

Metric	Definition	Track for retail, third-party or both patient types
Average Customer acquisition cost (CAC)	Annual marketing spend divided by total # of sales opportunities, which include: <ul style="list-style-type: none"> All patients seen who were tested, screened, demo'd, trialed or discussed hearing aids even if they did not purchase 	<ul style="list-style-type: none"> Applies to retail patients only No cost to acquire a third-party referral
Average selling price (ASP)	<ul style="list-style-type: none"> Average sales price of hearing aids sold in the clinic Include all price points when averaging 	<ul style="list-style-type: none"> Retail sales: track ASP Third party referrals: track average professional fees paid
Average cost of goods sold (COGS)	<ul style="list-style-type: none"> Average cost to provider for all hearing aids sold in the clinic 	<ul style="list-style-type: none"> Applies to retail patients only Providers don't pay for hearing aids sold to third-party referrals
Average closing rate	<ul style="list-style-type: none"> Of the <u>total</u> number of patients seen in your clinic annually, what percentage buy hearing aids? 	<ul style="list-style-type: none"> Track independently for both retail and third-party referrals
Average return rate	<ul style="list-style-type: none"> Of the <u>total</u> number of hearing aids sold annually, what percentage are returned? 	<ul style="list-style-type: none"> Track independently for both retail and third-party referrals
Average number of hearing aids sold per patient	<ul style="list-style-type: none"> Total # of hearing aids sold divided by total # of patients who purchased Note – industry retail average is 1.72¹ 	<ul style="list-style-type: none"> Track independently for both retail and third-party referrals
Average number of times the patient is seen after the fitting	<ul style="list-style-type: none"> Average # of visits per patient during the first 12 months, <i>after</i> the initial fitting? 	<ul style="list-style-type: none"> Track independently for both retail and third-party referrals
Time spent on: hearing exam, fitting visit, follow up visit	What is the average time spent performing: <ul style="list-style-type: none"> Hearing exam Fitting visit Follow up visit 	<ul style="list-style-type: none"> Track independently for both retail and third-party referrals
Amount paid for: hearing exam, fitting, follow-up visit	What is the average fee you are paid for: <ul style="list-style-type: none"> Hearing exam Fitting visit Follow up visit 	<ul style="list-style-type: none"> Applies to retail and third party referrals Track each type independently
Average transaction fees incurred for patient financing	<ul style="list-style-type: none"> Average fee incurred by the provider for patient hearing aid financing 	<ul style="list-style-type: none"> Applies to retail patients only Provider does not incur a transaction fee for third-party sales