



How to minimize friction in the patient journey and sell more hearing aids in 2022.

Help your patients start the patient journey

- Make it easy for patients to find you for multiple queries in google.
- Make it easy for patients to get to know you and your team not just as professionals, but more importantly as people by featuring fun and engaging stuff about your team.
- Make it easy for patients to trust you via a steady stream of new patient reviews.
- Make it easy for patients to start a conversation with you providing options for chat, texting, email and phone.

Make it easy for patients to remember you

You have one key fun way to differentiate your practice from the impersonal Walmart's and online sales competition. You use one unique way to build unbreakable relationships with your local community that will help patients think of you in good times and bad.

- Your adopt a dog program
- Your music tips
- Your exercise tips
- Your travel log
- (your passion)....

Remove any obstacles in the appointment setting process

Your services are based on what patients need and want and when they want it.

- If you have patient forms, have online versions so patients can fill in in advance. If they can't do them on their own, have your front desk staff call to confirm completion and if patients need it they help them fill them in. Same for patient financing applications.
- Provide some easy ways for patients to get started including online video consultations and or online screening.
- Provide payment options including patient financing
- Provide curbside services and repair drop offs and pickups

Continue to build and maintain your patient relationships

- Email educational and entertaining articles to your patients monthly
- Invite patients to meet with the manufacturing reps regularly to review new technologies that can help them
- Call patients personally to schedule their clean and check appointments
- Talk to patients on their birthdays