



## TIPPING POINTS: Episode 1, All The Right Things

### CHALLENGE

Audiologists and hearing aid dispensers have more to focus on than just providing hearing healthcare. Like any other private business owner, their success depends on being able to also have a professional sales presentation, a proper office environment, and effective marketing.

This is not due to a lack of knowledge in audiology or hearing aids. It's due to their focus and core strength being in the hearing health industry – not in sales, marketing or business management.

### SOLUTION

That's why AHAA created All The Right Things – a proven business model that hearing professionals from all over the country rely on to base both their daily business decisions, and long-term goals.

Since 1994, All The Right Things has provided easily implemented solutions aimed to deliver:

- Efficient daily scheduling
- Improved closure rates
- Increased third party attendance
- Patient retention and patient referrals
- Much more

### RESULT

When working with your AHAA Account Manager (AM) to implement All The Right Things, you'll notice many things in your practice improve, such as:

- Employees being properly trained and having a better understanding of their jobs
- Efficiencies in patient scheduling that reduces daily chaos and leads to improved job satisfaction for employees
- A fitting staff that better discerns the patient's needs

And most importantly, revenues grow as everyone in the practice learns how to create, capture and maximize opportunities to better serve patients. When you use All The Right Things, you'll need nothing else to make your practice grow. They are immediately functional strategies that simply never fail.

## 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 wanted to share their stories with you, and figured we'd do it through this interactive series. Make sure to explore the entire page for all kinds of links, interviews, and downloads!

- 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

Call your Associate Manager or AHAA at 800-984-3272 for more information. You can also e-mail Shawn McGee, AHAA Inside Sales Manager, at [smcgee@ahaanet.com](mailto:smcgee@ahaanet.com).