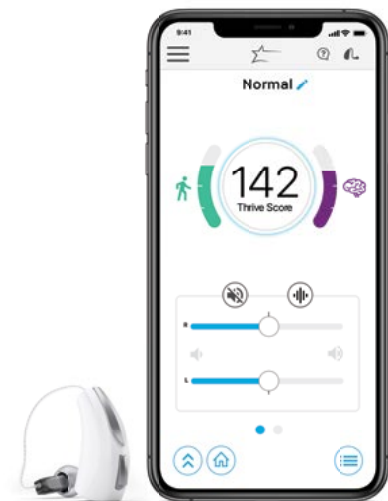




# Consumer Marketing Guide

| WINTER 2019 |





“ We are revolutionizing the hearing aid with embedded sensors and artificial intelligence, turning it into a multi-purpose device with unprecedented sound quality that also tracks your body and brain health!

Livio AI is the world's first hearing aid that tracks physical and cognitive activities and detects and sends alert messages if you fall. It also translates foreign languages and serves as an assistant in your ear, thereby providing a gateway to the world of information. ”

Moreover, this rechargeable device is our best sounding hearing aid ever!

Achin Bhowmik  
Chief Technology Officer and  
Executive Vice President  
of Engineering



livio<sup>®</sup>AI

# Evolution of a revolution

Using integrated sensors and artificial intelligence, **Livio® AI** is a multi-purpose device that redefines what a hearing aid can do.



With a **revolutionary** product comes a revolutionary marketing opportunity.

Now you can offer patients the most technologically advanced hearing solutions currently on the market. Inform them how this technology caters to their needs and lifestyle with superior sound quality, Thrive Assistant, health activity tracking, fall detection and alerts, and rechargeable hearing aids.

# Enhancing the patient experience

| Your patient wants |

| Livio AI delivers |

NEW

To hear comfortably in challenging environments

With Hearing Reality™ technology, Livio AI is effective in the noisiest settings, comfortable in loud settings and quiet in quiet settings.

NEW

To live a more active and healthy lifestyle

The first hearing aid that provides heart rate\* information and lets users track health activities.

NEW

A voice controlled assistant

Using the Thrive app, you can ask questions and get answers about a variety of topics

NEW

Fall detection and alerts

The world's first hearing aid that can detect falls and send alert messages to selected contacts.

Conveniences that accommodate their on-the-go lifestyle

Remote programming adjustments that don't require an office visit and rechargeable technology.

Better wireless streaming

New technology provides consistent wireless performance through the patient's smartphone or wireless accessories while streaming phone calls, TV, music and other media.

Hearing that's personalized for them

The ability to make adjustments for different listening environments via the Thrive™ app.

Hearing that happens intuitively

Geotagged memories that switch modes automatically when smartphone GPS detects patient is in a tagged location.

Language translation

Allows your patients to understand speakers of other languages via an easy-to-use tool within the Thrive app.

# What living your best life sounds like

---

Livio AI hearing aids introduce our most sophisticated and intelligent technology designed to be effective in the noisiest environments. In fact, a recent independent study gave Livio AI hearing aids the top rating compared to other manufacturers' premium devices for reducing background noise in noisy listening environments.<sup>1</sup>

We call it Hearing Reality and it works by helping patients manage the layers of sound using real-world signals and mimicking the natural process for reducing unwanted sounds and augmenting wanted ones to help make hearing effortless.



# Livio AI technology aligns with larger trends happening within the aging baby boomer and active senior populations.

*Leverage this breakthrough technology to craft messaging that shows patients you understand them and what's important to them.*



**Sound quality is still the top priority** for people when they're considering a hearing aid purchase.



**Baby boomers are more proactive** about living healthy, active lives and they respond well to products that help them.

*Use your understanding of trends and current patient needs as a starting point. Then, to provide exemplary service, tailor each solution to match each person's unique situation.*



Caregivers and seniors alike are concerned about falling. **One in four older adults** falls each year and most don't tell their doctor.<sup>2</sup>



**Brain health or dementia health is a top concern** for baby boomers and seniors, yet many patients may not know about the proven connection between hearing health and brain health.



**Nearly 90% of seniors** want to stay in their homes and live as independently as possible, and 88% of adult children have their aging parents on their minds.<sup>3</sup>



Tech-savvy patients will appreciate that **the ear provides more accurate tracking data** than the wrist, which is where most current devices are worn.



**Baby boomers are digitally savvy**, and most are seasoned smartphone users — with many already using fitness tracking devices.



**Consumers found the new sensor technology in Livio AI** hearing aids to be innovative and highly believable. This technology has the potential to lessen the stigma associated with hearing aids.<sup>4</sup>

***For patients who may not be interested in the healthable technology in Livio AI hearing aids, but want superior sound quality, remote programming, and many other great features, recommend Livio Hearing Aids.***

# Enhancing the patient experience

*Livio AI and Livio are part of an ecosystem of products and features that provide benefits beyond traditional amplification.*

*This ecosystem includes:*



## **The Thrive Hearing App**

A powerful, easy-to-use app that lets users access healthable features like fall detection alerts and body and brain health tracking (Livio AI only); remote programming, streaming, memory management and more.

---



## **Accessories for Universal Connectivity**

Patient-focused hearing accessories include TV, Remote Microphone +, Mini Remote Microphone and Remote. They're easy to use, and provide wireless connectivity to help your patients fully engage with the world around them.

---



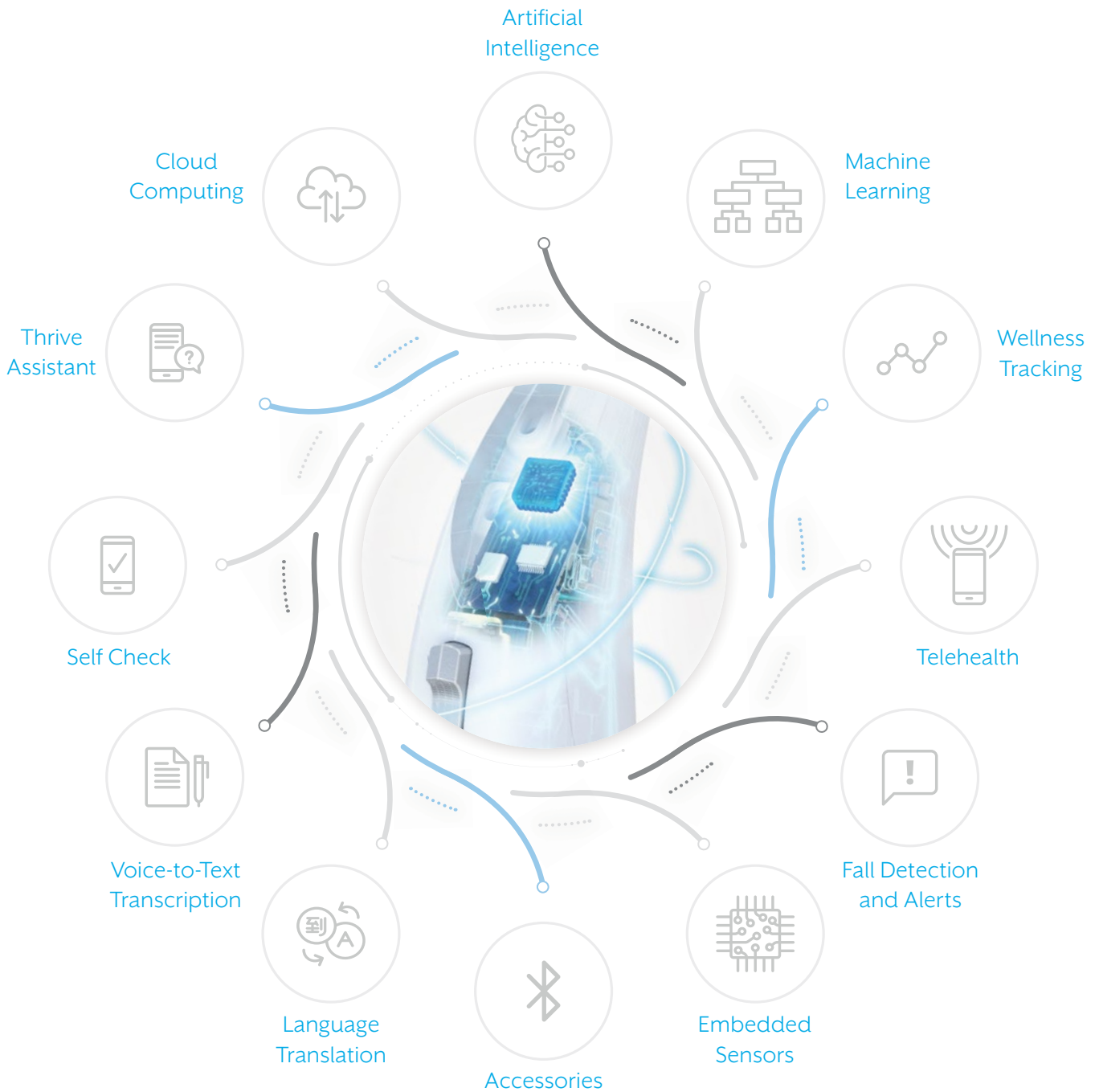
## **Hearing Care Anywhere and Rechargeable**

Hearing Care Anywhere, which lets you adjust remotely, and smart rechargeable technology enables you to provide your patients with added convenience and exceptional service.



## LIVIO AI ECOSYSTEM

This ecosystem is unlike any available to hearing aid wearers and works seamlessly to help patients proactively manage their wellness, enhance their listening experience and share important health data with their hearing professionals.



# Fall detection and alerts

Livio AI with Fall Alert helps patients feel secure and maintain their independence, while giving caregivers welcome peace of mind. How Fall Alert works:

- Patient selects up to three contacts to be notified if they fall using the Thrive app
- Auto alert automatically sends an alert if patient falls
- Manual alert lets patient tap hearing aid to send an alert for a fall or non-fall related event

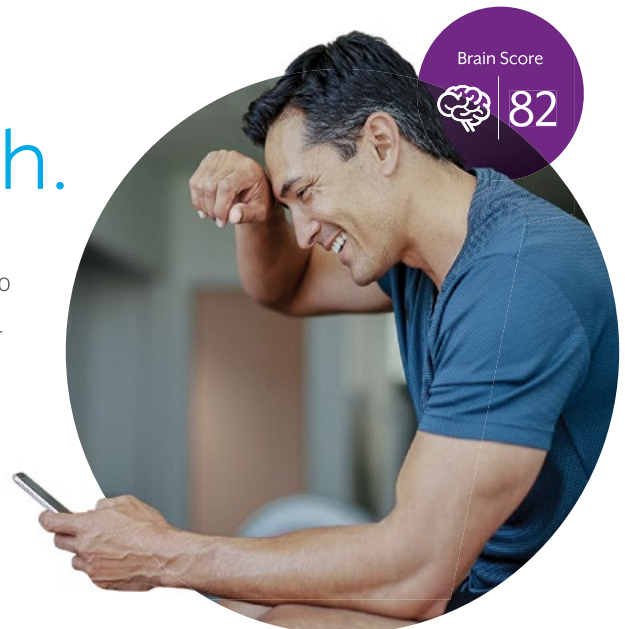


**Every 11 seconds**, an older adult is seen in an emergency department for a **fall-related injury**.<sup>2</sup>

## Better hearing. Better brain health.

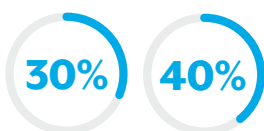
It's been proven. Hearing health is directly connected to overall health. Hearing loss has been linked to several chronic disabling conditions like cognitive decline, diabetes, heart disease, dementia and more.<sup>5</sup>

The good news is that research also shows treating hearing loss can lower the risk of some of these serious conditions, including dementia.<sup>6</sup>



**3x**

Adults with moderate to severe hearing loss are **three to five times more likely to develop dementia**.<sup>7</sup>



Adults with hearing loss can experience a **30-40% faster rate of cognitive decline** than those with normal hearing.<sup>8</sup>

*It's been proven.  
The relationship  
between hearing  
health and  
overall health  
is real.*

# Know your patients

Not every patient is the same. It's important to understand the difference between generations, where they are in their personal hearing journeys and how they consume information. The best marketing plans have strategies in place across the entire patient journey.

---

In this guide, you'll find insights on how to communicate with and reach your silent generation and baby-boomer patients and their influencers.





# Silent Generation Insights

Those born between 1926 and 1945

## Audience readiness

### Contemplator

Patients early in the hearing journey

### Preparer

Patients ready to take a hearing test

How patients feel

Frustration/Denial/Anxiety

Coping/Starting to recognize issues with their hearing

Marketing objective

Education and Awareness

Lead Generation

How to communicate

- ▶ Ask them how their hearing loss has affected their daily life and independence
- ▶ Speak with authority but without condescension

- ▶ Focus on how hearing loss has affected their relationships
- ▶ Encourage them to take a hearing test

- ▶ Host Lunch & Learn events
- ▶ Attend community events (i.e. Health fairs, Senior Center activities)

- ▶ Newspaper ads
- ▶ Direct mail acquisition letters

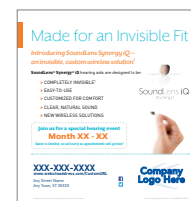
Tactics to consider



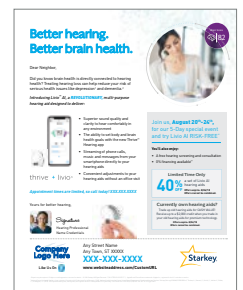
Lunch & Learn  
PowerPoint  
Presentation



Event Invitation



Invisible Solutions  
Half Page Ad



Acquisition Letter

Call to action

Free hearing screening

Schedule an appointment

One of the most profound effects of falling is the loss of functioning associated with independent living.

## Buyer

Patients who have a confirmed loss and are ready to buy

## Adopter

Patients who are adjusting to their hearing aids

## Repeater

Patients looking to replace their current hearing aid technology

Ready to take action

Willing to work through transition

Recognizes benefits of hearing aids/Ready to upgrade

Conversion

Engagement

Retention

- › Don't rush the purchase
- › Explain that hearing loss is linked to a number of health issues, including cognitive decline
- › Explain that they can "try" before they "buy"
- › Mention how common falls are and how Livio AI can help

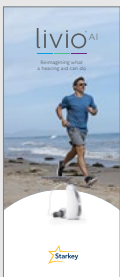
- › Explain what they can expect from their new hearing aids
- › Let them know you are available for any questions, concerns and adjustments

- › Ask questions to determine their concerns about their current devices and what they want in a pair of new hearing aids

- › Tested Not Sold direct mail
- › Utilize in-office materials: Product brochures, point-of-sale

- › Enroll patient in the Ready Set Hear program
- › Sign them up for your newsletter
- › Enroll them in your battery program and birthday campaign

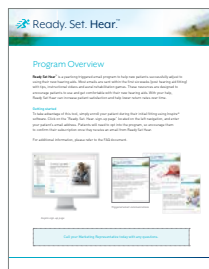
- › The Patient Advantage Comparison Tool shows patients how to benefit from the latest technology
- › Upgrade retention letters
- › Focus groups, community events



Livio AI Brochure



Fall Alert Counter Card



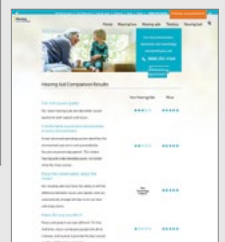
Ready Set Hear Email



Time, Practice & Experience Brochure



Rechargeable Retention Letter



PACT Tool Results Page

30-day, risk-free trial

Appointment reminders, Referrals

Clean & Checks, Annual hearing test reminder



# Baby Boomer Insights

Those born between 1946 and 1964

## Audience readiness

### Contemplator

Patients early in the hearing journey

### Preparer

Patients ready to take a hearing test

How patients feel

Frustration/Denial/Anxiety

Coping/Starting to recognize issues with their hearing

Marketing objective

Education and Awareness

Lead Generation

How to communicate

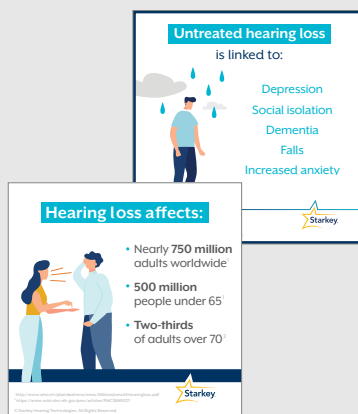
- ▶ Be transparent and authentic
- ▶ Emphasize that hearing loss is more common than they think
- ▶ Ask how hearing loss has affected their daily life

- ▶ Avoid lecturing or telling them what to do
- ▶ Encourage them to take a hearing test
- ▶ Focus on living a healthy lifestyle, staying young

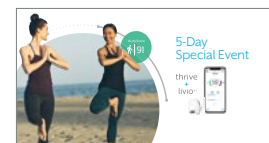
Tactics to consider

- ▶ Social content: Topical articles and infographics

- ▶ Facebook ads
- ▶ Retargeting ads
- ▶ Social content/blogs
- ▶ Lead nurturing emails



Wellness-Focused Infographics



Health and Wellness Facebook Ad



Wellness-Focused Blog Series

Call to action

Free hearing screening

Schedule an appointment

*Boomers want to live healthy, active lives and respond well to products that will help them do that.*

## Buyer

*Patients who have a confirmed loss and are ready to buy*

## Adopter

*Patients who are adjusting to their hearing aids*

## Repeater

*Patients looking to replace their current hearing aid technology*

Ready to take action

Willing to work through transition

Recognizes benefits of hearing aids/Ready to upgrade

Conversion

Engagement

Retention

- › Don't sell, be more conversational
- › Explain that hearing loss can be linked to health issues, including cognitive decline
- › Emphasize health tracking and virtual assistant features

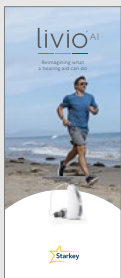
- › Set clear expectations on what they can expect in the next 30 days
- › Let them know they can contact you with questions, concerns and adjustments

- › Explain the latest advances since their last hearing aid purchase

- › Utilize in-office materials: product brochures, point-of-sale
- › Play the sound demo on starkey.com

- › Enroll patient in the Ready Set Hear program
- › Sign them up for your newsletter
- › Enroll them in your battery program and birthday campaign
- › Request an online review
- › Aural rehabilitation games

- › The Patient Advantage Comparison Tool shows patients how they can benefit from the latest technology
- › Email retention letters



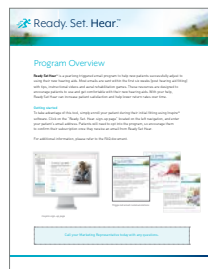
Livio AI Brochure



Livio AI Poster



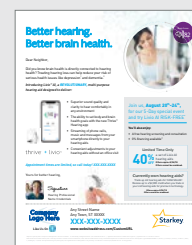
Fall Alert Counter Card



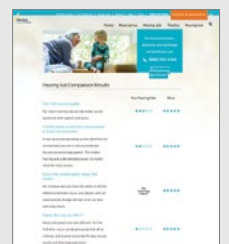
Ready Set Hear Email



Hear Coach Suite of Listening Game apps



Retention Letter



PACT tool results page

30-day, risk-free trial

Appointment reminders, Referrals, Online reviews

Clean & Checks, Annual hearing test reminder



# Influencer Insights

*Advocates, caregivers, family or friends of someone with hearing loss*

## Audience readiness

### Contemplator

*Patients early in the hearing journey*

### Preparer

*Patients ready to take a hearing test*

How patients feel

Frustration with their loved one

Starting to recognize their loved one has issues with their hearing

Marketing objective

Education and Awareness

Lead Generation

How to communicate

- › Ask them how they've been affected by their loved one's hearing loss
- › Explain the consequences of untreated hearing loss
- › Ask them if they are concerned about their loved one falling and that Livio AI hearing aids can help

- › Explain the process so they know what to expect

- › Social content/blogs
- › Topical articles
- › Hearing Simulator Tool
- › Starkey Hearing Foundation mention

- › Social content /blogs
- › Topical articles
- › Hearing Simulator Tool
- › Facebook ads
- › Retargeting ads

Tactics to consider



Blog article on How to Talk to a Loved One



Hearing Simulator Tool

Call to action

Learn more about hearing loss and cognitive decline, share social content, send to a friend

Bring your loved one in for a free hearing screening



70% of caregivers worry at least once a week, if not every day, about a parent possibly falling.<sup>9</sup>

## Buyer

Patients who have a confirmed loss and are ready to buy

## Adopter

Patients who are adjusting to their hearing aids

## Repeater

Patients looking to replace their current hearing aid technology

Ready to help their loved one take action

Willing to help their loved one work through transition

Recognizes the benefits of hearing aids/Ready to encourage their loved one to upgrade

Conversion

Engagement

Retention

- ▶ Reinforce their concerns
- ▶ Give them space to talk with their loved one in private

- ▶ Educate this person so they can assist the patient with their new hearing aids

- ▶ Include this person in the communication
- ▶ Explain the latest advancements

- ▶ Play the sound demo on starkey.com
- ▶ In-office materials

- ▶ Aural rehabilitation games like Hear Coach Listening Games
- ▶ Request an online review

- ▶ The Patient Advantage Comparison Tool shows influencers how their loved one could benefit from the latest technology
- ▶ Email retention letters
- ▶ Patient Testimonials

### Fall Alert Caregiver Flyer



Hearing Loss: Talking with a Loved One brochure



Online Sound Demo



Hear Coach Suite of Listening Game apps



Patient Testimonial from Starkey.com

30-day, risk-free trial

Referrals, Online reviews

Learn more about new technology, send to a friend

# Reach all patients - new and current

## *Build a foundation on these four marketing truths*

A well-executed marketing campaign does more than generate leads. It plays a vital role at each step of the consideration cycle. Success isn't based on who has the biggest newspaper ad. It requires an ongoing conversation with a patient, meeting them where they are in their own journey, across every touchpoint.

While there is no silver bullet for marketing to today's patients, there are some proven truths that will provide a solid foundation for your marketing efforts:

1.

### Your current patients are your best patients

40% of current patients could be lured away based on price alone. If you stay in frequent contact with them, our testing has shown a 10X increase in response rate compared to advertising solely to acquire new patients.

2.

### Execute campaigns vs. tactics to create business impact

Your patients' attention is fragmented across many types of media, meaning you must evolve beyond traditional thinking. Instead of a single ad targeting a specific consumer type in a single channel, layer your marketing efforts focusing on a single theme and see a dramatic improvement in overall sales.

3.

### Think digital first

**8 in 10 people research online before making a large purchase.** How do you show up online? Our testing has shown that the speed and efficiency of digital marketing channels can provide a far superior return on your marketing investment.

4.

### Always be testing

The pace at which hearing technology is evolving means that we must constantly be testing different marketing messaging. Regional differences in performance are real and true, and your Marketing Representative can work with you to create a plan to help you grow your business.

## Get started now

Please call **800-328-8602** and talk to your marketing representative about planning your campaign today.



# The healthable hearing aid campaign



livio<sup>AI</sup>

This campaign is designed to help you market a **revolutionary** product line – **Livio AI** – to existing patients and new prospects. Leverage the popularity of fitness tracking, the growing focus on proactive health, and how staying active resonates with people of all ages.

Today's patients are online and using digital technology. If you're not marketing to them in the digital space, you're not on their radar. Livio AI provides a great opportunity to start. A solid digital campaign will appeal to tech-savvy prospects, and earn credibility due to its relevance to the new technology you're offering.

1.

**Objective:** Lead Generation

**Target:** Preparer

**Tactics to Consider:** Social Media Posts and Ads, Social Content/Blogs, Lead Nurturing Emails, Newspaper Ads, Acquisition Letter, Ad Sprinkles

2.

**Objective:** Conversion

**Target:** Buyer

**Tactics to Consider:** Livio AI Brochure, Livio AI Poster, Fall Alert Counter Card, Health and Hearing Looping Video, Tested Not Sold Direct Mail

3.

**Objective:** Retention

**Target:** Repeater or Competitive

**Tactics to Consider:** Retention Letter or Email, Hearing Aid Comparison Tool on Starkey.com



thrive™  
+  
livio<sup>AI</sup>



## Generate leads. Convert prospects. Retain customers.

Use this campaign approach across the patient journey with specific messaging and tactics tailored to the audience you're targeting.

### *Key messaging for patients:*

- Livio AI is a multi-purpose hearing aid that delivers:
  - o Superior sound quality and clarity to hear comfortably in any environment
  - o The ability to detect falls and send alerts
  - o The ability to track physical activity and brain health via the Thrive hearing app
  - o Streaming of phone calls, music and messages from your smartphone directly to your hearing aids
  - o Convenient adjustments to your hearing aids without an office visit
  - o Language translation via the easy-to-use Thrive App
- First-ever hearing aid with sensors and artificial intelligence
- 98% patient satisfaction rating for sound quality in clinical testing<sup>10</sup>
- New **Hearing Reality** technology closely replicates more natural hearing
- Accessories that provide universal Bluetooth® connectivity
- Treating hearing loss can help reduce your risk for serious health issues like depression and dementia<sup>11</sup>
- Hearing loss can take a toll on relationships, often leading to social isolation<sup>11</sup>
- Untreated hearing loss is associated with medical conditions like diabetes, hypertension and an increased risk of falls<sup>11</sup>

# The art of custom campaign



Use this campaign to differentiate yourself from competitors, and to showcase how customized products are one-of-a-kind, more comfortable and include personalized care and service.

1.

**Objective:** Lead Generation

**Target:** Preparer

**Tactics to Consider:** Social Media Posts and Ads, Social Content/Blogs, Lead Nurturing Emails, Newspaper Ads, Acquisition Letter, Ad Sprinkles

2.

**Objective:** Conversion

**Target:** Buyer

**Tactics to Consider:** Picasso Custom Hearing Solutions Brochure, Health and Hearing Looping Video, Tested Not Sold Direct Mail, Invisible Solutions In-Office Materials

3.

**Objective:** Retention

**Target:** Repeater or Competitive

**Tactics to Consider:** Retention Letter or Email, Hearing Aid Comparison Tool on Starkey.com



## Generate leads. Convert prospects. Retain customers.

Use this campaign approach across the patient journey with specific messaging and tactics tailored to the audience you're targeting.

### *Key messaging for patients:*

- The world's first custom invisible hearing aid
- Easy-to-use, customized for comfort and provides clear, natural sound
- One-of-a-kind hearing aid will fit each patient's exact ear anatomy
- Hands-free connectivity and media streaming from your smartphone with SurfLink® accessories
- Invisible-In-Canal (IIC) option is tiny enough to fit well inside the ear canal so no one will notice that your patient is wearing them.\*
- Custom hearing solutions and our convenient SurfLink accessories deliver the most personalized hearing experience ever and are designed to:
  - o Stream TV, phone calls, music and more to your hearing aids
  - o Deliver pristine audio and exceptional listening clarity
  - o Help you better understand conversations and hear comfortably

\*Individual results may vary. Invisibility may vary based on the ear's anatomy.

# Redefining rechargeable campaign



This campaign is designed to draw current hearing aid wearers – who understand and appreciate the benefits of rechargeable batteries – to experience Livio AI Rechargeable hearing aids, the breakthrough rechargeable hearing aid that delivers all the features and benefits your patients have been waiting for.

## livio<sup>AI</sup>

**Objective:** Lead Generation

1.

**Target:** Preparer

**Tactics to Consider:** Social Media Posts and Ads, Social Content/Blogs, Lead Nurturing Emails, Newspaper Ads, Acquisition Letter, Ad Sprinkles

**Objective:** Conversion

2.

**Target:** Buyer

**Tactics to Consider:** Livio AI/Livio Brochure and Tested Not Sold Direct Mail

**Objective:** Retention

3.

**Target:** Repeater or Competitive

**Tactics to Consider:** Retention Letter or Email, Hearing Aid Comparison Tool on Starkey.com





# Generate leads. Convert prospects. Retain customers.

Use this campaign approach across the patient journey with specific messaging and tactics tailored to the audience you're targeting.

---

## *Key messaging for patients:*

The most capable, full-featured rechargeable hearing aids with integrated sensors

- Smallest rechargeable receiver-in-canal (RIC) with integrated sensors
- 24 hours of use on one charge
- Works with the Mini Turbo Charger, a pocket-size, lithium-ion charging option that gives patients:
  - o A 3.5 hour charge in just seven minutes
  - o The ability to charge a pair of hearing aids four times using a fully charged Mini Turbo Charger



# Ordering assets

*Marketing Materials are available to order on e-store today.*

Description	Part #	MARKETING #
Livio AI Brochure - NEW	86270-000	BROC2893-01-EE-ST
Livio AI Office Poster - NEW	86273-000	POST3840-01-EE-ST
Livio AI Fall Alert Counter Card	86262-000	CTCD2621-00-EE-ST
Livio AI Fall Alert Caregiver Handout	86263-000	FLYR3510-00-EE-ST
Livio Brochure - NEW	86271-000	BROC2894-02-EE-ST
Livio AI/Thrive Health Overview Brochure	86233-000	BROC2876-00-EE-ST
Tinnitus Brochure	86094-000	BROC2841-02-EE-ST
In-Office Looping DVD - UPDATED	86189-000	DVVD2650-02-EE-ST



## Innovation in action every day

---

At Starkey®, our mission is to serve our customers better than anyone else. But we know that means always putting the patient first. Our diverse and experienced marketing team will put their deep expertise to work for you to deliver hard-working, results-driven marketing that will delight your patients and boost your bottom line.

**Ready to boost  
sales and grow  
your business?**

*Call **800-328-8602** and talk to your marketing representative about planning your campaign today.*

For Livio AI, Livio, Thrive and iOS/Android compatibility information, please visit [Starkey.com/thrive-hearing](http://Starkey.com/thrive-hearing)

Apple, the Apple logo, iPhone, iPod touch, App Store and Siri are trademarks of Apple, Inc., registered in the U.S. and other countries.

Google and Android are registered trademarks of Google, Inc.

<sup>1</sup> FORCE Technology, Senselab. [2018, November]. Benchmark evaluation of spatial noise management in hearing aids. FORCE Technology Venlighedsvej 4 2970 Hørsholm, Denmark. |  
<sup>2</sup> National Council on Aging | <sup>3</sup> American Association of Retired Persons (AARP) | <sup>4</sup> Starkey Hearing Technologies, Livio AI Qualitative Focus Group, April 2018 | <sup>5</sup> World Health Organization |  
American Diabetes Association | Indian Journal of Otolaryngology and Head & Neck Surgery | <sup>6</sup> Bassuk et al., 1999; Béland et al., 2005; Marioni et al., 2015; Zunzunegui et al. 2003 |  
<sup>7</sup> Lin, F. R., Yaffe, K., Xia, J., Xue, Q., Harris, T. B., Purchase-Helzner, E., Simonsick, E. M., 2013 | <sup>8</sup> Johns Hopkins Medicine, 2011 | <sup>9</sup> Carnegie Mellon University Survey March 2016 retrieved  
from: <https://www.cmu.edu/news/stories/archives/2016/march/worry-survey.html> | <sup>10</sup> Starkey Hearing Technologies CSAT 2017 | <sup>11</sup> Brink and Stones 2007; Chisolm et al 2007;  
Resnick, Fries & Verbrutte, 1997



[www.starkeypro.com](http://www.starkeypro.com)

