

# Why Retaining and Gaining Patients by Adding Bimodal Solutions to Your Practice is Easier Than You Think

## Why add bimodal Solutions (hearing aids + cochlear implants) in the first place?

When you are unable to assist a patient either because they are no longer receiving optimal benefit from a hearing aid or they need adjustments to their implant, it can feel disappointing. Audiologists work hard to establish relationships with patients, so being able to help them, whatever their needs may be, is a huge motivating factor for practices looking to add cochlear implants capabilities.

Considering **“70% of cochlear implant users are bimodal!”** it is likely that many of your current patients are already implant candidates. We know that audiologists

are driven by people-inspired attributes that emphasize support of and commitment to their patients. The altruistic aspect in combination with the increasingly competitive market of hearing solutions are reasons enough to integrate cochlear implantation to broaden what your practice offers. While this may seem like a sizable, daunting step, the **Cochlear Provider Network (CPN)** program was designed to assist those wanting to expand their scope of practice and increase their hearing health community network. With training, tools, resources, and support, the CPN has made it easier than ever to expand your services to meet each and every one of your patients' needs.

## How You Will Retain Patients

A common misconception, or even fear, is that recommending cochlear implants could result in losing patients and negatively affecting the business aspect of a practice. In reality, the benefit of having the ability to support all patients - those with hearing aids, cochlear implants, or bimodal solutions allows audiologists to create lifelong customers. When a practice is established and well-versed as one that can provide all hearing solutions (which other audiologists may

## Nucleus Smart Bimodal System

Up to 70% of CI users are bimodal<sup>1</sup>



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not provide) there is no reason for a patient to find care elsewhere. Aside from the actual surgery, audiologists handle most every other part of the patient's continuum of care, from candidacy identification and activation to programming, billing, and ongoing support. Practices that offer services for hearing aids and cochlear implants allow patients to feel confident that they are sitting with an expert who will find the absolute best hearing solution possible.

## How You Will Gain Patients

Not only will you retain patients by bringing CI into your practice, but you may gain patients as well. In fact, some practices have seen a **growth of up to 30%** after embracing CI.<sup>2</sup> First, your practice will automatically differentiate itself from all others. Patients who are looking to explore all options of hearing solutions will be much more invested in practices that provide those options. Offering all hearing services, including hearing implants is a huge advantage for the hearing professional.

As we know, finding a hearing solution that genuinely works can be life-changing, to say the least. Happy patients who have had successful treatment from a trusted audiologist will be the first ones to refer your practice to others. Word-of-mouth referral is a powerful tool; the more you are able to help a patient, the bigger advocate they are for you.

Cochlear can assist audiologists, through the Cochlear Provider Network, in creating partnerships with surgeons. Once that relationship is established, as you refer cochlear implant candidates to them, they may also refer patients back to you.

## Let the Continuum of Care Work For You

The Continuum of Care initiative was designed to assist hearing care providers and their patients by educating and building awareness around cochlear implant candidacy and treatment options. The Continuum of Care initiative provides unique benefits in the Sycle software, including:

- Assistance in Identifying patients who may benefit from implant technology and keeping a history of your discussions.
- Learning more about implant technology and counseling patients through the training and introduction videos available in the Patient Summary.
- Partnering with the Cochlear Concierge program so your patients can be contacted on your behalf by a Cochlear specialist to help answer any questions about the process, products, technology and support opportunities.
- Tracking cochlear implant dates, finding implant physicians, and providing better support follow-up and continued patient care.
- Generating patient referrals to implant physicians from directly within Sycle.
- Generating email or letter marketing initiatives for current or new patients.

1. Holder, J., et al. (2018). Current Profile of Adults Presenting for Preoperative Cochlear Implant Evaluation. Trends in Hearing. Volume 22:1-16
2. Davis J. The Case for Cochlear Implants: Q&A with Dr. Joanie Davis [Internet]. Sycle. [cited 2020May22]. Available from: <https://web.sycle.net/cochlear-provider-network/resources/the-case-for-cochlear-implants/>

To learn more about adding cochlear implant capabilities to your practice, please visit [web.sycle.net/continuum-of-care/](https://web.sycle.net/continuum-of-care/) or email us [CPN@cochlear.com](mailto:CPN@cochlear.com).



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