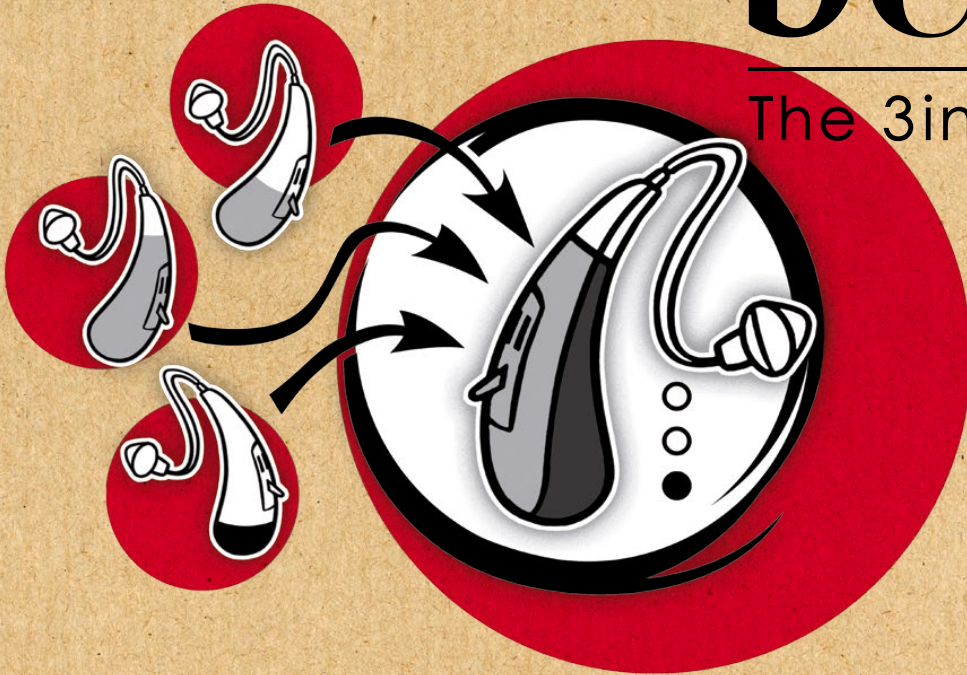


# beflex<sup>®</sup>

The 3in1 Trial System



**bernafon<sup>®</sup>**

Your hearing · Our passion



# beflex<sup>3</sup>

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## The 3in1 Trial System

Today's hearing instruments are available in various styles and performance categories. This is important to cover diverse hearing losses, as well as the individual needs and preferences of your clients. However, this can make selecting the ideal hearing instrument a demanding process for both you and your clients.

Here to help is BeFlex, a revolutionary fitting and counseling concept from Bernafon.

BeFlex is an all-new fitting and counseling concept that has the potential to revolutionize your daily business. It is a flexible trial device that you can program with up to three different performance categories at the same time. This can help to reduce any hesitation your clients may have about whether they are buying the most suitable hearing aid. Plus it will ease your counseling process in an effective and efficient way.

## A Revolutionary Opportunity with BeFlex

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Provide your clients with the possibility to directly compare multiple performance categories in one go. It can help reduce the time it takes to bring a sale to a successful conclusion. In addition, the BeFlex experience can help build up your clients' confidence in the purchasing process.

## A New Era in Counseling with BeFlex

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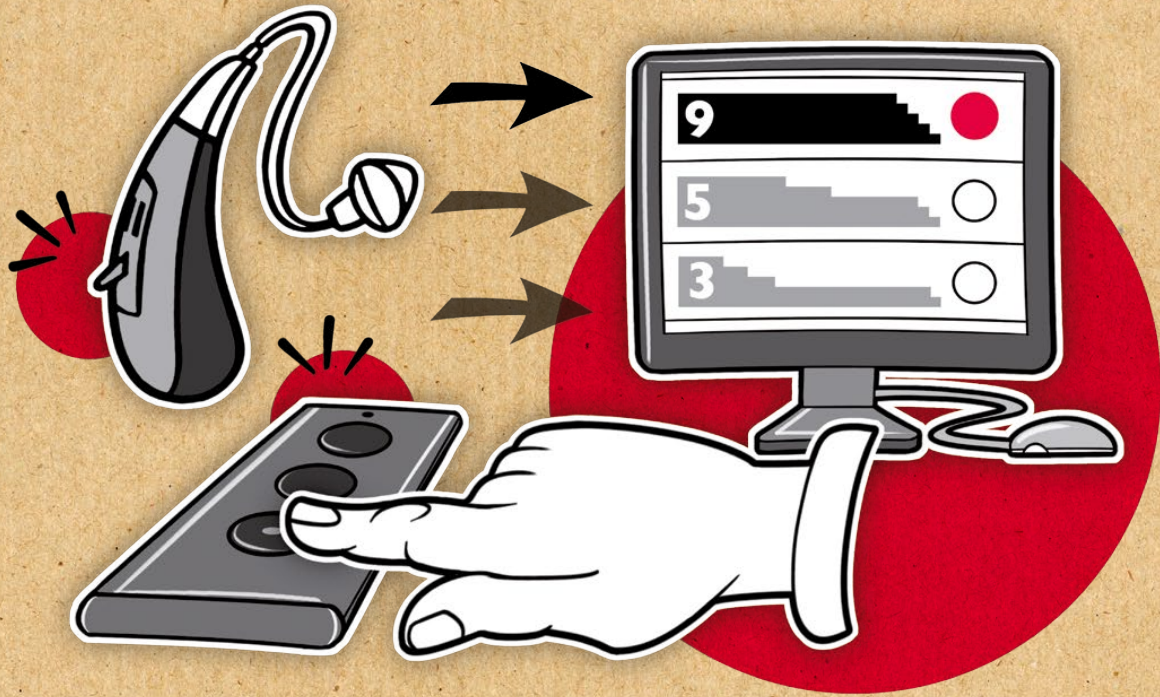
Build up a trustworthy and credible relationship with your clients, by offering them a transparent fitting process. Involve your clients in a new way and find the best solution together.

## A More Streamlined Business with BeFlex

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Always have the latest Bernafon hearing instrument models and technology on hand to demonstrate to your clients, while at the same time reducing your inventory. Aim for less stock on hand and make way for a new fitting and counseling approach.

# WHAT IS BEFLEX?



Today's variety of different products and technologies is huge. Finding the right product within this jungle is not always easy. That's why professional guidance and customer experience are so important. The try-before-you-buy approach is influential in buying decisions today. The hearing instrument business is no exception. Offering devices for a defined trial period has therefore become a standard in the fitting process for many hearing care professionals.

## **BUT BEFLEX GOES BEYOND TODAY'S STANDARD.**

Thanks to Swiss engineering, Bernafon has created a unique trial system for the industry. Where other trial devices are limited, by only being able to demonstrate one performance category at a time, BeFlex goes beyond. This system allows you to incorporate the full range of Bernafon technology levels within one hearing instrument. In other words, comparisons between different bandwidths and feature sets are now possible at the same time.

# AN INDUSTRY FIRST

9

JUNA 9

7

JUNA 7

5

SAPHIRA 5

3

SAPHIRA 3

1

NEVARA 1



Studies have revealed that the human auditory memory is better able to judge small differences in sound situations when they can be compared together at the same time. A common way of comparing sound situations is through the use of sound samples. Sound samples have been used to help demonstrate how different performance categories sound in different listening environments. Yet, these sound samples are far removed from the real life situations, which can be different from client to client and very specific.

## Experience Is the Key

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BeFlex is the first trial solution that makes this direct comparison of hearing aid technologies tangible for your clients. Simply send your clients home with a BeFlex behind their ear and let them experience different Bernafon technology levels in their own specific listening environments. Spend less time in fitting and reduce your efforts in explaining the differences between performance levels.

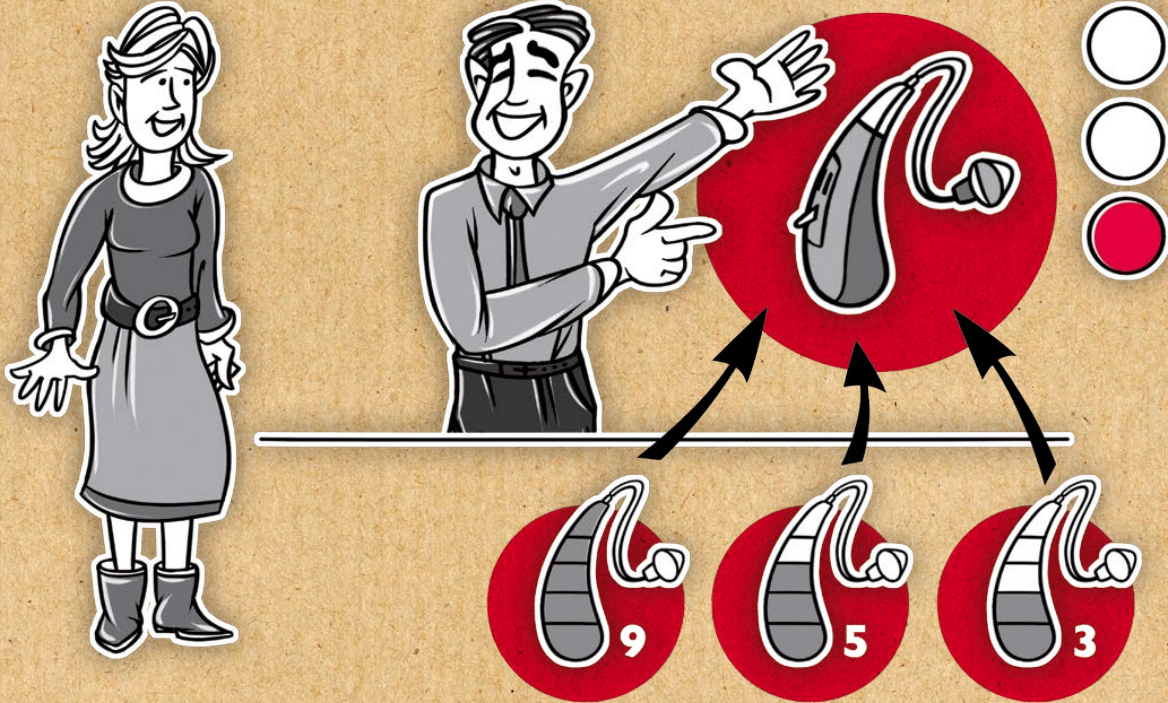
## Create Customer Experience

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Involve your clients sooner in the fitting process with BeFlex. Your clients will actively be involved in their buying decision leading to greater user acceptance, confidence in their purchase decision, and satisfaction with the service provided. You can also expose your customers to options that were perhaps not previously considered.



# A REVOLUTIONARY OPPORTUNITY



## Winning Time

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Use BeFlex to demonstrate the various Bernafon technology levels after just one single fitting session. Benefit from this on-the-spot instant fit solution and save the time you would normally use to make a comparative fitting. Also, benefit from the ability to easily and quickly transfer the fitting data from a BeFlex instrument to a new, purchased product. This will provide a recognizable first fit for your clients.

## Winning Space

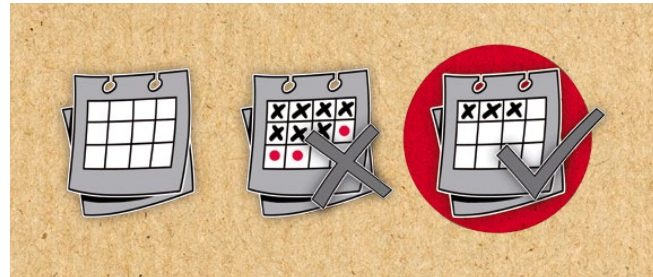
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With BeFlex, you will always have the right hearing instrument on hand. There is no need anymore for a significant investment in hearing aid inventory. All performance categories from premium to entry level can be programmed into one single device – again and again.

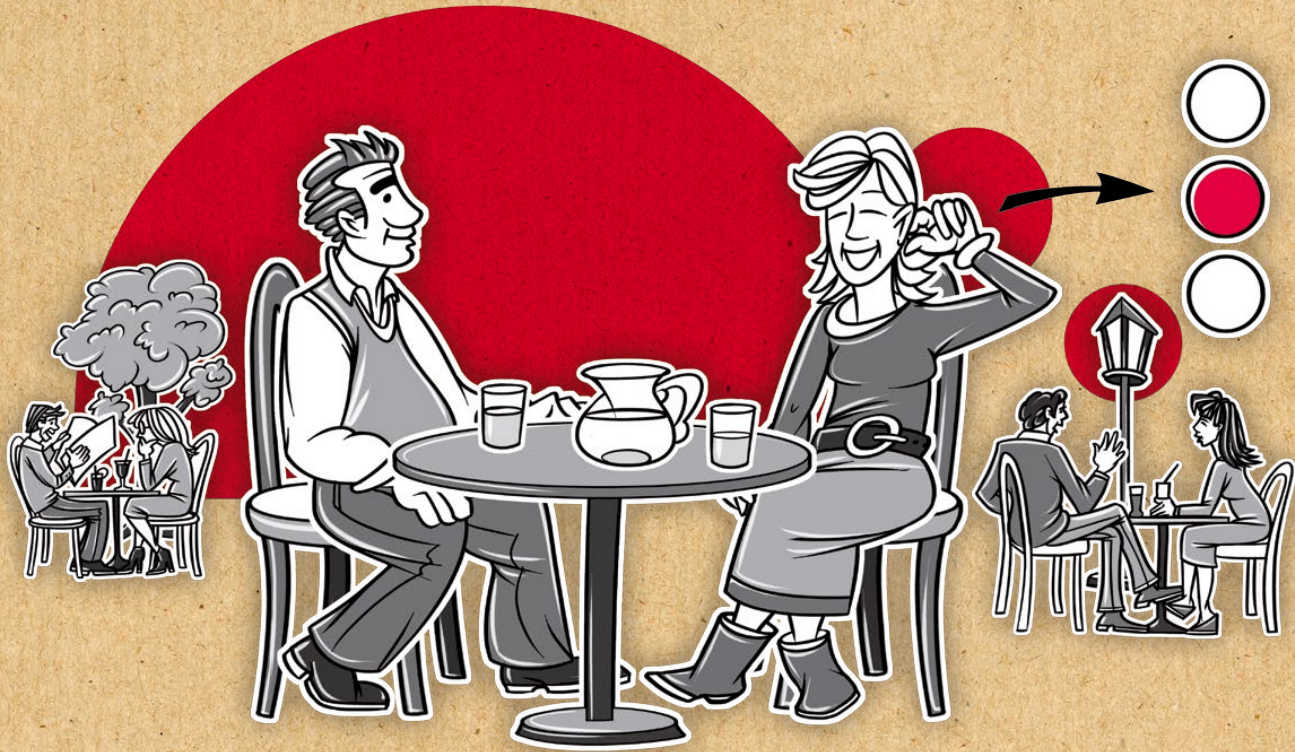
## Smooth Repair Procedure

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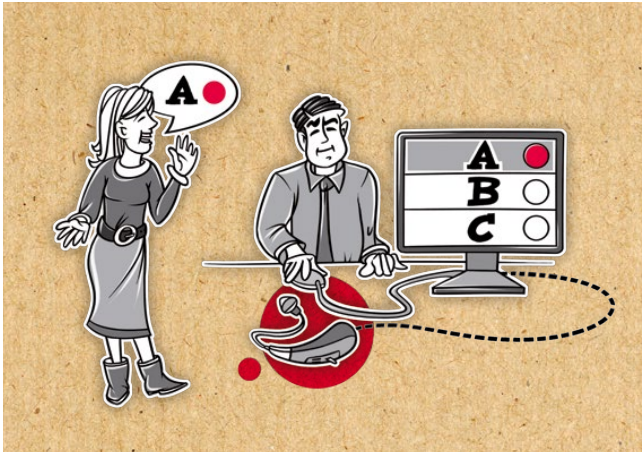
BeFlex is more than just a trial instrument. Supply your clients with a BeFlex when their Bernafon hearing aids are sent off for repair. Copy/paste their settings into a BeFlex instrument and seamlessly bridge the waiting period.



# WINNING EXPERIENCE



From a user's perspective, choosing the ideal hearing instrument is sometimes not an easy process. Especially for the inexperienced target group who can easily be overwhelmed by all the different hearing aid models and performance categories. As a hearing care professional, you have an opportunity to change this, with BeFlex.



## Setting Up the Foundations for the Future

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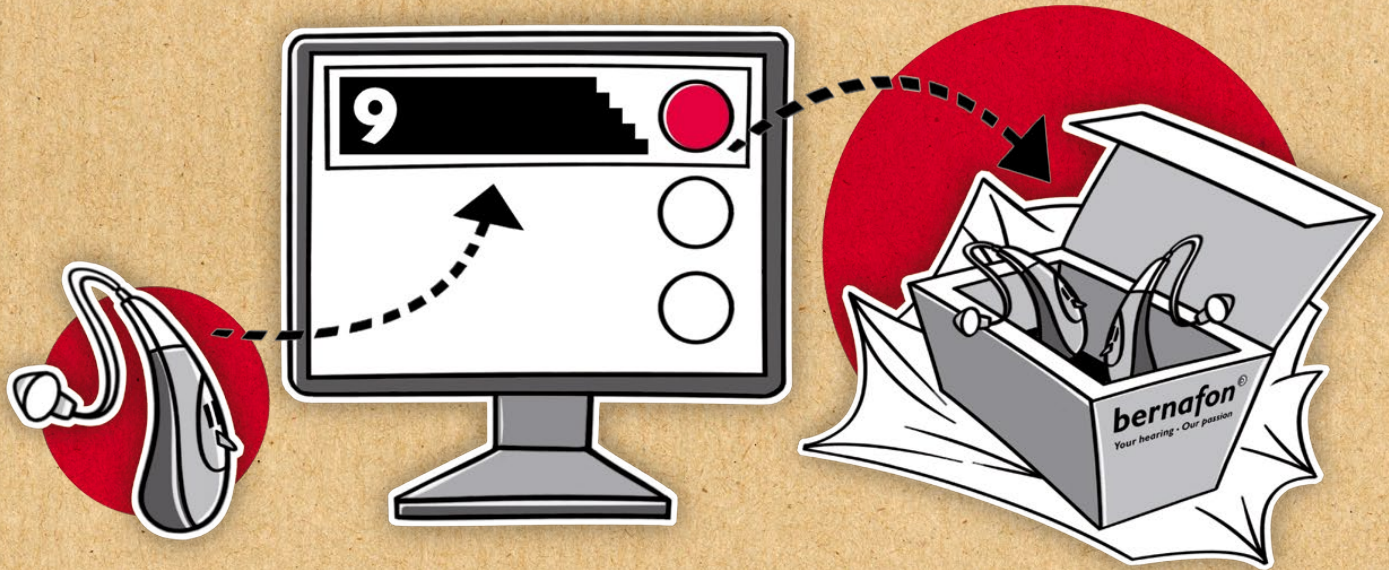
Transparency in the fitting process is key to a winning relationship between you and your clients. BeFlex gives you the opportunity to establish a relationship built on trust and confidence.

## Creating Opportunities

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Different performance categories have different advantages for different clients. Give your clients the opportunity to say what suits them best based on their direct experience with BeFlex and use that information to work together to determine the best solution. This will result in a win-win situation.

# A NEW ERA IN FLEXIBILITY



## Fitting Ranges

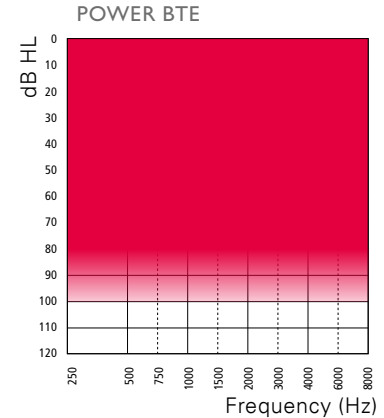
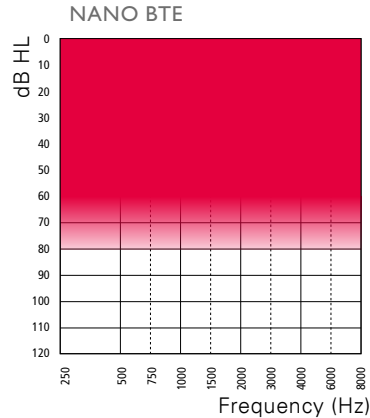
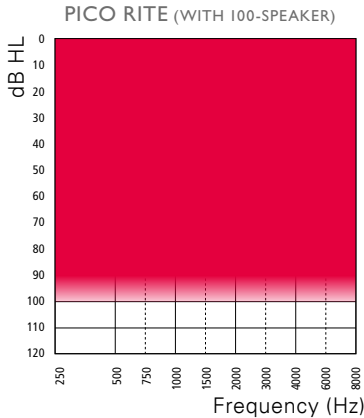
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Mild to severe hearing losses can all be covered with the BeFlex instruments, so that you can present the BeFlex trial system to a broad range of clients.

## BeFlex Models

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The BeFlex instrument portfolio covers three popular hearing aid models: the Pico RITE, the Nano BTE, and the Power BTE. All of them follow the Bernafon S-shape design concept inspired by the ergonomic form of the human ear. The high level of wearing comfort together with the robustness and reliability of the instruments make them the ideal instruments for at-home trials.



# BEFLEX INSTRUMENT OVERVIEW



**PICO RITE**



**NANO BTE**



**POWER BTE**

All BeFlex models can be attached, as usual, to the standard miniFit and Spira Flex as well as the earhook systems.

# MAKE WAY FOR BEFLEX

## Expert-to-Expert Recommendations

- Choose a BeFlex hearing instrument model based on your client's hearing loss, listening needs, and preferences

**PRODUCT COMPARISON**

PERFORMANCE

FEATURES

BENEFITS

JU9 N Earhook SA3 N Earhook SA5 N Earhook

Benefit	JU9 N Earhook	SA3 N Earhook	SA5 N Earhook
Ability to perceive sounds naturally.	■	■	■
Ability to focus on speech understanding in challenging hearing situations.	■	■	■
Ability to provide wearing comfort in a wide range of noisy environments.	■	■	■
Ability to provide easy use and handling in changing listening environments.	■	■	■
Ability to configure the hearing system according to the users' needs and preferences.	■	■	■
Ability to connect the hearing system to mobile phones and other electronic devices wirelessly.	■	■	■

- Use the Product Comparison Tool available in Bernafon's Product Selector to first show the different benefits of performance categories to your client. Up to three options for comparison purposes can be selected. Then, make the comparison real for your client by choosing these options for the BeFlex trial.
- Program the BeFlex instrument with the Oasis 22.0 (or higher) software and the desired performance categories

Oasis - Shot Screen

bernafon®  
Your hearing · Our passion

Performance Category

P1 JU9 Multi-environment P2 SA3 Multi-environment P3 NE1 Multi-environment

Select New Product... JU9 - Multi-environment X Based on the target  
SA3 - Multi-environment X Based on fine-tuning of P2  
SA5 - Multi-environment X  
NE1 - Multi-environment X

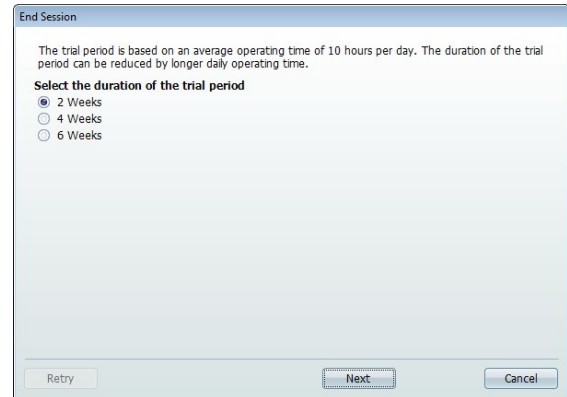
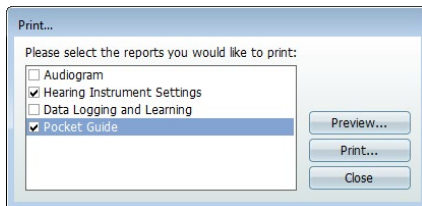
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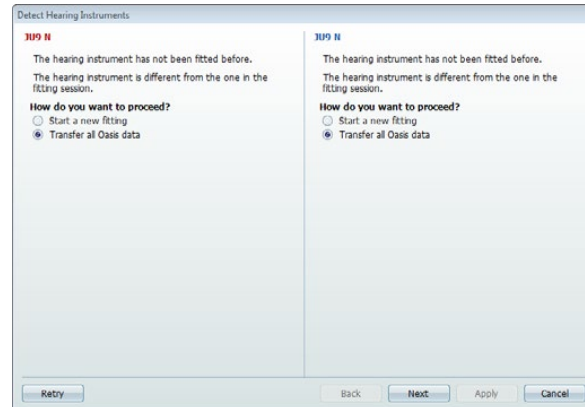


- Print out the BeFlex Pocket Guide from Oasis for your client. Also recommend different listening situations in which to try out the performance categories. Switching performance categories can simply be done with a push on the hearing instrument button(s) or on the RC-N remote control.
- Define the trial period together with your client and fix a date for the follow-up appointment. The BeFlex instrument has a built-in expiry warning system and will shut down after the trial period has ended.
- You are now ready to send your client home with the BeFlex instrument



- At the follow-up appointment, check the Data Logging screen on Oasis. You will see which performance category your client has used most. This will help you in counseling, and support your recommendation for which product is most suitable.

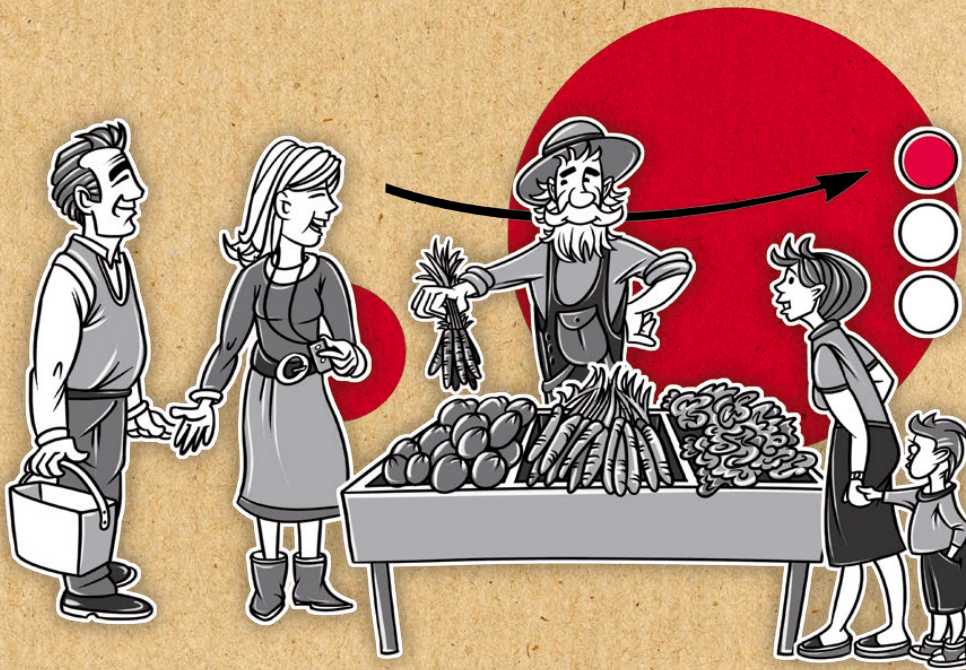
- After the sale and delivery of the new product, use Transfer Fitting in Oasis to copy/paste the user settings from the BeFlex instrument to the new device. The hearing instrument program assignments and fine-tuning follow the usual procedures.



# WWW.BEFLEX.BERNAFON.COM

Try BeFlex, the revolutionary fitting and counseling concept from Bernafon. Use it to ease your daily work and save time in the fitting journey, while building up a customer relationship based on credibility, trust, and professionalism in your practice.

For more information, consult our Trial System Fitting Guide or contact your local Bernafon representative.



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[www.bernafon.com](http://www.bernafon.com)

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