

HCP REFERENCE GUIDE FOR SHIFT

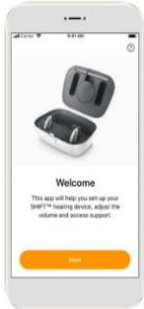
READY-TO-WEAR HEARING DEVICES IN A TIME OF SOCIAL DISTANCING

You made the move! By expanding your hearing care service, you now offer an innovative solution for mild to moderate hearing loss, and can support clients outside the traditional hearing journey. Ready-to-wear, right where they are.

PRODUCT DETAILS



SHIFT™ is a Ready-To-Wear hearing device instrument that is sold and supported by you, the hearing care professional. The rechargeable RIC style hearing devices are designed for all day wear. Adaptive sound processing, direct connectivity, and a user-friendly app make set-up and on-the-go optimisation easy to achieve and support.

<p>Packaging</p> <ul style="list-style-type: none"> • 2x hearing devices in platinum ice (silver/white) • One size fits all – receiver length 2 • Charger and charging cable • Cleaning brush • Wall charger • Set of 2 small, medium (come installed on device) and large domes • Wax guards • Product user guide • SHIFT Hearing app user guide • Quick start card 	<p>Key features</p> <ul style="list-style-type: none"> • Sound profile and remote control through SHIFT Hearing app • Direct music streaming to both ears via Bluetooth • Hands-free, binaural phone calls • 3 band equaliser • Sound stabilisation • 2 Programs – automatic and live music <ul style="list-style-type: none"> • Automatic: optimises hearing performance in conversations in quiet and noise • Live music: switch to this dedicated program when listening to live music for better hearing
<p>Accessories & consumables</p> <ul style="list-style-type: none"> • TV Connector • Charger power pack • Domes • Wax guards • Drying capsules 	<p>SHIFT Hearing App</p> <ul style="list-style-type: none"> • Companion app for SHIFT Ready-To-Wear hearing devices • Free download on App store and Google Play • Works on iOS 12 and higher, Android 8 and higher • Guided journey to better hearing • Sound Profile Selection • Remote control feature 

WHO WILL BENEFIT FROM A READY-TO-WEAR SOLUTION

SHIFT offers you an opportunity to support a specific group of clients during COVID-19 that were previously tested or unable to visit a clinic. SHIFT is a great solution for many people, however, it is not meant for everyone. This solution is specific for clients with mild to moderate hearing loss, who align with the characteristics outlined below in order to have a positive experience.

<p>Types of clients</p>	<ul style="list-style-type: none"> • Not ready: clients who were tested and not ready to take the step and buy traditional hearing aids. • Unable to travel: clients with mobility challenges, who live far from a clinic, cannot travel, or are high risk for COVID-19 due to age, pre-existing conditions and other health concerns like compromised immune systems
<p>Technology usage</p>	<ul style="list-style-type: none"> • Uses smartphones as a regular part of daily life and connected to multiple apps • Typically has multiple devices connected to Wi-Fi for communication and entertainment – streams movies and music • Social media can be a regular part of life

WHY SHIFT WILL APPEAL TO YOUR CLIENTS

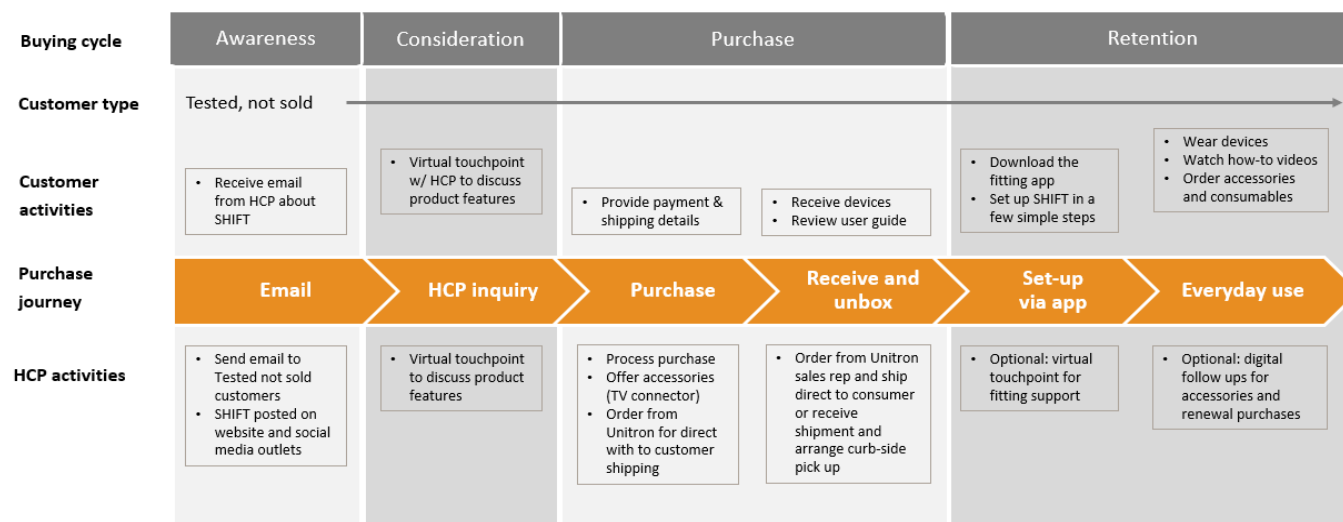
You allow your patients the ability to stay connected in important moments, that is especially valuable during these unique times. SHIFT is a great addition to your portfolio to support your clients who can't follow the traditional journey to amplification. To help guide the conversations with your patients, we have outlined some reasons why your clients will be drawn to a ready-to-wear solution.

On their own terms	<ul style="list-style-type: none"> Take ownership of your hearing health and feel confident choosing an affordable device recommended by a professional. Stay safe with contactless, to-go/delivered and virtual access to solutions and service
Staying connected	<ul style="list-style-type: none"> Hear your best during a time of increased virtual interaction with an intelligent, multi-functional lifestyle hearing device Benefit from adaptive technology that adjusts to shifting soundscapes to deliver better hearing seamlessly Stay connected with wireless capability for hands-free phone calls and music streamed direct to your hearing device
Easy-to-use technology	<ul style="list-style-type: none"> Enjoy better hearing with a ready-to-wear hearing device Start benefiting from a hearing care solution when and where you want Get started and optimise on-the-go with a hassle free, user-friendly app Take advantage of convenient self-serve support options, include how-to videos, FAQs, phone and more

HOW TO IMPLEMENT SHIFT

To fully support you in bringing a ready-to-wear solution to your clients, we have created a roadmap that outlines the steps you can take to make a sale.

Customer journey for SHIFT purchase



We have provided a toolkit with marketing resources to support each step in the SHIFT purchase journey. Outlined below are recommended resources, and even a few optional resources should you wish to provide an enhanced experience.

Awareness	SHIFT introduction email Direct mail template (optional)
HCP Inquiry	Virtual touchpoint conversation supported by this reference guide SHIFT digital brochure (optional)
Self fitting via app	Every SHIFT package includes a Quick Start Guide and user instructions
Everyday use	Consumer FAQs and support videos are available online Post purchase follow up emails content (optional)