

Coronavirus reopening handbook

We're here for you

From lockdown to recovery and beyond



To help you find your path through these extraordinary times, this handbook shares ideas, insights, and inspiration that we've gathered from all over the world.

oticon
life-changing technology

To our Valued Partners,

In this incredibly challenging situation, it's clearer than ever how we must work together and try out new approaches.

It's also clear how much our hearing aid users depend on their instruments to be connected in this difficult time - to news, events, and people. Some of our users are emergency and healthcare workers or governmental officials who depend on their instruments to help others overcome this crisis.

Around the world, we've come across all sorts of innovative ways that people have overcome the limitations of coronavirus: ways to keep hearing care businesses running remotely, and ways to make the most of the situation.

Here to help you, we've gathered together this wealth of advice, insights, inspiration and more.

This handbook is not intended as an instruction manual, but rather a collection of useful and practical ideas. So while some of it may be obvious, I hope you can also find exactly the inspiration you need to help you keep providing expert hearing care to the people who depend on our technology. And of course, you'll need to ensure that whatever advice you take from here must align with your latest national guidelines.

We are truly grateful to have practices like yours supporting our many hearing aid users across the world, and this is one way we are doing everything we can to ensure we thrive together.

We are here for you.



“
As you work hard to get back on track, know that we are here for you - to help your business as much as we can and help you find your path through this challenging time.”

Mark Collins
National Sales Manager

If you have any questions, don't hesitate to contact your **Oticon Regional Business Advisor.**

Table of contents

Useful resources - to help you improve your hearing care business.

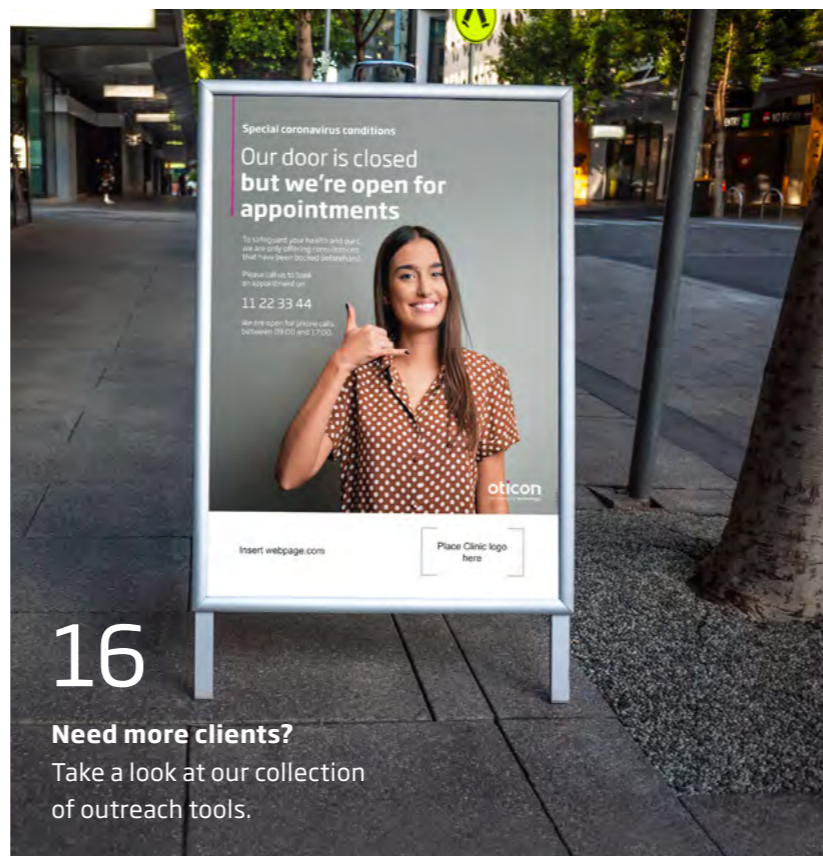
Remote fitting - From first fit to fine-tuning

Our e-fitting solution Oticon RemoteCare lets you hold a virtual appointment with clients where you can fit and adjust their hearing aids in real-time.

6



8



16

Need more clients?
Take a look at our collection of outreach tools.



PREPARING TO REOPEN YOUR PRACTICE

- 08 Getting the practice ready
- 09 Ensure staff are informed, confident, and equipped
- 11 Update online information on your digital channels
- 11 Get your communication plan ready

KEEPING THE CALENDAR FULLY BOOKED

- 13 Digital ways to get new clients
- 13 Utilising your existing database
- 13 Advert and letter templates

USEFUL RESOURCES

- 14 Remote service tools from Oticon
- 15 Telecare tools from the Ida Institute

OTICON MARKETING AND COMMUNICATION TOOLS

- 16 Wide range of examples

Keeping the calendar fully booked

Discover solutions to keep your calendar busy.



12



This handbook shares experiences and practices from all around the world, so it is your responsibility to ensure any practices you undertake are aligned with the latest official coronavirus guidelines in your country.

Fit hearing aids remotely with Oticon RemoteCare

With Oticon RemoteCare, you can hold an online appointment with your clients where you can fit and adjust their hearing aids in real-time.

[Click here to watch the Oticon RemoteCare webinar](#)

It lets you videocall your clients so you can counsel them and send text chat messages if necessary. Then you make any adjustments needed in Oticon Genie 2, and push them out to your clients' hearing aids via the Internet. It's ideal for:

- Follow-up appointments
- Fine-tuning hearing aids
- Troubleshooting
- First fittings without physical contact

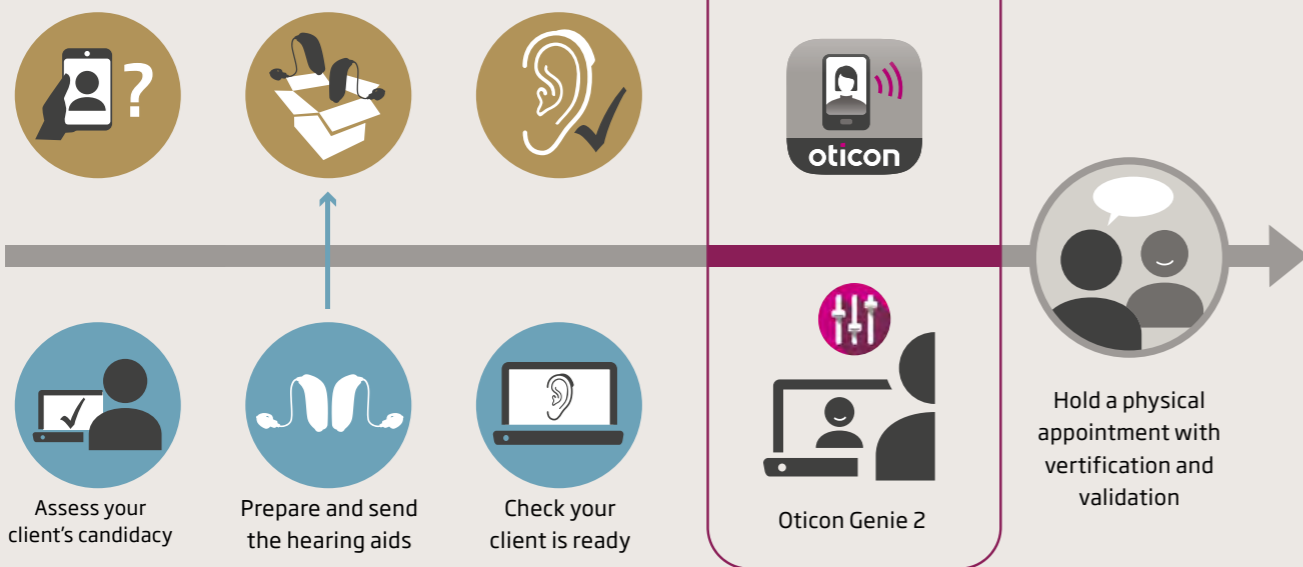
Even for first fittings

In these unusual times, it is possible to perform a first fit with Oticon RemoteCare*.

[See our guide to doing a first fit with Oticon RemoteCare here.](#)

Hearing aid user

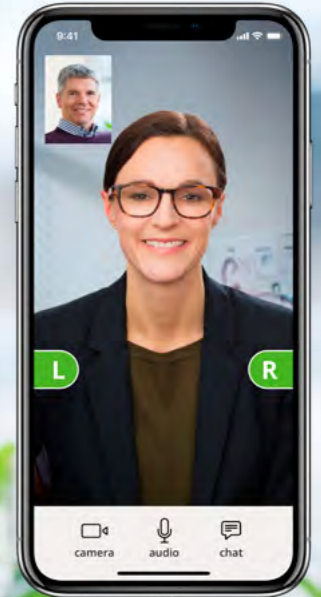
Hold the Oticon RemoteCare appointment



Hearing care professional

How to get started
Oticon RemoteCare is built into Oticon Genie 2. To get your client started, they need to download the Oticon RemoteCare App. This app connects to their hearing aids and enables you to video call them, chat, and push new settings to their hearing aids.

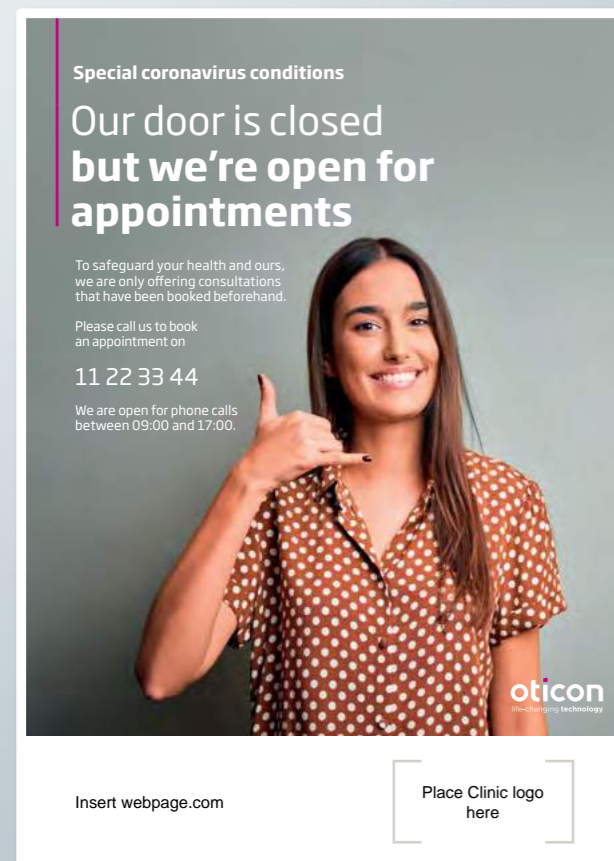
[You can find out more about Oticon RemoteCare here](#)



To set up remotecare for your business - [click here](#) - you will need to provide
Business name
Oticon account number
Email address

Preparing to **reopen your practice**

When you are ready to reopen your practice, make clear how clients can get your help and how seriously you take their safety. Prepare your staff to perform confidently under novel circumstances, and get a marketing plan ready for reopening.



For posters you can use, see the [Useful resources section](#) at the end of the handbook.

Getting the practice ready

This list is to give you inspiration about what to consider before you can open up. Please note that guidelines are continuing to change. We advise that you check the BSHAA website for the most recent clinical guidelines. [Click here to view the guidelines.](#)

Some practices have used these guidelines to minimise the risk of infection in the waiting room:

- No coffee / tea offered to clients
- Providing water in disposable beakers may be OK
- Avoid placing beverages in common jugs
- Create distance between seating
- Remove newspapers, magazines, toys, etc.
- Provide hand disinfectant in the waiting room
- Encourage good hand hygiene
- Set up tape or signs to ensure the appropriate minimum distance between people
- Prepare a poster for the front door making it clear that clients have to call to arrange an appointment, and another poster showing your national guidelines for how to behave during the corona pandemic
- Prepare posters about proper hand-hygiene for inside your practice
- Prepare another poster about how you work with hygiene and infection control in the practice, in order to build trust with the clients coming in for an appointment. Consider showing staff in protective gear
- At the same time, you may need to make arrangements with your cleaning company for more frequent cleaning and a more thorough cleaning every week

Ensure staff are informed, confident, and equipped

The first considerations must be personal safety for your staff. Make sure they read the latest national guidelines, and generally:

- All employees must stay at home if they have any signs of illness
- Only go back to work if you have been symptom-free for the necessary period and have your doctor's approval if necessary

Make an extra effort to communicate

- Hold a weekly skype meeting with all staff to keep everyone updated on the situation
- Walk staff through national guidelines and in-practice procedures for receiving clients, cleaning between appointments etc.
- Encourage staff to speak up if you have any worries about coming back due to your own chronic diseases or due to any close family members with chronic illnesses

Ensure staff are equipped

- Keep staff up to speed and trained
- Ensure you have the appropriate personal protection equipment (PPE). This can be order from our sister company Interacoustics. [Click here to place an order.](#)

Be flexible in roles

- Staff might find they need to help out in areas that they don't normally work in
- An example is that some practices have experienced a significant uptake in requests in the first days and weeks after the practice reopens. Therefore, it is a good idea to talk to everyone who works in the practice about how everybody has to step in where needed and help out





Update online information on your digital channels

Make sure you are ready to update your website, Google, Facebook etc. with the new details about your practices opening hours. Update them on the day you decide to reopen. Here is what to consider:

- Update information on your homepage with your current opening hours
- Update on Facebook
- Update on Google My Business
- Make it clear clients should always call to book an appointment prior to visiting the practice
- Make a website landing page with useful information and basic tutorials because many users have simple service requests and can find the support they need online
- Update/forward voicemail to ensure that client inquiries are handled

Get your communication plan ready

As you are about to open the practice again, you should consider what activities you will do, and when. Ensure you align the activities with the resources you have available, because reaching out to your database should increase the requests coming in from clients over the first days after you reopen.

Here are some things to consider when you make the plan for reopening:

Segmentation: Look at your database and divide it into groups of separate contact types. E.g.

- 1) Clients in urgent need of hearing care support
- 2) Enquiries from the lockdown period
- 3) Other clients

Actions: How do you plan to target the different segments? When? What is your objective for each segment?

For a free website audit (worth £500) with OticonDRIVE website partner Pixel Kicks - [click here](#)



Once you reopen, you should consider tweaking the messaging on your website and other digital channels to mention that some waiting time should be expected when calling you as many people are trying to get through.

This message may also be applied to your voicemail, which you could set to automatically cut in after a certain number of rings.



Tools: Have you considered how best to make the phone calls? What should be the message in the emails you send out to the different segments?

Resources: Think about who can help execute the actions you have outlined.

For help with contacting your database, reach out to our OticonDRIVE partner Ayesha Hayworth from Specialist Apportioning Services.



Turn the page to learn how to put your plan into action.

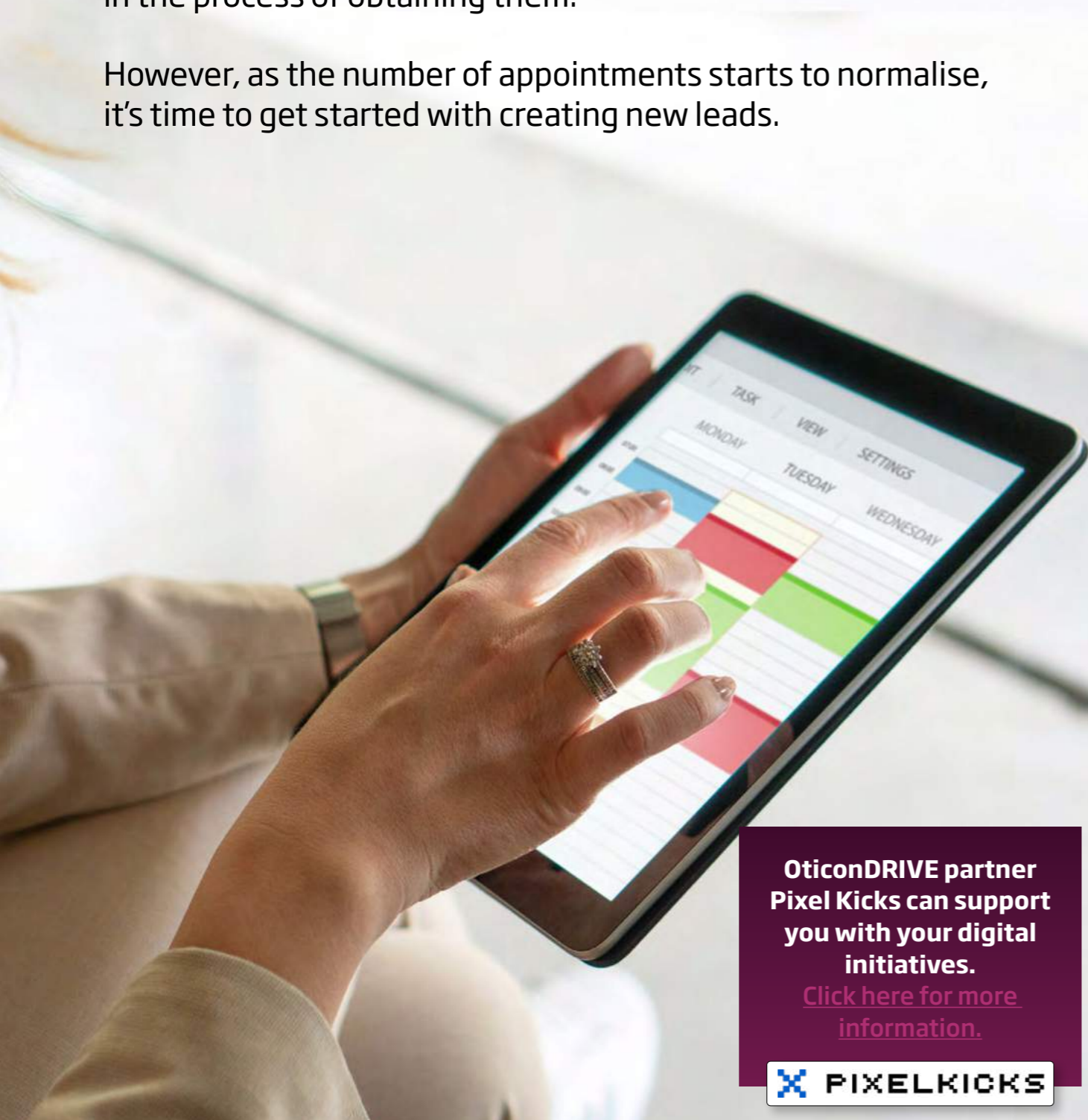
Did you know?
We have a wide range of videos to help hearing aid users solve common issues.

Find out more in the **Useful resources section** at the end of the handbook.

Keeping the calendar fully booked

After the initial reopening phase, some practices will be very busy dealing with existing clients with hearing aids or already in the process of obtaining them.'

However, as the number of appointments starts to normalise, it's time to get started with creating new leads.



OticonDRIVE partner Pixel Kicks can support you with your digital initiatives.

[Click here for more information.](#)



Digital ways to get new clients

In different markets all around the world, the point in time when potential hearing aid users are ready to go out and try new hearing aids seems to vary. Many fear becoming infected with the coronavirus, while others are still evaluating its long-term impact on their household finances.

It is therefore important to initiate digital lead generation activities that carefully balance the capacity constraints of both your practice and your staff; potentially low liquidity; and the need to keep the calendar full. However, this may also be a time of opportunities, as competing practices may be still not doing very active.

Here are some points to consider if you decide to pursue digital lead generation activities:

- Focus on your geographical catchment area
- Run advertisements on a small scale to test which ads perform best

Utilising your existing database

Working through your existing database is a great starting point to generate appointments. Oticon can support this by providing letter templates that can be sent to your database.

Also, Specialist Appointing Services, our OticonDRIVE partner, can take this one step further by offering a database cleansing service which is a very effective way to ensure that your database is up to date. This service has a 1 in 7 call to appointment conversion rate making it a great way to bring in sales. The rest of the contacts, which will have been cleansed and brought up to date, will be ready to be contacted by letter or email.

[For more information on our OticonDRIVE partner, Specialist Appointing Services, please click here.](#)

Advert & Letter Templates

At Oticon, we have a bank of advert and letter templates that can be personalised to suit your business. If you require any form of advertisements, reach out to your Regional Business Advisor to discuss your requirements.

- Use the current situation to potentially negotiate better deals with affiliate partners, as they may have less activity

Some ideas for the execution of ads:

- Reconnect with friends and family. Enjoy good hearing.
- Improve your hearing now you can go out again
- Have your hearing tested for free | Online hearing test

The connectivity accessories campaign

This digital campaign showcases the ways clients can remain well connected to their loved ones and news & entertainment media using Bluetooth hearing aids.

Contact your Oticon representative for more.

Oticon Opn S™ is the only hearing aid proven to **support the brain's natural way of organizing sounds**



Oticon Opn S™ supports the brain's natural way of organizing sounds, and creates ideal conditions for following conversations with multiple speakers in a conversation.*

*Labell & Bock 2017, Oticon Whitepaper



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life-changing technology

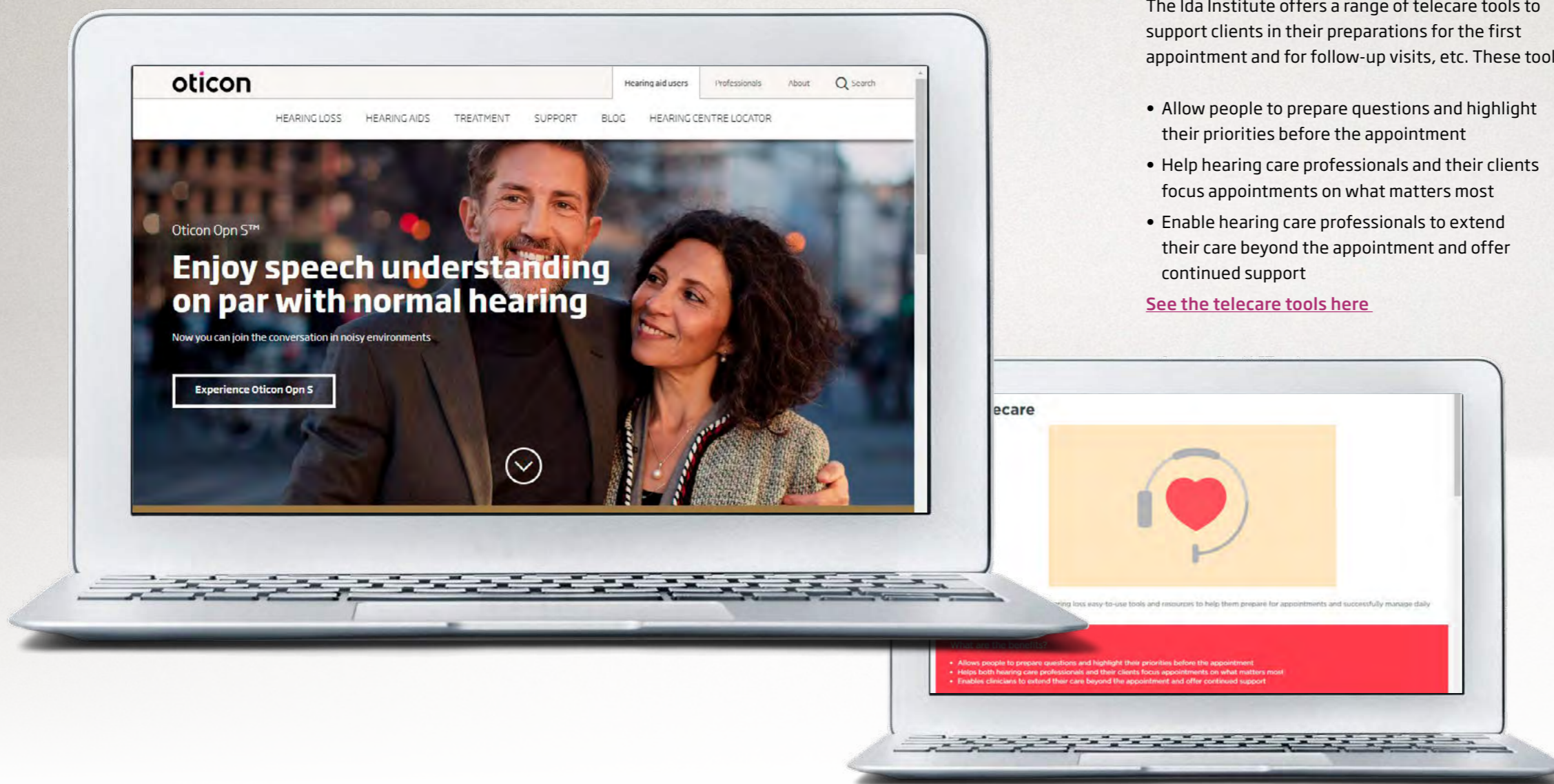
Useful resources

We hope that some of these links and materials can help you improve your hearing care business. We don't make any money from directing you to them.

Remote service tools from Oticon

We have a number of resources available that may inspire you and your staff when you service clients. Feel free to use them as you find it relevant.

[Visit Oticon's website for hearing aid users](#)



Genie 2 20.1

[To download the latest Genie software, please click here.](#)

Telecare tools from the Ida Institute

The Ida Institute offers a range of telecare tools to support clients in their preparations for the first appointment and for follow-up visits, etc. These tools:

- Allow people to prepare questions and highlight their priorities before the appointment
- Help hearing care professionals and their clients focus appointments on what matters most
- Enable hearing care professionals to extend their care beyond the appointment and offer continued support

[See the telecare tools here](#)

Available PPE



Demant company Interacoustics have extended their range of fully certified PPE to cover all necessary requirements, including Type11R face masks.

[Click here to view their full range.](#)

[Click here to place an order.](#)

Marketing support

Visit the Oticon Brand Portal to find images and content that can be used on adverts, social media and your website. For further marketing support, email marketing@oticon.co.uk

[Visit the Oticon brand portal](#)

Shooting a video

Your clients want to hear from you. Social media usage has skyrocketed in recent weeks, so one of the best ways to connect with your clients is on Facebook, with a short (1-2 minute) video.

[Click to see tips for making videos](#)

Video conferencing

In cases when an appointment is for making adjustments to hearing aids, it may be an idea to use a video conferencing tool. There are many video conferencing tools available and many free of charge. Below is a few to try.

[Zoom](#)

[FaceTime](#)

[Google Hangouts](#)

[Microsoft Teams](#)

[Skype](#)

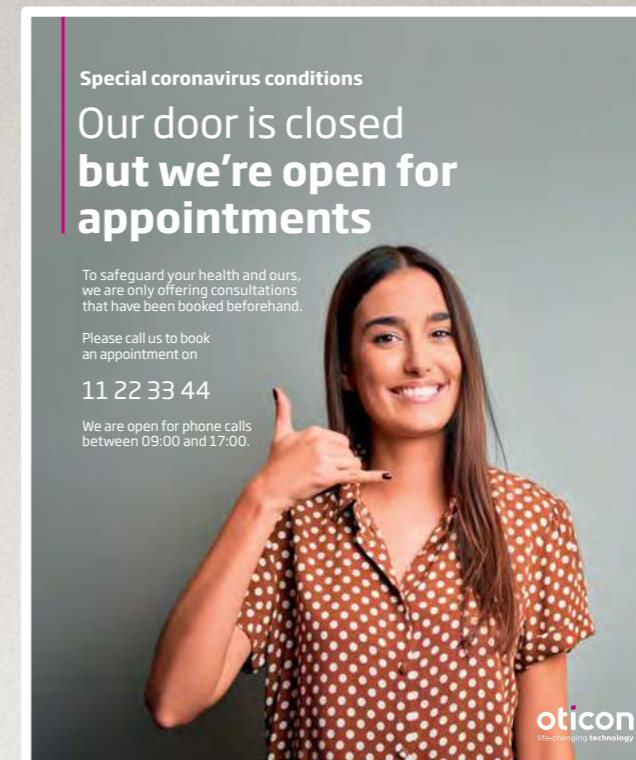
The contact details of the Oticon Team can be found on the back page of this booklet.

Oticon marketing and communication **tools**

Feel free to use these tools to generate leads and help your clients help themselves during these unprecedented circumstances.

Contact your Oticon Regional Business Advisor for more information.

Posters for your practice



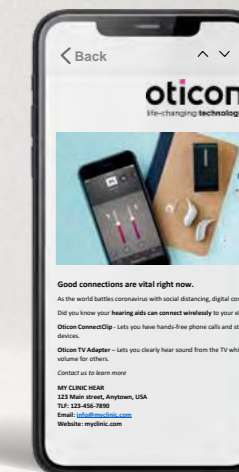
Educational and how-to **videos**



Informative **e-mail, text message and social media posts**

Insert webpage.com

Place Clinic logo here



Connectivity accessories **campaign**



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Map Key

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- Chris
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- Mohammed
- Sara

