If you are viewing this course as a recorded course after the live webinar, you can use the scroll bar at the bottom of the player window to pause and navigate the course.

This handout is for reference only. It may not include content identical to the PowerPoint. Any links included in the handout are current at the time of the live webinar, but are subject to change and may not be current at a later date.
Tools for Success in Private Practice, presented in partnership with Seminars in Hearing

Gyl Kasewurm, AuD.
St. Joseph, MI

Objectives

1) Describe elements of a pricing strategy that has the potential to significantly increase the Average Selling Price (ASP) of hearing aids

2) Describe two simple ways to convince more patients to say “Yes” to amplification

3) Describe three key components of a Patient Referral Program
The secret

% of patients who NEED help in the form of hearing aids versus the % of patients that ACTUALLY purchase them
Who is a candidate?

Seriously, it's not about the price

$100,000
Humans are very indecisive creatures

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shirt</td>
<td>$98</td>
</tr>
<tr>
<td>Bag</td>
<td>$12,995</td>
</tr>
</tbody>
</table>
Patient referrals

Returns for credit

Patient Satisfaction
We offer many different styles and technologies and I can assure you we have something for everyone. Our experts can help you make a choice that fits your hearing loss and your budget. How would next Tuesday work for you?

### Business Metrics

<table>
<thead>
<tr>
<th>COG</th>
<th>Payroll</th>
</tr>
</thead>
<tbody>
<tr>
<td>32% or less</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Profit 10%</strong></td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td>General</td>
</tr>
<tr>
<td>8 – 10%</td>
<td>18%</td>
</tr>
</tbody>
</table>
Increased patient referrals

Greater patient satisfaction

Improved patient retention

Higher spending

THE PATIENT EXPERIENCE

Revenue Generating

Non Revenue generating

Revenue generating
86% of buyers will pay more for a better customer experience

2020

By 2020 customer experience will overtake price and product as the key brand differentiator

---

Patient Referral Program

Julie@prohear.net
Intentional and Consistent

*Hand out cards every day*

Incentive for patients?

*Personal thank you*

*Flowers*

Julie@prohear.net
DrGyl.com

@gylkasewurm

Drgyl.com