

# Roger On™ conversation starter and demo guide.

A quick guide on how to incorporate Roger On into your client conversation, and how to best demo the technology.



## The client conversation:

**Why you should be talking about Roger On to your clients?**

- Nearly one third of hearing aid users are not satisfied when following conversations in noise.<sup>1</sup>
- Tap an additional revenue stream and help more clients while differentiating from the competition.
- Clients love Roger demos! It will take just 3 minutes to experience the difference Roger can make in their life.

**61%**



Speech understanding improves up to 61% in group conversations in loud noise compared to hearing aids alone.<sup>2,3</sup>

**Who can benefit from Roger On?**

- Clients with hearing aids, cochlear implants and/or BAHAs.
- Clients with any type or degree of hearing difficulty.

**When do you talk about Roger On with your client?**

- You want to mention Roger On and its benefits at their initial hearing aid fitting, regardless of their degree of hearing loss.

But let's be clear...

- Properly fitting the hearing aids to the client's needs should be the top priority during the first few visits.

**When do you demonstrate Roger On to your client?**

You should perform a 3 minute in-office demonstration while the client is still within their hearing aid trial period, and has had some real-world experience with their hearing aids.

- Make sure to send your client home with a Roger On Trial device the same day you perform an in-office demo.
- This ensures they are properly connected to the Roger On and know how to use the device.

1 Picou, E. M. (2020). MarkeTrak 10 (MT10) Survey Results Demonstrate High Satisfaction with and Benefits from Hearing Aids. *Seminars in Hearing*, 41(01), 021–036.

2 Thibodeau L. M. (2020). Benefits in Speech Recognition in Noise with Remote Wireless Microphones in Group Settings. *Journal of the American Academy of Audiology*, 31(6), 404–411. <https://doi.org/10.3766/jaaa.19060>

3 A Roger system consists of a Roger microphone and a Roger receiver associated with a compatible hearing device

# How to demonstrate Roger On (in 3 minutes!)

## 1 Prepare the equipment and the hearing aids

- Make sure your Roger On device is fully charged.
- If your client is wearing a Phonak Trial™ hearing aid, starting from the Paradise platform or newer, you're ready to go.
- If your client is wearing non-Trial Phonak hearing aids, install Roger receivers into their hearing aids.

## 2 Demonstrate Table mode

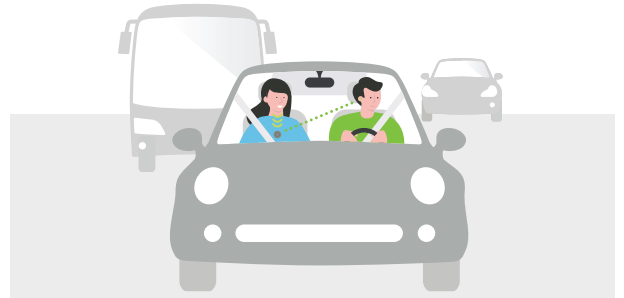
- Have Roger On muted and turn on an external sound source.
- Ask the client how well they can understand you with the background noise.
- Now, place Roger On in the middle of the table and unmute the device.
- Explain that Roger On is a versatile microphone ideal for stationary situations where background noise is present. When placed on a table, it automatically identifies the person who is talking and seamlessly switches from one talker to another. Roger On reacts very fast to changing speakers, making your clients feel at the heart of the conversation.



How often do your clients eat out at restaurants?

## 3 Demonstrate presenter mode

- Clip Roger On to the lapel of a conversation partner and have them walk around the room and ask if the client is still able to hear their partner well.
- Explain that Roger On allows you to hear someone at a distance of up to 25 meters/80 feet when background noise is present.



How often do your clients attend presentations, or drive with a passenger in the car?

## 4 Demonstrate pointing mode

- With background noise still present, give Roger On to the client and ask them to point it in the direction of a speaker of interest.
- Explain that in this mode, Roger On suppresses environmental noise and voices from the side. Your client can now listen to someone in a very noisy environment.



For example, how often would your clients like to hear a shop salesperson, bank teller or waiter?

- At the end of the demonstration, make sure to give your client a Roger On Trial microphone to take with them for a week or two. This way they can experience Roger On in their own daily life.
- Also mention that there are three other use cases they can try at home. TV Streaming, Headset mode for online calls, and Wide pointing mode that can be used in different group environments (eg. fitness class).
- If there are reimbursement options available, inform your client at this time.

Scan here to watch a video on how to demonstrate Roger On to clients.

