

# Jumpstart their journey with a system for satisfaction.



Every person experiencing hearing loss is on a different hearing care journey—and you have the ability to guide them along the way! By offering solutions in addition to hearing aids, you create more opportunities to interact with existing, new, and potential patients to strengthen your practice at every turn.

## Map the hearing care journey

The first step is to recognize each stage of a person's hearing care journey—which likely begins before a patient even knows your name. Finding help for hearing generally progresses in four ways:

### > Awareness

*A person comes to realize their hearing has diminished. Often, someone else may bring this to the person's attention before they accept there's a problem.*

### > Action

*The person seeks help from a qualified hearing care professional. Not everyone with hearing loss acts right away. Denial, worry about costs, and other factors may delay a visit to a professional or a decision to purchase.*

### > Treatment

*The person receives hearing aids and other assistive listening technology, learns new communication strategies, and possibly receives medical treatment or surgery.*

### > Continued Care

*A person's hearing continues to change over time, as does technology. New solutions can address evolving needs.*

## Meet the needs of the moment

A patient's full hearing care journey brings many opportunities for your practice to help beyond the treatment phase. Consider how CaptionCall gives you support:

### > Awareness

*At this stage, a person is coming to grips with the idea that they really do have some degree of hearing loss. Difficulty hearing on the phone can be a telling sign of hearing loss. Include information about CaptionCall in your educational materials along with the impact of staying socially engaged on their health and relationships.*

### > Action

*Set yourself apart from other practices by promoting a range of hearing care solutions, including CaptionCall, as part of your holistic offering for patients with mild, moderate, and severe hearing loss.*

### > Treatment

*Include CaptionCall as a secondary offering to eligible patients. Institutionalize when the best time to offer CaptionCall is—then be consistent. And if they don't opt for hearing aids initially, don't let them leave empty handed. CaptionCall can be an excellent transitional solution for eligible patients, and solidify your patient-provider relationship.*

### > Continued Care

*Use CaptionCall to prevent hearing aid returns due to phone utility, to get patients back into the office for follow-up visits, and to grow patient loyalty.*

## Make your process a habit

Most importantly, make it a habit to find these opportunities at each stage. You can systematize each patient inquiry and visit by creating a checklist of what you can offer, including certifying eligible patients for the CaptionCall phone. Repeated regularly, this system can help you optimize every patient opportunity.