



# Cultivate patient loyalty



Growing your practice includes sales, of course. But it starts by planting the seeds for long-term customer loyalty. Here are three ways you can make it thrive using CaptionCall.

## Address top hearing complaints

If you think about it, patients aren't coming to you for hearing aids. They're coming to you to communicate better with a spouse, better enjoy their time with friends, or to be able to hear a favorite show. Sometimes the tendency is to focus first on the product, not the problem.

"The provider has to acknowledge that the patient gets to set the agenda," said Judith Feigin, a clinical audiologist and the coordinator for the Hearing Technology Center at Boys Town National Research Hospital in Omaha. "If your patient says, 'I want to be able to hear in church ... [and] what my wife is saying' ... and then you fail to meet

those requirements, you jeopardize your chance to make that client a successful user."<sup>1</sup>

And what's one of the top requirements of patients with hearing loss? Being able to communicate well on the phone.<sup>2</sup>

While many hearing aid solutions do offer telephone-specific technologies, CaptionCall is an excellent support solution for people with and without hearing aids. By reading and hearing an amplified phone call, CaptionCall users are much more confident in phone conversations.



### Sow the seeds of a relationship

You know better than anyone that people experiencing hearing loss often don't recognize the problem themselves, and they may be slow to admit or address the issue.

The cost of hearing aids may further slow a patient's willingness to find a solution. However, even if a patient declines to purchase hearing aids during the first visit, offering CaptionCall to eligible patients as an introductory solution can show you understand their concerns and may set the stage for future sales and loyalty.

Similarly, patients who have purchased hearing aids may still struggle hearing on the phone and be eligible for CaptionCall. You can explain how hearing aid technologies such as wireless capabilities can work with CaptionCall for an even better telephone experience. Patient education can build trust for future technology upgrades when needed.

### Nurture patient loyalty

Responding to patient needs directly pays off. Patient retention is far more efficient than finding new potential customers. According to industry research, it costs 5x more to bring in a new customer than to retain an existing one.<sup>3</sup>

Not only are existing patients more likely to purchase from you in the future, they possess powerful influence through word-of-mouth marketing. Satisfied patients—especially those who feel you really listened and responded to their needs—tend to share their good experiences with friends and family. This can lead to new patients for you.

As you visit with your existing and new patients, and your tested—not sold patients, consider the advantages of recommending CaptionCall to eligible individuals. It's an opportunity to help your professional practice thrive.

<sup>1</sup> *Hearing Journal*, Volume 66, Issue 1.

<sup>2</sup> Kochkin, MarkeTrak VIII.

<sup>3</sup> Entrepreneur.com, 2018.



For details about this no-cost solution, visit [CaptionCall.com/provider](https://CaptionCall.com/provider) or call 1-877-385-0936.