

Remote interviews

More difficult to convert	Private sector user who upgraded from the NHS after 10 years (not overly interested in back up as can get a repair easily via current audiologist)	P1: 50s
	NHS one through specsavers	P2: 37
	Free on the NHS (born deaf - not particularly a HD customer)	P3: 44
	has free NHS ones that don't fit so doesn't wear them	p4: 68,
	Bought a paid privately from boots (already has an NHS cheaper back up but doesn't wear it)	p5:76
	(potential new customer- doesn't wear hearing aid) Potential to convert to Hearing Direct	p6: 42
	Has a free hearing aid on the NHS through specsavers	p7: 60s