Counseling towards benefit

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Feature

- ClearVoice ®
- T-mic ®
- Compilot ®

Benefit

- Understanding in noise
- Natural sound quality
- Streaming cat videos
How powerful is this message?
Conventional Counseling Perceived Benefit and Use

- Satisfaction: 2
- Likely Use: 2
UltraZoom Demonstration and Evaluation

Booth

Speaker 1
Noise

Speaker 2
Speech

UltraZoom OFF
UltraZoom ON
Results

![Graph showing comparison between Speech in Noise and Speech in Noise with UZ with an increase of +39.74]
Demonstration-based Counseling
Perceived Benefit and Use
Simplified Demonstration-based Counseling

Booth

Speaker 1
Noise

UltraZoom OFF
UltraZoom ON
Comparison of subject report after simplified demonstration and formal demonstration

![Bar chart comparing satisfaction and likely use between formal and informal presentation cohorts.](chart.png)
Features and Benefits

- Which features matter to your patients?
- How will you show meaningful benefit?
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