

COVID-19

Outlook for changes in Consumer Mindset
and the impact on the Patient Experience

May 2020

WARNING

The current state is rapidly evolving, and the hearing health consumer mindset has not yet cemented. We have tried to look at facts that remain, but especially user behavior and mindset is adjusting day by day. We will keep following and adjust our view over time.

The business challenge of COVID-19

Plan for the worst case scenario



Plan for **NO REVENUE** for a period of 3 months followed by 50% revenue for another 3 months
(we are now entering week nine)



Tipping Point

Main consumer trends

Behavior changes...via powerful shifts in thinking

Fear of death can change consumer habits

- The western world has now discovered that we are vulnerable to calamities that were thought only to happen in distant lands
- The post WW2 generations have not encountered threats like this before...widespread, contagious and that there is no cure or reasonable treatment for.
- An unthought threat is a shock that can result in different behaviour
- Resiliency even in the older age categories will be tested

Safety is more important than independence

- Recent government quarantine orders have shifted our thinking and surrendered freedoms...for the most part with our sponsorship
- Our lives have been flipped up side down to value safety over independence and economy.
- Keeping healthcare from being overwhelmed vs. halting an entire economy was never even a scenario that we would have of ever thought of...even two months ago

Main consumer trends

Behavior changes...via powerful shifts in thinking

Reinvention of authority

- Behavior has become more malleable... at least for the short term
- Concerns for the many vs. individual priorities have come top down as a reinvention of authority to create dependence on experts and strong government recommendations
- Importance of collective behavior has resurfaced resulting in top down control being back in fashion. A bit of a paradigm shift for mature boomers who changed this from the silent generation prior to them

Back to normal is far away

- A globalized economy has exposed reliance of critical dependencies of essential infrastructure, medical supplies, and equipment that have been taken for granted without backup options within country
- Covid-19 has put a spot light on the vulnerabilities of an aging population and releasing measures too quickly is a fear that can't be approximated easily so caution will prevail resulting in a longer period to relax measures

Main consumer trends

Behavior changes...via powerful shifts in thinking

Pandemics paralyze decision making

- Large purchases have been postponed due to lack of certainty and confusing times resulting in anxiety
- Risks are far less tolerable and simplicity will elevate
- Erosion of confidence will make trust way more important than before...ethics, scientific evidence, and “medical grade” will be considered to be more trustworthy

Generations react differently

- The silent generation (>74)...is more familiar with trying times and will be less phased by current events and most likely resistant to the new normal of social distancing
- Mature boomers (66 -74)...do not want to feel old and have not felt vulnerable until now. Potentially delaying personal needs for impacted family members
- New age boomers (54–65)...feel life long independence and immortal based on lifestyle and investment choices they've made but are now threatened by something out of their control

Main consumer trends

In summary

- **Fear of death can change consumer habits...**
- **Safety is more important than independence...**
- **Reinvention of authority...**
- **Back to normal is far away...**
- **Pandemics paralyze decision making...**
- **Generations react differently...**



Putting it Together

What has felt normal

Silent Generation (>74)	Mature Boomers (66-74)	New Age Boomers (54-65)
<ul style="list-style-type: none">• Nurturing approach• Not too many choices or “nitty-gritty” details• Touch• Caregiver• What’s best for them• You’re the expert• Privacy	<ul style="list-style-type: none">• Collaboration• Details to help make a decision• Articulate• Modern and relevant• Intellectual• Open dialogue	<ul style="list-style-type: none">• Patient or with Family Member• An advisor• Be knowledgeable about technology• Your “why” vs the other choices• Tech Savvy• Self empowerment• Full transparency• More of a wellness center

Building trust going forward

Silent Generation (>74)	Mature Boomers (66-74)	New Age Boomers (54-65)
<p>Make a personal connection. Establish yourself as a trusted caregiver.</p> <ul style="list-style-type: none">• Strong recommendations• Be specific• Respect• Summarize• Avoid technical jargon• Avoid physical barriers (desks)• Show don't just tell	<p>Gain their trust and understand their lifestyle and needs. Gain their agreement on the solution.</p> <ul style="list-style-type: none">• Personable• Confident• Inclusion in decision making• Professional• Medical grade• Scientific evidence• Preference for level of detail	<p>Gain their trust through the care of their parents. Produce an advocate out of them and educate them on early treatment of hearing loss.</p> <ul style="list-style-type: none">• Include them in their parent's care• Educate• Transparency• High level overview• Details only when asked for

Fine tuned approach

Silent Generation (>74)	Mature Boomers (66-74)	New Age Boomers (54-65)
<ul style="list-style-type: none">• I'll take care of you• Let's improve your relationships• Let's improve your life• I will fix the problem• I'm here to help you• There's a solution to your hearing trouble• Typically resistant to alternate payment methods	<ul style="list-style-type: none">• We have new processes/PPE• Telehealth to reduce risk during these times• This isn't a problem. Let's address this before it gets worse/harder to manage• No need to slow down because of your hearing loss• We can improve this• Let's ensure you get the most out of life• Open to alternate payments methods	<ul style="list-style-type: none">• Don't leave hearing loss untreated to reduce risk for age related brain illness• Hearing loss doesn't mean disability• The developments in hearing technology• Telehealth to reduce number of in person visit for your convenience• Open to subscription models



Renew and Restart

Changes in the clinical environment

Personal protection of staff and clientele

Instructions to clients

- **During Scheduling** (next page)
- **Create website page/section with instructions and guidelines for patients**
 - How to prepare for their appointment with printable forms
 - What to expect during their appointment
 - Guide clients to website section on recorded phone message
- **Posted at entrance of clinic**
 - Hours of operation
 - Walk-in policies
 - How to contact clinic (i.e. phone, website)

Changes in the clinical environment

Personal protection of staff and clientele

Scheduling

- Ensure scheduling can be performed safely over the phone without use of mask
- At time of scheduling, a positive response to any of these questions would lead to a postponement or cancellation:
 - You or anyone in your household does not have coronavirus
 - You or anyone in your household not have a new, continuous cough
 - You or anyone in your household have a high temperature (37.8^C or over)?
 - You are not deemed a high-risk patient to contract the disease
- Provide reminder call within 24 hours of appointment and ask same series of questions as above
- Scheduling practices to avoid multiple clients in waiting room
- Call-in instructions to arrive at appointment no more than 5 minutes ahead of schedule and that patients will not be seen ahead of schedule
- Send consent and patient intakes form to patient's email when possible

Changes in the clinical environment

Personal protection of staff and clientele

Capacity and flow

- Client tracking from parking area
- Reduce number of family members to strict minimum
- Identify and manage clients with propensity to walk-ins and propose other means of delivery
- Curtail walk-in behaviour with signage and instructions
- Drop-off only for repair requests
- Limit and manage scheduled and unplanned visits from representatives, delivery companies, etc.
- Engage delivery personnel to adopt safety practices

Client distancing

- Reduce number of chairs in waiting area and increase separation
- Possible creation of secondary waiting areas, especially in multi-clinician environments
- Single client at reception counter with safe distance to clinical staff

Changes in the clinical environment

Personal protection of staff and clientele

Front office/clinical staff safety preparedness

- Alert system in place to issue report of illness
- Use of K95 mask, which preferably permits visual speech cues
E.g. www.theclearmask.com
- Pocket talker
- Hand washing between patients
- Frequent sanitization of hands during appointments when necessary
- Use of gloves when appropriate
- Safe distancing when possible



Changes in the clinical environment

Personal protection of staff and clientele

Clinic disinfection preparedness

- Sanitization bottles in each room
- Disinfection of headphones, client button, dummies, displays, instruments
- Disinfection of main counter, service surfaces, booth surfaces between each patient and end of day
- Documentation on letterhead of clinical procedures to ensure safety of staff and clients
- Disinfection for hearing aid repair in/out

Reception materials

- Remove magazines, brochures and coffee machines
- When possible, minimize use of coat hangers
- Move battery displays behind reception counter

Changes in the clinical environment

Personal protection of staff and clientele

Patient arrival and intake

- Mandatory hand sanitizing station at entrance of clinic
- Patient may be asked to wear provided surgical mask or may wear their own
- Have patients bring in pre-filled intake forms
- When necessary, use multiple pre-sanitized clipboards and pens
- Reduced appeal of the occupied waiting room and aversion to prolonged proximity to strangers
- Scheduling practices to avoid multiple clients in waiting room
- Call-in instructions to arrive at appointment no more than 5 minutes ahead of schedule and that patients will not be seen ahead of schedule
- Client tracking from parking area
- Reduce number of family members to strict minimum
- Utilize media to provide information to clients on details of their appointment and general facts on products and services

Changes in HCP processes

Personal protection of staff and clientele

Greeting the client

- Busy hands approach to avoid hand shake

Case history

- HCP-directed instead of clipboard
- Opportunity to streamline

Otoscopy

- Proximity of video vs. direct otoscopy

Audiometry

- Push button vs verbal responses during PTA.
- Recorded speech material

Ear Impressions

- Ear Scanner vs otobloc
- Minimize/adjust use of tooth bloc for deep fitting instruments

Changes in HCP processes

Clinical processes

Hearing aid programming

- NOAHLink wireless vs. NOAHLink

Verification

- Simulated vs. On-ear measures

In office trials

- Patients may hesitate to try devices that have been touched/worn by others but may be comforted by evidence of disinfection protocols
- Sdemo trials to demonstrate benefit for specific level of technology
 - Sdemo not approved for sale by Health Canada

Extended trials

- Sdemo period and level of technology can be modified with Signia Telecare
- Trial with actual stock hearing aid and full money back guarantee to avoid unnecessary visits/interactions

Changes in HCP processes

Clinical processes

Adjusted strategies and infrastructure for adoption/satisfaction

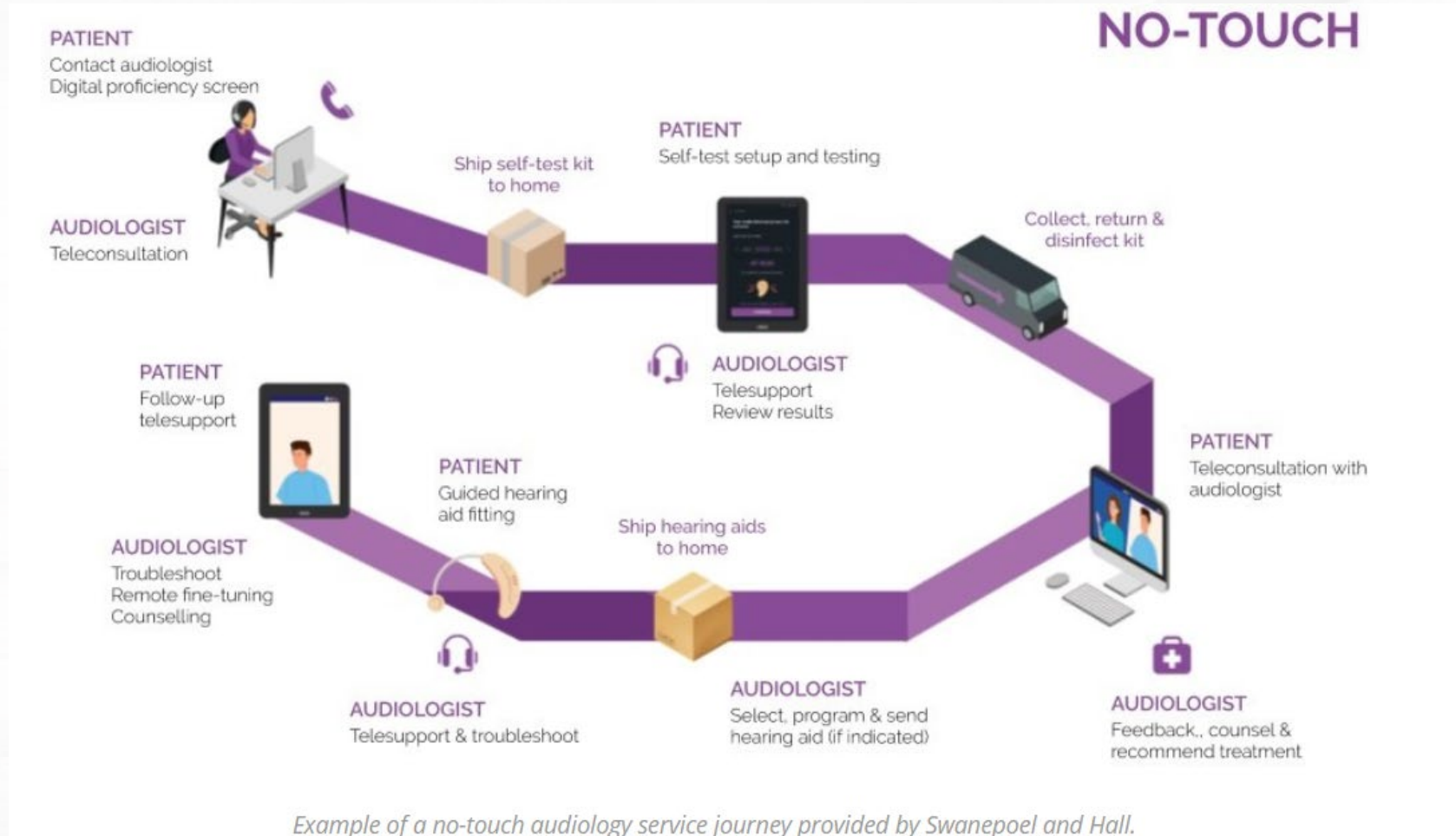
- Setting up your clinic for the future
- Brand-specific remote fitting and fine tuning
- No touch/Fewer touches clinic
- Remote point of sale and e-shop

Changes in HCP processes

Clinical processes

Adjusted strategies for adoption/satisfaction

- Setting up your clinic for the future
- No touch/Fewer touches



Changes in HCP processes

Clinical processes

Adjusted strategies for adoption/satisfaction

- Importance of bi-annual hearing test until hearing aid first fit strategies are established
- Clinic in a box
 - Tablet
 - Headphones
 - Video Otoscope
 - Bluetooth-enabled hearing aids
 - Instructions for set-up
 - Shipping labels



Changes in HCP processes

Regulatory environment

Required regulatory changes to promote patient requirements and safety

- Striking the correct balance between promotion of professional standards/best practices and delivery of services in new digital marketplace
- Collaborative discussion between regulators, professional associations, academia, consumer groups, third-party payers and manufacturing sector

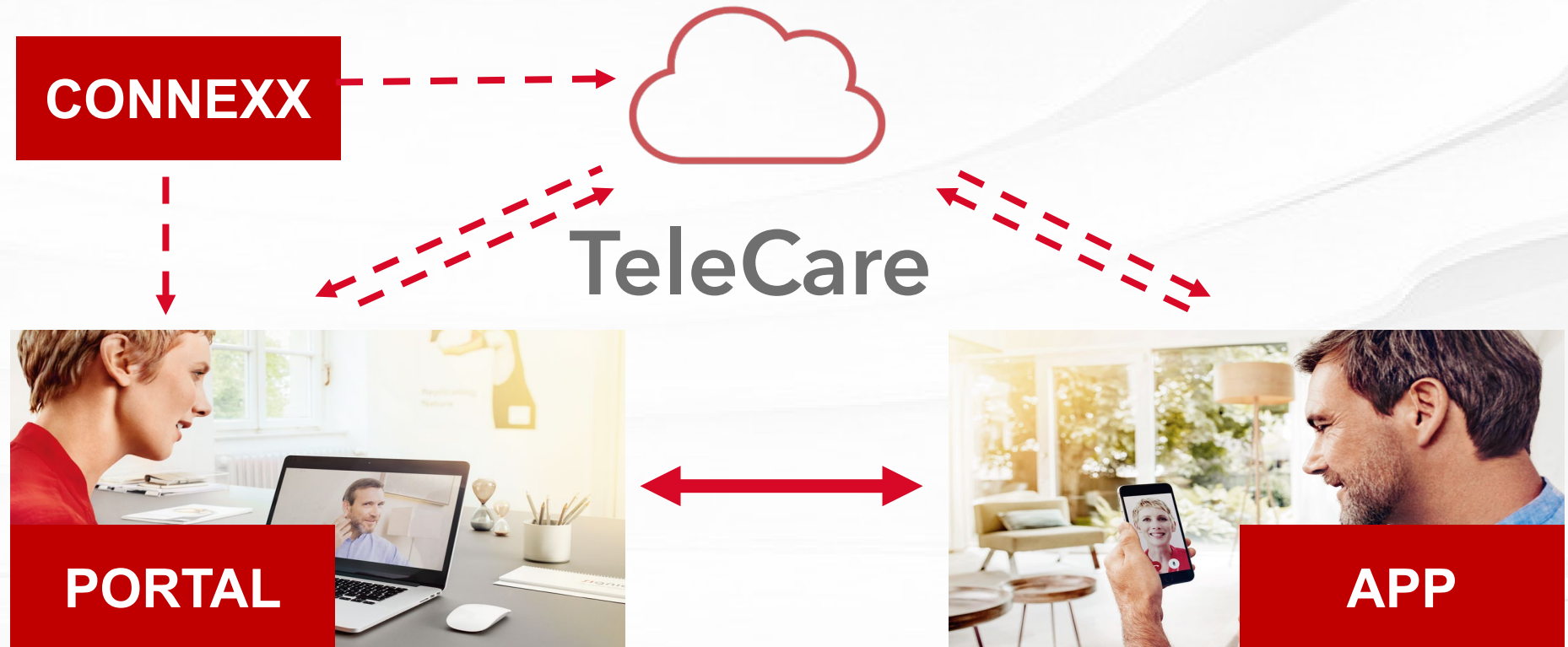


Changes in HCP processes

Clinical processes

Adjusted strategies for adoption/satisfaction

- Importance of Bluetooth[®]-enabled devices
- Importance of App utilization
- Future utilization of in-situ audiometry**



Changes in HCP processes

Clinical processes

Adjusted strategies for adoption/satisfaction

- Continuous improvements

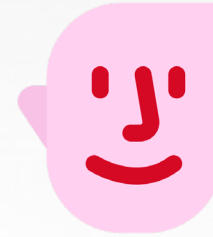


Changes in HCP processes

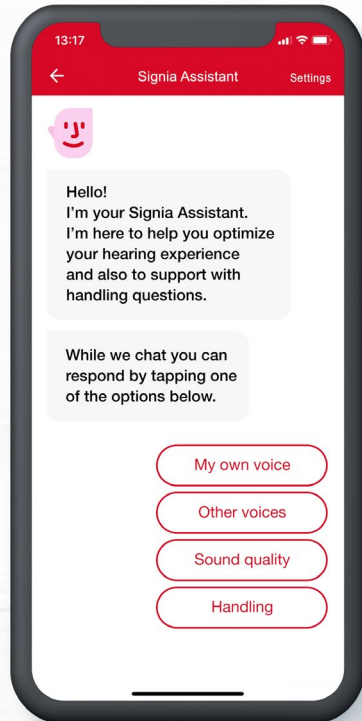
Clinical processes

Adjusted strategies for adoption/satisfaction

- Continuous improvements based on neural networks/AI
- Launching in May 2020



Signia Assistant
Your very own hearing companion



For your clients:

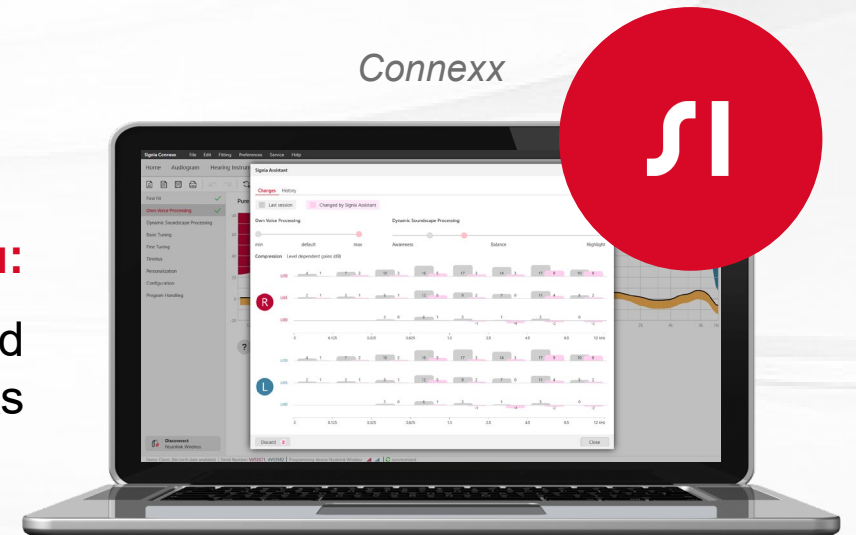
- Tailored sound adjustments
- Answers to handling questions and solutions to minor issues



Signia app

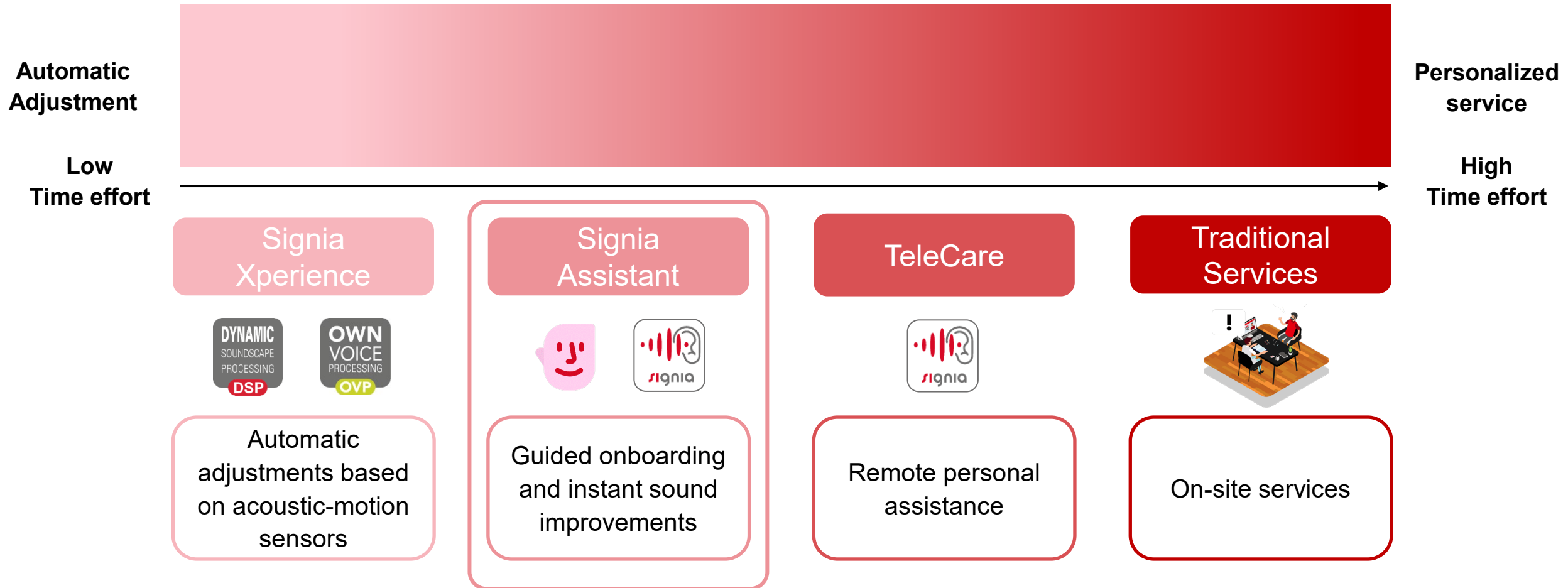
For you:

- New level of real-world usage insights



Changes in HCP processes

Clinical processes



Changes in HCP processes

Clinical processes

General Hearing

Accessories Batteries Domes Sleeves Receivers Cleaning Supplies

FEATURED PRODUCTS

Product Name	Our Price
Smart Dryer	\$0.01
miniPocket	\$0.01
Non-Vented Extra Small Sleeve	\$8.29
Signia Brand Size 312	\$0.01

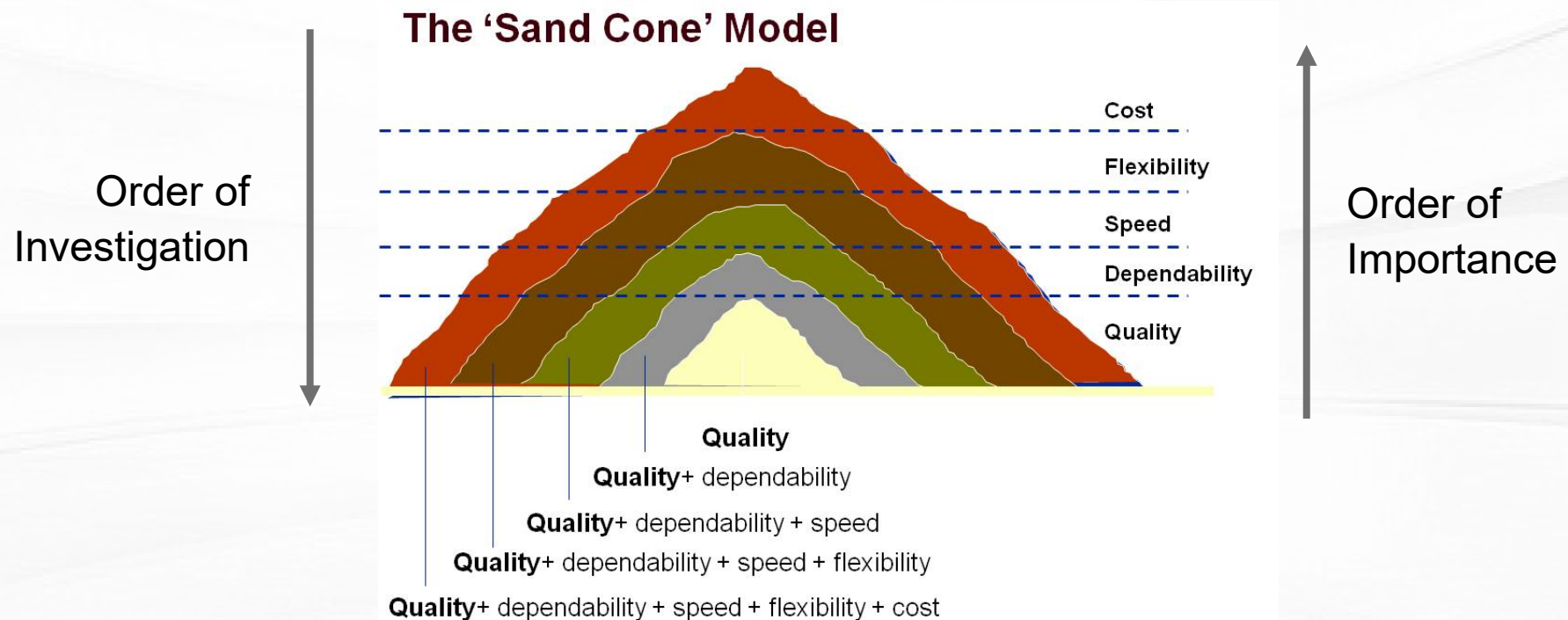
Info Profile Company

Available at: www.aspireshop.ca/

Changes in HCP processes

Sales processes

- Cross-generational price sensitivities
 - Postponement of big-ticket purchases during times of uncertainty
- Demonstration of value more important than ever, especially in areas of greater customization
 - Demonstration of value during interruption of value chain



Changes in HCP processes

Sales processes

Price

- Firm understanding of levels of technology and corresponding price points
- Service plans
- Payment plans
- Subscription models, rental models

Flexibility

- In-person and remote infrastructure for testing, dispensing and servicing
- Delivery options

Speed

- Response time for calls and service requests
- Dependency on traditional shipping and
- Dependency of traditional customization

Reliability

- Consistency of one or more services incurring minimal surprises in cost over time and including episodic events
- Determination of essentiality of service

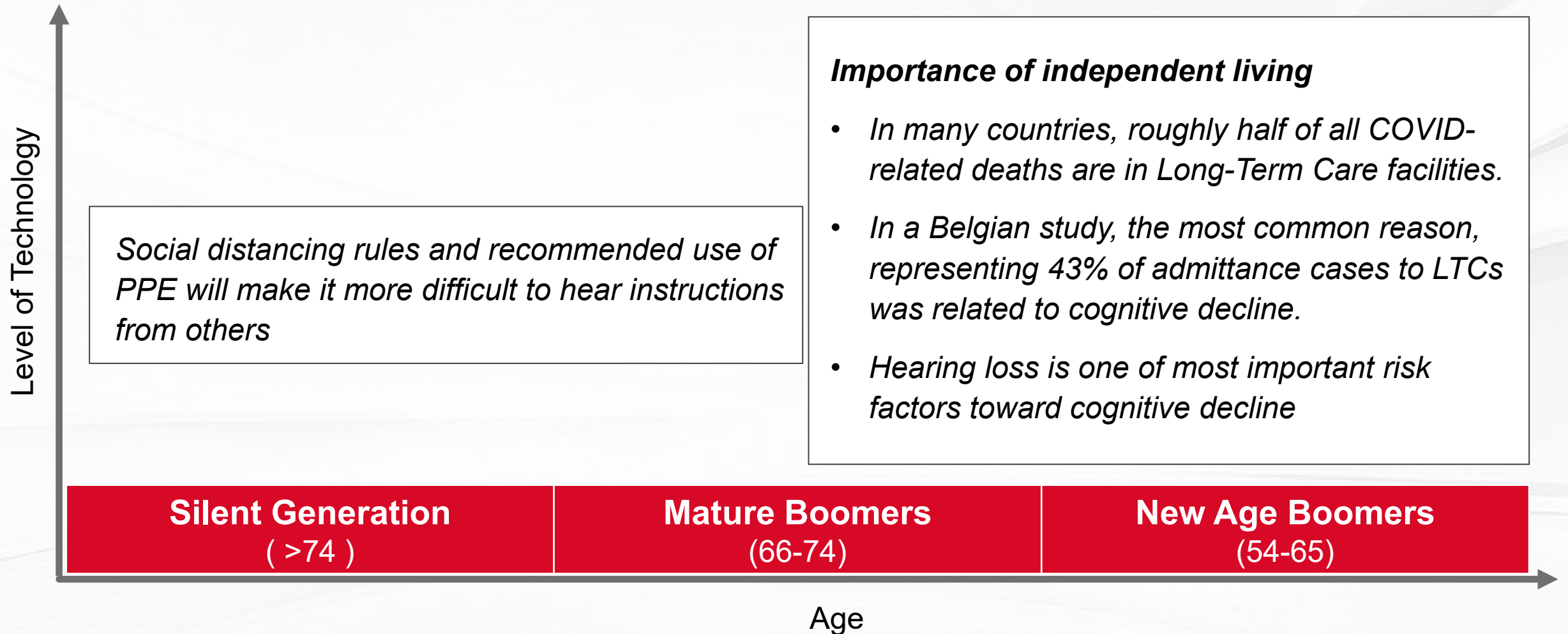
Quality

- Perceived authority and credibility

Changes in HCP processes

Sales processes

New considerations of quality and value



Changes in HCP processes

Sales processes



Medical Conditions and Hearing Loss

Welcome to the Signia Library

This is where you can find practical information relevant to your everyday practice as well as the latest research validating Signia features and products. At Signia, we take tremendous pride in the fact that our claims and headlines are solidly rooted in scientific evidence. We devote significant resources and partner with the most respected researchers in the hearing sciences to develop, improve, and evaluate Signia features and products because we believe in evidence-based practice. So with the abundance of resources here, we hope that this will become a page that you will visit again and again.



Scientific Library

Our impressive scientific portfolio for unrivaled hearing performance.

[Discover >](#)

www.signia-library.com

Changes in external communication

Based on changes to infrastructure and processes, queue up your database with ready made communications for each segment:

Existing patients

- Recurring revenue sources via 3rd party and call back schedules based on age of technology

Recently fit

- Reach out and follow up via voice to see how they're doing

Were going to be tested or fit

- Reschedule them now for a comfortable future date with no hassle rescheduling commitment

Questions?



Thank You