
Choose Who to Engage and How

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In this guide, you will find ideas you can apply and modify to your specific situation and opportunity.

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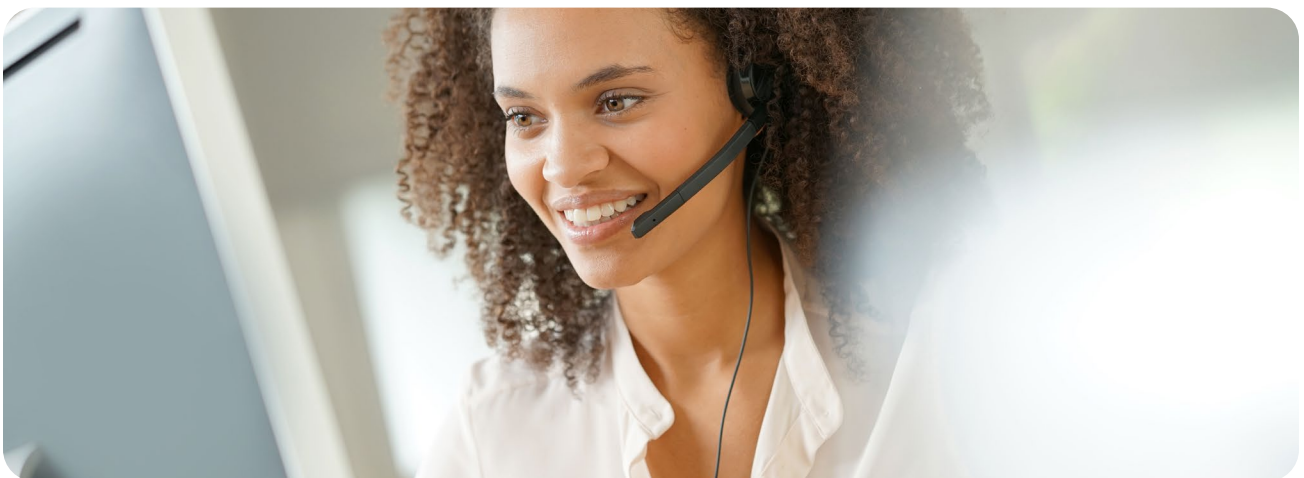
Who should you engage?

The greatest opportunity for generating revenue is to tap into your existing patient database, which includes contacts that represent high revenue potential for the practice. The most critical qualifier for identifying those high revenue potential contacts is the patient's history with hearing aids. By focusing on existing wearers, you increase your chances of driving revenue for your practice dramatically.

Our recommended best practice approach is to review and segment your existing patient database, establish an outreach plan for you and your staff, and to take action by calling your patients.

Segment your database

- **Focus your attention on patients with 3+ year-old hearing aids and that have been to your office within the last year.** This will likely be the largest segment within your patient database. They will be more receptive to hearing from you and have the greatest revenue generating potential. In fact, some hearing practices report that up to 50% of their revenue can come from selling new technology to previously fit patients.
- **Your second priority group should be patients with 3+ year old hearing aids who have not been to your office within the last year, but whom you have seen in the past two years.** This group is less likely to engage, but still a group that can generate revenue for your practice. Note that very limited success is seen by contacting patients you have not seen in more than 2 years. Contacting this group is not recommended and often better served through your marketing efforts and referrals.
- **When you have reached out to patients in these first two groups, start talking to patients that had their hearing tested but opted not to purchase.** Again, the most receptive patients will be those you have seen within the last year and it is recommended that you refrain from contacting patients with whom you have no recent history or relationship.
- **Any patients in your database that are currently wearing competitive product should also be considered.** Let them know that you are open and ready to help them with any issues they are having at no charge. This may go a long way in converting them to a sale down the road. During times of disruption, some patients have had to look for care from other providers that are open.



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Establish an outreach plan

Patients may react more positively to a call from a professional that has helped them achieve better hearing in the past. Your administrative staff (PCCs) should also participate in outreach efforts. Don't be easily discouraged. Even amongst some of your best prospecting groups, only one in six calls may generate a quality conversation with a patient. Remember that the more you engage with patients over the phone, the more familiar it will become and the more successful you and your staff will be.

Consider a soft approach as you reach out to patients. Ask them how they are doing and how well their hearing aids are working for them currently. This could be an opportunity to assist them remotely with whatever problems they present – directing them to resources on your website and or talking them through a solution.

Ask them about any current hearing challenges they're experiencing, especially in specific circumstances such as hearing others, listening to the television or speaking over the phone. This may open an opportunity to talk about the benefits of wireless accessories.

Another successful approach is talking to patients about upgrading to the Arc AI family of products so that you, as the professional, can provide care and troubleshoot any issues remotely through the TeleHear™ feature, saving them from having to leave their home and come into the office for care.

Lastly, many patients express frustration about changing batteries or not having an adequate supply of batteries. The convenience and comfort of Audibel's portfolio of rechargeable hearing aids may be technology they'd like to learn more about.

Take action and start calling your patients

Schedule time in your day for these calls – they are important! Be sure to note the calls and specific follow-up actions you need to take in your office management system and/or in the patient's file.

Confirm the patient's email address, so that you can follow up via email. Initial email communications could focus on helpful information like tips for changing wax guards or cleaning their hearing aids. Ultimately, this could lead to a promotional offer to upgrade to new technology.

Mining your patient database to identify additional opportunity can generate revenue for your practice and is a best practice worth adopting.

