2 February 2017

Priming and Counselling for Opn

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Agenda

1. What is ARC™?
2. Positive feedback & Business impact
3. What have we learned
4. Priming & Counselling for Opn
5. Key Priming messages
6. The Materials – In-depth
7. Clinical Implementation
8. Key takeaways
9. Questions

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1. Launching the Priming and Counselling tools

A client-oriented approach to counselling

ARC launched in 2014, now called Priming and Counselling

- Enables more meaningful conversation with end user
- Empowers the HCP

- Easy to follow step-by-step process that can be seamlessly integrated into current clinical practice
- Pre-made tools verified through global testing – ready for HCP use!

- Proven to have a positive business impact – increase ASP
- Proven to improve clinical outcomes (satisfaction, return rates)

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What makes it more likely that you'll go see a particular movie?

Real world example - movies

Beyond just marketing - the science behind ARC

- Seen the trailer?
- Saw a poster?
- Heard about it from a friend?
- Saw the prequel (first movie in a series)?
- Read the book?

- More likely to see a movie if you know something about it!

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Positive feedback

“This is not a departure from what we do, but an enhancement”

“It emphasizes a natural conversation, not like the case-story we have to do now”

“It helped the client appreciate higher technology in general”

“Make the clients feel that they are in control, but we are still in control”

“Part of what we do, did not feel unnatural, easy to put in the counselling”

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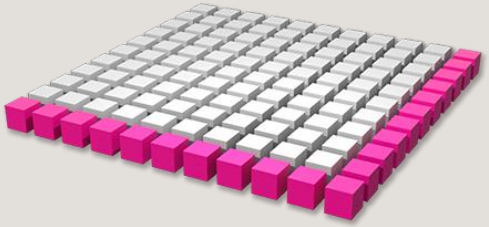
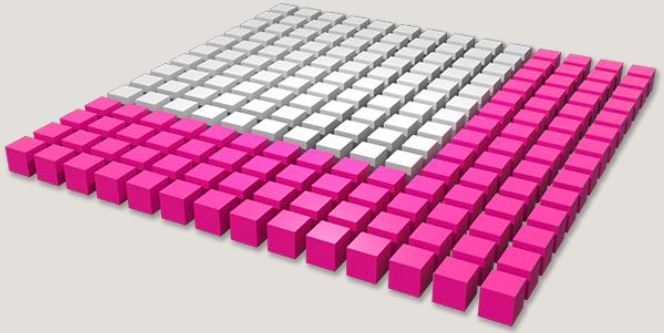
Business impact

Increase the bottom line

Control group (no training)*:
Average selling price up by $15



Target group (with training)*:
Average selling price up by $156



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What have we learned

Positives	Areas for improvement
Elevated client care	Follow up from trainers/reps
Business Impact	Tackling traditional thinking
Audiological/Medical	Long term adoption
Client relations	Great intentions, lack of motivation
	Too complicated, needed more transparent instructions

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Priming & Counselling for Opn

Priming & Counselling for Opn

- Launched October 2016
- Geared towards the Opn product line
- Same ideas with simpler methods and message delivery
- Tested in Denmark, the US and Sweden

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What's new?

Area needing improvement	What we changed
Lack of follow up	Detailed follow-up plan Implementation Guide
Tackling traditional thinking	Discuss more than just hearing loss Geared towards new world Opn benefits Decision Tool
Lack of long term adaption and motivation	Your feedback incorporated Simpler, easier to use materials
Too complicated, need more transparent instructions	Simpler message delivery More clear outline on how to execute

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Creating a conversation of value

Understanding benefit leads to reduced perception of relational cost

Priming
(information up-front)

Dialogue
(clinical counselling)

Value analysis
(informed decisions)

Perceived benefit > Perceived cost

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Illustrating value example

- Question the client should reflect on:
  - *“If my hearing loss is affecting much more than just my hearing, how much would I be willing to invest in a hearing aid?”*
  - Many users don’t realise it’s a cognitive matter affecting their quality of life
- Background information + materials geared towards identifying specific, personal listening struggles = better understanding of value of hearing aid
- Perceived benefit will then likely outweigh perceived costs

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Key Priming Messages

New Priming messages – the new foundation

Areas	Link to Opn
Hear with our brains	BrainHearing™ (Oticon BrainHearing™)
Access to sounds	Open sound experience
Mental Energy	20% less listening effort* 20% more capacity to remember** 30% better speech understanding*
Personalisation	Personalised listening experience

New Priming messages – the new foundation

Areas	Messages	Link to Opn
Hear with our brains	• Sound comes through your ears and is understood by your **brain** • Your brain decides where to **focus**, which sounds to listen to, and when to switch focus • Untreated hearing loss increases the risk of dementia. Using hearing aids decreases the risk of cognitive decline associated with untreated hearing loss	**BrainHearing™** Oticon BrainHearing™

New Priming messages – the new foundation

Areas	Messages	Link to Opn
Hear with our brains		BrainHearing™ Oticon BrainHearing™
Access to sounds	• For better speech understanding it is important you have **access to all speakers** and can hear all details in speech – especially in noisy environments • You need **access to sounds around you** from both ears to understand where sounds are coming from and to focus on what interests you	Open sound experience

New Priming messages – the new foundation

Areas	Messages	Link to Opn
Hear with our brains		BrainHearing™ Oticon BrainHearing™
Access to sounds		Open sound experience
Mental Energy	• If you have an untreated hearing loss, you will use more **mental energy** to follow what is being said • Using more mental energy to hear leaves less energy for other brain functions, such as **remembering** • Having a hearing loss will make you feel more **tired** at the end of the day	20% less listening effort* 20% more capacity to remember** 30% better speech understanding*

New Priming messages – the new foundation

Areas	Messages	Link to Opn
Hear with our brains		BrainHearing™ Oticon BrainHearing™
Access to sounds		Open sound experience
Mental Energy	• The way we experience sound **is different for all individuals.**	20% less listening effort* 20% more capacity to remember** 30% better speech understanding*
Personalisation	• It is important that **your hearing aids** create the sound experience that you prefer and that **reflect your individual needs.**	Personalised listening experience

Priming for Opn/Velox

The first hearing aid proven to make it easier on the brain

- **20%** less listening effort*
- **20%** better recall of conversations*
- **30%** better speech understanding*

*LeGoff et al, 2016.

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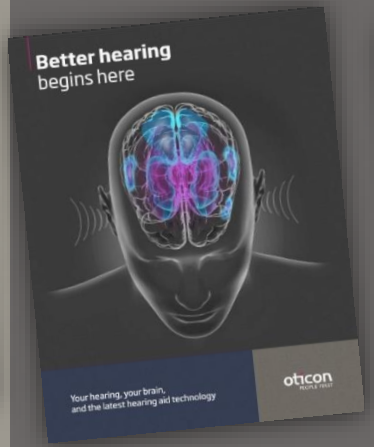
Materials in-depth

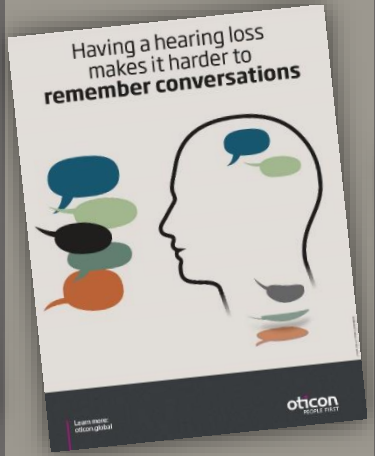
Print materials B2C:

Priming Brochure

Counselling Brochure



Posters



Decision tool

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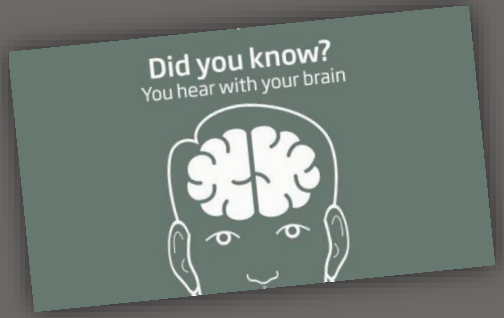
Electronic materials B2C:

Website

Waiting room video



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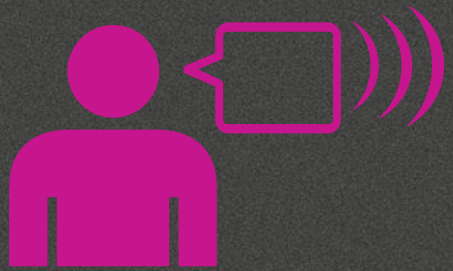
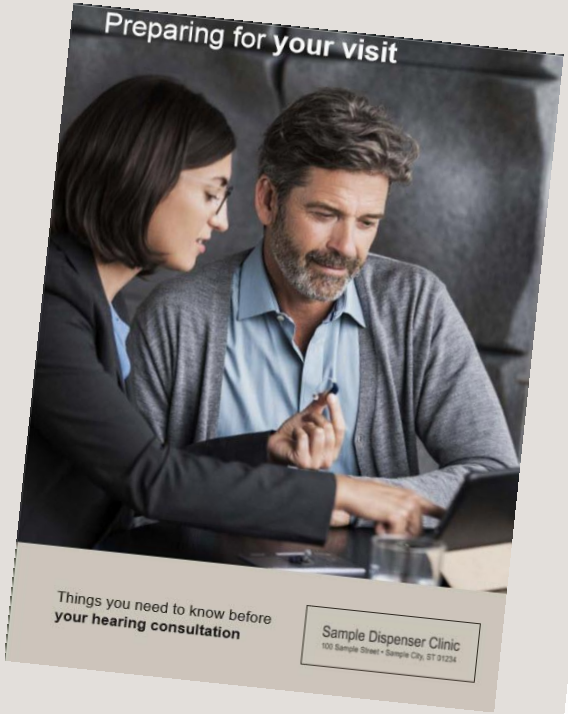
Let’s pause for a question



How many of you send out information to your client before a hearing aid consultation?

Priming brochure & Confirmation letter

- Mailing piece
- Read in the waiting room
- To be sent along with confirmation letter.



Preparing for your hearing care appointment

Dear <Patient Name>,

Thank you for making an appointment with us. We are very much looking forward to seeing you on:

<Day> <Date><Time>

Before we meet, it would be great if you could take a moment to **read the enclosed brochure**. It includes some useful basic information about hearing care that will help you understand what we talk about when you come in. It will also put you in a good position to ask us anything you may be unsure about.

Hearing is extremely personal. No one hears the same way you do. For this reason, the more we know about you and the situations and sounds you most enjoy, the easier it will be for us to find the ideal hearing solution. We will explain more about this when you come in.

In the meantime, **please fill out the questions in the back** of the brochure and remember to bring it with you when you come for your appointment.

If you have any questions at all before then, please feel free to call or email.

With all good wishes,
<S>

<Name>
<Title>

Sample Dispenser Clinic
100 Sample Street • Sample City, ST 01234
Call 123-456-7890

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Priming brochure & Confirmation letter : Purpose & Tone

PURPOSE

- Inform about hearing loss by creating a meaningful dialogue
- Motivate the client to buy (Oticon) hearing aids

TONE

- Fact-based and generic messaging about hearing loss
- Create a “sense of urgency” for taking action – but not scare off!
- Hearing aids only mentioned a few times
- Not selling – not mentioning Oticon hearing aids

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Priming brochure & Confirmation letter: Key takeaways

What should the user remember after reading this brochure?

- Hearing loss is tiring, affects my memory, health and quality of life
- I hear with my brain not my ears
- I need access to all sounds to hear naturally
- The right hearing aid and HCP support can improve my hearing and quality of life

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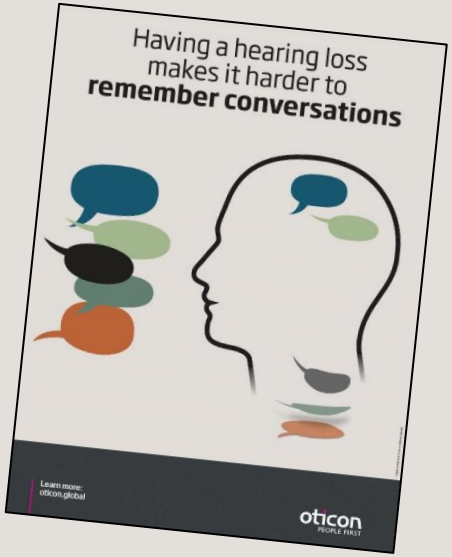
Posters

- Visual aid
- Reinforces key priming messages in the waiting room



Posters: Purpose & Tone

PURPOSE

- Reinforce priming messages to create preference for Oticon
- Inform about hearing and hearing loss
- Create a stop effect and something to reflect on in the waiting room

TONE & LAYOUT

- Fact-based and generic messaging
- One short sentence with an image that is easy to understand
- Simple and stylish layout

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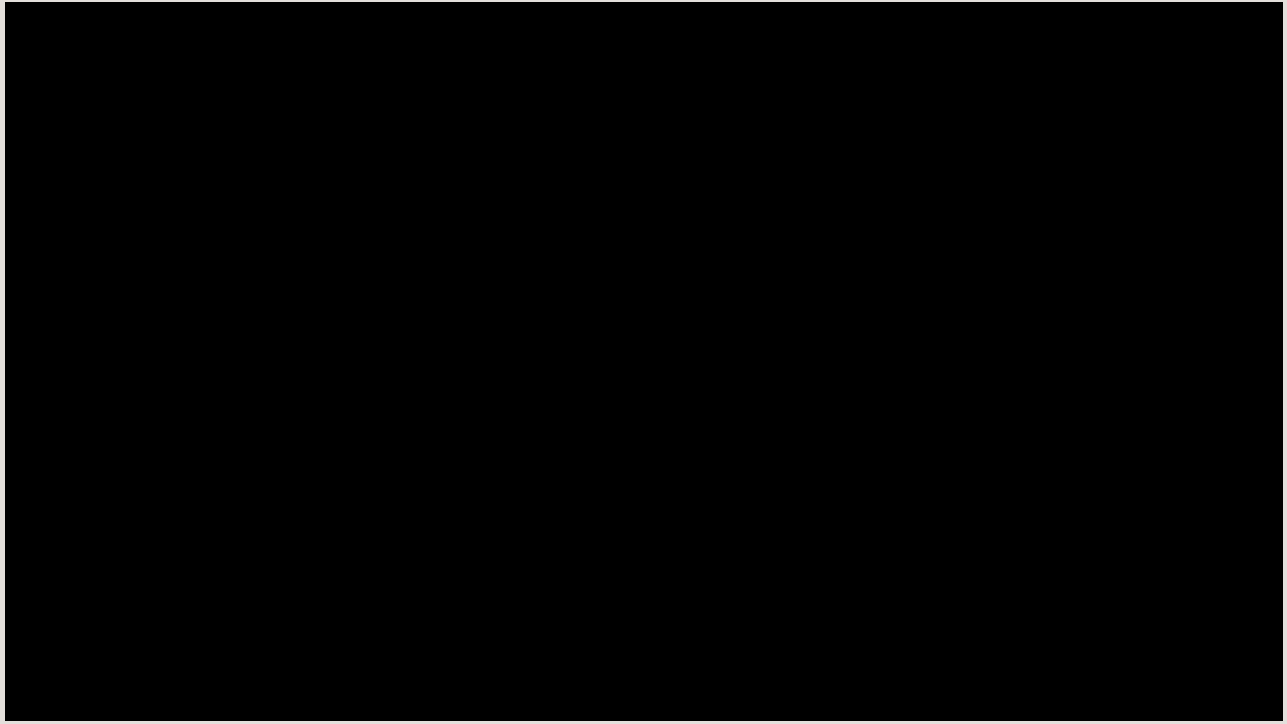
Waiting room video

- Educational visual aid
- Reinforces key priming messages in the waiting room
- Can be embedded into HCP website, shared on social media channels, or sent via direct link



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Waiting room video: Purpose & Tone

PURPOSE

- Reinforce priming messages to create preference for Oticon
- Inform about hearing and hearing loss
- Something to reflect on in waiting room; can be viewed at home ahead of visit

TONE & LAYOUT

- Fact-based and generic messaging with only one mention of Oticon
- Brief (3:15 minutes) and easy to watch
- Simple and stylish animation

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Waiting room video: Key takeaways

What should the user remember after seeing this video?

Hearing care is healthcare™ and Oticon Opn™ hearing aids can help me have healthier hearing, thus a healthier life

THE PROBLEMS

Hearing loss is also a loss of one's overall health and well-being

THINGS TO CONSIDER

A hearing aid needs to address issues beyond communication, such as working memory and energy

THE CONCLUSION

Oticon Opn hearing aids will help my overall health and help me enjoy the things I love again

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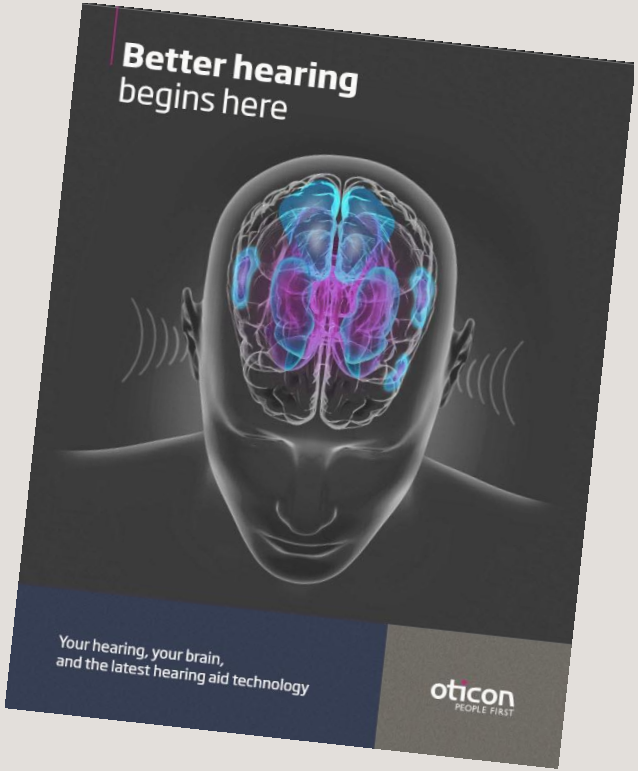
Counselling brochure

- Used during counselling
- Handout
- Comes with supplemental presentation guide to assist HCPs with discussion points



Counselling brochure: Purpose & Tone

PURPOSE

- Follow up on priming messages
- Real life connections – bridge the gap between client and priming
- Selling-in the Oticon Opn concept (+ Connectivity)

TONE & LAYOUT

- Fact-based and generic messaging
- Needs-oriented
- Dialogue-based
- Limited amount of text
- Unique selling points Opn + Connectivity

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Counselling brochure: Key takeaways

What should the user remember after reading this brochure?

Oticon Opn hearing aids are the BEST option to bring my hearing closest to what it used to be

THE PROBLEMS

Hearing loss affects my brain, health and quality of life

THINGS TO CONSIDER

A hearing aid should support my brain and lifestyle

THE CONCLUSION

Only Oticon Opn with BrainHearing™ technology gives me a more natural, open sound experience that supports my brain

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Decision tool

- Used during counselling if price becomes an issue
- Used in-office only, not handed out
- Provides strong visual of differences between technology levels

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Decision Tool: Purpose & Tone

PURPOSE

- Assist client in understanding the value they will get with each level of Opn, and what they give up with each level they downgrade.
- Bridge the gap between technology levels and the benefits they offer in various scenarios.
- Wrap up – what is the right balance for the client's cost/benefit?

TONE & LAYOUT

- Fact-based and generic messaging
- Images intended to inspire real-life connections
- Dialogue-based
- Limited text, more graphically oriented
- Less lifestyle-focused, more benefit-focused.

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Decision Tool: Key takeaways

What should the user understand after being counselled with this tool?

Oticon Opn is the best option, and there are solutions that meet my needs

THE PROBLEMS

I need a hearing solution that meets my hearing needs and budget

THINGS TO CONSIDER

A higher level of technology will offer the optimal benefits, even in quiet environments.

THE CONCLUSION

Opn 1 is the best solution for all environments, but Opn 2 or 3 are still good solutions, even though you'll have to use more effort to hear

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PAC Website

- Used prior to visit or during trial period
- Tool on Oticon website
- Can be linked from HCP site, sent as direct link, or viewed in waiting room
- Strong visual/interactive format

PAC Website: Purpose & Tone

PURPOSE

- Inform about hearing loss and the value of getting treatment/hearing aids
- Get the client to reflect on his/hers hearing challenges and need for treatment
- Motivate the client to buy (Oticon) hearing aids
- Assist new clients in finding a nearby Oticon provider

TONE & LAYOUT

- Fact-based and generic messaging
- Images intended to inspire real-life connections
- Helps clients feel more prepared, ready, and involved for their visit
- Visually simple and interactive

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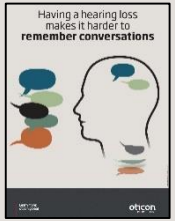
Implementation

Clinical implementation

Provide info before visit

[Priming brochure]

Reinforcing info in clinic



[Posters]

Using info while counselling

[Counselling brochure]

Client engagement

[Decision tool]

GOAL: INFORMED DECISION MAKING

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Implementation: Clinical

Clinical implementation

Implementation into practise requires only minor modifications to daily practice.

Easy to follow step-by-step process

Pre-made tools carefully crafted by professionals at Oticon, verified through global testing – ready for HCP use!

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Clinical implementation – an example

One illustration of easily incorporating the tools into practice

What happens next?

Follow-up activities for HCPs

Order materials from Oticon

Train front desk & other staff

Set-up clinic with materials

Empower!

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Key takeaways

Informed decision making

Increase value perception

Increase clinical outcome

Positive business impact

EMPOWERMENT FOR ALL - EASY TO IMPLEMENT - PROVEN TO WORK!

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Launching the Priming and Counselling tools

Tools and resources

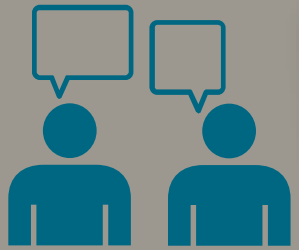
Webinar

Implementation Guide

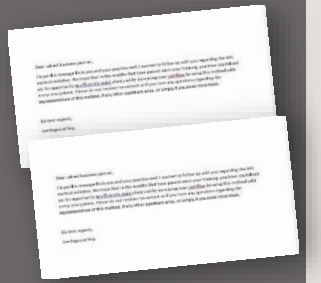
Training Presentation

Digital Outreach Materials

Role-playing videos



Email follow ups



Internal use only

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Campaign launch flow

Proposed process for implementation

Internal plan and prep

- Determine logistics of training (when, where, who, how long)
- Send out invitations
- Gather materials
- Practice training

Execute training

- Present training materials in chosen session format
- Distribute materials
- Answer as many questions as possible

Follow up activities

- Follow up email
- Visits
- Oversee implementation
- Collect HCP and end user feedback

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Implementation: Trainers and sales reps

Some helpful starting points

- Materials can be ordered easily
- Become familiar with the materials
- Introduce to customers
  - **Seminars/regional local trainings**
  - **Trial → Feedback for universal rollout**
  - **ABC/123 Customer Segmentation Model**
- Identify and clearly state expected outcomes for sales teams as well as for HCPs

Follow up!

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Implementation Guide

- Assists in road-mapping the implementation of these tools
- Specific information that can be applied to both large and small training groups

Internal use only

Implementation Guide

What should the user understand after being counselled with this tool?

A toolkit with valuable and diverse implementation resources

- Planning your session
- Sizing the training group
- Learning objectives
- Time structures
- Example workshops
- Follow up plans

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Why should these tools be implemented?

Many benefits for sales companies, sales reps, and trainers

Client relationships

- More than a salesperson, you show that you care
- Empower them in the counselling process
- Supporting their clinical goals

Providing Value

- Providing clients with something of value that doesn't require any overhead from them
- Give them tangible tools for their business

Increase sales

- Potential for improvement of key performance indicators such as ASP, return rates, and client retention
- Opportunities for growth, both financially and regionally

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Priming and Counselling tools: In summary

Why do we need them?

Clients

To fight biases in traditional counselling

Empower client to have more active role in HA selection

HCPs

More effective counselling; direct, and less price/lifestyle focused

Helps optimise the limited time HCPs have with clients

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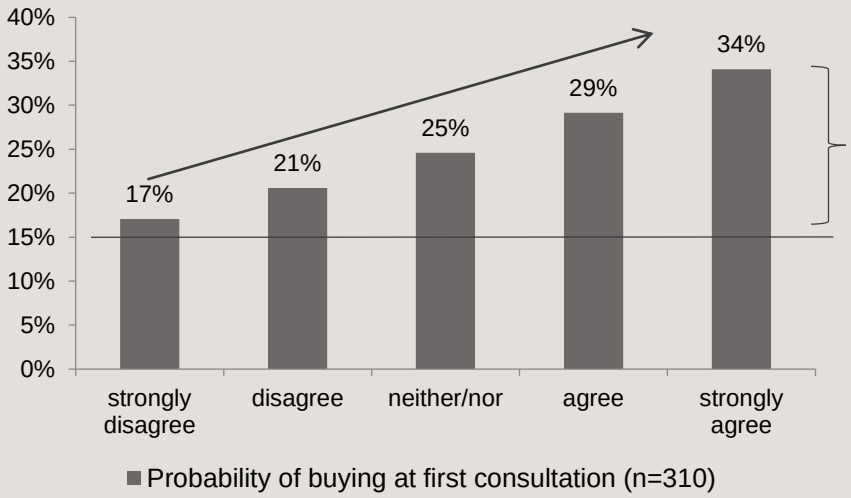
Appendices

Explaining benefits in relation to costs increase the likelihood that a client buy at the first visit

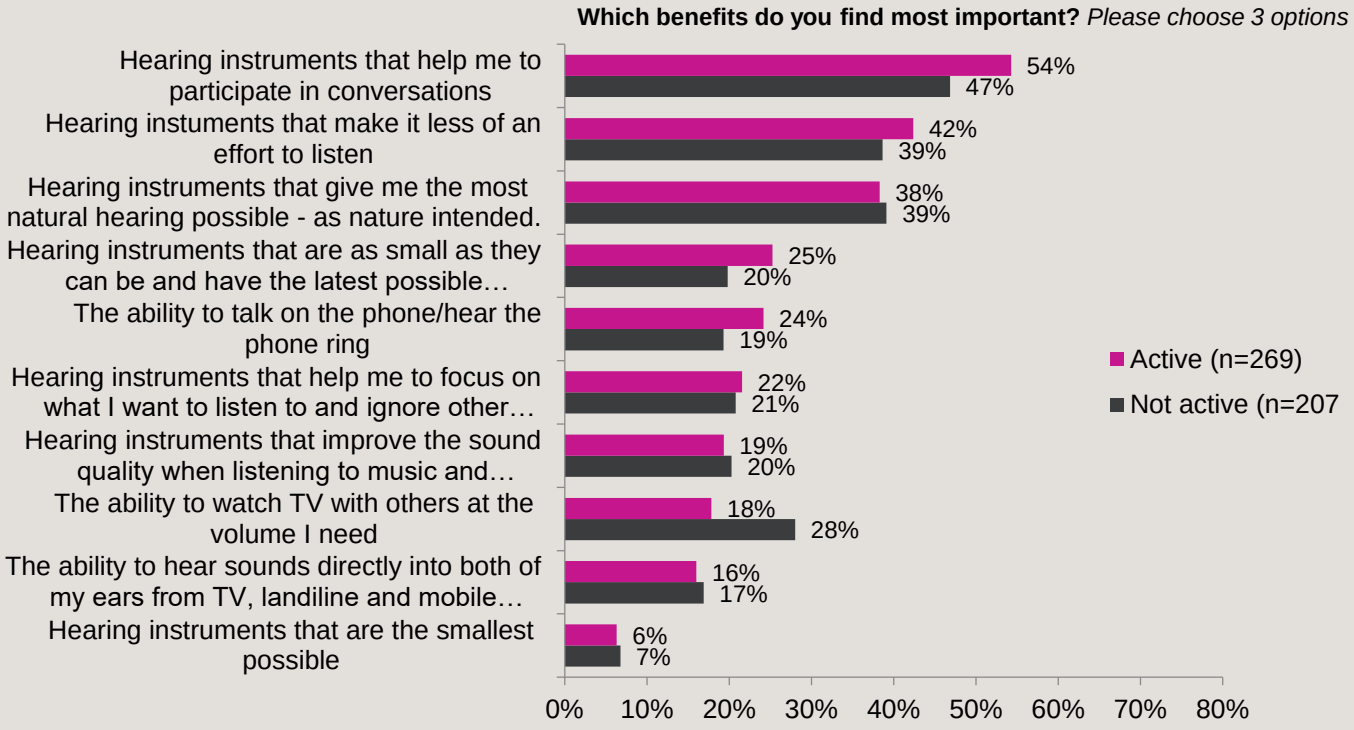
Increase in probability of buying at first visit from 17% (strongly disagree) to 34% (strongly agree)



The typical individual in the model is 64 years old and has a medium high level of concern about hearing difficulties (3,6/5), Zaltman=0.

First Time User Study, 2010, sample size: 1457, end users (55+, 50% with only hearing difficulties and 50% with HI

No difference between "active vs not active" in perception of benefits.



Oticon user study 2011

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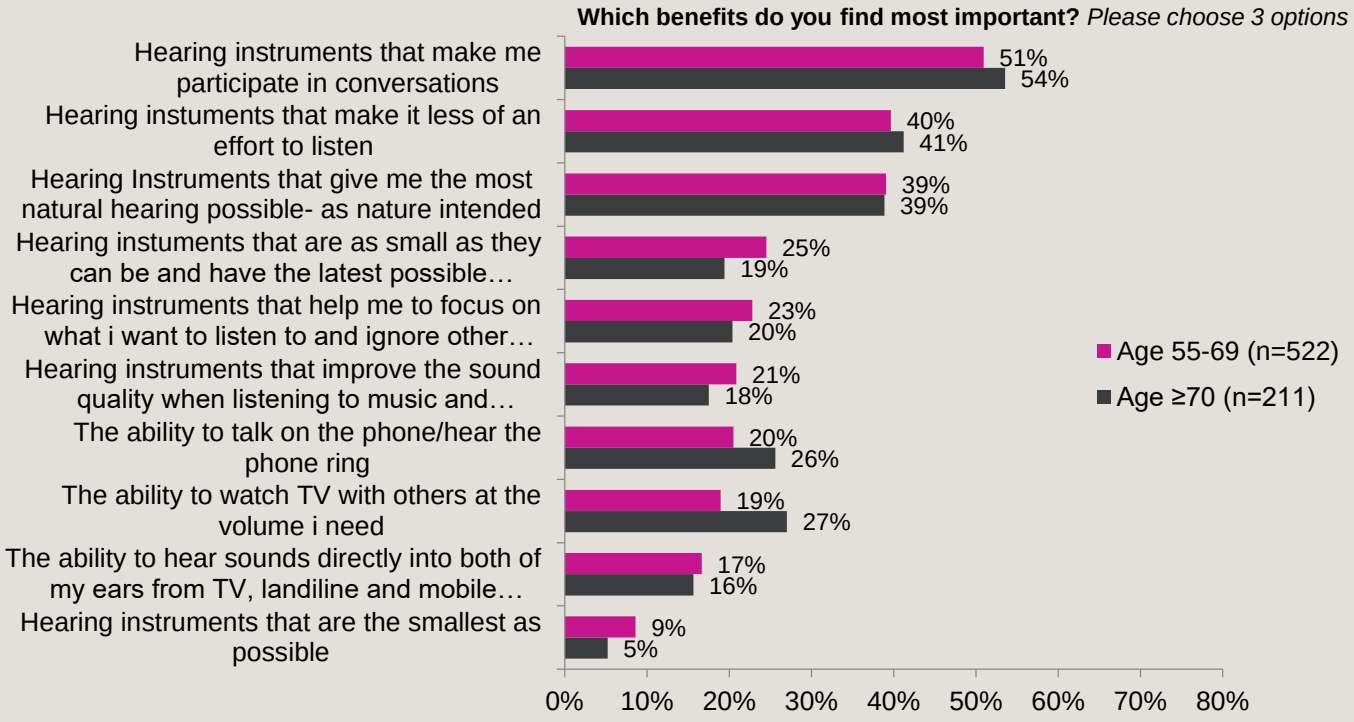
No difference between “old vs young” in perception of benefits.



Oticon user study 2011

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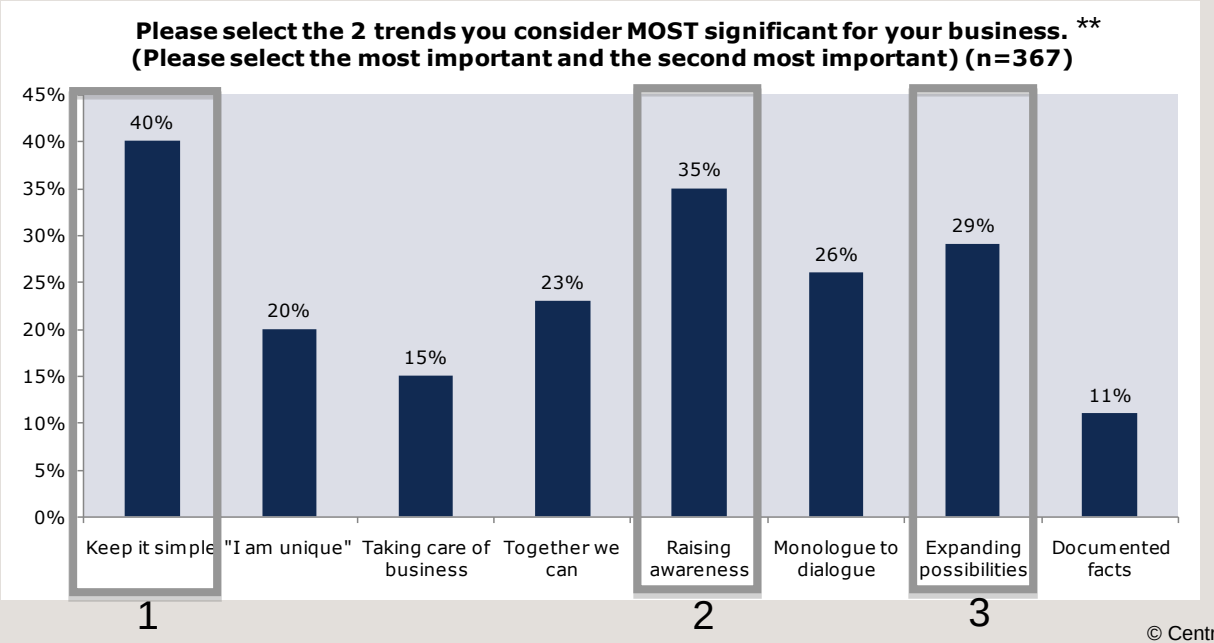
Simplicity, raising awareness and expanding possibilities are the most significant trends

People First 2 Study, 2009, sample size: 429 HCP, USA, DE, ITA, FR

Proportion-test for the difference of the proportions in the variable between the two largest proportions: * = significant difference at 10% level, ** = significant difference at 5% level, *** = significant difference at 1% level



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Importance of benefits, no preparation

Benefits (sub sample, those experiencing difficulty in hearing, sorted None	None (n=69)
You will get best speech understanding	64%
You will get natural sound experience in all listening situations	64%
You will reach as much of your hearing potential as possible	64%
You will hear soft sounds without loud sounds becoming too uncomfortable	62%
You will be able to participate in conversation even in situations	58%
You will be able to focus on the conversation partner in front of you while…	55%
You will be helped in way two ears naturally work together	52%
You will hear more details in the sound	48%
You will be able to select and follow the voice you wish…	45%
You will get a listening experience customized to your individual needs	42%
You will hear important sound cues for optimal perception…	33%
You will experience excellent sound quality when list to music…	33%
Your hearing aids will intelligently synchronize to harmonize sound	32%
You will be able more easily to remember part of convers…	30%
You will feel less exhausted at the end of day	14%
You will get connection to all your electronic devices and get the sound…	10%
You will get more energy to engage in the activities…	9%

The Customisation benefit jumps from 42% to 70%

Result applied a two sample adjusted Wald test for proportions (two tailed) where; *** = significance level below 1%, ** = significance level below 5% and * = significance level below 10%

Benefits (sub sample, experiencing difficulty in hearing. Sorted: CUSTOMIZ.	Customize. (n=46)	None (n=69)	Diff. (Customize.-None)
You will get natural sound experience in all listening situations	70%	64%	6%
You will be able to participate in conversation even in situations	70%	58%	12%
You will get a listening experience customized to your individual needs	70%	42%	28%***
You will reach as much of your hearing potential as possible	67%	64%	4%
You will hear soft sounds without loud sounds becoming too uncomfortable	67%	62%	5%
You will hear more details in the sound	61%	48%	13%
You will be helped in way two ears naturally work together	59%	52%	7%
You will be able to focus on the conversation partner in front of you while…	59%	55%	4%
You will be able to select and follow the voice you wish…	50%	45%	5%
You will get best speech understanding	48%	64%	-16%
Your hearing aids will intelligently synchronize to harmonize sound	37%	32%	5%
You will hear important sound cues for optimal perception…	26%	33%	-7%
You will be able more easily to remember part of convers…	24%	30%	-7%
You will experience excellent sound quality when list to music…	22%	33%	-12%
You will get connection to all your electronic devices and get the sound…	22%	10%	12%
You will get more energy to engage in the activities…	13%	9%	4%
You will feel less exhausted at the end of day	11%	14%	-4%

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The Energy benefits jump from 14% to 51% & 9% to 25%

Result applied a two sample adjusted Wald test for proportions (two tailed) where; *** = significance level below 1%, ** = significance level below 5% and * = significance level below 10%

Benefits (sub sample, experiencing difficulty in hearing. Sorted: ENERGY	Energy (n=53)	None (n=69)	Diff. (Energy-None)
You will be helped in way two ears naturally work together	64%	52%	12%
You will reach as much of your hearing potential as possible	64%	64%	0%
You will get best speech understanding	62%	64%	-2%
You will be able to select and follow the voice you wish…	62%	45%	17%
You will be able to focus on the conversation partner in front of you while…	62%	55%	7%
You will be able to participate in conversation even in situations	51%	58%	-7%
You will feel less exhausted at the end of day	51%	14%	36%***
You will hear more details in the sound	49%	48%	1%
You will hear soft sounds without loud sounds becoming too uncomfortable	49%	62%	-13%
You will get natural sound experience in all listening situations	45%	64%	-18%
You will experience excellent sound quality when list to music…	40%	33%	6%
You will get a listening experience customized to your individual needs	40%	42%	-2%
Your hearing aids will intelligently synchronize to harmonize sound	34%	32%	2%
You will be able more easily to remember part of convers…	32%	30%	2%
You will hear important sound cues for optimal perception…	32%	33%	-1%
You will get more energy to engage in the activities…	25%	9%	16%***
You will get connection to all your electronic devices and get the sound…	21%	10%	11%

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The Localisation benefits jump from 52% to 80% and 48% to 59%

Benefits (sub sample, experiencing difficulty in hearing. Sorted: PERFROM.	Perform. (n=59)	None (n=69)	Diff. (Localiz.-None)
You will be helped in way two ears naturally work together	80%	52%	27%***
You will reach as much of your hearing potential as possible	66%	64%	2%
You will hear more details in the sound	59%	48%	11%
You will get best speech understanding	59%	64%	-4%
You will be able to focus on the conversation partner in front of you while…	59%	55%	4%
You will be able to participate in conversation even in situations	58%	58%	0%
You will be able to select and follow the voice you wish…	53%	45%	8%
You will get natural sound experience in all listening situations	47%	64%	-16%
You will hear soft sounds without loud sounds becoming too uncomfortable	47%	62%	-15%
You will get a listening experience customized to your individual needs	46%	42%	4%
You will experience excellent sound quality when list to music…	32%	33%	-1%
Your hearing aids will intelligently synchronize to harmonize sound	31%	32%	-1%
You will hear important sound cues for optimal perception…	27%	33%	-6%
You will be able more easily to remember part of convers…	24%	30%	-7%
You will get more energy to engage in the activities…	20%	9%	12%
You will get connection to all your electronic devices and get the sound…	20%	10%	10%
You will feel less exhausted at the end of day	19%	14%	4%

Result applied a two sample adjusted Wald test for proportions (two tailed) where; *** = significance level below 1%, ** = significance level below 5% and * = significance level below 10%

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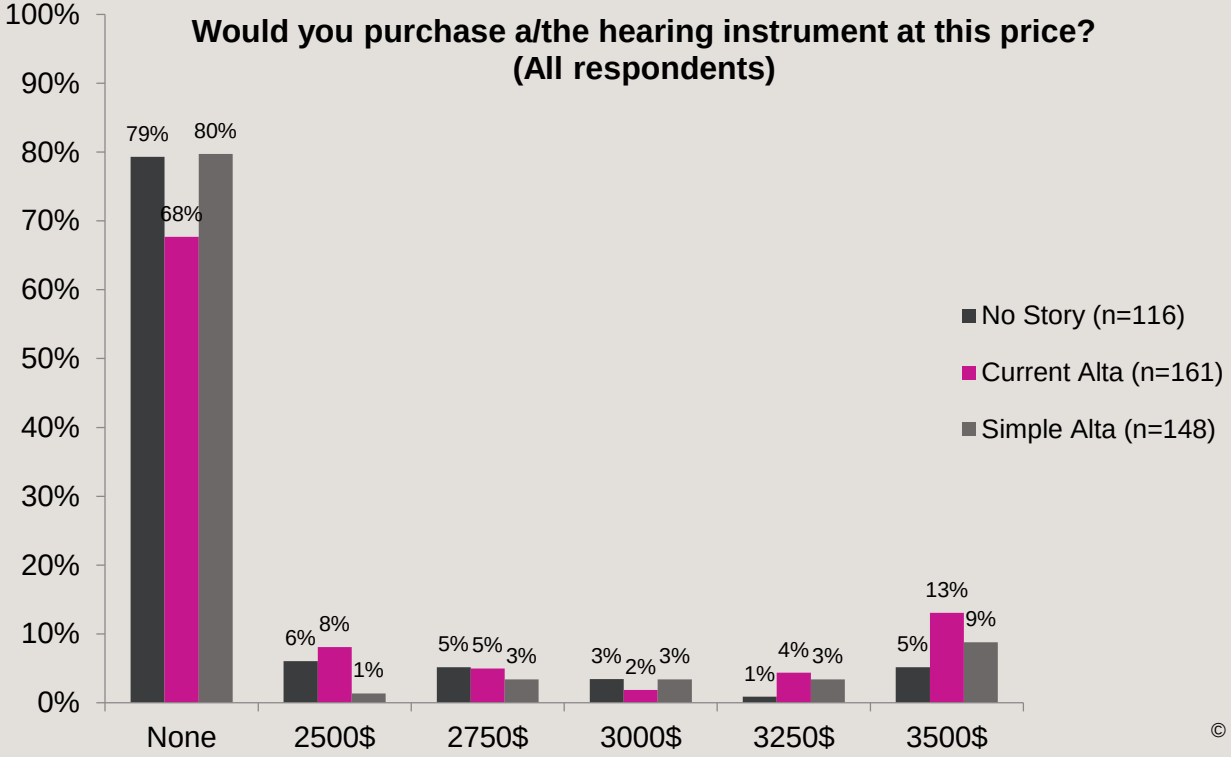
Current Alta Story **increase** the initial likelihood of purchasing a hearing instrument by **11%** & by **8 %** in high price bracket

Difference between "No story" and "Current Alta" at None (0$) subjected to a two sample test of proportion. Difference is statistically significant at a p-level of 0,0332



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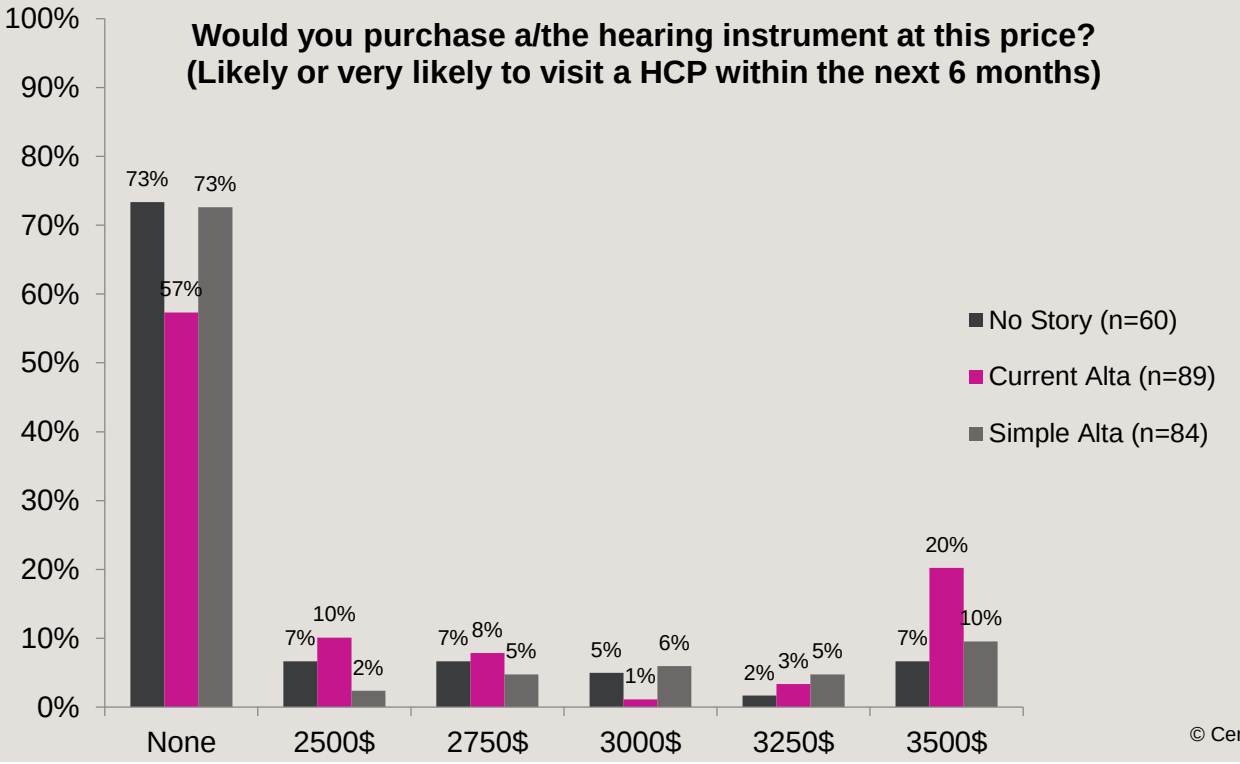
Current Alta Story becomes even more relevant **(73% to 57%) & (7% to 20%)** for **respondents who are likely to visit a HCP**

Difference between "No story" and "Current Alta" at None (0$) subjected to a two sample test of proportion.
Difference is statistically significant at a p-level of 0,0456



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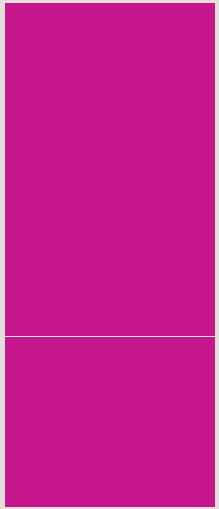
Impact of story version on max purchase price. Compare base-line no educational information

369 USD above average price

Sample: full sample 55+ with hearing difficulties (self reported)

1167 USD above average price



Sample: visited a HCP, tested HL, likely to visit again and NOT owner of HI

OLS regression n = 692 Adj-rsq = .11 F(12, 679) Prob >F = 0.000 - Marginal effects Significant at 10% level minimum

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Impact on seasonal decrease

Test Group (n=13)	Monthly Sales Avg. PRE Jan.- Apr. 2013	Monthly Sales Avg. POST Jul - Sept 17 2013	PRE Sales Avg. vs. POST Sales Avg.	MEAN DIFFERENCE
Subject 1	$ 34953	$ 27000	$ -7953	-$110 Seasonal decrease
Subject 2	$ 25975	$ 38164	$ 12189	
Subject 3	$ 16641	$ 31882	$ 15241	
Subject 4	$ 24712	$ 25560	$ 848	
Subject 5	$ 29735	$ 21972	$ -7764	
Subject 6	$ 41895	$ 57952	$ 16057	
Subject 7	$ 44222	$ 38809	$ -5413	
Subject 8	$ 48699	$ 49706	$ 1007	
Subject 9	$ 31818	$ 16668	$ -15150	
Subject 10	$ 36867	$ 36076	$ -791	
Subject 11	$ 37945	$ 29098	$ -8847	
Subject 12	$ 39485	$ 36971	$ -2514	
Subject 13	$ 31327	$ 32988	$ 1661	

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Control Group (n=15)	Monthly Sales Avg. PRE Jan.- Apr. 2013	Monthly Sales Avg. POST Jul - Sept 17 2013	PRE Sales Avg. vs. POST Sales Avg.	MEAN DIFFERENCE
Subject 1	$ 29333	$ 25896	$ -3437	-$6001 Higher seasonal decrease
Subject 2	$ 24079	$ 21740	$ -2339	
Subject 3	$ 29800	$ 29510	$ -289	
Subject 4	$ 26375	$ 30156	$ 3781	
Subject 5	$ 37790	$ 45640	$ 7850	
Subject 6	$ 33049	$ 11402	$ -21647	
Subject 7	$ 53578	$ 38046	$ -15533	
Subject 8	$ 34969	$ 12428	$ -22541	
Subject 9	$ 36265	$ 17577	$ -18688	
Subject 10	$ 35389	$ 34258	$ -1131	
Subject 11	$ 28777	$ 12449	$ -16328	
Subject 12	$ 37471	$ 28044	$ -9427	
Subject 13	$ 25346	$ 20311	$ -5034	
Subject 14	$ 39138	$ 35187	$ -3950	
Subject 15	$ 32199	$ 50899	$ 18701	

NO training

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