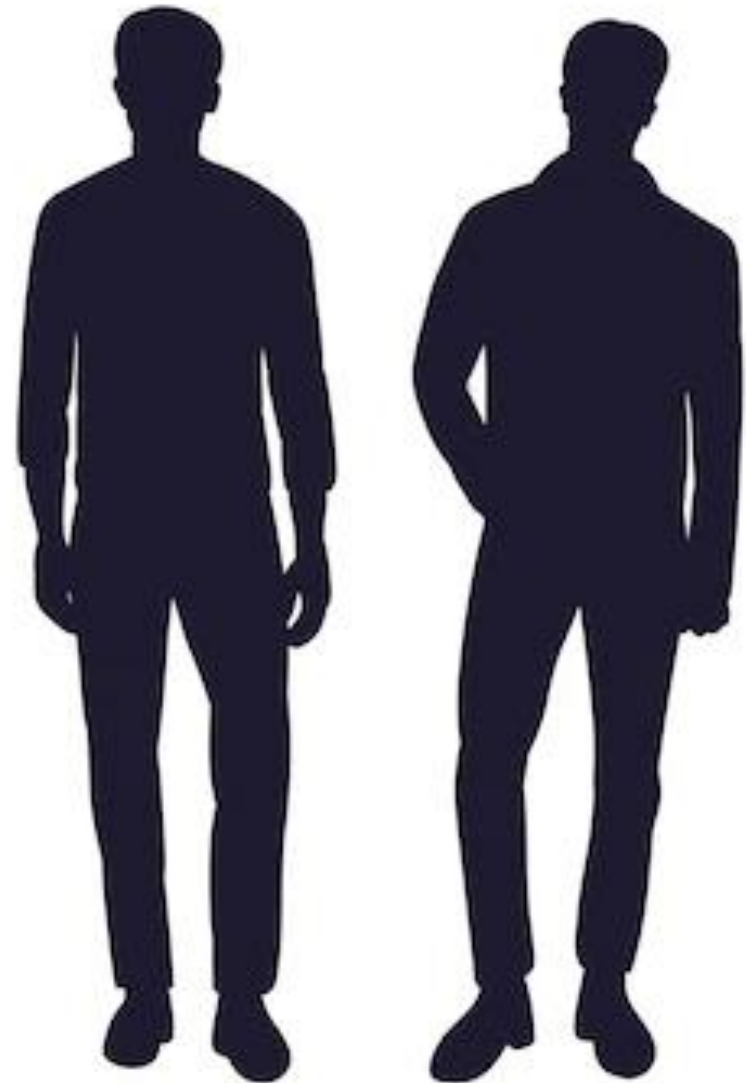


Steve² Consulting

Medical device practice development that focuses on helping Health Professionals and their teams move from a **patient to a partner approach**, and from **transactions to relationships**.

Full | Steam | Ahead

info@stevesquaredconsulting.com



Value Proposition

Steve² helps independent clinics develop their trust building skills through a proven human centered approach to the client.

Our unique development process focuses on making new behaviors become habit with level setting, coaching, guided self-reflection, and outcome inquiry.

We help time-strapped owners/managers:

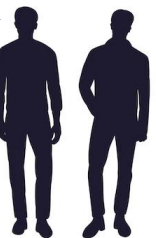
- create immediate ROI – with more calls to appointments & helping more people
- help their team be more effective, efficient, and content with their roles
- build a culture of ethics, development and team engagement
- work on their business, instead of just in their business

Our key values:

Connection | Curiosity | Help | Partnership | Trust | Holistic | Empathy

Can a practice help 2-3 new clients in the first month (post workshop) who they otherwise wouldn't?

Without a doubt – yes!



Steve² Consulting

Why Steve²

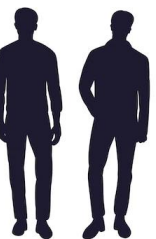
Proven track record (60 years combined) in medical devices industry

Experience with traditional clinic and disruptive businesses (DTC/OTC)

Strong focus on follow up coaching with providers to ensure results

Coach and facilitation approach rather than talking at people

Just two cool dudes who know how to make things happen



Two delivery models

In-person workshop

One-day workshop

Input
Practice of concepts
Feedback

Individual
remote follow up

Pros

- Gold standard for learning customer experience behaviors; best for 5 or more providers
- Best for group dynamics with discussion, practice, and feedback
- Facilitated interaction with providers learning from each other; especially advantageous for less experienced providers
- Most CEUs

Cons

- Time away from clinic (yet well spent)
- Consultant travel and expenses additional cost

Learning sprints

Remote Session 1

1.5 hours

Input
Discussion

Practice with clients
on own **with leader**
check ins and
reflection journal

Remote Session 2

1.5 hours

Recap
Input
Discussion

Individual
remote
follow up
with Steve

Pros

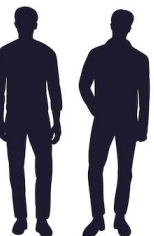
- Short online input sessions where providers commit to practicing at least one new behavior with clients
- Practice leader monitors progress and coaches along the way ensuring faster adoption of new concepts
- Good option for 1-3 providers
- Less cost, but still with CEUs

Cons

- No immediate in-person group feedback and discussion; feedback only happens during individual follow up
- Every person needs a web cam

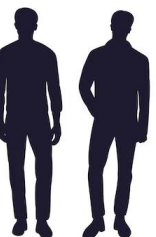
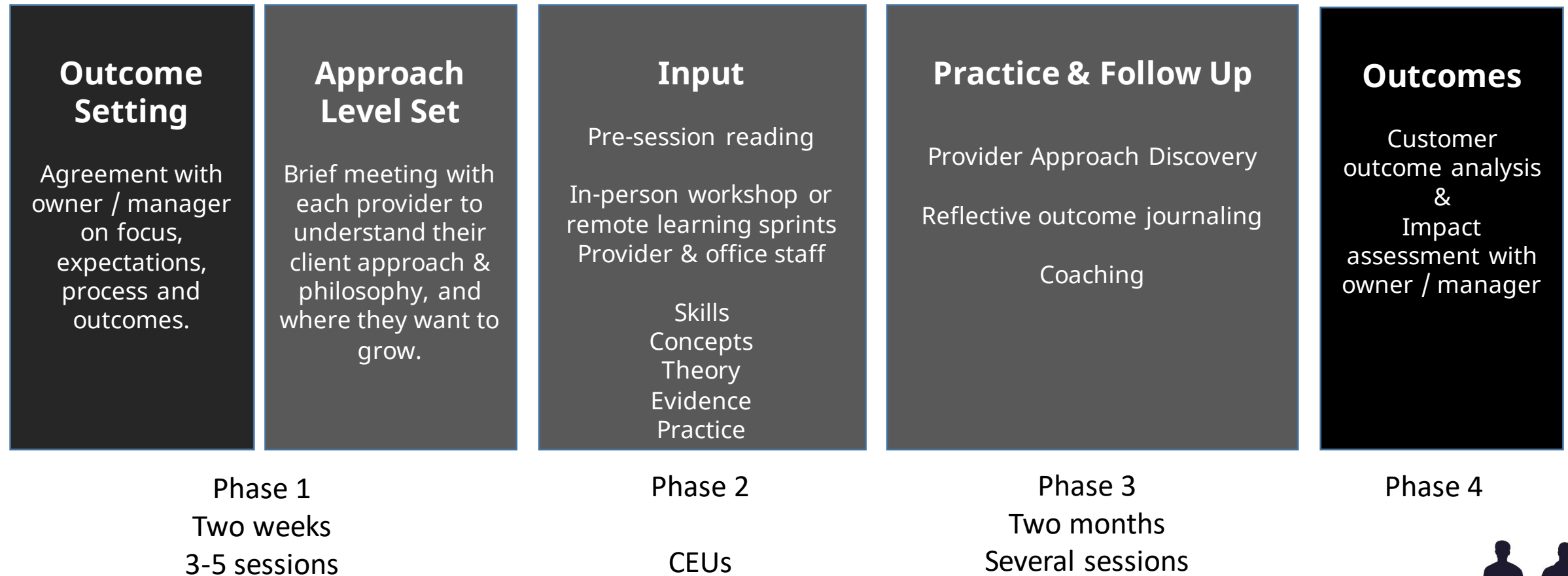
Isn't online
learning boring?

With online video
conferencing tools like
Zoom, group
discussions are very
impactful, especially
with skilled facilitation.



Steve² Consulting

Process



Practice & Follow Up Details

Each provider receives:

Level set sessions to discover existing skills & prep for workshop

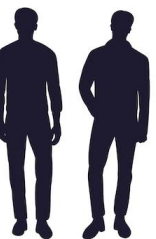
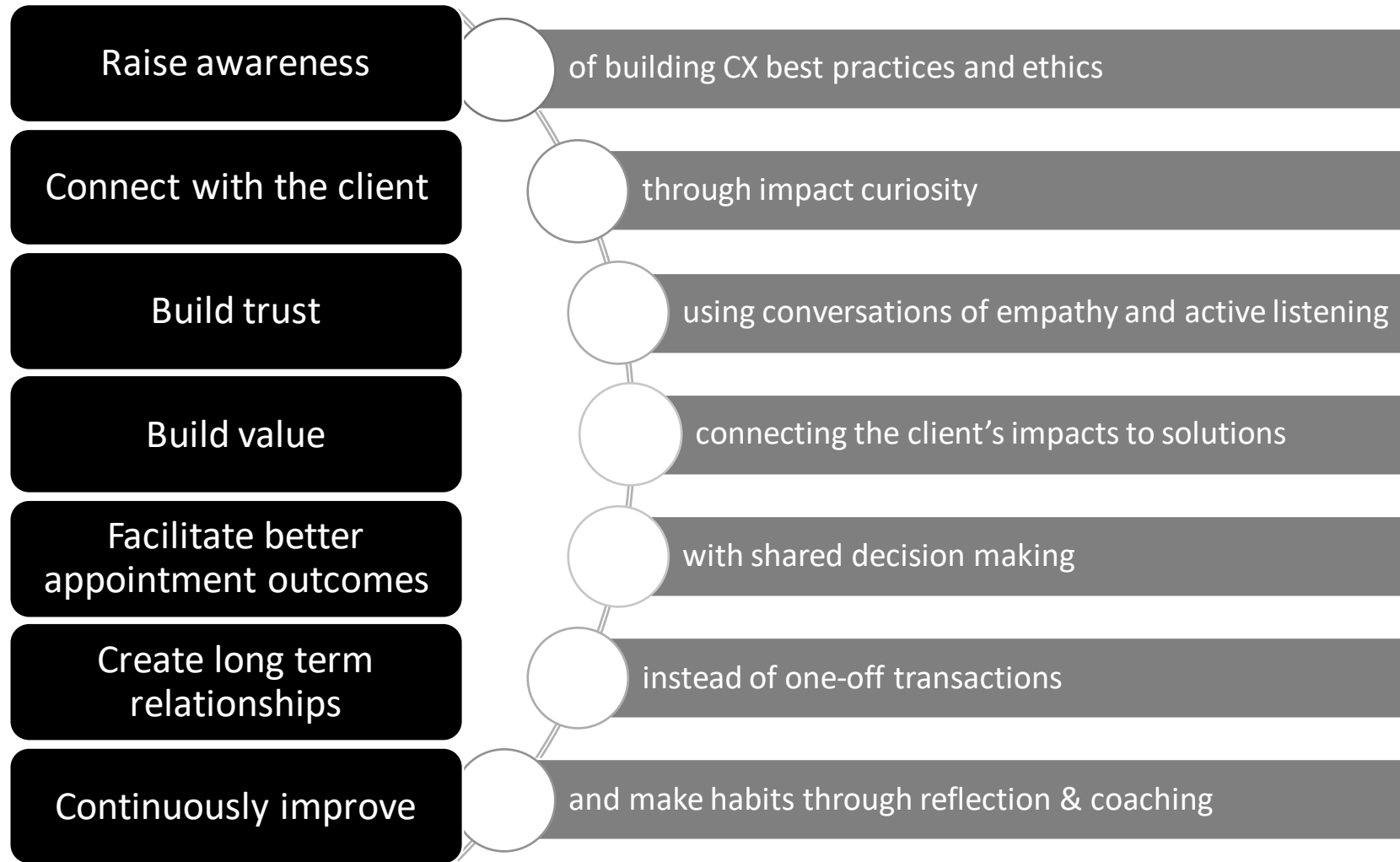
Participation in workshop or learning sprints

Carefully designed tools to help create success

Four remote follow up sessions

CEUs for workshop

Input concepts summary



Workshop Model Fees

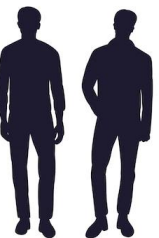
Example for HCPs & reception	Price USD
Set up, design (front office scripts, tailoring content, etc.), level-set meeting with owner	\$1500
Day-long workshop (in-person)	\$4000 (travel & expenses extra)
10 x 30-minute follow sessions (remote)	\$2000
Total 3-month partnership	\$7500
Optional leadership coaching (remote)	\$200/hour

Learning Sprint Model Fees

Example for HCPs & reception	Price USD
Set up, design (front office scripts, tailoring content, etc.), level-set meeting with owner	\$1500
Two 1.5 hour group input sessions (remote)	\$1000
10 x 30-minute follow sessions (remote)	\$2000
Total 2.5 month partnership	\$4500
Optional leadership coaching (remote)	\$200/hour

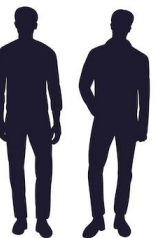
Steve Eagon

- 30+ years as an audiologist with varied hearing industry experience
- 10 years in clinical practice (ENT and retail audiology/hearing aids)
- Employee #3 at HearingPlanet in 2000; discovered the art of CX and the importance of having an intentional sales process with measured outcomes; Sonova acquisition in 2006
- Sonova 2006 – 2016; Sonova retail CX training & development; Led Unitron practice development that included CX workshops at several university AuD programs; First iteration of “Connection Conversation” workshop born
- Eargo Head of Sales Opps and Development 2016 – 2023; Helped build customer operations department (sales, professional services, and client care); Created customer sales process using the framework of the Connection Conversation; Sales success led to public offering in October 2020
- Musician, guitarist, songwriter; Active in the Nashville music scene



Steve Pawlett

- 30 years experience in learning and development
- 13 years in medical devices industry
- Global L&D Director focused on leadership, effective sales behaviors and change
- Director of Customer experience for global retail organization, focusing on a human approach and effective communication skills
- Certified Executive Coach (ICF) and Facilitator
- Entrepreneur with multiple start ups, from restaurants to boutique learning agencies
- Belief that personal growth comes from helping people live outside their comfort zone



Steve Squared Consulting is approved by the American Academy of Audiology to offer Academy CEUs for this activity. The program is worth a maximum of .6 CEUs. Academy approval of this continuing education activity is based on course content only and does not imply endorsement of course content, specific products, or clinical procedure, or adherence of the event to the Academy's Code of Ethics. Any views that are presented are those of the presenter/CE Provider and not necessarily of the American Academy of Audiology.

