

# New Patient Protocols Lead to Revenue Growth - Northwest

Many practices face the same challenge; how to sustain a high average selling price (ASP) for hearing aids. Patients tend to choose hearing aids in the lowest pricing tier when choosing for themselves. While less expensive, these entry-level devices are often not well suited for their unique hearing needs, leading to dissatisfaction with both the hearing aid fitting process and the devices themselves.

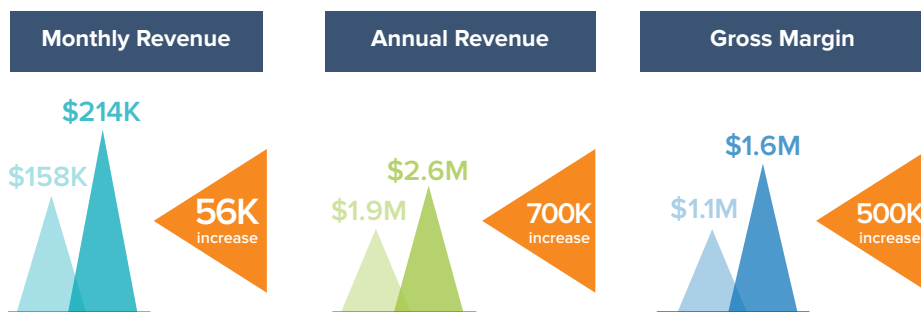
## ► The Opportunity

One of our members, a large ENT practice with eight audiologists in the Northwest, experienced this exact challenge. Utilizing Fuel Medical's services, areas in need of improvement were identified. With the goal of increasing ASP, a strategy for creating a consistent set of protocols that could work within their existing process was created.

## ► The Solution

Fuel Medical helped the practice create and implement a customized set of patient tools, which included a physician's referral protocol to effortlessly guide the patient from diagnosis to hearing aid consultation, a patient education piece to teach the patient and their family about their unique hearing loss, and a simplified pricing structure that allows the patient to self-identify their own lifestyle, which often leads to them selecting higher-tier devices.

In addition, Fuel helped train the staff on implementing these new protocols to ensure that each practitioner knew how and when to use the materials.



**Find your custom solution with Fuel Medical Group.**

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## ► The Results

After implementing the patient tools and a consistent protocol, the practice saw immediate results with an additional \$56,000 per month in audiology treatment plan revenue.

Ongoing use of Fuel's patient flow protocol and materials facilitated ASP to increase to **\$1,957** from \$1,782. Treatment plan volume also continued to climb, resulting in an additional \$700,000 in annual revenue, including an additional \$500,000 in gross hearing device margin for the year.

**\$56K**

in additional  
HA revenue

**\$700K**

in annual HA revenue

**\$500K**

increase HA gross  
margin

## ► About Fuel Medical

Fuel Medical is the leading business advisory company serving ENTs, otologists, audiologists and universities throughout the United States. Fuel provides and implements custom insights, tools and actionable solutions that enhance practice performance and impact patient outcomes. By combining best practice business strategies with analytics, Fuel Medical collaborates with its members to achieve their goals through effective talent, information and patient management.