Now is the time to optimize your practice and discover opportunities that will set you on the path to success for the long-term. We’ve developed simple steps you can take to organize, update, improve and ready your practice for a fast return to business.

Start now

**Database management**
- Ensure all records are up to date with full contact information including email address, anniversary/birthday, etc.
- Categorize patients by Hearing Loss, Product, Fit Date
- Work with your office management software company (ie, BluePrint, Sycle)
- Reach out to patients to find those willing to write a testimonial about their experience

**Update website**
- Update any new information (hours, staff, products etc.)
- Make sure all office staff information is up to date
- Add photos of hearing instruments
- Upload any 'how to' videos that can assist patients – how to change a battery, cleaning instruments, etc.
- Communicate information on RemoteCare opportunities (insert videos/collateral)
- Work with your internet provider to upgrade content

**Update all social network sites**
- Keep messages consistent throughout each social page
  - Facebook
  - LinkedIn
  - Twitter

**Update office space** (if any staff are working on-site)
- Literature, brochures, posters should be of current products and services provided
Plan-ahead

Ensure funds and budget are intact

- Review practice budget and marketing funds available for immediate use to start planning your marketing rebound

Create a marketing plan/strategy for customer acquisition, retention and referrals

Inbound marketing
- Online ads
- Social Platforms: Facebook, LinkedIn and Twitter
- Search engine optimization

Relationship marketing
- Current events
- Patient Referral Program
- Outbound Calling Program (if applicable)

In-office
Patient referral communication tools
- Visual tools: brochures, posters, displays
- Consider branded giveaways such as hand sanitizers, masks with logo on it. Check out distributors such as SureWay Printing (www.surewaypg.com) and Promotional Concepts (www.promocononline.com) for assistance ordering these materials.

Traditional marketing (if budget allows)
- Print: Newspaper Ads, Inserts and Magazine Ads
- Mailers: Purchased list and Database
- TV/Radio
- Other: Press Releases, community events, health fairs

Database retention
- Phone recent Tested Not Sold patients to answer any questions
- Email “We’re Back” communication after stay-at-home mandate has been lifted
- Reach out to any patients that may need upgrade, updates, clean/check
- Communicate information about Oticon RemoteCare opportunities
- Thank you – include a personalized note and a gift card to loyal patients who continue to come back
- Explore hearing aid leasing options to enable more financially impacted patients to purchase

Database event
- Don’t forget, you can still take advantage of the Oticon Better Hearing Challenge until the end of June

We’re here for you! Reach out to your Consumer Marketing Associate

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<tr>
<th>Name</th>
<th>Region</th>
<th>Email</th>
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<tbody>
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