



Dear Lyric Provider

Welcome to the very first Lyric Provider Newsletter,

With this communication we hope to share resources and best practices on Lyric related topics such as fitting tips, marketing tools and the use of the portal. We hope that you enjoy the newsletter and we look forward to receiving your feedback and suggestions for future editions.

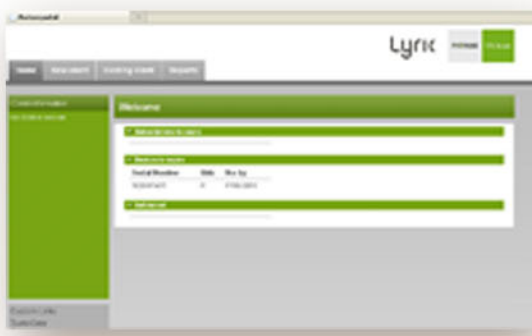


Your Lyric Resource Centre is growing! »

Have you checked to see what's new at the Lyric Resource Centre?

- Download our training video, updated presentations and clinical reference materials
- Order marketing materials for your office and view the most recent Lyric Turnkey marketing campaigns
- Order additional clinical supplies to help with your sizing and fitting procedures

To login [click here](#). Login: phonaklyric Password: phonaklyric



Tutorial on the Lyric Portal »

Would you like a refresher on how to log in and use the portal?

Please [click here](#) to download a brief introductory presentation. Please also feel free to contact your Lyric customer support team at 1 855 21 LYRIC(59742) Ext. 1.

So when do I need to return a Device to Phonak?

As you know, any device removed from the ear within 30 days of insertion should be returned to Phonak. This includes first insertions as well as any future re-fits. If you return it to Phonak then it will not count against your patients 7 devices available per yearly subscription. For a quick reference tool please [click here](#).



Carol's Fitting Tip

After inserting a Lyric device and while it is still in "sleep mode", have the patient test their voice before turning the device on. With a Lyric placed at the proper insertion depth, their voice should sound natural and unoccluded. Differentiating occlusion from amp-clusion in this way will help prevent unnecessary repositioning of the device. To share your Best Practice tip, please e-mail Carol.Wilson@phonak.com

Your Lyric PR Toolkit, Coming Next Week!

As promised, we have been working very closely with our Public Relations agency Hill & Knowlton to develop National and Local PR campaigns for Lyric. We are happy to announce that these campaigns will begin next week. H&K will be responsible for working with the National media, and you will all have an opportunity to share the Lyric story with your local media. On Wednesday, May 11th, all Lyric clinic owners will receive a personalized Lyric "Local PR" toolkit, complete with media contact names and instructions on how you can approach them. This kit will come directly from Hill & Knowlton, and we encourage you to reach out to your local media as soon as you receive the materials. Please note that we have taken care to ensure that there is no overlap between journalists contacted nationally and locally; however there may be a small degree of overlap among local media in those regions where there is more than one clinic. This is unfortunately unavoidable.

We encourage you to follow up with the PR professionals at Hill & Knowlton who can walk you through your kit and also help coach you as to how to get the best results.

We wish you every success in having your personalized Lyric stories picked up in the media. Please keep us posted as your Lyric Centres become famous!



Need Assistance?

Please feel free to contact your Lyric team anytime with any questions or concerns you might have:
1 855 21 LYRIC (59742)

- » Customer Service (for questions related to portal system, inventory or Lyric supplies), Press 1
- » Marketing, Press 2
- » Audiology (for product support or training queries), Press 3

Thank you for taking the time to read Edition 1 of our Lyric Newsletter. We appreciate your time and commitment to making Lyric a part of your practice. Please e-mail your suggestions to Lyric.Canada@phonak.com

Happy Fittings! - Your Lyric Team