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Thriving in the Face of Disruption

Gyl Kasewurm, AuD.

Moderated by:
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Thriving in the Face of Disruption

Gyl Kasewurm, AuD.
St. Joseph, MI
Objectives

- Discuss how to track business activity which will provide a snapshot of the hearing care practice.
- Explain why the patient experience is critical to a hearing care business' success.
- Describe three ways to make the patient experience something that patients will remember.
Examples of KPIs

- Inbound calls converted to appointments: 90%
- % of candidates fit with aids: 70%
- Total number of tests with a 3rd party present: 75%
- ASP per patient $4240 pair
- Return for credit <2%
- Cost of goods <35%
- Insurance reimbursement
- Referral sources

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

- Increased patient referrals
- Improved patient retention
- Greater patient satisfaction
- Higher spending
86% of buyers will pay more for a better customer experience.

By 2020 customer experience will overtake price and product as the key brand differentiator.
Give them a virtual experience
This video is also available at http://www.prohear.net/about-us
Make patients feel special

- Loyalty programs
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