



Thinking of adding cochlear implants to your practice? Consider these 5 questions to help you decide.

The landscape of hearing healthcare is rapidly changing and having expertise in bone-anchored and cochlear implant solutions has become a huge differentiator and advantage for practices that provide these services. We know that you are the center of your patients' hearing health care, and your opinion and knowledge drive their decision-making process. Studies have shown that audiologists are mainly driven by people-inspired attributes; they are constantly working on emphasizing support for and commitment to their patients. However, practices that do not currently offer hearing solutions beyond hearing aids are a major reason why less than 10% of people who would benefit from an implantable hearing solution are treated. ¹⁻²

The Cochlear Provider Network (CPN) ensures patients are receiving the best care from their audiologist. This program enables independent-dispensing audiology/ENT practices to expand their services to support bimodal patients and become part of a medical network that helps people with hearing loss to achieve optimal outcomes.

Audiologists who have a passion for great patient care and want to provide the full spectrum of patient solutions to differentiate their practice can become a member of the Cochlear Provider Network. However, we know that making the decision to introduce cochlear implants into your practice is significant. To help you decide if this is the right next step, take these top five questions into consideration.

1. Do I have a willingness to counsel & connect?

With the exception of the actual surgical procedure, CPN providers are involved in the entire continuum of care for their patients. This is very different from other practice models where the original healthcare provider may not ever see the patient again after referring them for cochlear implants. When a patient comes in and knows that you are able to offer the full spectrum of hearing solutions, they know they are sitting down with an expert who will guide them to the best possible option. What's more, you will be a big part of their journey and can build your relationship as you watch them transform from being frustrated about their hearing to rediscovering what life has to offer.

2. Do I have a willingness to meet ongoing training requirements?

With how quickly the hearing healthcare field is changing, it should feel exciting that you are on the cutting edge of technology. Of course, with new and ever-changing technologies comes continual education. The Cochlear Provider Network is for those wanting to expand their scope of practice and increase their hearing health community network. A CPN audiologist and team will be trained to walk with patients through the continuum of care, which will include:

- a. Candidacy identification & evaluation
- b. Initial activation programming
- c. Follow up programming and audiology services
- d. Billing and reimbursement guidelines
- e. Counseling, troubleshooting and self-help services
- f. Ongoing support, inclusive of continued education, practice management resources and events

Along with additional guides and in-office education, Cochlear's team will always be ready to support you through the onboarding process to ensure everyone in your practice is able to counsel implant patients comfortably and with confidence.



888.881.7925

3. Is there an audiologist on staff that is comfortable with expanding physician relationships?

Contrary to belief, all licensed audiologists can join the CPN and be trained to help patients along their cochlear implant journey; it is not required that an audiologist be in a surgeon's clinic to be able to follow up with the patient. Though, for that reason, it will be important to build and foster strong relationships with physicians in your area to reach more patients. In fact, the CPN can connect clinics to implanting surgeons, giving practices a distinct advantage over the competition.

When surgeons learn about the services you provide, they will refer patients to you more often. Additionally, you'll partner with the implant surgeon to counsel on cochlear implantation. Establishing a trusting relationship with a surgeon will create an easy, streamlined process for your patients.

Additionally, Sycle's partnership with Cochlear means that all of a patient's information is generated, stored, and updated in one place and can be easily found by physicians who use Sycle, or it can be printed out as a PDF document so the patient, audiologist, and referred physician are always up to date and consistent in their care.

4. Is my practice a Medicare provider, and do we have the ability to bill for services?

Two major requirements of a CPN member are that they accept Medicare and have the ability to bill for services. From there, the Cochlear team will provide training about coverage, reimbursement, and health economic information to assist providers and patients alike.

The Cochlear team is also able to assist practices with patients who need other services that are non-billable types of services or not diagnostic type of appointments. Audiologists can use the Cochlear team to speak with patients who have accessory needs or just general questions, which frees up time for other tasks.

5. Am I ready to embrace the medical model?

Sycle, the number one practice management software in audiology, has developed features and integrations to support and connect those in need. Unlike other practice models where the original healthcare provider may not ever see the patient again, CPN providers are involved in the entire continuum of care for their patients, differentiating their practice in this competitive market.

With this model, it's highly likely that you'll gain patients simply through word-of-mouth referrals.

“In three years after we started recommending cochlear implants, Davis Family Hearing grew 30%.”³

Joanie Davis AuD, F-AAA, CCC-A, Davis Family Hearing

When patients are beyond pleased to regain their hearing, you can bet they'll be telling everyone they meet. It's no wonder why more than 96% of audiologists in the CPN would recommend others to get involved in the network.³

When considering your mission as a healthcare professional - to diagnose hearing loss, protect the hearing patients have, and treat the level of hearing loss that is detected - bringing cochlear implants into your practice will only add to your value and what you can do for patients. If you answered 'Yes' to the five questions above and/or If you would like to learn more about adding cochlear implant capabilities to your practice or would like to join the Cochlear Provider Network, please visit www.cochlear.com/cpn or email at CPN@cochlear.com.

1. Goman, AM, et al. Prevalence of Hearing Loss by Severity in the United States. Am J Public Health. 2016;106:1820-1822.

2. Cochlear internal estimate, recipients data.

3. https://web.sycle.net/wp-content/uploads/2018/11/Sycle_JoanieCaseStudy_final.pdf

4. Survey, Conducted by Cochlear with existing CPN members, Data on file. 2019.

