

# FLEX-Focused Patient Event

## Tips for a successful event

From promoting the event to picking the right venue to creating the event agenda, this document has valuable information to help ensure your event is a success.

Remember, although this is your event, your Unitron Regional Sales Manager is committed and available to help you. Contact them today, or visit [unitronmarketing.com/flexfocused](http://unitronmarketing.com/flexfocused) for more information.

## Venue

Consider the following when choosing a location:

- For larger groups (12 patients with one guest each), consider a private or semi-private area
- Smaller groups do great in the main restaurant as it helps showcase how well the hearing aids work in noise
- Choose a non-busy start time at a restaurant popular for your target group
- Consider doing brunch or appetizers in the afternoon
- Separate tables work best rather than booths
- Assigned seating is helpful to keep couples together
- Have an empty table for those that need programming or fit assistance
- Make the reservation for arrival an hour before the event
- Limit the menu to 4 items; consider printing your own special menu with your clinic logo



Tip

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When choosing a restaurant, consider trading social media promotions between your clinic and the venue.

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experience

## Guest list

Having the right patients at your event is important. Here are some tips on who to invite:

- Aim for 12 to 24 guests (6-12 patients with one guest each)
- Current hearing aid wearers with hearing aids that are 3+ years old
- Recent tested not treated patients
- Current patients you feel may not have the correct technology level
- Patients who often express interest in new technology

## Promoting your event

Once you've identified which patients to target, follow these guidelines for marketing your event:

- Mail 50-80 letters two to three weeks prior to your event
- Make phone calls to follow up on the letters a few days after you've sent the letter
- Two to three days before the event, call attendees to confirm
- Consider offering a special promotion to those who attend



### Good to know!

Unitron can help print and mail your invitations for only \$250.

If you're doing it yourself, a database letter and RSVP tracking form to manage your attendee list is available from your Unitron Representative or on [unitronmarketing/flexfocused.com](http://unitronmarketing/flexfocused.com).



### Tip

Market to patients who are already walking into your office or calling.

- Include an "Ask about our event" sign in your office.
- Look at your schedule each morning and highlight a few patients you'd like to ask.



### Tip

It helps to call your patients before sending the invite, to give them a heads up.

## Event setup

On the day of your event, if you have partnered with your Unitron Regional Sales Manager or Regional Trainer, they will meet you at your office to prepare for the event and will help ensure you have the following ready to go:

- FLEX:TRIAL™ devices, pre-programmed (at the top technology level) to each patient's audiogram (consider having 1-2 extra sets of FLEX:TRIAL devices on hand).
- Otoscope
- TV Connector
- Laptop (with video to demo streaming)
- Your schedule for follow-up appointments
- Event kit
- Event signage, if needed (e.g., directions to the room)



### Good to know!

Your event kit includes input cards, experience checklist cards, consumer pamphlets, attendee name tags and pens.

## Sample agenda

You can run your event how you see best. We're providing a sample agenda that has worked well in the past.

- 15 minutes—Arrivals
  - Thank patients for attending
  - Fit patients with FLEX:TRIAL hearing aids
  - Hand out input card and name tags
- 5 minutes—Overview
  - Explain event and how to use the hearing aids
  - Introduce Unitron and other staff attending
  - Instruct patients to fill out the input card
- 5 minutes—Place lunch order
- 10-15 minutes—Answer questions and make any necessary programming tweaks before food arrives



### Tip

If your patient has a challenging loss, consider fitting them before the event to ensure all goes well.

- 5-10 minutes—Ask patients to introduce themselves and share their most common listening situations
- 20-30 minutes—Enjoy conversation and meal
- 5 minutes—Schedule follow-up visits 1-2 weeks out from event. Hand out experience checklist cards with appointment times on back.



#### Good to know!

Advise your patients that Log It All will be monitoring their listening environments during the trial. Explain that Log It All plays an integral part in their assessment as it provides the information needed so you can make a personalized recommendation. Your Unitron Regional Sales Manager can help.

## Follow-up

Follow-up is a big part of making your event a success.

Office staff should call patients two days after the event to:

- Ensure patients are having a good experience
- Confirm the follow-up appointment

During the follow-up appointment:

- Connect the FLEX:TRIAL devices to your computer to access the patient's Log It All information
- Share the feedback with the patient and show how the new technology works in their real life
- If necessary, order a second test drive with the devices programmed to a different level of technology
- Set a follow-up appointment, or determine next steps



#### Tip

If the patient isn't having a good experience after two days, bring them back in immediately, correct the issue and continue the trial for a minimum of one week.



#### Tip

At the follow-up appointment be sure to stress the importance of the Log It All findings to show them their listening demands. Focus on hearing improvement, not sales.