

THE BENEFITS OF BECOMING A **COCHLEAR PROVIDER NETWORK** MEMBER

What if there was a way to differentiate your practice without the hassle of doing a complete overhaul?

As the landscape of hearing healthcare continues to innovate both technically and logistically, it's becoming necessary to keep up with the changes in order to best support your patients and keep your practice noteworthy in this competitive market. One such method is to introduce cochlear implants as a part of the service offerings in your practice. This can seem like an overwhelming task, but it doesn't have to be. As notable enterprises in audiology practice management software and implantable hearing solutions, Sycle and Cochlear have joined forces to develop features and integrations that support and connect audiologists to pertinent patient care information through features in our software.

In addition to our software enhancements, we are working to generate awareness and provide support for cochlear implant candidacy and referral systems. **The Cochlear Provider Network (CPN)** is a program that enables independent-dispensing audiology/ENT practices to expand their services to include cochlear implants and become part of a medical network that helps people with hearing loss to achieve optimal outcomes. Audiologists who have a passion for comprehensive patient care and who want to provide the full spectrum of patient solutions to differentiate their practice can become a member of the CPN. Instead of spending time shuffling through research on your own and trying to stay ahead of the latest technologies, CPN members will have immediate access to up-to-date research, technologies, and hearing solutions right at their fingertips. Not only does this change the dynamic of your practice, but it gives you the confidence that you are truly providing the best care for your patients.

With support and training from Cochlear, members of the Cochlear Provider Network can:

- **Ensure patients get the hearing loss treatment they need.**
- **Foster strong relationships with physicians in your area to reach more patients.**
- **Differentiate your practice in an ever-changing, competitive market by expanding your service offering.**
- **Continue to treat your patients to provide the care they need.**
- **Grow your patient list through networking.**

In addition, CPN members can also benefit from the **Continuum of Care Initiative**, which aims to educate and build awareness around unique, cutting-edge technology and treatment options for both audiologists and their patients. Practices who choose to utilize the Continuum of Care feature within Sycle's software will not only have help in identifying possible candidates, but they will also have access to information about cochlear implant technology, including the differences between a cochlear implant and a hearing aid, how cochlear implants work, insurance coverage, and more - all to aid in counseling of patients. A bonus is that the practice will be able to connect their potential candidates with a Cochlear Concierge, an expert on cochlear implant technology who can provide further guidance to your patients so you can focus on additional practice needs.



888.881.7925

How do current CPN audiologists feel? Take a look at what they're saying.

“Since becoming a CI provider, **I have more people coming through my door** - some are buying hearing aids and some are getting supplies - it's been an improvement for the business overall. The misconception of CI is that it's the last resort for hearing, but it doesn't have to be; it's the next step.”

- Leigh Kjeldsen, AuD., Valley Audiology

“I don't think there's enough awareness of how streamlined the process of adding CI to a practice really is. It's honestly up to us as professionals to **continue our education and stay informed about the technology**, the changing candidacy criteria, and most importantly, the goals of our patients.”

- Shelly Borgia, AuD., New York City Hearing Associates

“It's just amazing to have the level of care that Cochlear provides through the CPN when learning and dealing with a very complicated system. There's immense comfort in knowing that not only do I have the support I need, but my patients do as well. It's **one of the best decisions I have made for my practice**, and I have absolutely no regrets.”

- Christi Moore, AuD., Sonora Hearing Care

“Stop hesitating and give it a try. **The return on this investment is more than worth it**, and you will never look back or regret the leap. The satisfaction of being part of the process is to help patients finally thrive after struggling with their hearing for so long is incredibly rewarding.”

- Joanie Davis, AuD., Davis Family Hearing

Let's face it - the hearing healthcare industry is changing, and when considering your mission as a healthcare professional - to diagnose hearing loss, treat any level of hearing loss that is detected, and help patients gain the amazing gift of sound - there really is no better time to take the next step to learn more about the Cochlear Provider Network.

For more information about how to simplify the integration of cochlear implants into your practice and to find out how you can become part of this exciting initiative, please visit **The Cochlear™ Provider Network**.



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