



## TIPPING POINTS: Episode 3, 3rd Party Attendance

### CHALLENGE

The process of scheduling and performing a hearing aid evaluation comes with regular challenges when working with patients:

- Will they be honest and forthcoming with the state of their hearing?
- Will they be able to accept a bad diagnosis and consider hearing aids?
- Will they be comfortable making financial decisions by themselves?

For every one of these challenges, Front Office Personnel and Audiologists must work to overcome them while keeping a focus on providing optimal patient care. These challenges will always occur, but can be handled effectively by introducing a big advantage to the situation: a third party.

### SOLUTION

AHAA's Third Party Attendance is unique in that 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.

More specifically, it leads to these advantages:

- An "outside" perspective on a patient's hearing loss may include valuable details on its severity and conditions, and the negative effects that are occurring as a result.
- During the actual demo, the patient hearing a familiar voice will have more emotional impact, and truly demonstrate how much they've been missing.
- Most people are uncomfortable when making high dollar purchase decisions alone – having a loved one present greatly boosts the buyer's confidence.
- Integrating the third party's input and opinions – both general and personal – into the sales presentation will help make the patient fully understand and accept the fact that, if necessary, they need hearing assistance.

### RESULT

Having a third party present at hearing aid evaluations leads to both good patient care and successful sales results. Many practices achieve as much as a 25% increase in closure rate as a result of the third party being involved in the process. And in post-purchase surveys, 52.1% of hearing aid purchasers stated that a third party was a major influence in their decision.

## TIPPING POINT

### Tipping Point

- (tip-ping point) noun
1. a time when important things start happening in a situation.
  2. when a significant change takes place.

Our Associates often share with us the moments when they became fully committed to AHAA's business model All The Right Things, and began to believe in and realize great success, aka, their tipping points.

We have started to share their stories with you, and through this interactive series will introduce more in the coming weeks. Make sure to explore the entire page for links, interviews, and downloads! And don't forget to re-visit the first episode too.

- Episode 1: All The Right Things
- Episode 2: Block Scheduling
- Episode 3: Professional Development
- Episode 4: 3rd Party Attendance
- Episode 5: Patient Referral
- Episode 6: Out of Warranty
- Episode 7: AHAA Convention

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