



The Opportunity is Here. The Time is Now.

Sycle and Cochlear have partnered to form The Continuum of Care Initiative, a program designed to help traditional hearing aid practices retain patients by supporting bimodal recipients.

The facts:

Next year nearly 20k patients will receive cochlear implants ¹

Nearly 70% of those implanted will be bimodal (HA+CI) ²

These patients will continue to require a hearing aid

Is your practice ready to fit and service this growing population of bimodal patients?

The opportunity to grow:

- The vast majority of cochlear implant recipients want to continue to see their original audiologist
- 95% of recipients were satisfied with their bimodal hearing solution when compared to bilateral hearing aids ³
- 83% reported a statistically significant improvement in quality of life after receiving a cochlear implant ⁴

Benefits to your practice:

- Patient Retention: Continue to fit and upgrade the patients' hearing aids
- Increased Referrals: Highly satisfied patients refer more friends and family
- Competitive Advantage: Differentiate your practice by supporting the full spectrum of hearing loss

“We can proudly say that we work with all options to manage hearing loss, and that does build quite the reputation. A patient can come in and understand that we offer everything from invisible technology to a medical implant and we are going to find the device that best suits them. It's a great feeling to provide that level of service and care. Patients know they are sitting with an expert.”

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