



## TIPPING POINTS

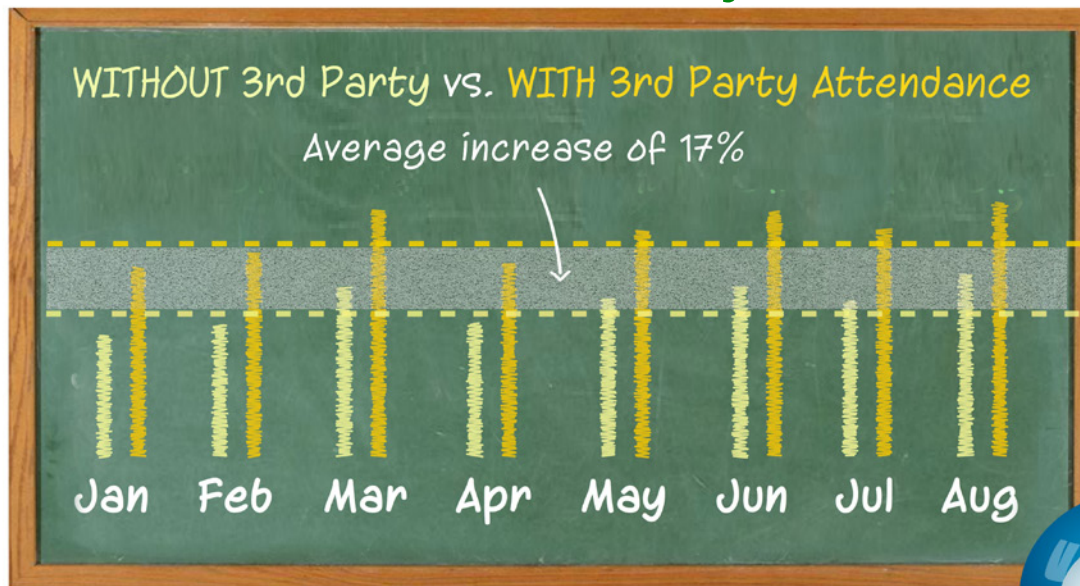
### Episode 3: 3rd Party Attendance

What makes Third Party Attendance so unique? It utilizes human emotion just as much as smart business habits.

Its goal is to take every opportunity to have patients' loved ones present at every scheduled appointment – a basic technique that yields tremendous results since the mere presence of a loved one at the hearing aid evaluation drastically improves the odds for a successful outcome.

## AHAA Associate Case Study

How much of an impact can third party attendance have on a practice's close rate?



When performing hearing aid evaluations without a third party present, they closed an average of **38%** of the time. On appointments with a third party, they closed an average of **55%** of the time.

### AVERAGE CLOSURE RATES January - August, 2011

WITH  
3rd Party  
Attendance

**55%**

WITHOUT  
3rd Party  
Attendance

**38%**

**+17%**

That's an average difference of over **17%**!