

Wow your patients with the added value of Infinio Ultra.

Upgrading your patients can not only benefit them, but also your practice:

- Helps you stand out among the competition for your dedication to patient success
- Demonstrates your commitment to best outcomes for your patients
- Can address existing patient pain points
- Adds to the value proposition of hearing aids for your patients
- Fosters patient trust and continued loyalty
- Serves as an opportunity to engage patients in additional value capture



How can this upgrade add value to your practice?

- Additional revenue: You can consider charging existing Infinio patients for this performance upgrade.
- Host a Friends & Family or Patient Appreciation event. Grow your patient base! Offer your patients a free upgrade while their guest gets a demo of Infinio Ultra.

Next steps:

Launch Audéo Infinio Ultra Upgrade Email Campaign

- Engage existing Audéo Infinio wearers and invite them to experience the latest Audéo Infinio Ultra technology upgrade.
- Send an email to all patients currently wearing Audéo Infinio hearing aids using one of the approved email templates below.

Step 1: Identify Your patient list

- Pull a list of all patients currently wearing Audéo Infinio hearing aids.
- Review their records to determine upgrade eligibility and any applicable offer (complimentary or fee-based).

Step 2: Select the appropriate email template

Choose one of the following, based on your offer and campaign approach:

- Complimentary Upgrade
 - Use this version if your practice offers a free upgrade for eligible patients.
- Upgrade Fee
 - Use this version if a service or technology upgrade fee applies.
- Friends & Family
 - Use this version to invite patients to share the opportunity with loved ones who may benefit from better hearing.

Step 3: Personalize your email

- Update your contact information: [Practice Name], [Phone Number], and [Provider Name].
- Add your appointment scheduling link, if available.
- Confirm all contact details and offer information are accurate before sending.

Step 4: Send and track responses

- Send emails in batches to ensure smooth delivery.
- Monitor call and appointment activity within one week of communication.
- Follow up with any patients who express interest but have not yet scheduled.

Need help? Contact your Marketing Specialist or email practiceservices@phonak.com