

TruHearing Supplements

My Practice with New

Patients I Wouldn't Have

Had Otherwise

Jim Means, HIS, finds that TruHearing gives him an easy-to-use system that supplements his practice with more patients who purchase more frequently than average at no added cost to his practice.

TruHearing is easier to use than other managed care programs

Throughout his 29 years in business, Means has worked with a variety of third-party, managed care programs, but TruHearing is different than the rest. "With other programs, there is a lot of paperwork, faxing, and phone calls," says Means. "But with TruHearing, it's easier to process patients and payments through their online portal." In fact, he's rarely had to call TruHearing because everything is so easy to take care of online.

Another perk of TruHearing, says Means, is the quick and easy payment system. Some insurance companies and programs can be very difficult to deal with and hard to get timely payments from. "I've got a claim out right now that is over five months old," he says. "But with TruHearing, you just wait forty-five days [through the patient trial period] then in the next week, I get a check." There's no waiting. No filling out claims. "It's just a very easy process."

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My purchase rate with TruHearing is probably over 90%

Jim Means, HIS

*Hears to You Hearing Aid Clinic,
Louisville, KY*

Hears to You is a private clinic, owned and operated by Means and his wife. The clinic draws patients from rural and suburban areas of northern Kentucky and southern Indiana.



TruHearing patients are ready to purchase before they come in the door

"I go through the same routine and education with TruHearing patients that I do with all my other patients," says Means. But the TruHearing patients purchase at a much higher rate. "For an average patient that comes in off the street, they'll usually purchase about 50% of the time. And that's usually because of the sticker shock. But I sell just about every TruHearing patient that comes in here. My purchase rate with TruHearing is probably over 90%."

Means says that the reason TruHearing patients buy more often is not just that they are paying less, but that they already know what to expect when they come in. "It's important for me and my patients to know what the cost is going to be before they come in. If they know what they're going to pay coming in then they are more likely to purchase. When they come in they usually have the paperwork with them, so they know what they're getting into and what to expect." And as a result, they are ready to buy before they even step through the door.

TruHearing refers supplemental patients at no added cost

Means runs a variety of traditional marketing campaigns to get patients in the door—newspaper, direct mail, and even radio. Although he says that TruHearing patient referrals have not decreased the amount of money or time he spends on traditional marketing efforts, TruHearing patients have supplemented his existing business, giving him more patients at no extra cost. "It's incremental business that I would not have had otherwise," he says. Thanks to TruHearing, now he gets more patients without spending more money.

→ 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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It's a great opportunity. I'll take as much business as TruHearing can send me.