ENT*

SUCCESS

RISE



# Success Points

Anyone can give you points. We give you **Success Points!**

What makes Success Points special? Insights from a decade of benchmarking analyses enables us to identify the areas of business that make the greatest impact on a practice. You can invest your points in the initiatives that drive your success!

## Earning Success Points:

- You'll earn Success Points for every hearing aid purchase, including Lyric subscriptions and renewals, with no limit to the number of points you can earn.
- All technology levels earn points – Premium, Advanced, Standard and Essential products.

Put your success points to work for you! Select from a wide variety of services designed to help grow your business:

- Education Events
- Marketing and Business Services
- Diagnostic Equipment

\*We are unable to offer success points on federally funded units.

\*Please see terms and conditions to review success points usage

The Phonak marketing support team is flexible, collaborative and the support they offer is wonderful in my opinion.

*Megan Gerhart, Au.D.  
ENT Allergy of Delaware*



Phonak is doing a great job at supporting me as a provider with continued education, learning, and services through the Inner Circle program.

*Darcy H Henrikson, Au.D.  
M.O.S.A. Audiology*



## We offer the following services for you to invest in your practice and help you achieve your goals:

### Marketing

- Data driven marketing continues to play a key role in growing your practice. Our highly skilled team of specialists will work closely with you to generate a custom multi-channel marketing plan designed to generate response. We'll manage the entire process from design to production and tracking the performance of your plan.

### Business Tools

- Using data gathered and over the course of a decade through our bench-marking study, we designed programs and resources that have been proven to drive success among some of the most profitable practices in the industry.

### eLearning

- Improve the results of your practice and your staff with effective eLearning modules. These interactive online training sessions are designed to be completed at home or in the office. Benefits of eLearning helps reduce your employee's learning time by as much as 60% when compared to traditional learning and you can be reassured knowing that all your employees will receive the same high-quality training, no matter where they are located.

### Five-Star Center – Preferred Provider Designation

- Phonak Five Star Centers exemplify excellence across the key performance metrics common to the most successful practices in the industry. This special designation, once earned, can help you stand out in your community. Plus, with this designation enjoy an elevated status on the consumer Phonak Find a Provider website.

### Promotional Items

- Build brand awareness by keeping your brand front and center with personalized promotional items. These items make great gifts, door prizes, and giveaways.

### Loans and Financing

- At Phonak, we support every facet of your business. We are flexible in our approaches to support your goals and aspirations, whether it's short-term funding, planning an exit strategy or expansion of your practice. We are here to support your business.

# 2021 Performance of Inner Circle Members



Inner Circle members outperformed in these key areas, as opposed to non-members\*

- Greater Gross revenue
- Greater Net profit margin
- Annual hours worked
- Provided more tele-health appointments
- Offered more leasing and financing options
- Received more new patients from physician referrals
- Increased overall treatment rate
- Improved Front-office call to appointment conversion rate



# White Glove Services

## Platinum & Gold levels

- Priority Production Handling
- Priority Shipping
- Priority new product launch access including:
  - Training
  - Demos
  - Marketing

## Platinum Level Only

- Dedicated Customer Success Team
- Monthly Supply Check



**PHONAK**  
**INNERCIRCLE**



# Exclusive Training Events



RISE is an annual event providing actionable learnings, tools and sharing of best practices from various industries, all designed to create a clinic-centric experience that results in advocates of your brand.



Conducted virtually or in-person, these one-day workshops are non-product related trainings with a focus on business building techniques and activities to implement immediately in your practice.

I really enjoyed the diversity of topics that were presented; from marketing ideas to technology offerings. I think that Phonak has put a lot of thought into this to make these useful for practices like mine. What particularly caught my attention were the digital marketing ideas because more consumers are now looking at products and services in the digital space.

*Ram Nileshwar, Au.D.*  
The Hearing Center of Lake Charles

# Member Dashboard

As a member, you'll enjoy 24/7 access to the Inner Circle dashboard allowing for the ability to:


- Visualize your account
- Explore various tools, services and resources.
- Book services quickly
- Submit and manage reimbursement requests
- Visit Community News to read about the latest services and trends
- Review Program Terms & Conditions

The screenshot shows the Phonak Inner Circle Member Dashboard. At the top, there is a navigation bar with the Phonak Inner Circle logo, Home, About, Marketing and Business Services, My Account, and Community News. A green banner below the navigation bar contains the text "Click HERE to view tutorial videos on the new dashboard".

The main content area features a welcome message: "Welcome, Platinum Inner Circle Member". Below this, a sub-header reads: "The Inner Circle Program is an exclusive membership program that puts you, your business, and your patients at the center." To the right, it states "Member since March 1, 2020".

The dashboard is divided into several sections:

- Membership Level:** A card showing "Platinum" with a play button icon.
- Points Available:** A card showing "43050 Success Points".
- Points Expiring:** A card showing "0 Success Points".
- Qualified Units Purchased in 2022:** A large circular progress indicator showing "112 out of 320 units to reach your yearly commitment". Below this, a red banner says "Almost there! Only 17 units to target." with a "Phonak e-Store" button.
- Navigation Menu:** A vertical list of buttons on the right side: "My Account", "Marketing and Business Services", and "Reimbursement Submission Form", each with a right-pointing arrow.

A hand in the bottom right corner of the slide is pointing upwards towards a large white star. The background is a light blue gradient with several other white stars of varying sizes scattered across it.

Inner Circle has been an interesting, unique, and new experience. The dashboard has every piece of information to keep me informed that I can use to inform staff, inform patients and stay on track of business options.

*Amy Suhumskie, Au.D.  
Lakeside Allergy and ENT*

# Meet your Inner Circle Support Team



Deanna Serrano  
Sr. Practice Services Manager



Rob Reid  
Sr. Director Practice Services



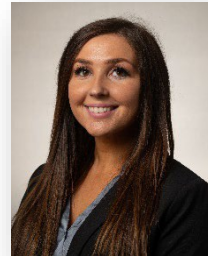
Alicia Ross  
Sr. Manager Account Marketing



Samantha Lemelle  
Practice Services Manager



Shana Chapman  
Sr. Practice Services Specialist



Mallory Zyck  
Account Marketing Coordinator



Cassie Marini  
Account Marketing Specialist



Amy Westrich  
Account Marketing Specialist



Ben Kahling  
Account Marketing Specialist



Raymond Smith  
Account Marketing Specialist



Amanda Davidson  
Account Marketing Specialist



Savannah Dutcher  
Account Marketing Specialist

Together,  
we change lives