

Hearing matters  
**unitron.**

**How to Become a Pillar in Your Community  
Knowledge-Based Marketing Tactics**

Brian Taylor

---

---

---

---

---

---

---

---

**Are you ready for the New Consumer?**

**and**

**Will they transform your practice?**

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



Let's look at 100 individuals in our village of 10,000 people

---

---

---

---

---

---

---

---



12 individuals are 65 or older

---

---

---

---

---

---

---

---



8 of these individuals has a hearing loss

---

---

---


---

---

---

---

---



1 wears hearing aids

---

---

---

---

---

---

---

The graying of the population and what it may mean to you....

---

---

---

---

---

---

---



In our village of 100 people

---

---

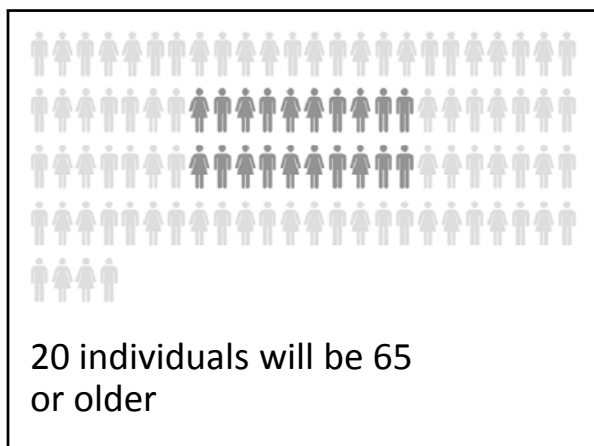
---

---

---

---

---




---

---

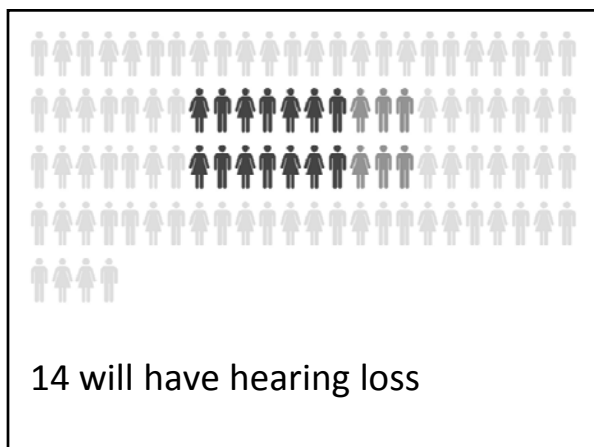
---

---

---

---

---




---

---

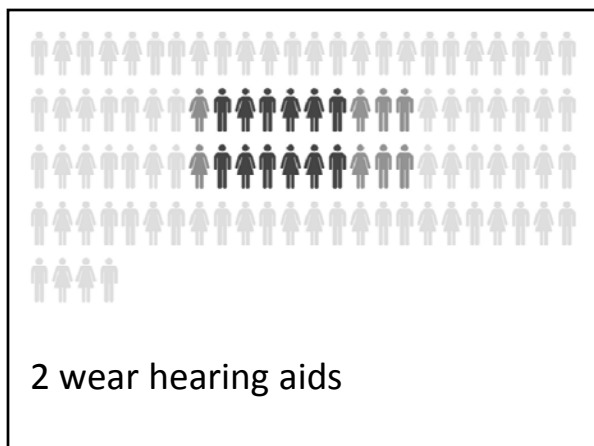
---

---

---

---

---




---

---

---

---

---

---

---

### Agenda – Key Questions

1. What is the current landscape?
2. How do we attract and keep the New Consumer?
3. What is Pillar of Community marketing?
4. What does implementation of P-o-C marketing look like?

---

---

---

---

---

---

---

### Current Landscape

1. The rise of big-box retail
2. Internet distribution and PSAP use of the rise
3. Much of advertising is price-driven and revolves around product
4. Changing buying habits of the New Consumer...

---

---

---

---

---

---

---




---

---

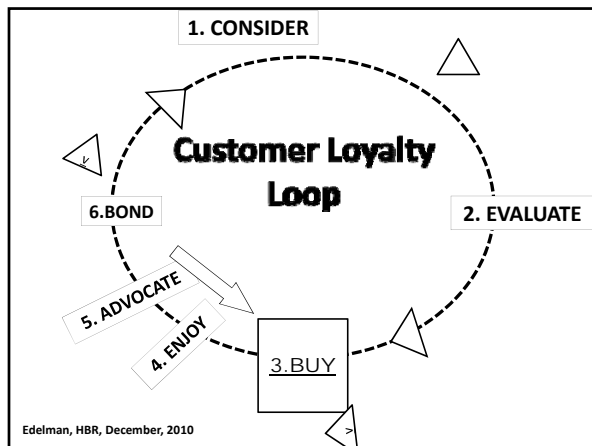
---

---

---

---

---




---

---

---

---

---

---

---

---

### Rising Power Exerted on Future Customers by Opinions of Existing Customers

#### Three Ways:

- ☐ Prior experiences, beliefs, ideas (P)
- ☐ information from Marketers (M)
- ☐ Other people (O)

Source: *Absolute Value* by Simonson & Rosen

---

---

---

---

---

---

---

---

### Customer Acquisition in 2004



unitron.

---

---

---

---

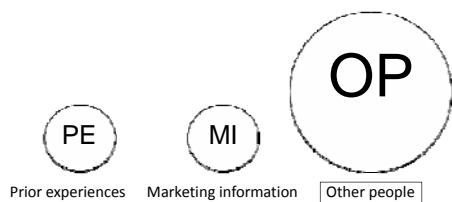
---

---

---

---

## Customer Acquisition in 2014



unitron.

---

---

---

---

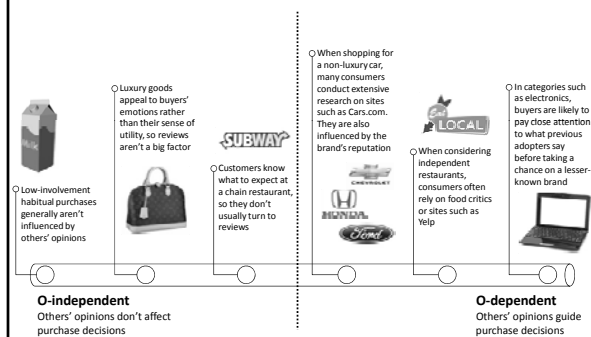
---

---

---

---

## Where does your practice fall on the O-continuum?




---

---

---

---

---

---

---

---

## No longer coast on past performance

- ☐ Look for new ways to add value
- ☐ Tap into new markets for services
- ☐ Engage with the community constantly

unitron.

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

1 in 8  
to  
7 in 8

---

---

---

---

---

---

---

---

How to crack the code?

---

---

---

---

---

---

---

---



## Cracking the code

Exert more social pressure to get non-consulters and non-users to act.

---

---

---

---

---

---

---

## Cracking the code

Use knowledge of today's very happy customer to drive success of future customers

---

---

---

---

---

---

---

## Cracking the code

Achieve pillar of community status

---

---

---

---

---

---

---

**Pillar of Community Marketing:**

Being top-of-mind in your community for all aspects of hearing care. Fostering relationships with three distinct groups within your footprint, so that people are able to act when in need of services or products.

---

---

---

---

---

---

---

---

**Pillar of Community Marketing:**

A long term strategy that involves essential aspects of a traditional marketing plan and budget, but places your services and professionalism at the heart of your brand message.

---

---

---

---

---

---

---

---

**Three Distinct Groups**

**The Discipline of Customer Intimacy**

The ability to form deep, long-lasting relationships




---

---

---

---

---

---

---

---

### Developing Your Brand Message

- ☐ What is unique about the services and products you offer your community?
- ☐ What do you want to be known for in your community?
- ☐ What services does your community need or demand?

---

---

---

---

---

---

---

### Brainstorming Session

"trusted advisor" status with patients	Impeccable Listener
Comprehensive	Patient-centered
Wide range of products and prices	Treat people like individual
Get to know each person by name	Service-driven (not about product)
Go the extra mile	Offer aural rehab and personalized training
30 years of clinical experience	

---

---

---

---

---

---

---

### Next Steps

- ☐ Develop tagline and messaging to support it
- ☐ See Brand Personality Worksheet in file menu
- ☐ Strive for Authenticity!

---

---

---

---

---

---

---

## Pillar of Community Marketing Tactics

---

---

---

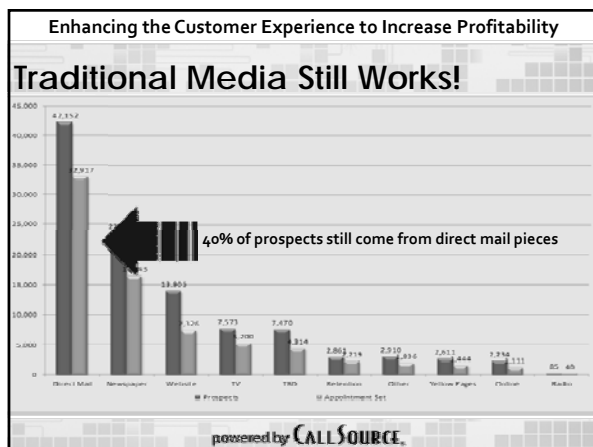
---

---

---

---

---




---

---

---

---

---

---

---

---

### A CORUS Marketing Plan

- Captivating Website
- On-line Reputation Manager
- Relationship & Medical Marketing
- Upstanding Member of your Community (PR)
- Social Media



**Objective:** Create a conversation with each patient throughout journey

---

---

---

---

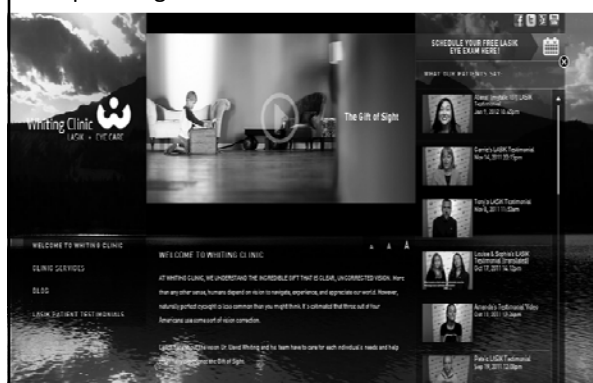
---

---

---

---

## Captivating Website




---

---

---

---

---

---

---

---

## Enhancing the Customer Experience to Increase Profitability

### On-line Reputation Manager: Review Buzz




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

## Relationship & Medical Marketing

- Disease state or co-morbidity marketing
- Systematic relationship building with physicians, using best available evidence linking hearing loss to other chronic conditions

---

---

---

---

---

---

---

---

## The Opportunity.....

- ❑ Age-related hearing loss is being recognized as a public health crisis
- ❑ Rise of Accountable Care Organizations
- ❑ Rise of Population-based & Preventive Medicine
- ❑ The Quantifiable Self Movement
- ❑ PCPs/GPs outnumber Audiologists and HI Specialists 12:1

unitron.

---

---

---

---

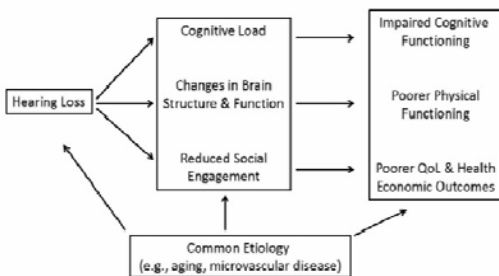
---

---

---

---

## What are the consequences of age-related hearing loss?



Lin 2014

unitron.

---

---

---

---

---

---

---

---

# 7 Articles

1. Hearing Loss and Cognitive Decline in Older Adults. Lin et al (2012) *JAMA Internal Medicine*
2. Impairments in Hearing and Vision Impact on Mortality in Older People. Fisher, et al (2014). *Age and Aging*
3. The Association between Hearing Loss and Social Isolation in Older Adults. Mick et al (2013). *Otolaryngology-Head & Neck Surgery*
4. Hearing Impairment with Depression in US Adult, NHANES 2005-2010. (2014). *Otolaryngology-Head & Neck Surgery*
5. Association of hearing impairment with brain volume changes in older adults. Lin et al (2014) *Neuroimage*
6. Kamil, R et al (2014) ASSOCIATION BETWEEN HEARING IMPAIRMENT AND FRAILTY IN OLDER ADULTS. *JAGS*, 62, 6.
7. Foley, et al (2014) ASSOCIATION BETWEEN HEARING LOSS AND HEALTHCARE EXPENDITURES IN OLDER ADULTS. *JAGS*, 62, 6.

Request a copy of these - brian.taylor@unitron.com

## Better Hearing is Better Living

No. 2

**Experience the Independent Difference**

When you make a referral to an independent hearing care professional you can expect your patients to be treated with care and respect. You can also expect to receive a detailed and timely report of assessment results. Independent practitioners make their reputation on word-of-mouth referrals from individuals in your community. By developing a personalized and comprehensive communication plan, independent practitioners are better-equipped to deliver the most effective care to patients of a variety of ages and backgrounds. In addition to high quality, personalized care you can expect:

- A comfortable, professional and no-pressure environment
- Timely service without long waits
- Direct access to experienced clinicians
- Use of latest diagnostic equipment and assessment techniques
- Wide range of hearing devices and therapeutic approaches
- Private pay and many insurance accepted

**The Triple Threat of Hearing Loss**

Hearing loss is the second leading cause of years living with disability (YLD), second only to depression. John Bakke, MD of Zolo Healthcare Solutions, refers to acquired hearing loss of adult onset as a triple threat to patients. Here is why:

1. Clinically significant hearing impairment is itself a disability, and is an indication for effective remediation in its own right.
2. Hearing loss interferes with a patient's ability to be treated for other medical conditions because it hinders an individual's ability to engage with physicians and understand treatment advice and directives.
3. Emerging research suggests that hearing loss may actually accelerate some disabilities such as cognitive dysfunction and vestibular impairment. The prevalence, co-morbidity and disabling effects of hearing loss underscore the need for aggressive preventive programs that identify conditions such as hearing loss which threaten health outcomes.

**Conclusion:** Encourage your patients to have their hearing screened and to actively participate in the appropriate auditory treatment program, if necessary.

**References**

Mathers, C. et al (2008). Global burden of hearing loss in the year 2000. Geneva: World Health Organization. [www.who.int/healthinfo/statistics/bod\\_hearingloss.pdf](http://www.who.int/healthinfo/statistics/bod_hearingloss.pdf) (accessed September 3, 2013).

Weinstein, B. (2011) Screening for otological functional impairments in the elderly: whose job is it anyway? *Audiology Research*, 1:112-42-48.

## Hearing healthcare tool kit for use in primary and geriatric care

Barbara E. Weinstein, PhD., The Graduate Center, City University of New York  
Brian Taylor, BS, Director of Practice Development & Clinical Affairs,  
Ottawa, Plymouth, MA

100 000 000 000

THE GRADUATE CENTER  
CITY UNIVERSITY OF NEW YORK

unitron.

### Upstanding Member of your Community (PR)

- ☐ Cross promote with other businesses that complement their services (e.g., vision and audiology clinics) or organizations and associations that align with your practices' missions (e.g., American Tinnitus Association)
- ☐ Consumer seminars co-facilitated with other medical specialties
- ☐ Installation of Loop Systems
- ☐ Community Picnic with Better Hearing as Theme
- ☐ Getting on Local TV to Discuss Amplification Innovations
- ☐ Best to find local PR agency to help coordinate efforts

---

---

---

---

---

---

---

---

### Educating Physicians

- ☐ Utilize current co-morbidity research (7 articles)
- ☐ Use tool kit
- ☐ Follow-up with personal visits with physician and staff – be part of their pit crew

---

---

---

---

---

---

---

---

### Goal of PR

Become recognized as expert or opinion leader in your area




---

---

---

---

---

---

---

---



### Social Media

- Interactive Website w/SEO
- Twitter
- Facebook
- Blogging

---

---

---

---

---

---

---

---

### Social Media

- ☐ It's how New Consumers shop, socialize and learn
- ☐ Build a virtual community of promoters of your practice
- ☐ Leads to a higher level of engagement –  
Word-of-mouth referrals on steroids
- ☐ Must have something interesting to say to keep people engaged

---

---

---

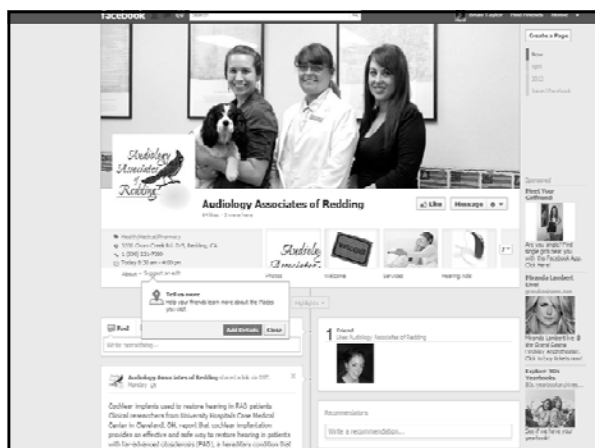
---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

## Social Media

10 minutes per day strategy:

- ☐ Step 1: Set up a Twitter account for yourself and tell your patients and others in the community to follow you
- ☐ Step 2: Follow several healthcare and hearing care specialists
- ☐ Step 3: Review their postings 5 -10 minutes per day
- ☐ Step 4: Retweet relevant link with short message from you

---

---

---

---

---

---

---

---

---

---

## Execution of 'P o' C' Strategy

1. Plan
2. Budget
3. Implement
4. Measure
5. Modify and Adjust



unitron.

---

---

---

---

---

---

---

---

---

---

# Hearing Care

Treating Patients

+

Serving Customers




---

---

---

---

---

---

---

---

## References

Bainbridge, K. & Ramachandran, V. (2014) Hearing Aid Use Among Older U.S. Adults: The National Health and Nutrition Examination Survey. *Ear & Hearing*. 35, 285-294.

Chein, W. & Lin, F. (2012) Prevalence of Hearing Aid Use Among Older Adults in the United States. *Arch Inter Med* 172,3, 292-293.

Dawes, P. et al (2014). Hearing in Middle Age: A Population Snapshot of 40- to 69-Year Olds in the United Kingdom. *Ear & Hearing*. 35, 3, 44-51

Greenness, C. et al (2014) Patient-centered audiological rehabilitation: Perspectives of older adults who own hearing aids. *International Journal of Audiology*. 53; S68-S75.

---

---

---

---

---

---

---

---

## References, cont.

Hickson, L. et al (2014) Factors associated with success with hearing aids in older adults. *International Journal of Audiology*. 53; S18—S27.

Lapante-Levesque, A. et al (2013) Stages of change in adults with acquired hearing impairment seeking help for the first time. *Ear & Hearing* 34, 447-547.

Lin F & Ferrucci L (2011) Hearing loss and falls among older adults in the United States. *Arch Intern Med*.171(20):1851-1852.

Miller, W and Rose, G. (2009) Toward a theory of motivational interviewing. *Am Psychol* 64, 527-537.

Saunders, G. et al (2013) Older adults and Hearing Help Seeking Behaviors. *American Journal of Audiology*. 21, 331-337.

---

---

---

---

---

---

---

---

## Questions

Brian.Taylor@unitron.com



---

---

---

---

---

---

---