

## TruHearing Is an Easy-to-use System That Gives My Practice More Long-term Value

Hal Hoover, M.A., Audiologist, likes TruHearing because it refers more first-time hearing aid wearers to his office that purchase at a higher rate and create more long-term value for his practice.

### TruHearing is easier to use than other managed care systems

Compared to other third-party programs, Hoover says TruHearing is the best he's worked with. The TruHearing online system is user-friendly and saves him time and effort by giving him all the tools he needs in one place. "In terms of scheduling, processing, and payments—it's far better than other systems," he says. "TruHearing will be the benchmark for other third-party systems in the future."

In addition, TruHearing's ability to verify insurance coverage and benefits through the system ahead of time "streamlines the process and makes referrals much easier," he says. With TruHearing, "we have much less difficulty finding coverage information and it's more accurate." And he says the TruHearing staff are friendly and helpful: "They listen and they do whatever it takes to resolve any problems." Overall, he says, "TruHearing stacks up very well against any other (third-party) programs I've worked with."

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**Hal Hoover**  
**M.A., Audiologist,**  
*Hoover Hearing, Anderson, IN*

Hoover Hearing includes two full-time locations and a satellite office that is open one day a week. In addition to Hoover, the practice employs two Hearing Instrument Specialists and three support staff. His clinics serve suburban and semi-rural areas northeast of Indianapolis.



## TruHearing patients provide more long-term value

"It's easier to get TruHearing patients into hearing aids," he says. "Because the pricing is clear on the website, there is no price negotiation with the patient and they are less resistant to the sales process." As a result of TruHearing patients being well prepared before they come in, he says, "the purchase rate for TruHearing is much higher than for other patients—by as much as 30%."

Hoover finds that TruHearing patients are also younger and have less hearing impairment than his average patients. "TruHearing encourages people to get hearing aids earlier instead of waiting until they are older and the hearing loss has progressed and created other problems." Not only is buying earlier better for patient outcomes, but younger patients provide more long-term value to his practice. "It's a great help to our bottom line. If we can get people to address their hearing loss earlier, they're going to be our patients longer, and they'll spend their money and benefits with me, giving me more stability over the long haul."

## TruHearing sends more patients at no cost

Since partnering with TruHearing, Hoover says he hasn't spent any less on marketing, but now he is able to fill empty chair time with free patients. "I simply see more patients now as a result of TruHearing. They send me referrals that I didn't have to spend marketing budget to get in the door. Through its marketing efforts, TruHearing reaches more patients I would not normally see." Those patients, says Hoover, either didn't know they had hearing loss coverage or were not ready to address their hearing loss. But because of TruHearing's marketing efforts, "we see more TruHearing patients than referrals from other third-party programs."

→ Learn how TruHearing can help supplement your practice with more patients who are ready to purchase. Call today: **855-286-0550**

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