



# Practice Forward

Application guidance

April 2025



Practice  
Forward.



# Introduction

# The philosophy behind Practice Forward

Success is a daily practice, where we (HCPs) welcome/seek the complementary clinical resources, training and business services that will amplify our expertise to deliver greater outcomes for our clients.



## Practice

To 'practice' is where one continually seeks ways to achieve mastery in a certain area or topic. It is a mindset vs. an end goal.



## Amplified expertise

Few people can be an expert in all things. "I don't know, what I don't know." When we have partners with complementary expertise, we amplify our potential.



## Impact

Everything we do is with the sole purpose of delivering greater outcomes for our clients. Our returns are measured on the impact we make.



## Vision Statement

**"Empowering your practice; transforming lives today and into tomorrow"**

As a hearing care professional, you do so much more than fit hearing aids; you change lives every single day. Your expertise allows you to build meaningful connections with your clients, making a real difference in their lives.

We understand that your journey is one of continuous learning and adaptation in the dynamic world of hearing care. That's why we are dedicated to providing you with the resources you need to enhance your practice today while preparing for tomorrow.

This Program is crafted just for you, offering personalized trainings, services and tools that add additional value to what you already have achieved. We invite you to join us in this mission: strive to advance the hearing care industry with a comprehensive ecosystem that can amplify the impact for our communities.

Together, we can foster a culture of growth and mastery, ensuring that you achieve exceptional outcomes for everyone who interacts with your clinic.

# Messaging House (B2B Only)

Crafted just for you: Your journey is one of continuous learning and adaptation in the dynamic world of hearing care. We're dedicated to providing you with the resources you need to enhance your practice today while preparing for tomorrow. Empowering your practice; transforming lives today and into tomorrow.

## Navigating the future together

Push the boundaries of hearing technologies through research-driven innovations that enhance speech understanding and sound quality.

- Your Phonak team is passionate about helping you and your staff deliver top-quality care.
- With Phonak AI-powered hearing aids, your clients will hear what matters, effortlessly.
- Lower listening effort by 29% - Speech Enhancer helps clients stay engaged and reducing fatigue. \*
- Higher performance levels are worn longer: Children wear Premium (90) level devices on average an hour and 19 minutes longer per day than Standard (50) level devices. \*\*

- **Unparalleled speech in noise:** instant speech separation with a 10dB SNR improvement enables effortless conversations in tough environments.
- **Superior speech clarity:** with Spheric Speech Clarity, clients are 2–3x more likely to understand every word for richer conversations.
- **Exceptional first-fit experience:** APD 3.0 delivers 93% first-fit satisfaction, ensuring comfort and confidence from day one.

## Advancing your clinical expertise

Provide trusted, holistic care through pioneering research, comprehensive trainings and best practice guidance.

- Our experts help you and your staff deliver top-quality care, so your clients get the results they want from the very first fit.
- 93% of patients reported higher trust in their audiologist when the professional demonstrated up-to-date knowledge and expertise. <sup>1</sup>
- 30% higher client retention rates for HCPs who attend professional development programs. <sup>2</sup>

- **Global expertise:** we partner with industry experts to keep you at the forefront of innovation in hearing care.
- **Science-driven care:** we translate research into real-world benefits, providing evidence-based guidance for optimal client outcomes.
- **Professional development:** we provide training & education to help you grow your expertise with confidence.
- **Proven impact:** we offer cutting-edge technology and expert guidance to drive faster adoption, reach higher satisfaction and successful outcomes.

## Supporting you at every step

Thrive in a competitive landscape through business support and marketing services.

- We are committed to facilitating your business success through tailored support.
- 70% of healthcare professionals believe collaboration with industry partners positively impacts patient care outcomes and enhances practice performance.
- 75% of clients attended one less fitting session within three months of the initial fit, compared to Lumity, Paradise, and Marvel. Imagine what your business can do with this efficiency.<sup>3</sup>

- **Growth-focused marketing:** we offer digital, referral, and in-clinic campaigns to help you attract new clients and grow your practice.
- **Data-driven acquisition:** we leverage insights to optimize outreach, marketing spend and a measurable growth.
- **Productivity tools:** we provide smart solutions streamline scheduling, workflow and patient management to freeing up your time.
- **Revenue strategies:** we offer proven methods to boost retention and upselling for a financially sustainable practice.
- **Industry insights:** benchmarking, trends, and expert guidance keep you ahead in a changing landscape.

# Messaging House > Sales speech

At Phonak, everything we do is designed to support you, in your practice care, your growth and your success. Here's how we bring that to life across three key areas.

## **1 - Navigating the future together**

**We lead with innovation, so your clients hear better, with less effort.**

AI-powered hearing aids enhance speech clarity, reduce fatigue and deliver instant speech separation, even in noisy settings. And with 93% first-fit satisfaction, you can trust that your clients feel the difference from day one.

## **2 - Advancing your clinical expertise**

**We invest in your growth, so you can deliver trusted, up-to-date care.**

Our expert-led trainings and research-backed tools help increase client trust and improve retention, up to 30% for HCPs who stay engaged in continuous learning.

## **3 – Supporting you at every step**

**We help your practice thrive, not just survive.**

With tailored marketing, workflow tools and data-driven strategies, we boost efficiency, reduce fitting sessions and unlock new revenue potential.

Together, we're not just fitting hearing aids, we're transforming lives and building the future of hearing care.



Practice  
Forward.



# Application Guidance

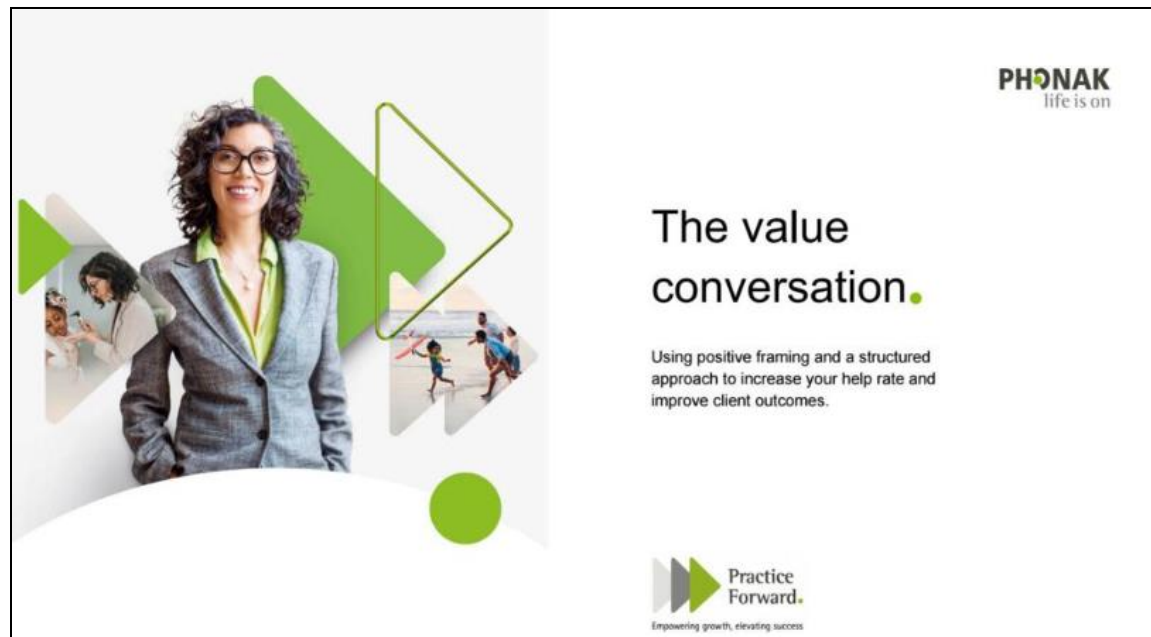
# Program Icon

- Practice Forward has its own **icon**
- We call it an icon – not a logo. Phonak only has one logo (life is on).
- This icon should only be used to promote Phonak, not the other WHS brands.
- There are two existing versions:
  - > Use the icon with the tagline in introductory communications
  - > Use the icon without the tagline as your comms mature
- MAM Link: [https://mam.sonova.com/main/nova-app/explore/98630\\_node](https://mam.sonova.com/main/nova-app/explore/98630_node)
- Please follow brand guidelines with your placement of the icon on local assets.

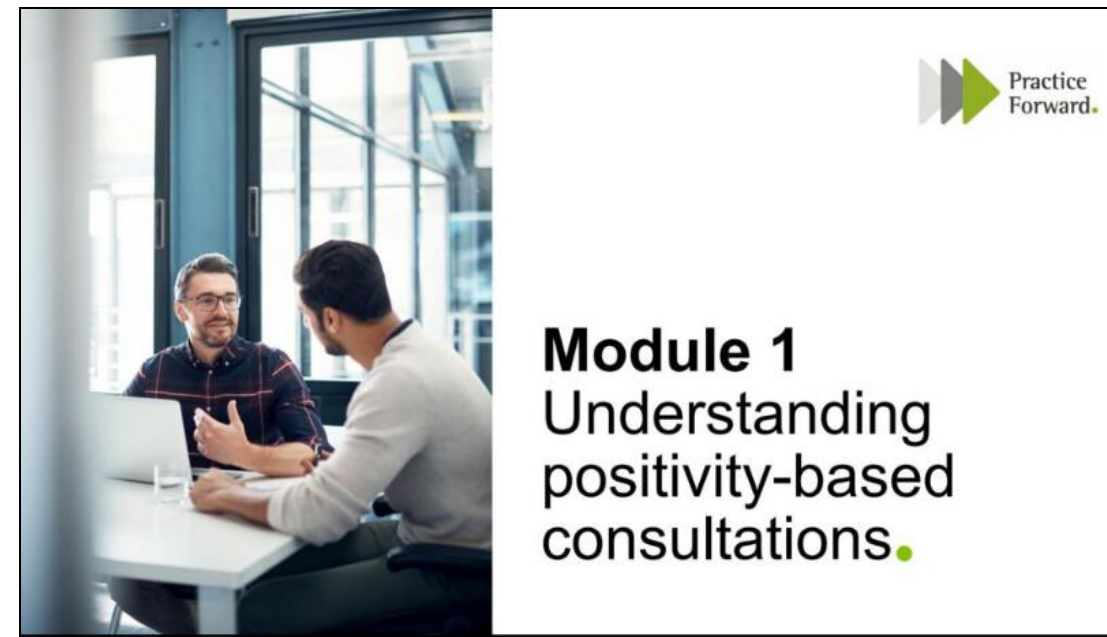
>>> This icon won't be translated into local languages.



## Examples of icon usage: Powerpoint



**Title Slide:** The icon should be left justified to your presentations headline



**Section header or Module start:** The icon can be placed in the upper right corner, since the Phonak logo is not present.

# Visual World: Creative direction

As you'll see in the following slides, there is a large library of photos available. We see the three concepts we're trying to represent in our Visual World.

## **HCP in Practice: Rewarding, Authentic Practice Moments**

Showcasing hearing care professionals in their element; building meaningful connections with clients and making a real impact in their daily work.



## **Learning & Growth With Practice Forward**

Capturing professionals actively engaged in training, workshops and skill-building moments.



## **HCP Success Stories**

Celebrating HCP achievements; highlighting their expertise and fostering peer to peer community engagement through real success stories.



# Key Visuals



**Visual concept:** Features a confident HCP envisioning the future through images that highlight the person's engagement with clients and training, all enhanced by Phonak.

## Key Elements

- People: Outline of a smiling hearing care provider against a solid background.
- Background: Lifestyle images arranged in triangle icon like program logo. Images depict client interaction and training participation.
- Use case images: Maintain the triangle design to align with theme.
- You can also use the iconic triangles in tools without people, see the certificate example on the right.
- The triangles do NOT replace the Phonak green dot. Notice in the example of the certificate, we have the dot after the title. Please maintain the guidance around the green dot. Triangles to be associated with Practice Forward environment, the green dot being associated to Phonak brand in general.

Key Visual MAM Link: [https://mam.sonova.com/main/nova-app/explore/98846\\_node](https://mam.sonova.com/main/nova-app/explore/98846_node)

## Visuals: Confident HCPs



**Overview:** We have a series of photos showing 5 HCPs or audiology technician. There are a couple photos of each actor in a confident pose; often seen with or without a tablet. You can use them to either represent the HCP, Aud Tech or Business owner.

### Key Elements

- Eyes, Smile and Stance

## Visuals: HCP with Clients



### HCP in Practice: Rewarding, Authentic Practice Moments

**Overview:** We have a series of photos showing 5 HCPs or audiology technicians. This includes them interacting with different patients. (The actors represent different patient demographics.)

### Key Elements

- **Devices:** Phonak hearing instruments are present in many scenes
- **Screens:** If the front of a computer or phone screen are present, they are intentionally blank, so that the correct software image can be photoshopped in
- **Longevity:** Looking at the Practice Forward services roadmap, we took more photos than are needed for only S2. We will continue to see these actors and photos as the roadmap matures.
- **Use:** The intention is to have one HCP and related set of photos per service or training. This reinforces the creative concept that through their partnership with Phonak their professional skills and client counseling techniques will improve.

## Visuals: HCP being trained



### Learning & Growth With Practice Forward

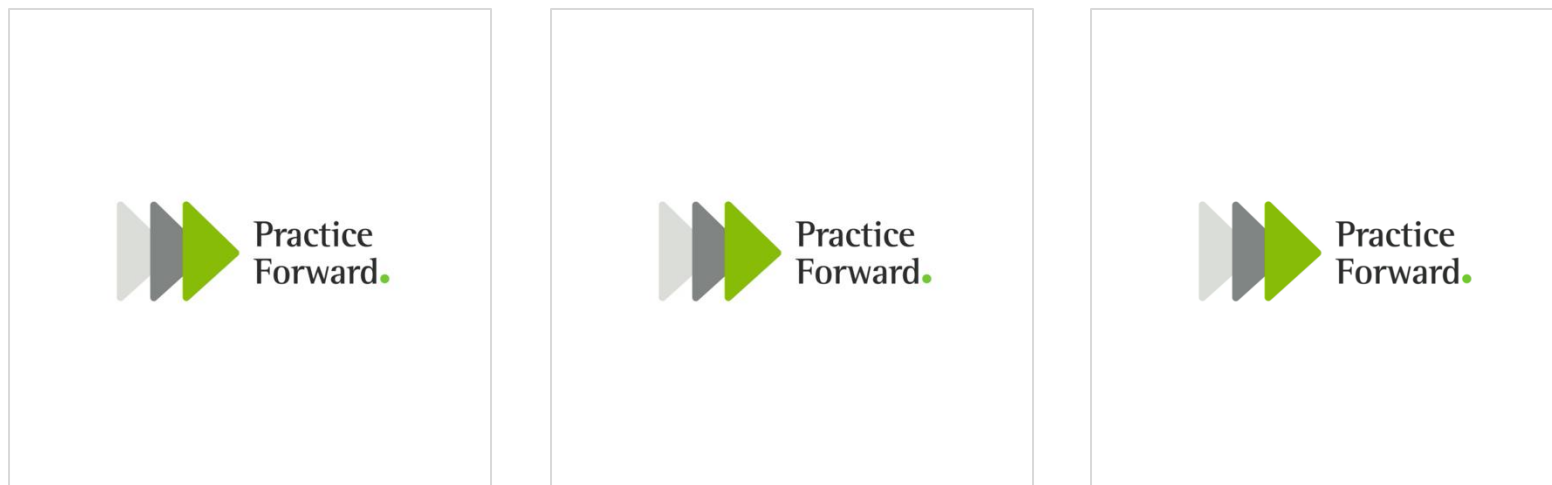
**Overview:** We have a series of photos showing HCPs or audiology technicians engaging in online, in person or group training.

#### Key Elements

- With Phonak Rep: The left two photos above, show professionals being trained by a Phonak Rep; the 3<sup>rd</sup> images implies the same
- Online: There are images showing the HCP in an online training
- In person: The last shows a HCP being trained at a Phonak event.

Visual MAM Link: [https://mam.sonova.com/main/nova-app/explore/98629\\_node](https://mam.sonova.com/main/nova-app/explore/98629_node)

## Visuals: GIFs



### These are GIFs

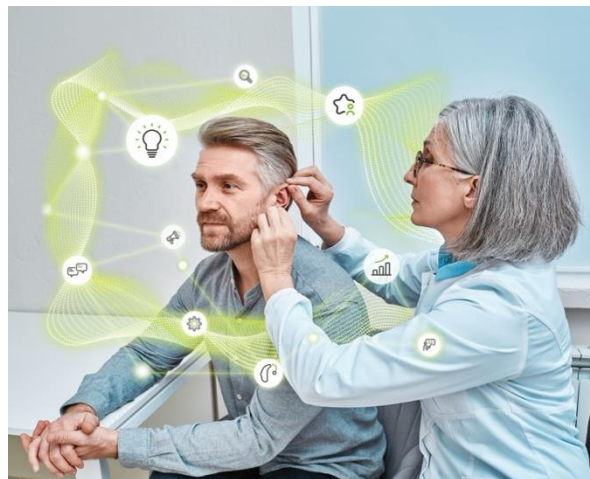
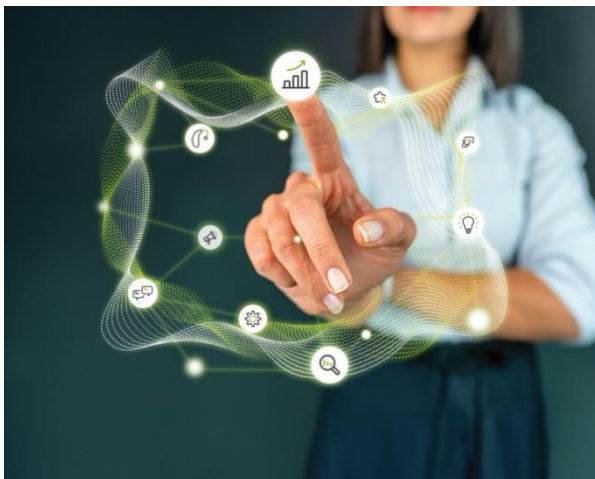
**How-to play:** Hover your mouse cursor over the images above then click on the play button that appears in the bottom left corner

### Key Elements

- These animate the progression of visuals

GIF MAM Link: Available 24 Apr. >> Email Whitney Spagnola if you need access immediately.

## Visuals: Clinic Success (S4/S1) Visuals



### Original S4-2024 and S1-2025 Visuals

**Overview:** This small series of Key Visuals demonstrate how we can help HCPs realize their vision of success using a tailored suite of business services that can elevate their clinical practice. We prefer to emphasize the new visual world with the triangle iconography. If one of these visuals is the best fit for your local tool, or already built into existing tools, you're welcome to continue to use them.

### Key Elements

- **Customer Led:** This campaign puts our HCP's goals first. We succeed when they succeed in realizing what clinic success looks like for them.
- **Tailored Solutions:** With an entire suite of services readily available to optimize clinic value, the key visuals are designed to be modular – enabling markets to highlight the services that best serve their business landscape
- **Cohesion:** With strong ties to the Infinio campaign, we hope to demonstrate how this campaign is key to underpinning the success of the Infinio product launch and unlocking opportunity for greater clinic value.

# Icons guide

These icons are great accompaniments to the benefits of Practice Forward.

## Service focus



### Business Growth

Managing and  
Developing business



### Community/ Physician Marketing

Building connections  
and healthcare networks



### Data and Insights

Prepare for the future



### Client Retention

Establishing long term  
client relationships



### Marketing Services

Marketing planning  
and execution



### Best Practice Audiology

Improving client outcomes



### Training

Educating and training  
clinic staff



### Clinic Marketing

Capturing consumer  
generated needs

## Service Benefits



Drive client loyalty



Differentiated,  
personalized care



Improve client outcomes  
and wellbeing



Improve fitting success



Save time in your workflow



Attract new clients  
and leads



HCP expertise



Strengthen referral network



Partner with Phonak



Improve sales conversion

You can scale the icons lossless: Drag one corner while you press "Shift"

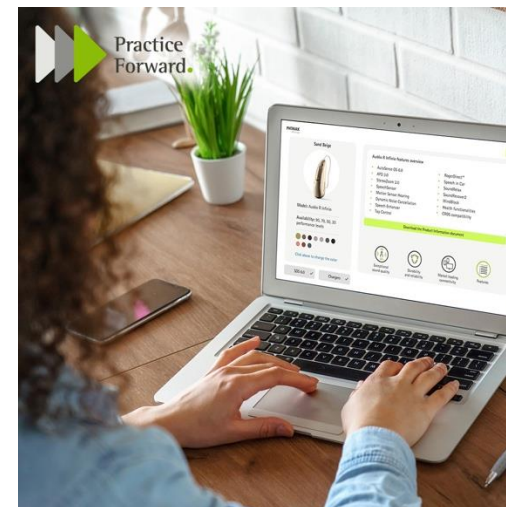
Icon Library MAM Link: <https://mam.sonova.com/main/opennodeview.do?tab=phonaktab&nodeId=77690>

# Digital Marketing

With digital marketing, you may want to blend using the photos from the photo shoot / visual world – or you may want to find your own local images to reinforce a local service.

You may want to:

1. layer the program icon in the top left of the photo
2. Layer the iconic triangles into the photo
3. Create LinkedIn documents that use the triangles as the user swipes
4. Source your own images: Refer to the guidance in prior slides to ensure they're aligned with creative world as a whole



Global marketing has created social media posts, LinkedIn Documents and articles, emails and a campaign page.

S2-25 Practice Forward campaign MAM Link: [https://mam.sonova.com/main/nova-app/explore/98694\\_node](https://mam.sonova.com/main/nova-app/explore/98694_node)

S4/S1 Clinic Success campaign MAM Link: [https://mam.sonova.com/main/nova-app/explore/93951\\_node](https://mam.sonova.com/main/nova-app/explore/93951_node)

# Tone of Voice

- **Supportive & Collaborative:** Standing beside you with meaningful tools and a shared commitment to progress.
- **HCP Jobs to Be Done Focused:** Emphasize the business goals they're addressing first. (Think about the service or training like a product feature and the learnings they get from our offering as the benefit. Stay focused on how the benefits advance their practice.)
- **Confident & Professional:** We speak with expertise, offering clear and compelling guidance.
- **Energized & Future-Oriented:** With optimism and passion, we prepare together for what's next in hearing care.
- **Inspiring & Empowering:** Encouraging people to improve their lives through better hearing.



# Referring to Practice Forward in your communications

Practice Forward fully replaces Clinic Success.

- When referring to Practice Forward please treat it like a proper noun: Upper-case P and upper-case F.
- You may also want to refer to the concept of supporting HCP's business - by saying something like, "we can help move your practice forward." If used conversationally, treat it like a common noun: lower-case p and f.
  - ✓ Good: "Listening Effort Expert Series is brought to you by Practice Forward."
  - ✓ Good: if its in-regard to a generic action, its a common noun. Ex. "How can we help move your practice forward?"
  - ✗ Avoid: We're not positioning it as a program in external communications. Ex. "Listening Effort Expert Series is brought to you by the Practice Forward program."
- There is no Trademark or ® or ©

You can use the term clinic success in conversation.

- The old working name of Clinic Success, can be used conversationally with customers, but it is not the official, external umbrella term that positions our partnership offering.
- It should always be treated as a common noun, with lower case letters.
  - ✓ Good: "We're committed to your clinic's success."
  - ✓ Good: "How can we help your clinic succeed?"
  - ✗ Avoid: "Clinic Success from Phonak will help your office prioritize your patients and your business."

# Internal Activation

When training your team, please use the Teams background.

You may also use it when having a virtual meeting with a customer.



Teams background MAM link: [https://mam.sonova.com/main/nova-app/explore/98843\\_node](https://mam.sonova.com/main/nova-app/explore/98843_node)



# Other

## Certificates

This is an example of a Certificate of Completion.  
Notice that we have the Practice Forward icon, as well as the Traingle Shapes.

This design resonates with the branding of the marketing program.

Like the Teams background on the prior page, it has a strong connection to our visual world, without adding any of the characters from the photoshoot.





**Empowering your practice;**  
transforming lives today and  
into tomorrow.