



## C.A.R.E Training Program

Patients have many options available when it comes to receiving help for their hearing loss. Plus, they demand the best patient care partnered with an exceptional experience. Through our C.A.R.E. Training Program for hearing care professionals, Phonak will share new methods of counseling patients while enhancing what providers already do well.

Through the C.A.R.E Training Program, attendees will be educated on a process that will enhance the patient experience. It will include: putting the patient front and center with every interaction, showing you're listening and earning their trust, recognizing their unique needs and point of view about their hearing loss and how it impacts them and their loved ones. Finally, making the right recommendation to meet their hearing healthcare needs.

### C.A.R.E. Training Objectives

By following C.A.R.E, providers will learn how to achieve three critical objectives needed to get your patients to say yes. Those objectives are trust, need and value.

#### 1. Establishing trust

- Share personal information
- Educate the patient on the process
- Educate the patient about the hearing test and audiogram

#### 2. Demonstrate Need

- Conduct thorough discovery through motivational interviewing to uncover the physical, emotional and psychological impact of hearing loss on both the patients and their loved ones.

#### 3. Creating Value

- In your recommendation
- In you as their provider
- In your practice

### C.A.R.E. Training Outcome

By following a process that enables you to establish **trust**, demonstrate **need** and create **value** you will:

1. Get more patients to accept help for their loss.
2. Provide an exceptional patient experience along with the care you provide.
3. Create lifelong relationships creating loyal patients.
4. Loyal patients become your advocates and send referrals your way.
5. All of this ultimately adds up to increased revenue and profitability for your practice.

In order to get the most value out of the program there will be both pre- and post-requisite work. This program is designed to be completed in its entirety and then individual components may be accessed for additional support.

### Success Point Investment: 18,000 points

*Point total includes all training materials and access to the e-Learning modules*

**Booking this Practice Service is easy. Visit the Inner Circle dashboard on [phonakpro.com](https://phonakpro.com), call your Phonak Representative or email [practiceservices@phonak.com](mailto:practiceservices@phonak.com).**