
HEARING PROFESSIONAL DISPENSING SURVEY

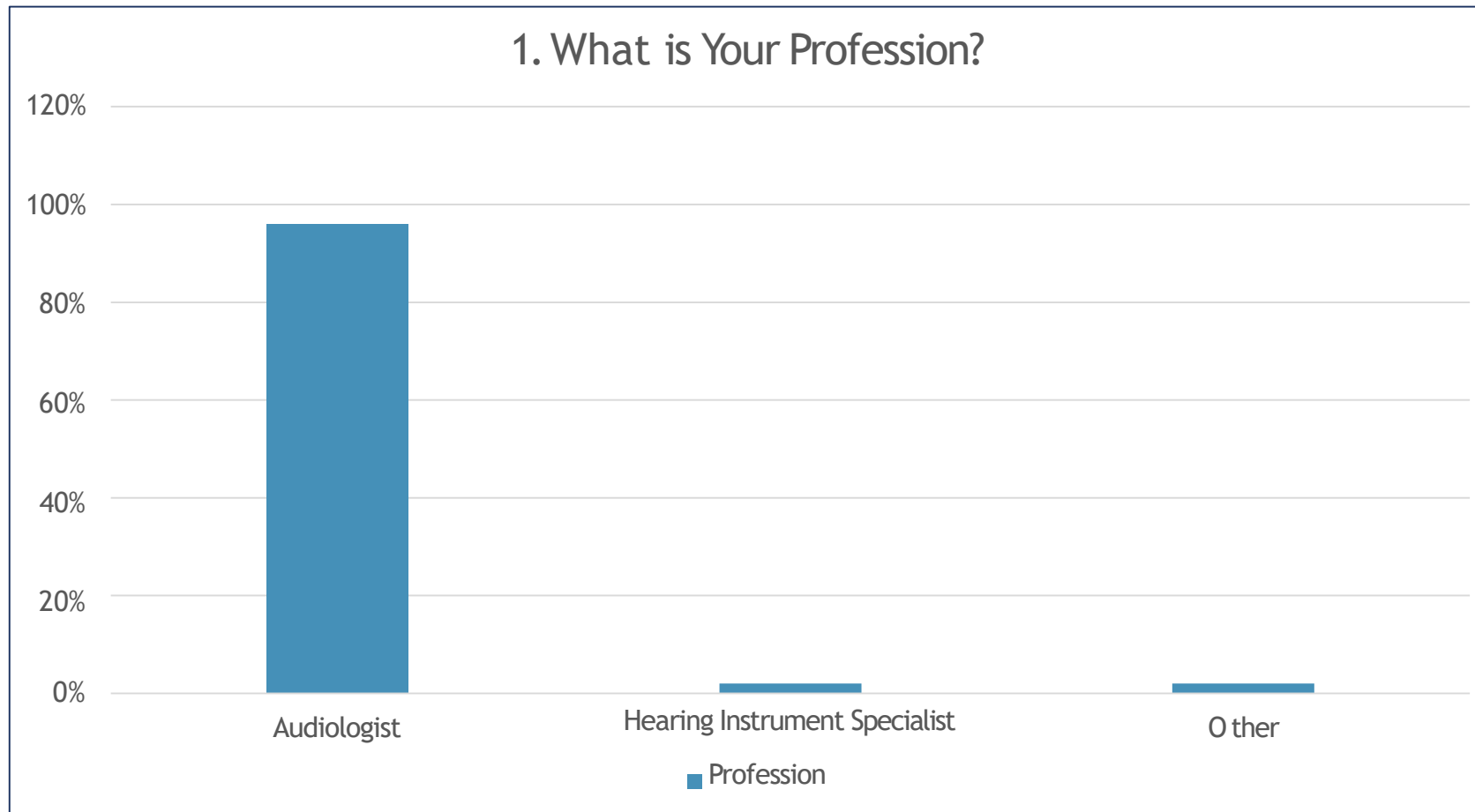
MAY 2018



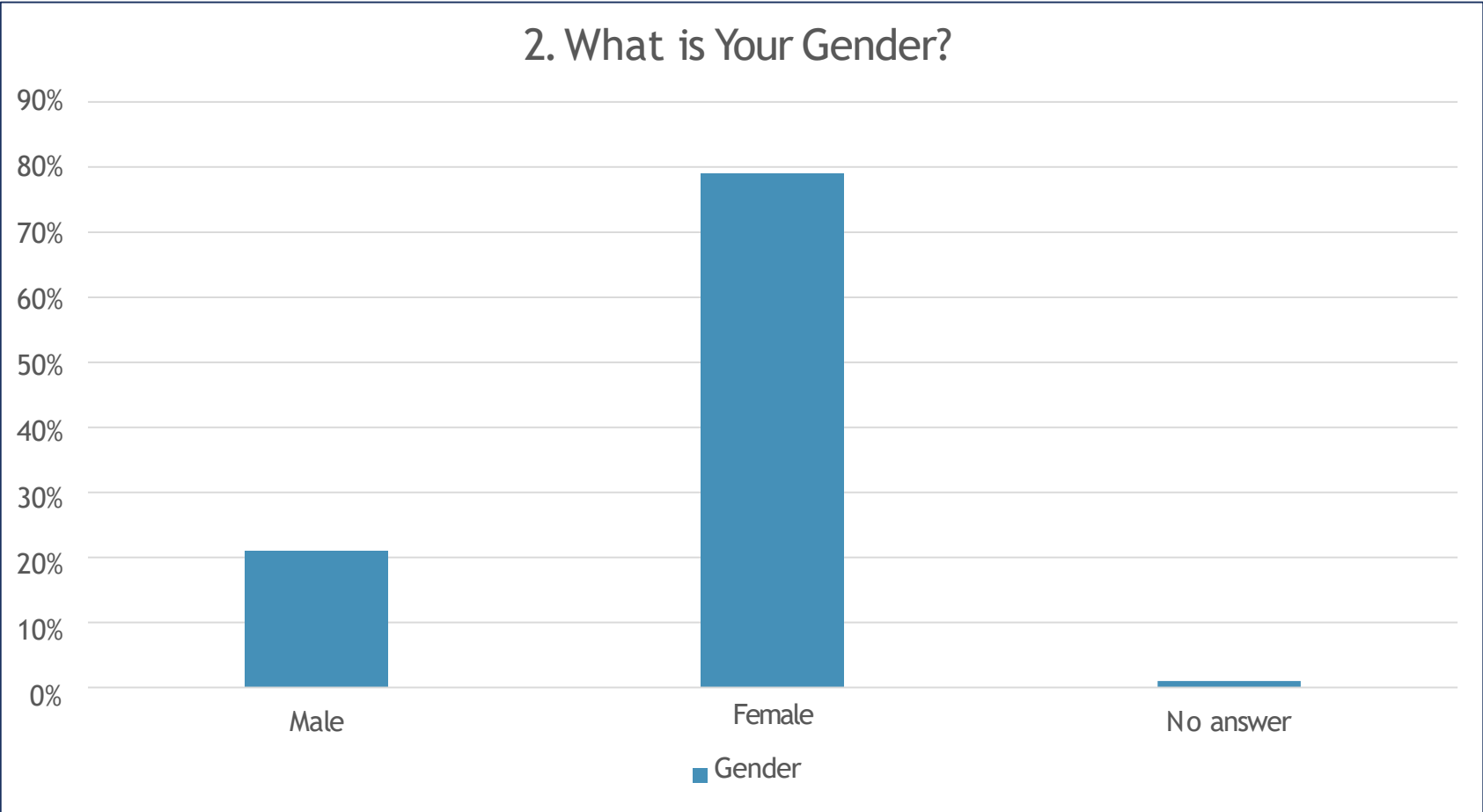
ABOUT THE SURVEY

- The 23 question online survey
- Conducted in May 2018
- Approximately 300 US-Based Audiologists completed survey, along with 11 non-audiologist professionals (6 Hearing Instrument Specialists and 5 classified as “other”).

SURVEY DEMOGRAPHICS

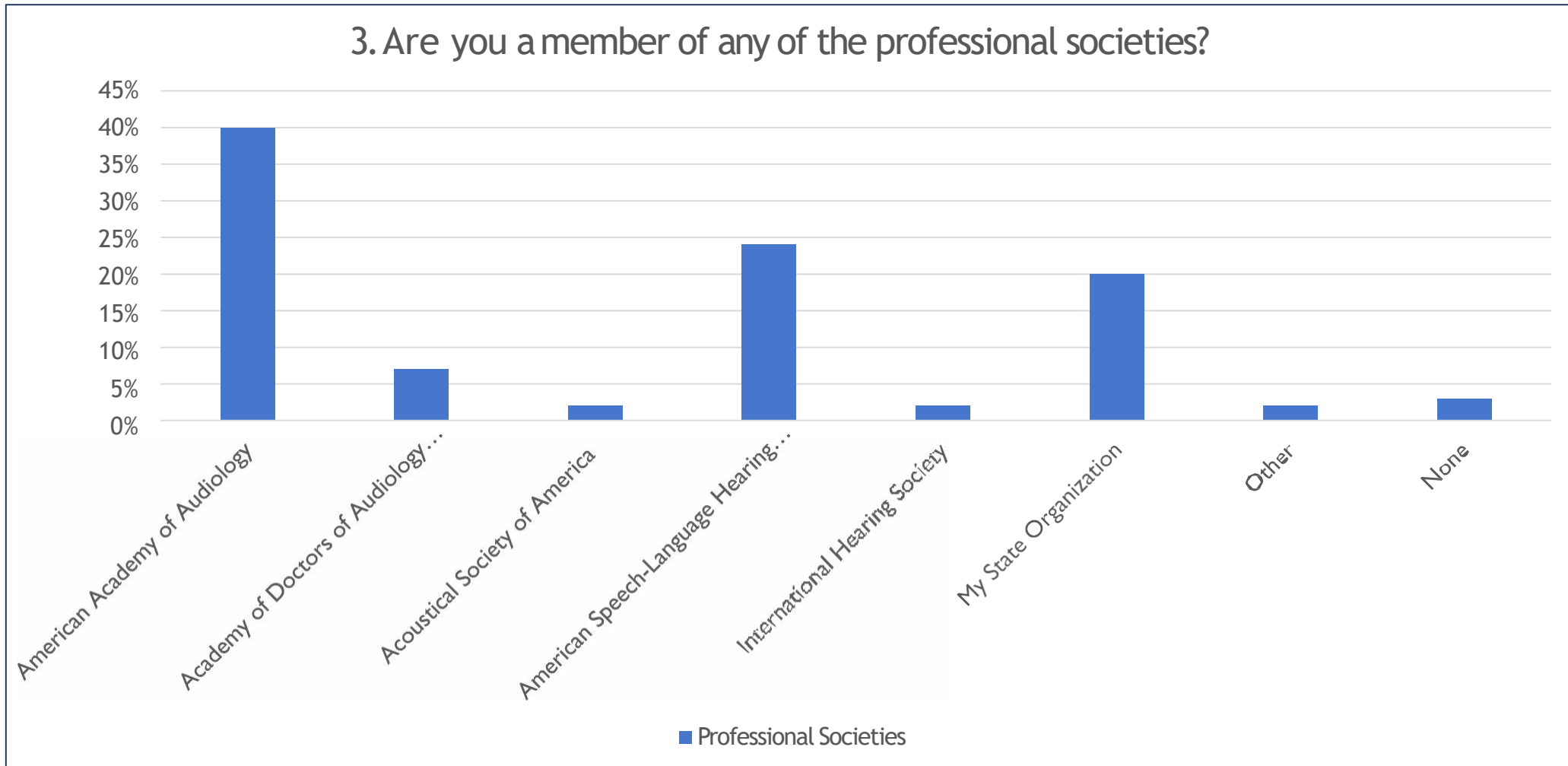


SURVEY DEMOGRAPHICS



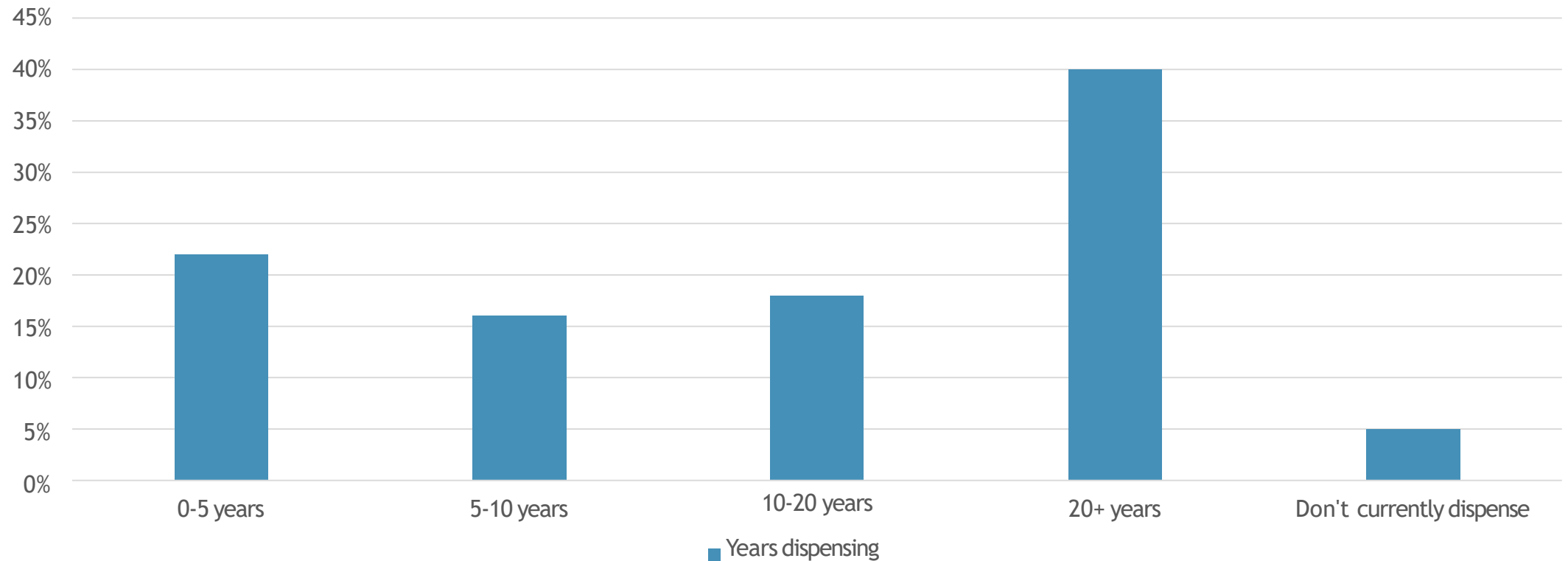
SURVEY DEMOGRAPHICS

3. Are you a member of any of the professional societies?



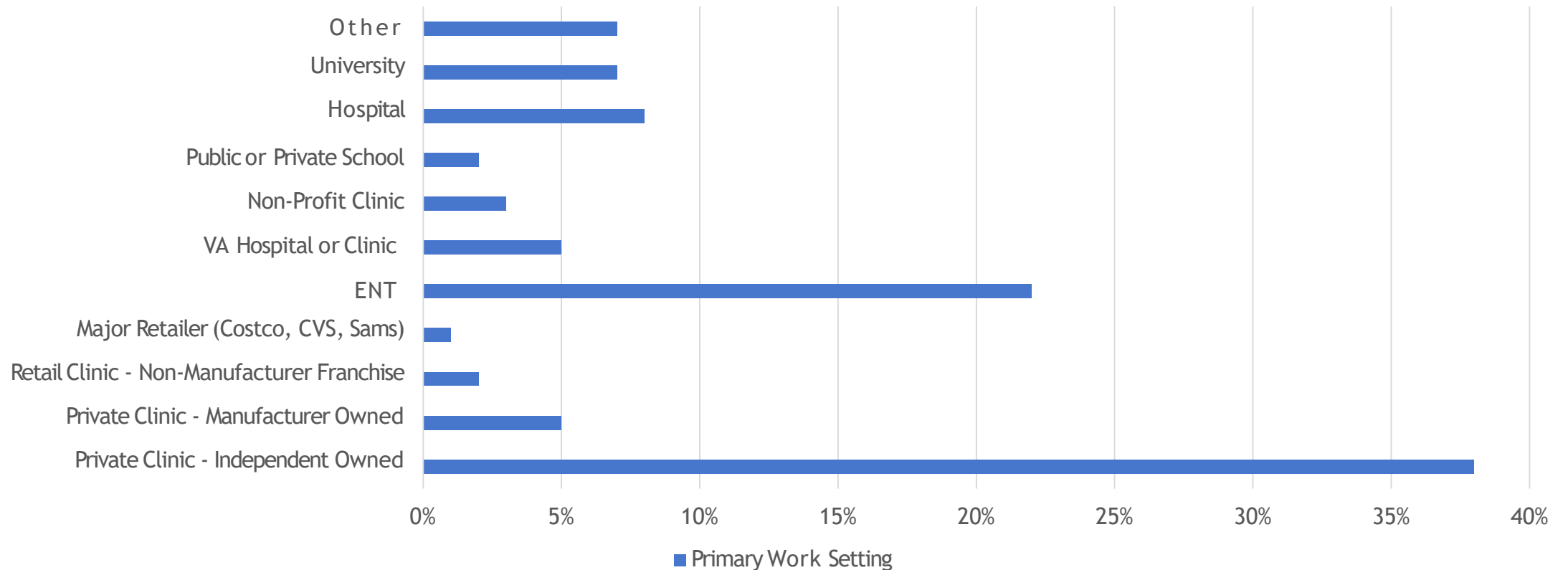
SURVEY DEMOGRAPHICS

4. How many years have you been dispensing hearing aids?



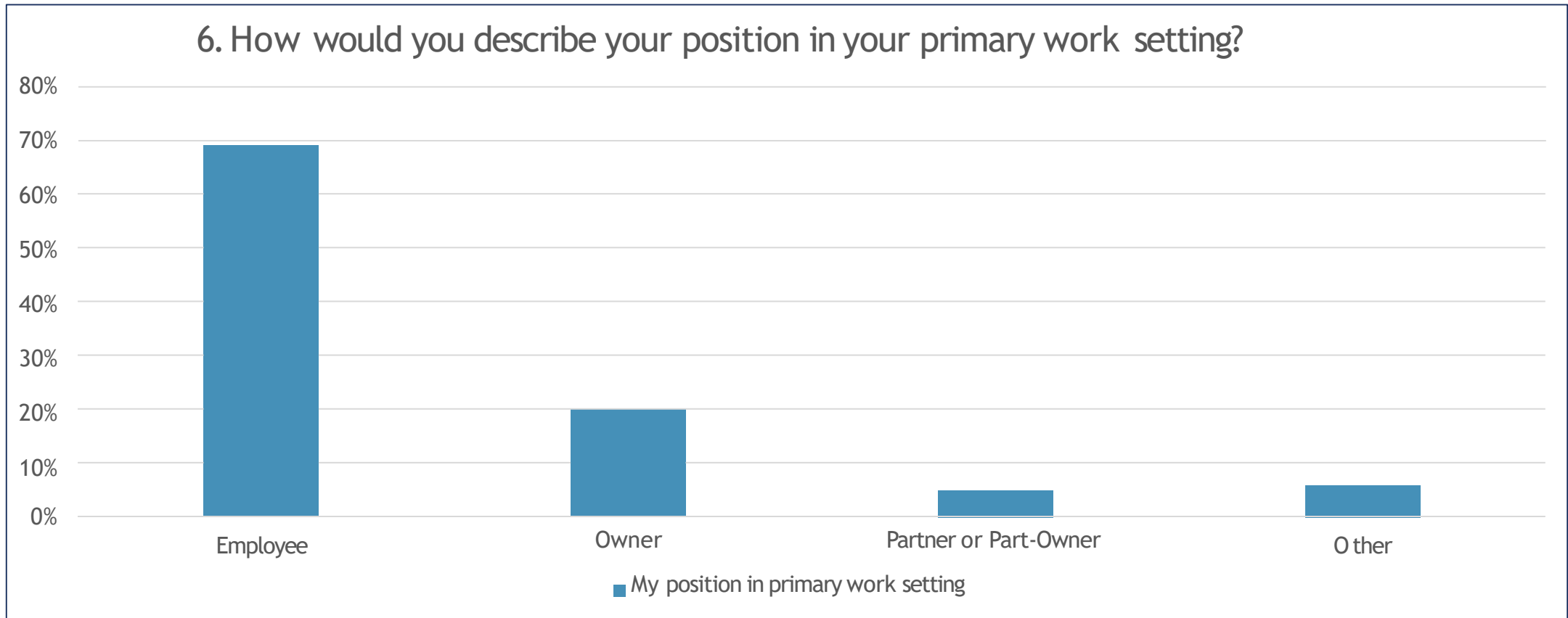
SURVEY DEMOGRAPHICS

5. Which of the following describes your primary work setting:



**Category 'Other' included employment in positions such as: hearing aid company representative, consultant, nursing home, HMO chain*

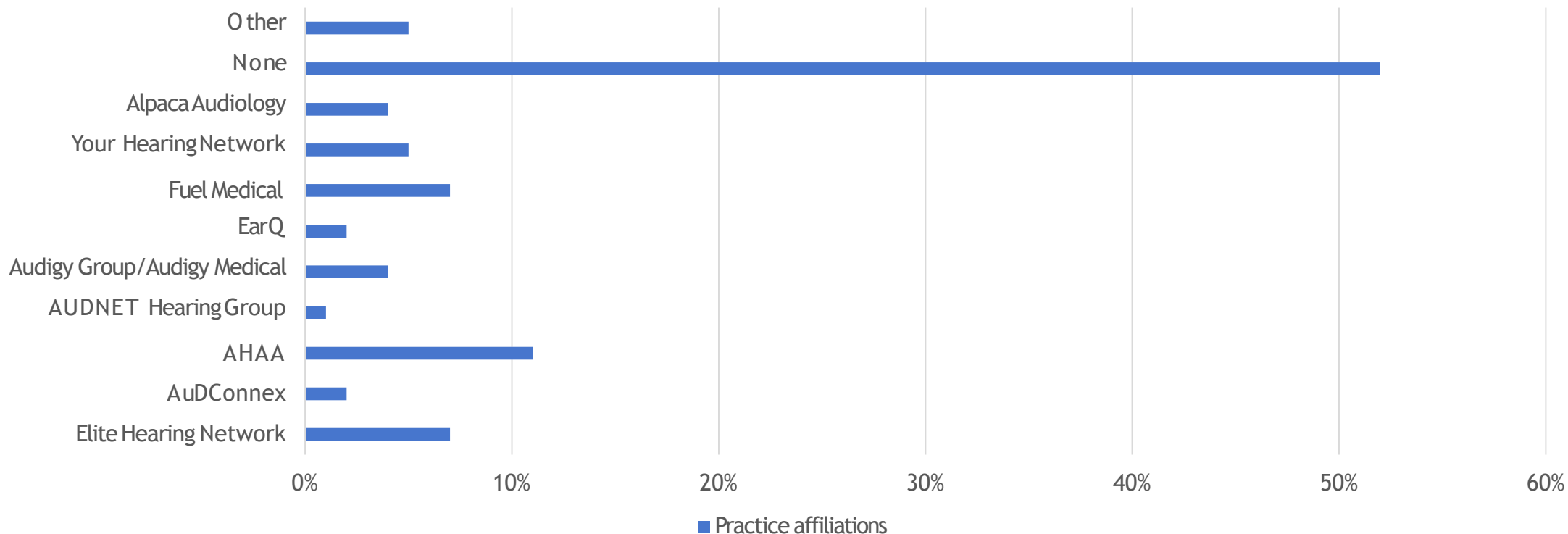
SURVEY DEMOGRAPHICS



**Category 'Other' included responses such as: student, extern, manager, director*

PRACTICE DEMOGRAPHICS, AFFILIATIONS & INTERESTS

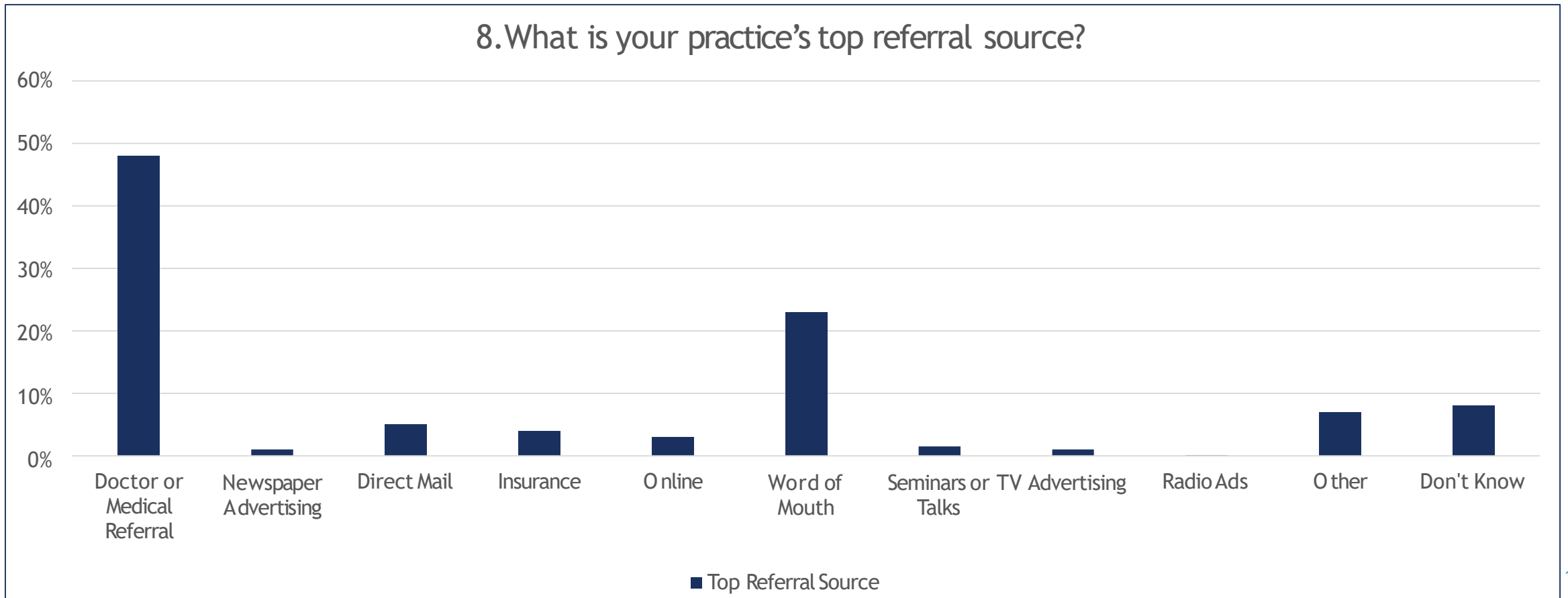
7. Is your practice affiliated with a business management company or participate in a buying group? Please select all that apply



*Category 'Other' included responses such as: Pivot, Audiology Management Group, EPIC, Entheos, ARG, HearUSA

PRACTICE REFERRALS & MARKETING

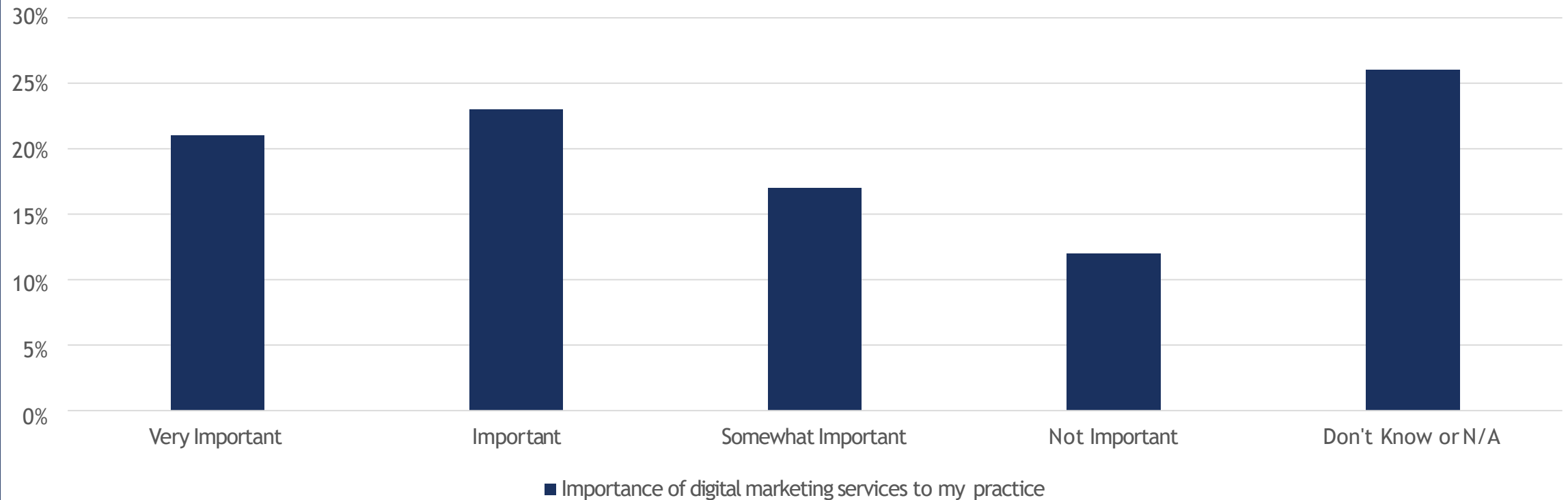
8. What is your practice's top referral source?



**Category 'Other' included responses such as: Self referral, Veteran's Benefits, School District*

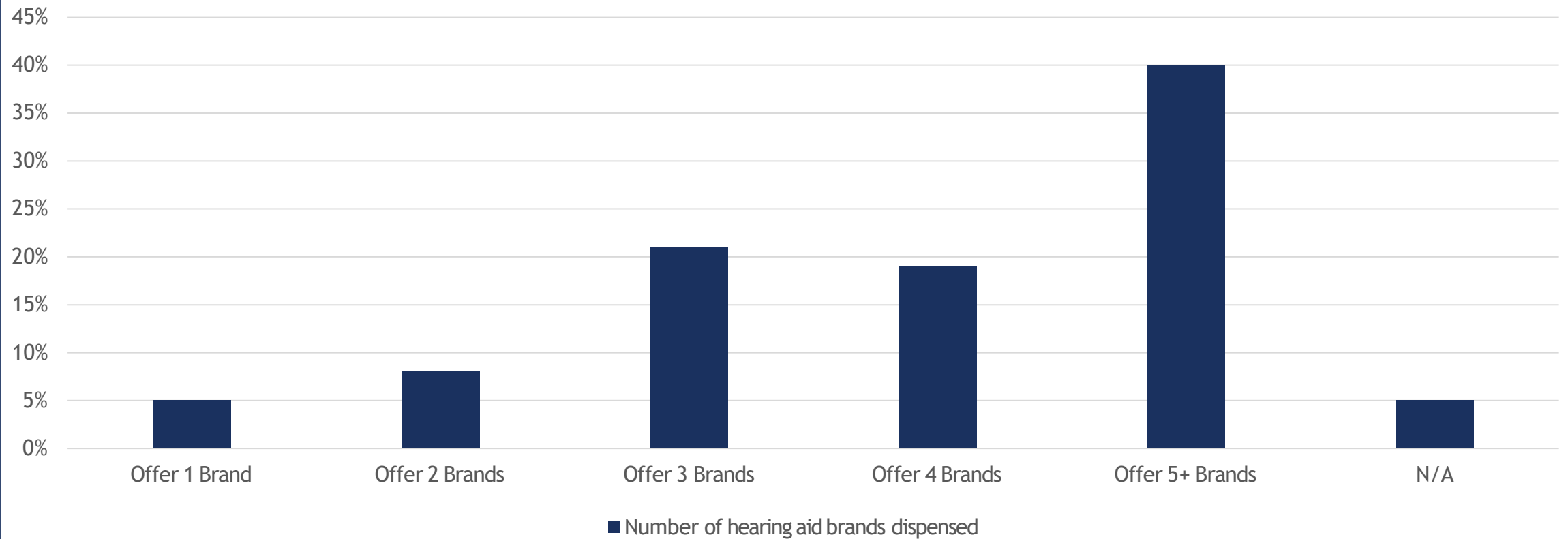
PRACTICE REFERRALS & MARKETING

9. To acquire new patients, how important is it for your practice to invest in digital marketing services (website, SEO, PPC, etc)?



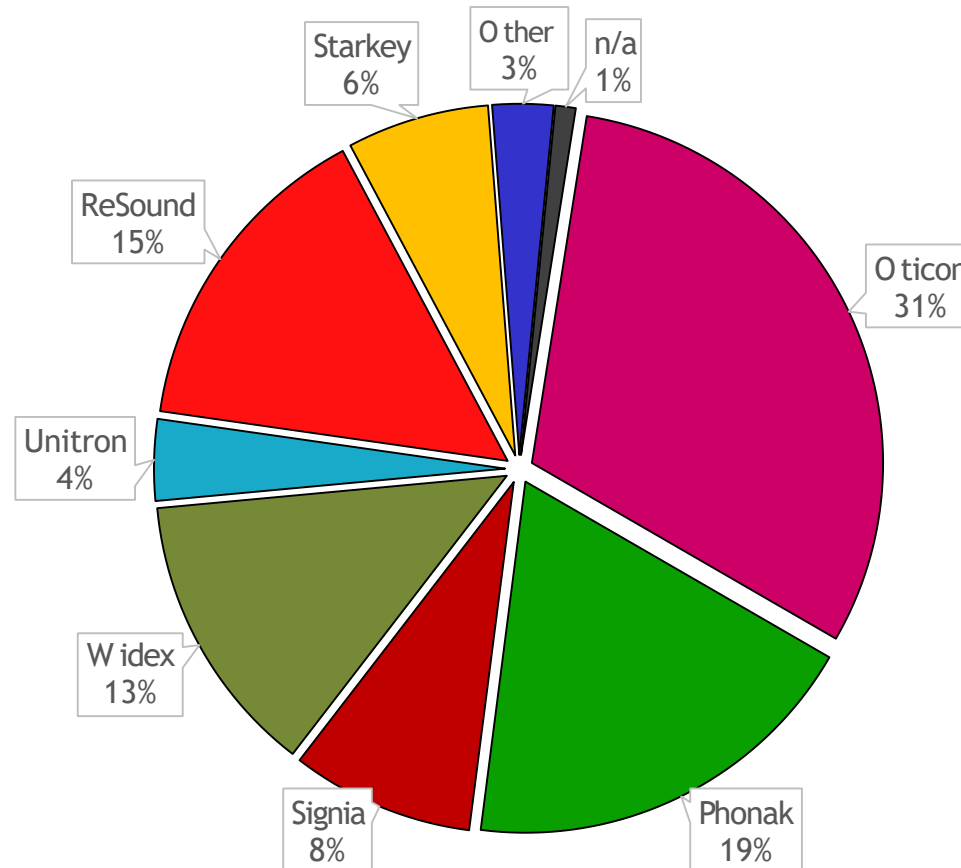
PRACTICE DISPENSING PATTERNS

10. Does your practice dispense more than one manufacturer or brand of hearing aid?



PRACTICE DISPENSING PATTERNS

11a. Which hearing aid brand do you dispense the most at your practice? Please list brand and provide brief explanation:



■ Other

*Category 'Other' included the following:

- NuEar
- Miracle Ear
- Beltone
- Rexton

PRACTICE DISPENSING PATTERNS

- 11b. Which hearing aid brand do you dispense the most at your practice? Please list brand and provide brief explanation. [sample of comments received for each brand, shown below]

oticon
PEOPLE FIRST

“Most innovative technology and best customer service”

“Love the Opn platform and patients love the sound quality”

“Good sound quality and high reliability”

“Best feedback system and best direct to Bluetooth phone”

“We have a long relationship with them. Good products and great customer service.”

“Best options for pediatric clients”

PHONAK

signia

Life sounds brilliant.

“Most advanced hearing aids”

“Always coming out with something new. Reps are very helpful”

“Great customer service and business development program”

PRACTICE DISPENSING PATTERNS

□ 11b. Cont.



“Excellent quality and noise management system”

“Advanced technology; direct to iPhone, zen for tinnitus management & top notch customer service”

“It has the best overall technology, tinnitus treatment, and frequency transposition.”

“MFi devices are very popular and we have a great relationship with the company”

“Best app and binaural streaming to iPhone”

“Most reliable products with great wireless accessories.”



“Excellent customer service, can do “odd” orders and very innovative company”

“Great pricing and great product”

“Best customs.”

“Good customer service and sound quality”

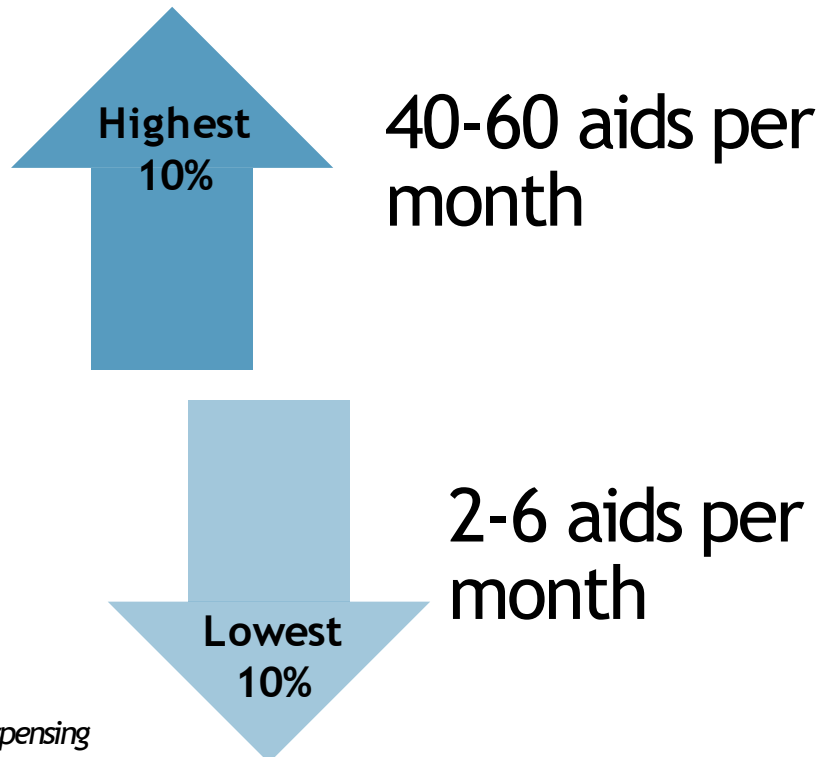
“Least amount of adjustments needed for programming based on REMs to reach prescription targets.”

“Because of Flex Trial and Log it All feature”



PRACTICE DISPENSING PATTERNS

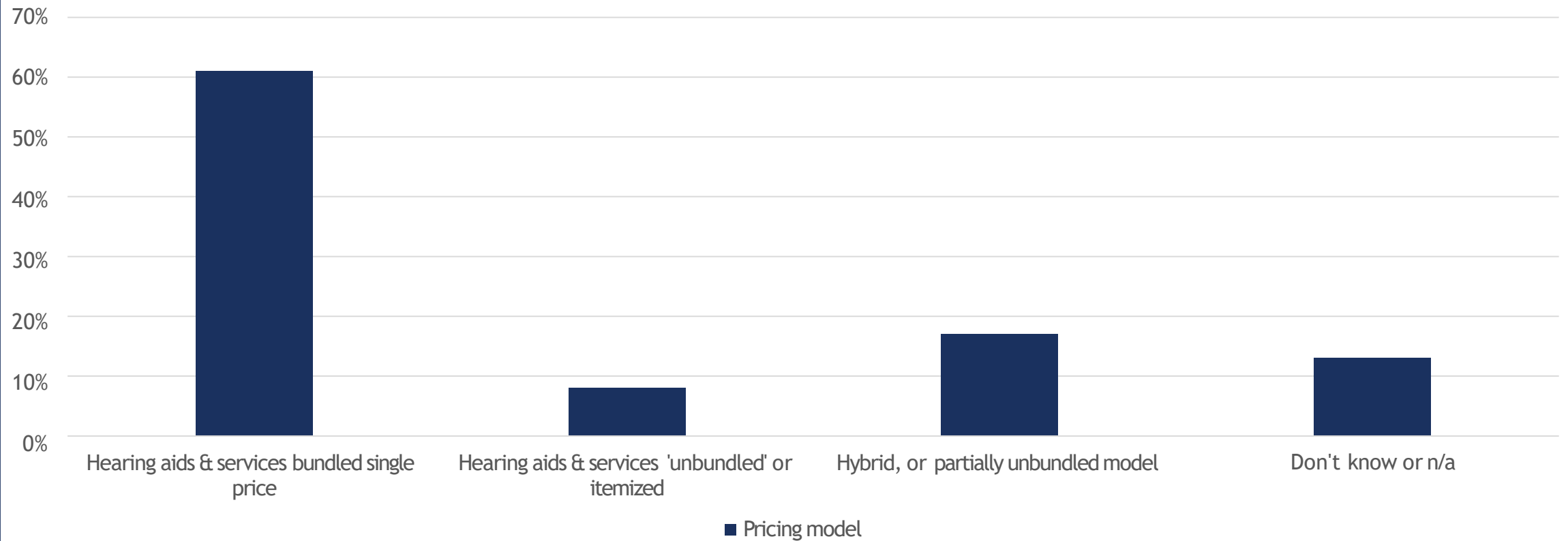
12: On average, how many hearing aids a month do you typically sell/dispense*:



**Estimates shown only counted data from individual applicable respondents currently dispensing*

PRACTICE DISPENSING PATTERNS

13. Which of the following type of hearing aid pricing models do you use in your clinic?



PRACTICE DISPENSING PATTERNS

13. Which of the following type of hearing aid pricing models do you use in your clinic? [comments]

“We typically use a bundled model but have an unbundled one available”

“We experimented with offering both the bundled and completely unbundled model, however the unbundled experiment failed miserably. We are now back to offering a very comprehensive bundled model.”

“Moving to itemize this year “

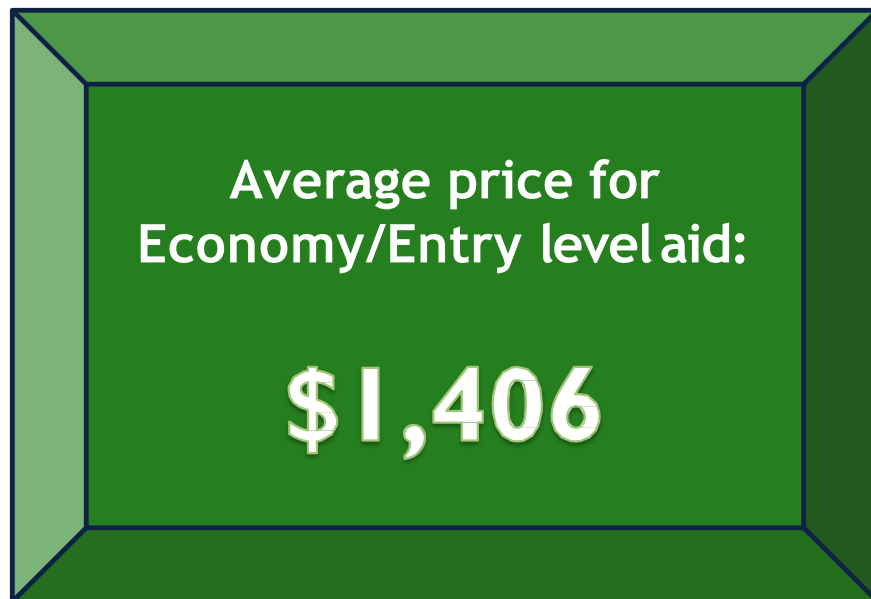
“We unbundle services after the patient has had the HAs for more than one year.”

“We offer hybrid plans for those who want an initial lower cost”

“In the process of moving to unbundled”

PRACTICE DISPENSING PATTERNS

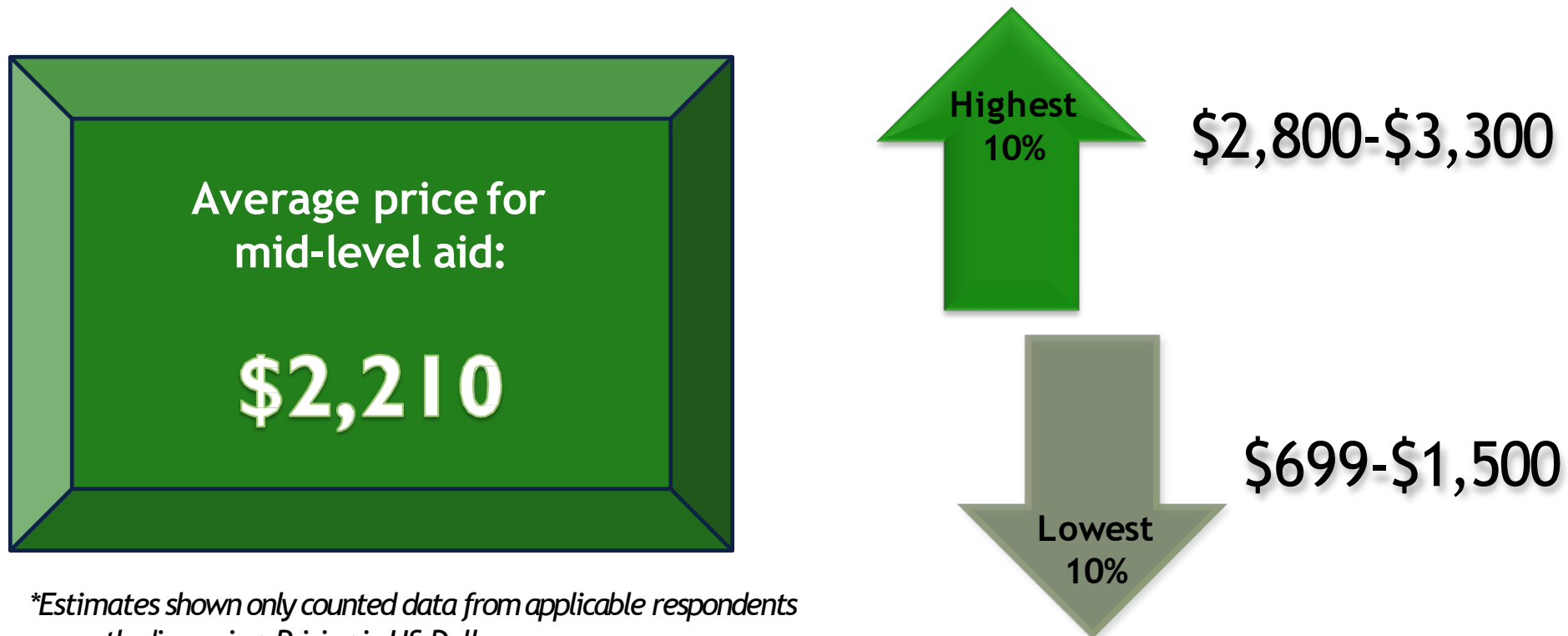
14:What is the average price for a **single** economy/entry-level hearing aid at your clinic today, after any standard discounts are applied?*



**Estimates shown only counted data from applicable respondents currently dispensing Pricing in US Dollars*

PRACTICE DISPENSING PATTERNS

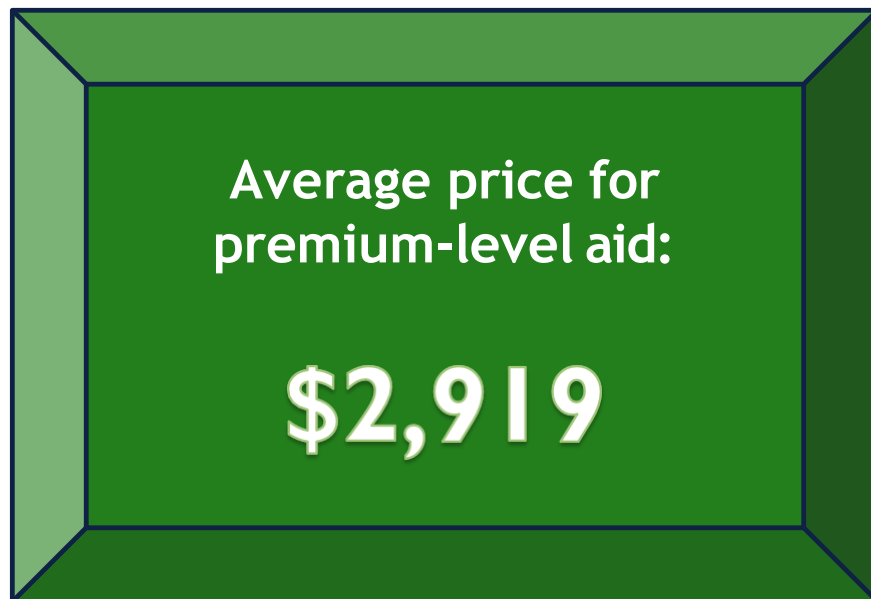
15:What is the average price for a **single** mid-level hearing aid at your clinic today, after any standard discounts are applied?*



**Estimates shown only counted data from applicable respondents currently dispensing Pricing in US Dollars*

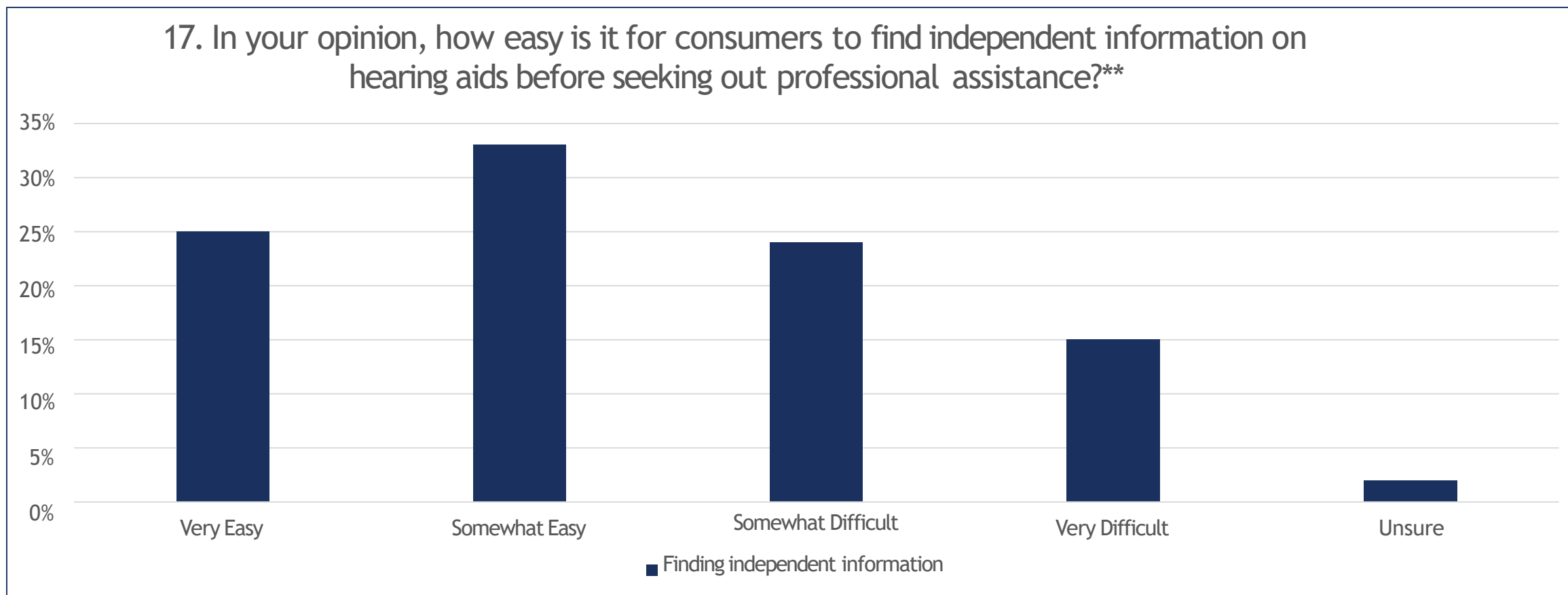
PRACTICE DISPENSING PATTERNS

16:What is the average price for a **single** premium-level hearing aid at your clinic today, after any standard discounts are applied?*



**Estimates shown only counted data from applicable respondents currently dispensing Pricing in US Dollars*

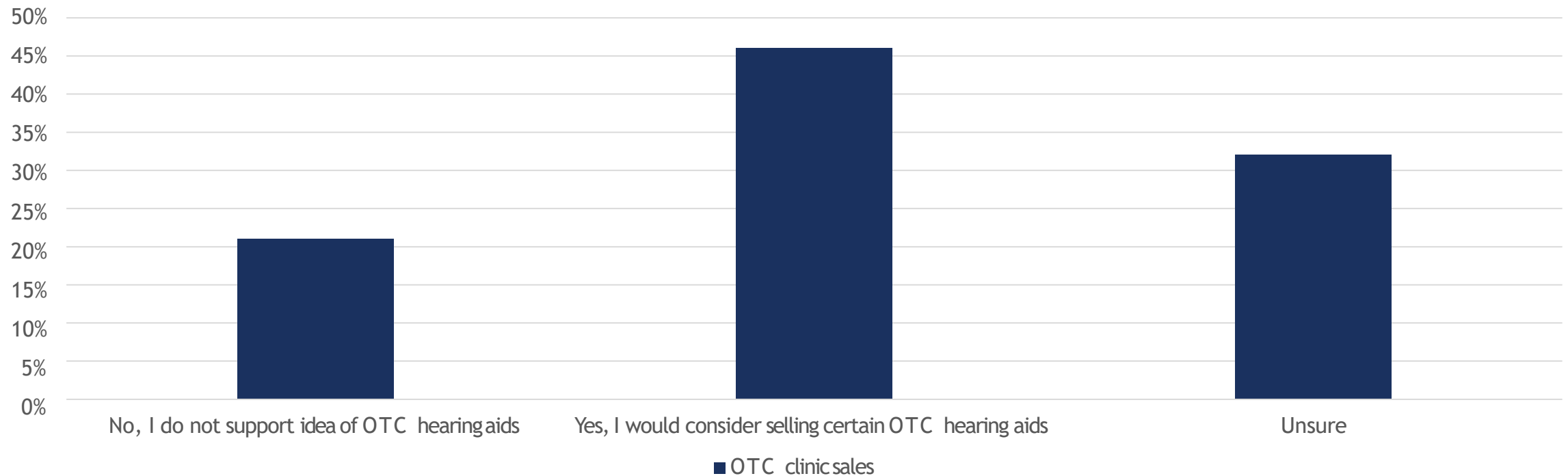
PROFESSIONAL VIEWPOINTS



*** Many comments from respondents pointed to misinformation frequently found on the internet. Also, among those that said it was easy to find independent information, many said it's easy to find if consumers know where to look (i.e., reliable sources of information).*

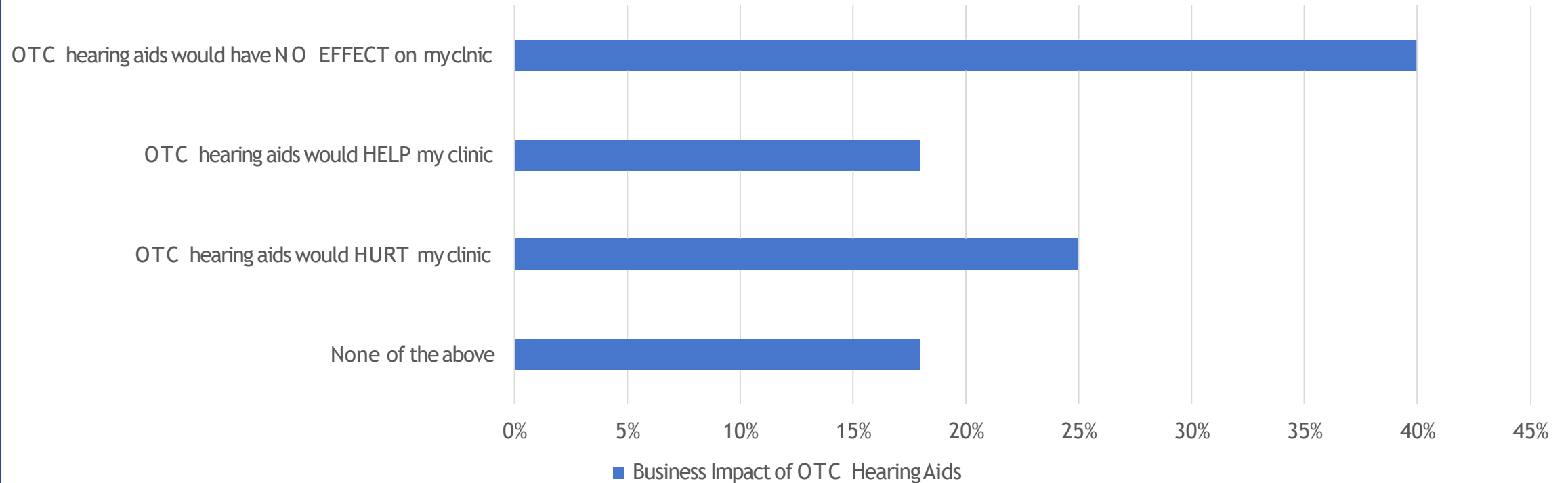
PROFESSIONAL VIEWPOINTS

18. Once OTC hearing aid legislation becomes fully implemented in the US, would you be willing to sell OTC devices at your clinic?



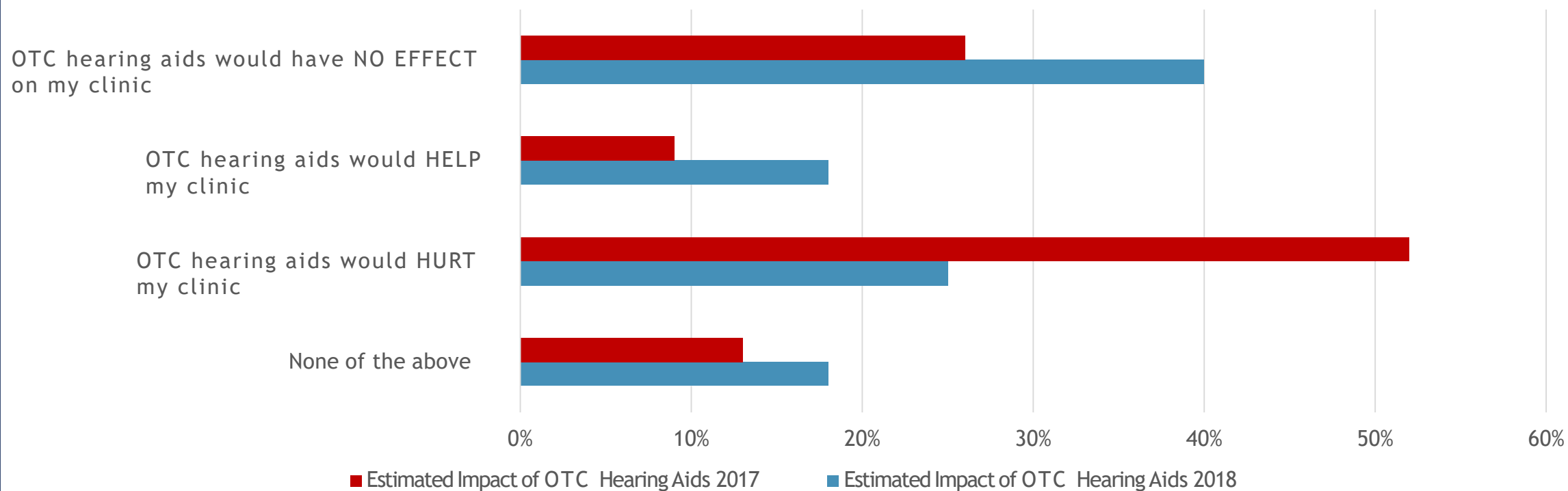
PROFESSIONAL VIEWPOINTS

19a. Which of the following responses best matches your feeling about OTC hearing aids



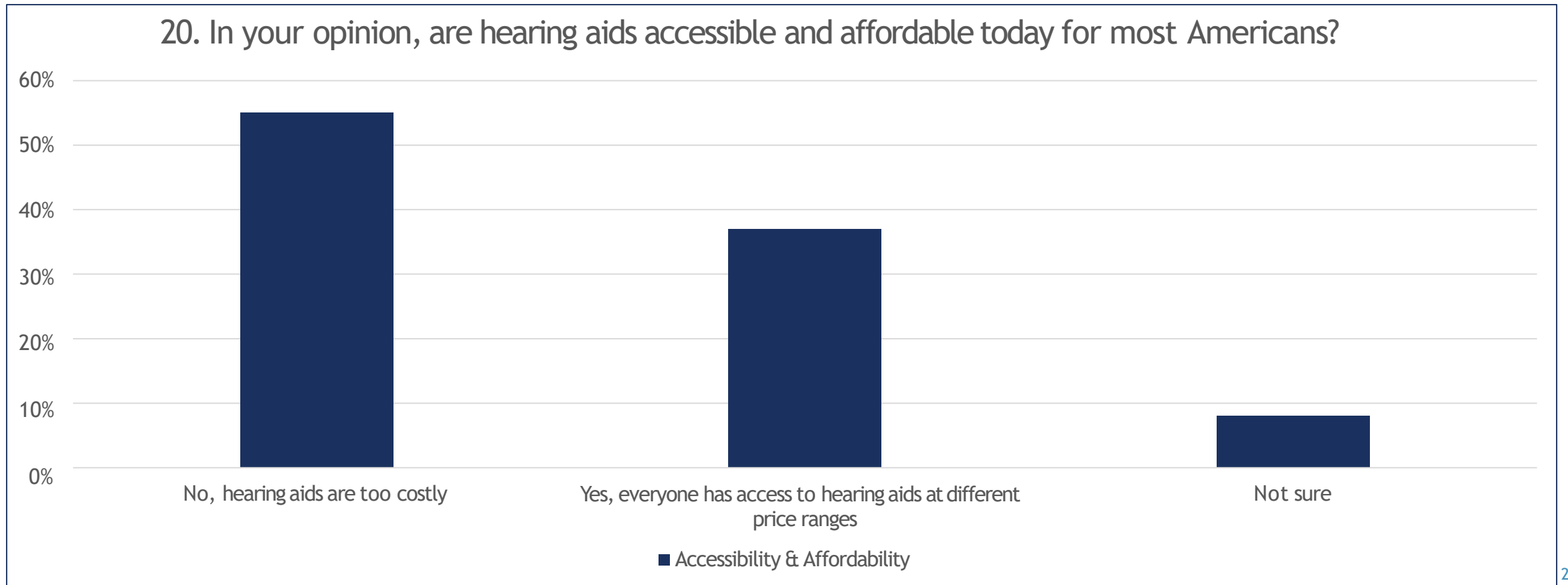
PROFESSIONAL VIEWPOINTS

19b. Which of the following responses best matches your feeling about OTC hearing aids*



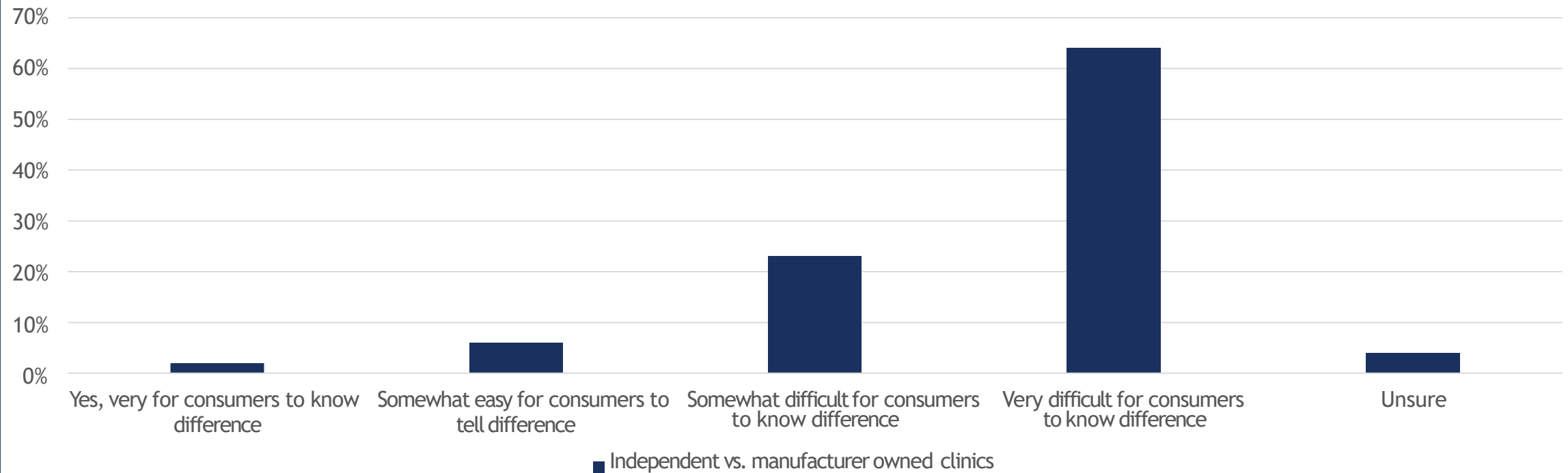
*Comparing data from 2017 Audiologist OTC Survey to current survey

PROFESSIONAL VIEWPOINTS



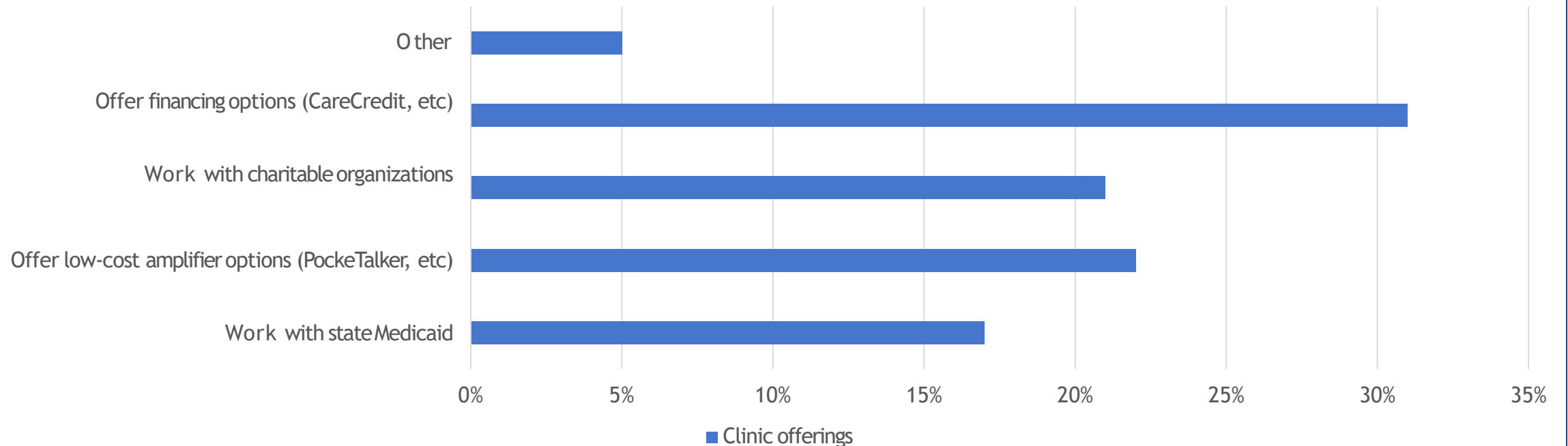
PROFESSIONAL VIEWPOINTS

21. In your opinion, when seeking out hearing healthcare, can consumers easily recognize when a clinic is owned by a hearing aid manufacturer vs. one that is independently owned?



PRACTICE DISPENSING PATTERNS

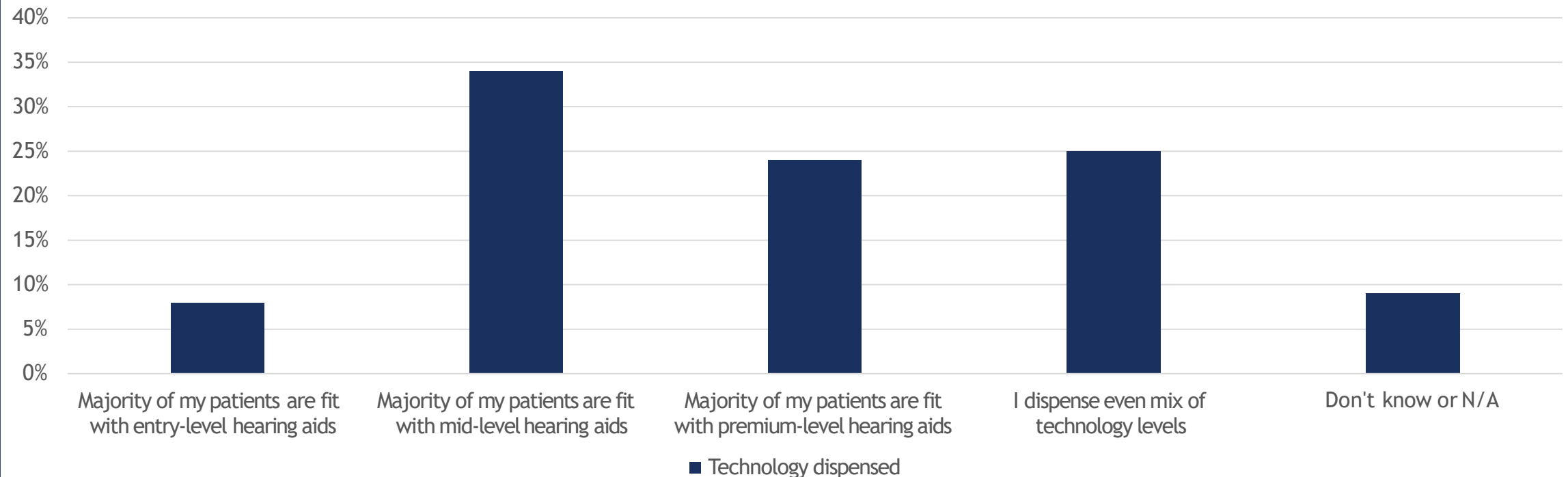
22. To improve affordability and accessibility of hearing aids, which of the following options does your clinic offer. Check all that apply:



**Category 'Other' included responses such as: Referral to VA or Vocational Rehab, 3rd party contracts, military discounts*

PRACTICE DISPENSING PATTERNS

23. Regarding technology level of hearing aids you typically dispense, which of the following statements is most accurate?





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