



# Amplivox BEEP

A guide for successful **lead generation**



For everyone



For everyone

# A guide for successful **lead generation**

This interactive guide outlines why Amplivox BEEP is the perfect solution for lead generation & hearing screening.

It also highlights the importance and benefits of hearing screening, examples of where to expand your screening capabilities and an overview on how to get started.

We have included helpful guidance on how to successfully engage with potential customers and generate valuable leads with reduced time, effort and related costs.

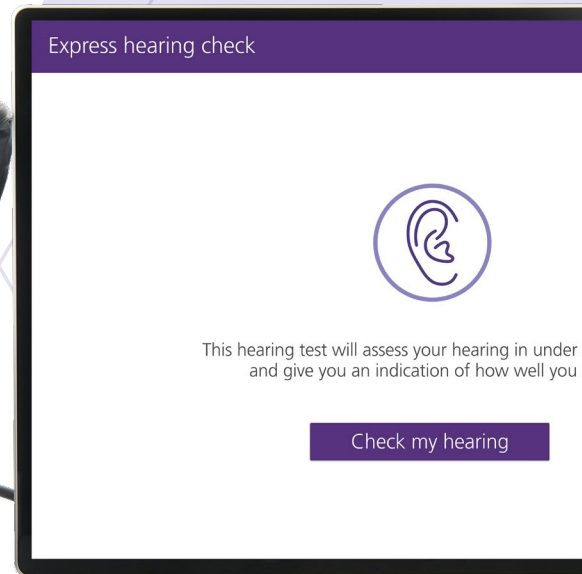




For everyone

# Contents

An introduction	04
The importance of hearing screening	05
Supporting business development	08
How and where to use the screening audiometer	13
Getting the most from Amplivox BEEP	17
Connecting with your customer	23





For everyone

# An introduction

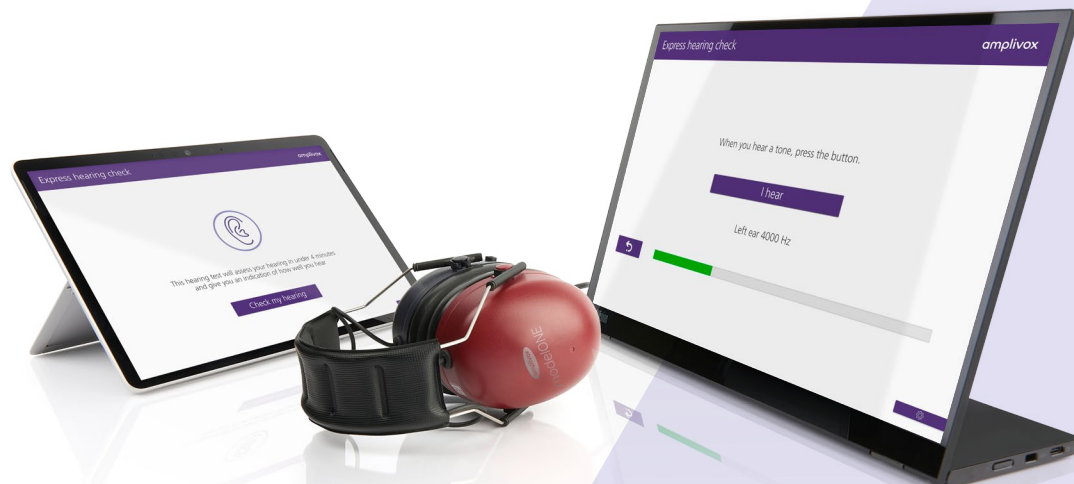
Amplivox BEEP is an affordable, reliable, and simple way to test people's hearing.

Designed to be used guided or unattended for front of house and community locations, Amplivox BEEP is the ideal solution for customer outreach, acquisition, and next-step rehabilitation.

The screening device offers audiologists, hearing aid retailers and other healthcare service providers the perfect access to pre-qualified leads and business growth.

Effective use of **Amplivox BEEP** will help businesses to:

- Pre-qualify leads to ensure quality referrals
- Grow your business through increased testing
- Save time and resources without the need for an audiologist
- Expand partnerships to assess hearing as part of a holistic health check
- Deliver a hearing screening service with no additional software, costs, or subscription fees





amplivox

For everyone

# The importance of hearing screening



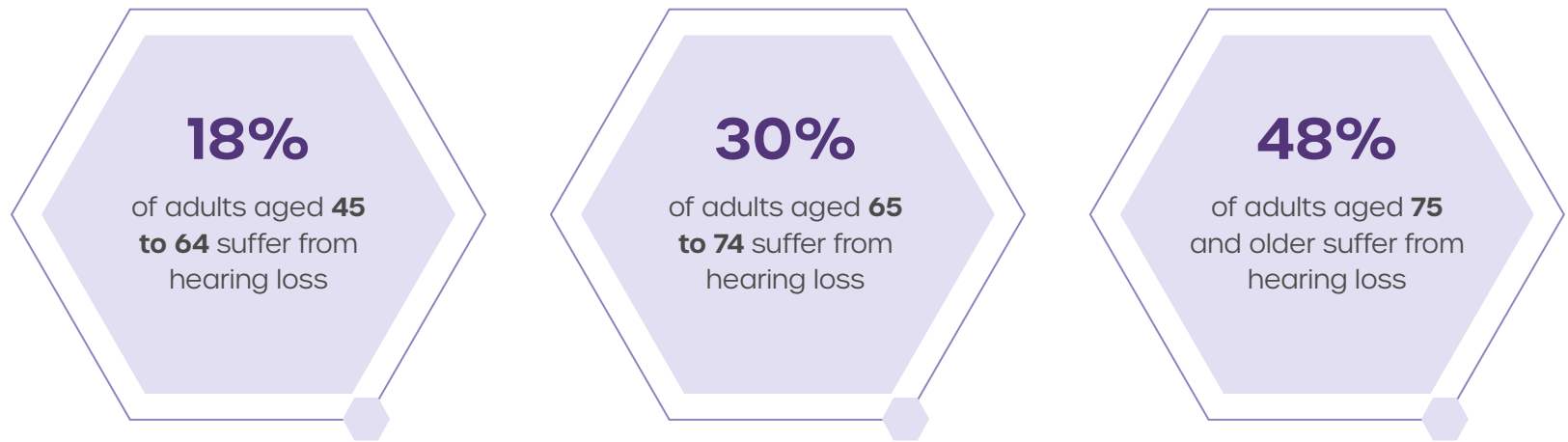


For everyone

# The importance of hearing screening

## Up to 1 in 5 people suffer with untreated hearing loss

Most people who have a hearing loss don't realize they have one. According to the World Health Organization (WHO) nearly 2.5 billion people worldwide or 1 in 4 will be living with some degree of hearing loss by 2050.<sup>1</sup> Millions of these people will likely require access to ear and hearing care services. The World Health Organisation stats<sup>2</sup> indicate that:



<sup>1</sup>WHO, 2nd March 2021. 1 in 4 people projected to have hearing problems by 2050. Accessed at: <https://www.who.int/who-1-in-4-people-projected-to-have-hearing-problems-by-2050>

<sup>2</sup>WHO, 3rd March 2021. World Report on Hearing. Accessed at: <https://www.who.int/publications/world-report-on-hearing>

The importance  
of hearing  
screening

Supporting  
business  
development

How and  
where to use  
the screening  
audiometer

Getting the  
most from  
Amplivox BEEP

Connecting  
with your  
customer

# The importance of hearing screening

## Supporting **local communities**

Recent studies have found there are vast inequalities in services providing hearing healthcare across the UK.<sup>3</sup>

If hearing screening was more readily available, this would ensure more frequent check-ups and allow for earlier hearing loss identification, resulting in faster hearing care support and intervention.

By partnering with local businesses and healthcare providers, leading Hearing Care Providers (HCPs) can improve access and awareness of hearing healthcare in their local community.

Expanding the availability of screening will not only raise awareness of the benefits of good hearing health but foster a better quality of life for your local community.

<sup>3</sup>BMC Geriatrics, 15th Dec 2020. Regional patterns and trends of hearing loss in England: evidence from the English longitudinal study of ageing (ELSA) and implications for health policy. Accessed at: <https://bmgeriatr.biomedcentral.com/articles/10.1186/s12877-020-01945-6>

amplivox

For everyone





amplivox

For everyone

# Supporting business development

---



The importance  
of hearing  
screening

Supporting  
business  
development

How and  
where to use  
the screening  
audiometer

Getting the  
most from  
Amplivox BEEP

Connecting  
with your  
customer



For everyone

# Supporting **business** development

Amplivox BEEP is more than an audiometer; it's a tool for business development.

Amplivox BEEP can be an effective tool within front-of-house and high traffic areas, providing owners with an opportunity to develop their business and ensure walk-ins have been captured and pre-qualified.

- **Fast & efficient:** Allows business owners to complete hearing screening in under 4 minutes, allowing for maximum testing within normal business hours.
- **Test accuracy:** Includes state-of-the-art diagnostic audiometry technology with the modelONE audiometer (Type 4 audiometer (IEC & ANSI)) and additional quality indicators.
- **Control:** Is fully automated, featuring noise-reducing headphones and a background room monitor, ensuring the user's complete focus on the test.





For everyone

# Supporting **business development**

Grow, diversify & differentiate **your business**



## 1 Grow your business

Amplivox BEEP allows hearing and other healthcare service providers to grow their hearing healthcare provision by identifying potential customers from a wide coverage of additional sites.

Achieved with minimal effort and reduced associated time and financial costs, hearing aid retailers, GP surgeries, healthcare centers and pharmacies offer the ideal location for the solution.



## 2 Diversify your business

Diversifying into hearing healthcare markets is the perfect way to add an additional service with ease and minimal cost.

Should you already have a healthy channel of optical or pharmaceutical customers, you can add a further service to your business through encouraging hearing screening.



## 3 Differentiate your business

Smaller companies have benefited from partnering with other providers in offering a combined solution which can rival some of the big box suppliers.

Amplivox BEEP allows hearing healthcare to be provided in optical settings with minimal investment.

Gain the advantage through the use of Amplivox BEEP and differentiate yourself from the competition.



The importance of hearing screening

Supporting business development

How and where to use the screening audiometer

Getting the most from Amplivox BEEP

Connecting with your customer



For everyone

# Supporting **business** development

## Increase your **business efficiency**

Amplivox BEEP can support in effective triaging; an initial check that ensures pre-booked appointments for a Hearing Care Provider are with pre-qualified people. This means a level of hearing loss has been verified before the customer meets with a hearing care professional. The benefits of which are:



Through early identification of hearing impairment and increased awareness, customers are further into the buying journey.

As a fully automated solution, front-of-house staff can confidently guide subjects through the test, without the need for audiological expertise.

Through prioritizing customers who are already aware they have a hearing loss, business can save time and money.

The importance of hearing screening

Supporting business development

How and where to use the screening audiometer

Getting the most from Amplivox BEEP

Connecting with your customer

The importance  
of hearing  
screening

Supporting  
business  
development

How and  
where to use  
the screening  
audiometer

Getting the  
most from  
Amplivox BEEP

Connecting  
with your  
customer



For everyone

# Supporting **business** development

## The first step in **lead generation**

Today, most audiologists and hearing aid retailers work with patients who have self-referred and already recognize they have a hearing issue. The number of people screened in the wider community however, is very low, with 1 in 3 unaware they even have a hearing loss issue.

Amplivox BEEP offers an inexpensive way for businesses to screen and identify hearing loss sufferers who aren't aware they have a hearing loss and encourage them to start their hearing healthcare journey.

By actively targeting people within the wider community over traditional in-clinic referrals, the opportunity to increase the volume of leads and number of conversions significantly improves, making Amplivox BEEP the perfect tool for lead generation.

<sup>4</sup>GOV.UK, 5th June 2019. Health Matters: Hearing loss across the life course. Accessed at: <https://ukhsa.blog.gov.uk/2019/06/05/health-matters-hearing-loss-across-the-life-course/>

<sup>5</sup>JAMA Network, 27th Aug 2020. Comparison of Self-reported Measures of Hearing With an Objective Audiometric Measure in Adults in the English Longitudinal Study of Ageing. Accessed at: <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2769843>

**11 million**

People across the UK  
have **hearing loss**<sup>4</sup>

**1 in 3**

People are **unaware**  
they have hearing  
loss<sup>5</sup>



amplivox

For everyone

# How & where to use the screening audiometer



The importance  
of hearing  
screening

Supporting  
business  
development

How and  
where to use  
the screening  
audiometer

Getting the  
most from  
Amplivox BEEP

Connecting  
with your  
customer



For everyone

# How to use the screening udiometer

## Unattended testing

In a non-audiology setting, Amplivox BEEP can be used as a stand-alone system (either desktop or kiosk) allowing walk-ins to approach the system and provide their contact details and perform the test.

All information entered into the system is saved and reported even if the test is incomplete.

## Guided testing

Screening has been proven to be more effective when subjects are guided through the test process. A guided test supports uptake, test completion, and builds a relationship between the business and patient.

In a related medical setting, e.g. an opticians, Amplivox BEEP can be configured for a non-audiologist member of staff to guide the patient through the workflow and immediately action the follow-up steps as an outcome.





For everyone

# How to use the screening audiometer

## Engaging colleagues to get the most from Amplivox BEEP

Amplivox BEEP is a fully automated solution and will perform according to pre-configured parameters. However, the benefits of guided testing allow owners to pro-actively strengthen customer-patient relationships by assisting the user. This can help to overcome any apprehension to technology and ensure that testing and follow-up is completed quickly. This helps to build the expertise for the supported service.



### **Staff guidance** should include the following:

- Targeting the right individuals
- Explaining the importance of testing your hearing and encouraging a test
- Assisting with inputting user credentials
- Encouraging a follow-up appointment if required

The importance of hearing screening

Supporting business development

How and where to use the screening audiometer

Getting the most from Amplivox BEEP

Connecting with your customer



For everyone

# Where to use the screening audiometer

Amplivox BEEP can be placed in many different environments for either guided or unattended use

Optical premises are an excellent place to start, as people with visual impairment are more likely to have a hearing loss.<sup>6</sup> Other associated health care professionals also service a cohort of people that are of interest to retail audiology such as **hearing aid retailers, GP surgeries, healthcare centers and pharmacies**, as they are able to offer a hearing test during the normal appointment waiting time. The key to success is to identify locations with high traffic premises for people who fit the outlined demographic.



<sup>6</sup>JAMANetwork, 26th Oct 2006. Association Between Vision and Hearing Impairments and Their Combined Effects on Quality of Life. Accessed at: <https://jamanetwork.com/journals/jamaophthalmology/fullarticle/418658>



amplivox

For everyone

# Getting the most from **Amplivox BEEP**





For everyone

# Getting the most from **Amplivox BEEP**

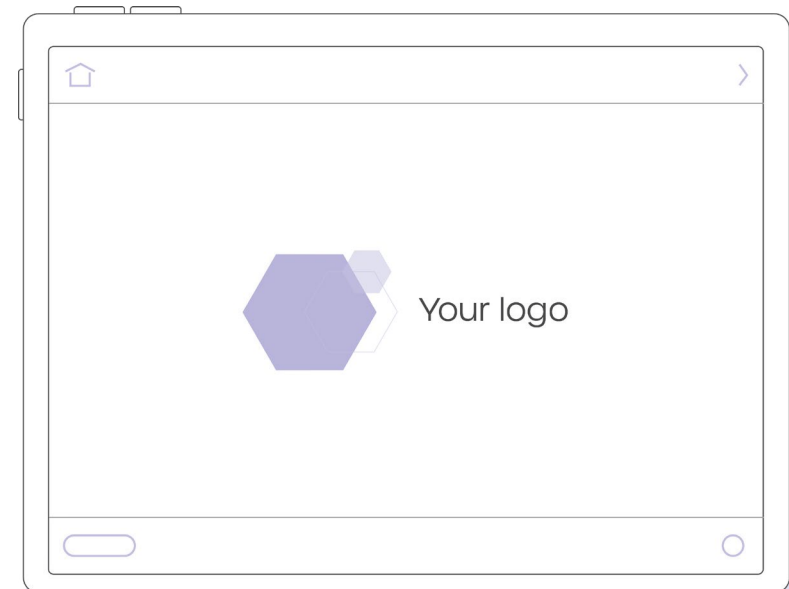
## Fully customized **branding**

It is essential not to miss the benefits that customized branding can deliver.

Brand identity is more than a name or a logo. It is a promise of excellence to customers that distinguishes a business from its competition, builds trust and is completely unique.

Customize the user interface to create a professional, trustworthy, and bespoke brand experience including:

- Call-to-action
- Brand colors
- Company logo
- Customizable buttons & backgrounds
- Email templates



The importance  
of hearing  
screening

Supporting  
business  
development

How and  
where to use  
the screening  
audiometer

Getting the  
most from  
Amplivox BEEP

Connecting  
with your  
customer

The importance  
of hearing  
screening

Supporting  
business  
development

How and  
where to use  
the screening  
audiometer

Getting the  
most from  
Amplivox BEEP

Connecting  
with your  
customer



For everyone

# Getting the most from Amplivox BEEP

Amplivox BEEP is pre-configured for immediate use, with additional configuration available upon setup.

Our solution comes 'out of the box' with a standard testing protocol. The system can be easily customized, providing full control over the testing screens, including explanations, stimulus type, threshold determination setting, volume of the sounds presented, languages and much more.

## Test screens include:

- Welcome
- Patient information
- Pre-test questions
- Hearing test
- Test results



The importance of hearing screening

Supporting business development

How and where to use the screening audiometer

Getting the most from Amplivox BEEP

Connecting with your customer

# Getting the most from Amplivox BEEP

## Testing protocol

### Welcome

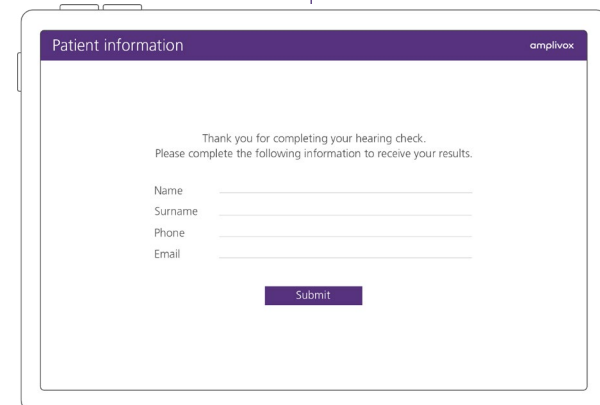
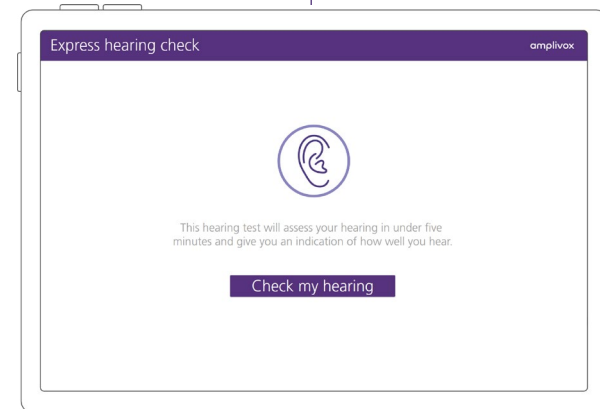
On the welcome page owners can add a call to action to encourage test participation, especially when used in a public setting.

The call to action can be visual or written with emphasis on a free outcome such as a hearing check.

### Patient information

All patient contact information can be gathered according to your needs e.g. name, phone number and email address.

Additional information can be collected with supplementary slides.





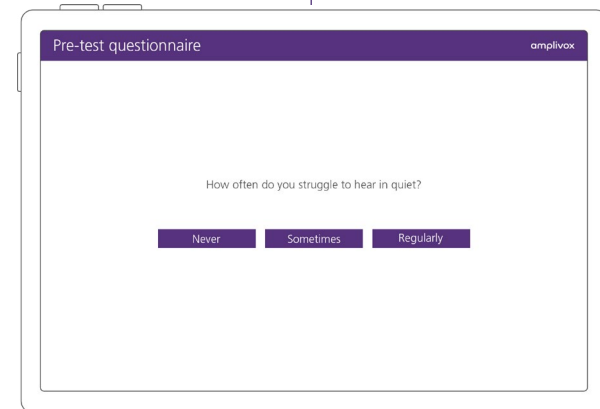
For everyone

# Getting the most from Amplivox BEEP

## Testing protocol

### Pre-test questions

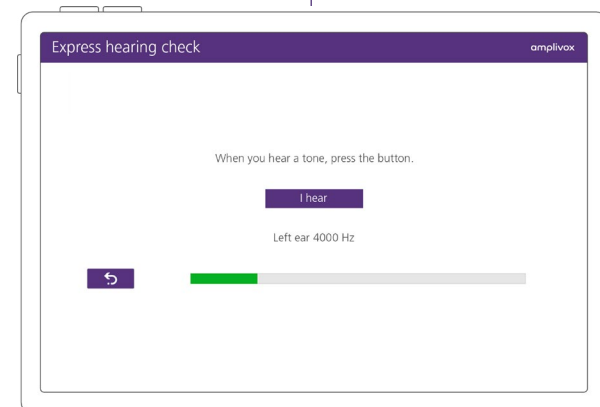
Qualifying pre-test questions can be added and customized to help understand a test customer's current hearing issues.



### Hearing test

The test settings can also be modified depending on the type of test required. These can be changed in the settings of the system.

Types of testing: screening / full threshold testing.



The importance of hearing screening

Supporting business development

How and where to use the screening audiometer

Getting the most from Amplivox BEEP

Connecting with your customer

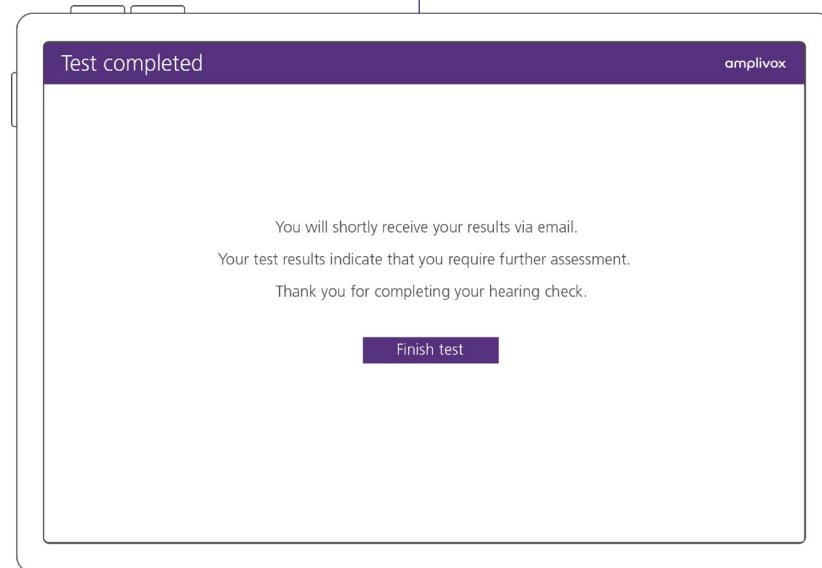
# Getting the most from Amplivox BEEP

## Testing **protocol**

### Test results

Once the test has been completed, the results can be displayed immediately on-screen.

This allows the provider to easily connect with the customer to start their hearing care journey.



The importance  
of hearing  
screening

Supporting  
business  
development

How and  
where to use  
the screening  
audiometer

Getting the  
most from  
Amplivox BEEP

Connecting  
with your  
customer



amplivox

For everyone

# Connecting with **your customer**



The importance  
of hearing  
screening

---

Supporting  
business  
development

---

How and  
where to use  
the screening  
audiometer

---

Getting the  
most from  
Amplivox BEEP

---

Connecting  
with your  
customer

---

# Connecting with your customer

## Device owner

A full hearing test report is emailed to the owner of the tablet to allow for quick follow up scheduling.

This allows the owner to easily connect with their customer to start their hearing care journey.

## Best practice for follow-up

Best practice for responding to any lead is to communicate quickly and efficiently with the prospect. Initially, the screener can be set to instantly send a template email with the test results to the user.

Responding to a lead with a direct call or follow-up email should happen within 48 hours, if not sooner.

Phone calls are the most efficient way to reach out to leads, but many of the same principles will work with email.



amplivox

For everyone





For everyone

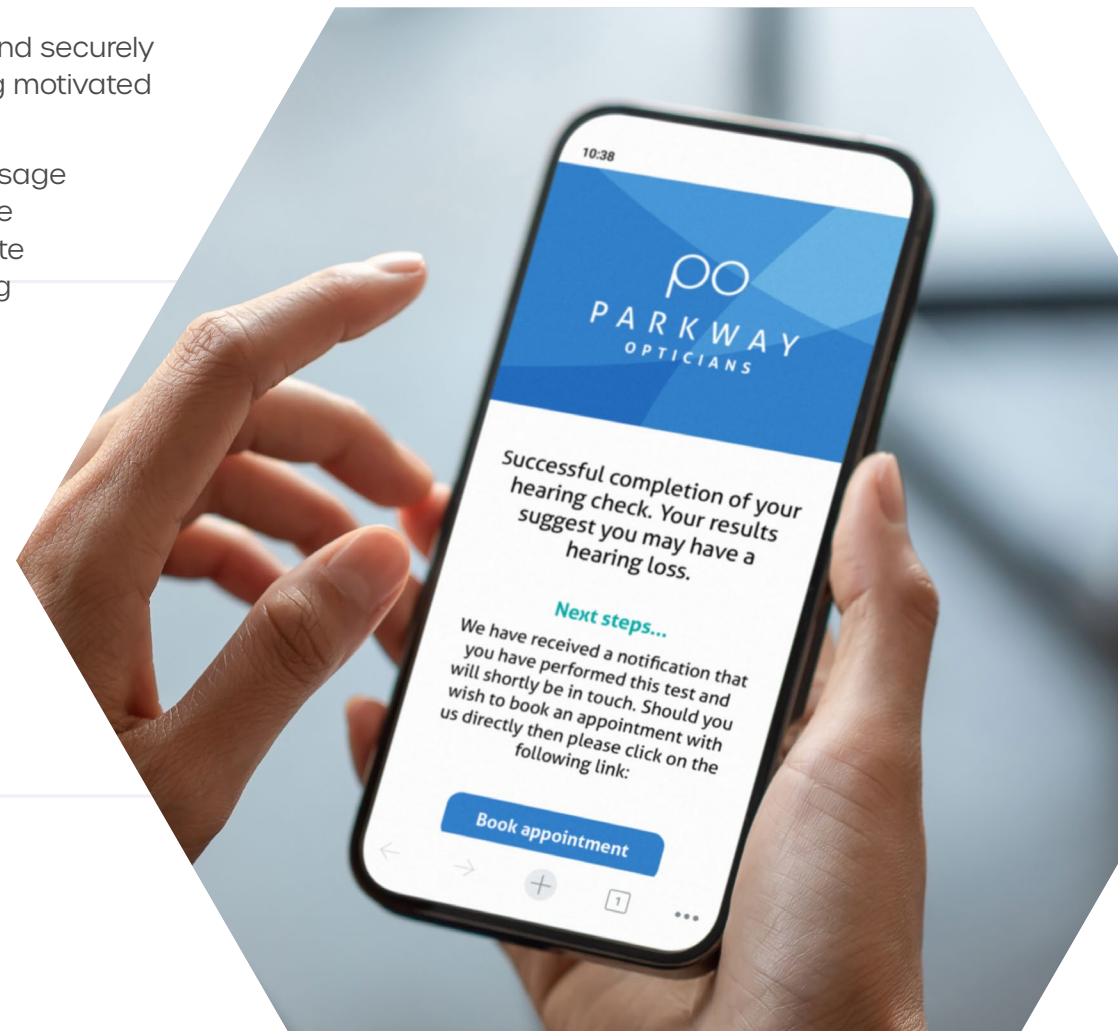
# Connecting with your customer

## Customer hearing report

Amplivox BEEP has been optimized to allow for quick and efficient reporting.

A customized hearing report is sent directly and securely to the customer's email address, encouraging motivated individuals to make an immediate follow up.

The report contains a simple pass / refer message which a healthcare professional can guide the customer through, and discuss the appropriate follow up steps; such as booking a full hearing assessment.



The importance of hearing screening

Supporting business development

How and where to use the screening audiometer

Getting the most from Amplivox BEEP

Connecting with your customer

# Want to know more? Request a free demo today

Contact us to find out what Amplivox BEEP can do for your business and to book a free demo.

Enquire now >

US-AGU58-VI

Amplivox Ltd, 10393 West 70th Street, Eden Prairie, MN 55344, United States

[www.amplivox.com](http://www.amplivox.com) | 888 941 4208 | [hello@amplivox.com](mailto:hello@amplivox.com)

The Amplivox policy is one of continuous development and consequently the equipment may vary in detail from the description and specification in this publication.

