

# FLEX

## Because you're a hearing care professional. Not a salesperson.

FLEX™ is a standout solution that delivers the most flexible, empowering and easy hearing experience. Ever. It includes a growing ecosystem of innovations that enables you to deliver evidence-based hearing instrument recommendations that result in a more personalized experience. The FLEX ecosystem includes FLEX:TRIAL™, Log It All, Ratings and FLEX:UPGRADE™. FLEX is supported by a proven formula that guides you through effective implementation of that ecosystem.

### FLEX results prove it's a winning formula

83%      79%      71%      2/3

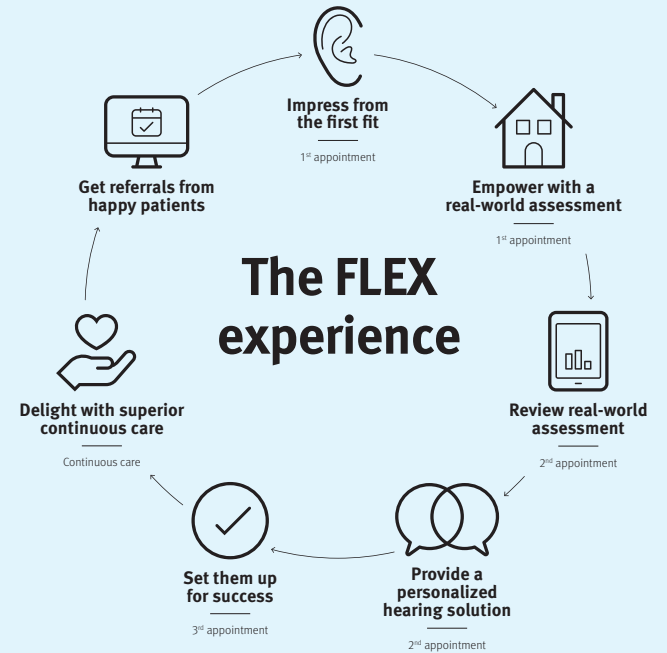
of HCPs report the FLEX formula reduces the stress of selling

of HCPs report they fit higher technology levels

of HCPs report the FLEX formula increased their conversion rate, by as much as 49%

of HCPs report it helps them stand out from the competition

Contact your Unitron Account Representative at [800.888.8882](tel:800.888.8882) and ask about FLEX, a proven approach to personalized hearing care experiences you can't get anywhere else.



Two hugely successful innovations of the FLEX ecosystem are FLEX:TRIAL devices and Log It All, but it's the personalized FLEX ecosystem of innovations that you can't get anywhere else. FLEX makes the experience of buying and wearing hearing aids easy, flexible and empowering.

- Better patient interactions that result in collaborative engagement and confident choices
- Conversations that maximize sharing and learning and minimize the 'sales' aspect
- Best practices and customer service so you stand out from the competition

### Perfect for today's changing patient

Today's patients demand the best in hearing performance. They look for customized solutions and technology that give them independence and simplicity. In other words, they want the FLEX experience.



# At Unitron we're changing the future of hearing aids and the entire hearing care experience

We believe the world would be a better place if people felt really good about the entire hearing experience. Our experience innovations and investment into service-driven technology are what make Unitron the best choice for you and your patients.

## Our promise: Love the experience™



**Above and beyond world-class sound processing** – Starting with the most powerful chip in the industry from Sonova, our uniquely Unitron technology development is driven by the promise of delivering hearing experiences that you will absolutely love with solutions like FLEX.



**Award-winning product design** – Hold a Unitron product in your hand and it's obvious why we've won multiple design awards. We push boundaries from what works to what works better.



**Top-performing sound quality** – Classification is the foundation of sound performance. No manufacturer does it better than Unitron\*. Our patented Dynamic Spatial Awareness and intelligent SoundCore™ technology mean patients hear the best in conversations.



**Outstanding customer service** – We deliver a great customer experience to you so you can provide a great experience to your patients.

800.888.8882  
unitron.com/us



**sonova**  
HEAR THE WORLD