

# Touchscreen Hearing Check

Drive clients into your clinics and maximise the value of clinicians' consulting time.

CUSTOMISED  
IN YOUR  
BRANDING

- ⌚ Hearing screenings at trade shows, expos, and shopping centres
- ⌚ Offer free hearing checks in the clinic without giving away clinicians' time
- ⌚ Generate appointments from medical centre waiting rooms, pharmacies and more!



powered by  
**Spinach Effect**

# KEY FEATURES AND BENEFITS

Over 250,000 appointments have been generated for hearing clinics around the globe since our launch at AudiologyNow! in 2011. Here are some reasons for its success:

- ✓ **Extremely easy to use**
- ✓ **Fully customised in your branding**
- ✓ **Accurate, even in the presence of background noise**

Our noise correction algorithm is based on thousands of hours of user testing.

- ✓ **No Internet connection**  
Data can be securely sent when the device is next connected to a WiFi or Cellular network.

- ✓ **Highly portable**  
Stands are extremely sturdy and weigh less than 15 kg (33 lbs).

- ✓ **Data protection**  
Your data is encrypted, stored and transferred to HIPAA compliance standards



- ✓ **Upgrades and support**  
You will have access to regular upgrades and access to rapid-response support if required, anywhere around the world.

## HOW DOES IT WORK?

The Touchscreen Hearing Check is extremely easy to use. Users are guided through a self-administered, 4-frequency hearing check. They receive a Free Hearing Report via email, which includes results and recommendations.

**Users showing signs of a significant hearing loss are strongly advised to make an appointment, which they can arrange on the spot.**

All results and data are securely stored and transmitted to a secure Administration Portal, which you can use to access your data at any time. If users have a hearing loss, then the Administration Portal will automatically generate an email to your front office staff, advising them to contact the user to arrange a clinical appointment.

## Fully customised

The solution is fully-customised for your clinic. This includes:

**Branding:** You are the hero. The user-interface and stands are designed in your branding at no extra cost.



**Language:** We have video guides in English and Spanish. English is offered with Australian, British and North American accents.



**Model of hearing care:** Whether you offer free clinical tests or charge for all diagnostic appointments, screens and videos will be tailored to your organisation's model of hearing care.

**Locations:** Only your locations will be offered to users to make an appointment.



“ We have always received an amazing reception from hearing care providers at trade shows around the world. Once they use the solution, it instantly makes sense. At AudiologyNOW! (2012) in Boston we were awarded Best of Show, beating over 150 exhibitors in our category.”

– Simon Hammond

# HOW WOULD YOU USE IT?

The Touchscreen Hearing Check has been designed for two distinct purposes:

1. To generate appointments for your clinic by facilitating free hearing screenings out in the community.
2. To protect the value of clinicians' time and revenue generated from diagnostic tests within the clinic.

## Community Outreach Programs

It is common knowledge that people typically take years to address hearing loss.

Every day there are people passing by your clinic who accept that they have hearing loss and think to themselves ***"I must get around to making an appointment to have my hearing checked"***. Despite this, they never call or drop in to make that appointment.

The Touchscreen Hearing Check solves this by taking your services to where these people are today.

## Manned Locations

The Touchscreen Hearing Check enables people with minimal audiology training to coordinate screening events and generate appointments. Meanwhile, hearing care professionals can stay in the clinic doing what they do best.

## Why is this better than just using an audiometer to do screenings?

Everything is automated and paperless, so community programs coordinators can focus on creating screening events and generating appointments. Consider the following:

- One staff member can oversee up to three busy hearing kiosks at once, allowing them to administer up to 100 hearing checks in a single day.
- Data is automatically transferred to a secure database, so data entry is unnecessary and information never gets lost.
- Users are emailed their Free Hearing Reports, which instills real value for users in taking the 5-minute screening.
- Background noise is adjusted for, ensuring accurate interpretation of results in noisy situations.

## Where would you conduct screening events?

- Trade Shows, Consumer Expos\*, County Fairs and Field Days
- Shopping Centres
- Pharmacy "screening days"\*\*\*
- Sporting clubs, seniors clubs, and community groups
- The hearing check can also add value to employee wellness programs\*\*\* conducted by third party providers. These can be in conjunction with blood pressure tests, cholesterol levels, eye exams and other general tests

\* Caravan & Camping, Lifestyle & Retirement, Age Care, and Travel Expos and more!

\*\* Pharmacies get on board as they want to be seen as the local centre of health.

\*\*\* Involves partnering with local companies offering workplace health checks.





## Unmanned Locations

The Touchscreen Hearing Check can also generate appointments as a standalone unit within strategic locations, where people have time to take the test:

- Medical Practice waiting rooms (i.e. Family Medical or General Practice)
- Near pharmacy dispensing counters
- Allied healthcare centre waiting rooms

Importantly, in unmanned external locations, we strongly recommend that staff are incentivised to encourage people to use the Touchscreen Hearing Kiosk while they wait (e.g. Staff at the dispensary counter at the pharmacy, front desk staff at the medical clinic, etc). Additionally, support materials that promote the free hearing screenings should be provided. These could include:

- Flyers inserted into prescription paper bags
- Pull-up banners
- Posters

## Within the Hearing Clinic

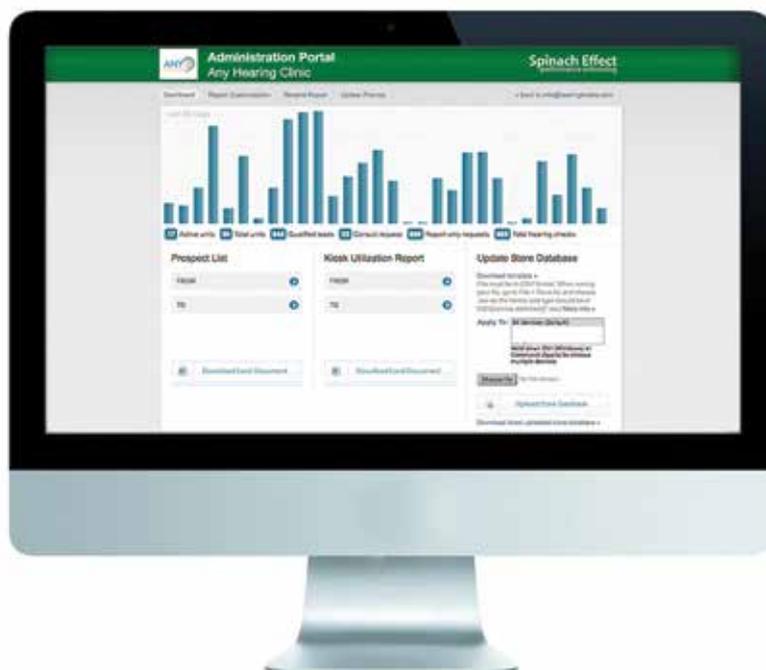
The Touchscreen Hearing Check provides a compromise between being competitive within the landscape of “free hearing tests” and not giving away the skills and time of your hearing care professionals.

### Consider the following:

- **Respects the value of diagnostic reports and preserves hearing test revenue**  
You don't need to give away your consultants' valuable time with free hearing test appointments.
- **“The significant other”**  
Generating hearing screenings and appointments from people who attend the hearing clinic with a family member or friend that was booked-in.
- **Encourages walk-ins**  
Bring passers-by in with an offer of a quick and free hearing check. During quieter times at retail locations, front office staff can stand at entrance of the clinic and invite people in for a free hearing check. This has been very successful for a number of our clients.
- **Supports your advertising, direct mail and online marketing**  
You can promote free hearing checks at a time that suits prospective clients, as no booking is required.
- **Productivity**  
Hearing care professionals can see clients who have been qualified as having a hearing loss, which leads to better utilisation of their available consulting hours.



# SECURE ADMINISTRATION PORTAL



Manage your Touchscreen Hearing Check Program via the secure online Administration Portal. You will be provided a unique username and password so that you can view and manage the following:

## Dashboard

- Overview of program performance for the last 30-days.
- Access your user data.
- Update lists of your locations.

## Free Hearing Reports

- Edit the template of Free Hearing Report that is sent to users.
- Find and resend the Free Hearing Report of any user.

## Email Notifications

- You will be automatically notified by email when a user shows signs of a significant hearing loss, which prompts your front office staff to call the client to schedule an appointment.



## Data Policies

The user data collected is owned solely by the hearing care provider. We simply maintain and protect that data on your behalf.

Data is protected in accordance with requirements of the Health Insurance Portability and Accountability Act (HIPAA). In summary, all Private Health Information (PHI) is protected in the following ways:

- Data stored on the device and the Administration Portal has 256-bit encryption.
- Data is transmitted to the Administration Portal using 256-bit encryption.
- Our servers are protected by firewalls.



# WHAT'S INCLUDED?

## Standard Options

The most common solution requested by our clients includes the following:

- Software license - includes web-hosting, technical support and software upgrade for 36 month contract.
- iPad (16 Gb, WiFi + Cellular)
- Stand customized in your branding
- Headphones (CAD M310)
- Miscellaneous parts including brochure holder, bottle cage and disinfectant wipes
- User Guide
- Secure access to your Administration Portal



## Worth considering...

Clients also have the following options available for their consideration:



### Desk & Wall mounted units

Perfect for counter placement in pharmacies and other unmanned locations.



### Carry Bag & Protective Slip

Keep everything you need in a duffle bag and protect backdrops with a PVC slip.



### Audiometric Headphones

The solution is also calibrated for audiometric headphones, such as the TDH39 with audiocups.

**Hearing Care  
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Inventor and international licensor of the Touchscreen Hearing Check™

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