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Concierge Mobile Audiology

Creating and Sustaining a Successful and Rewarding Practice

Rachel A. Magann Faivre, AuD
ASH Audiology PLLC
rmf@ashaud.com



Rachel Magann Faivre, AuD

Dr. Magann Faivre owns and operates her private mobile audiology clinic, ASH Audiology, in Oklahoma. She currently serves on The Audiology Project's Board as Director-at-Large and on Northern Illinois University's Advisory Board and is a past board member and treasurer of the Academy of Doctors of Audiology (ADA). She is a longstanding fellow of the American Academy of Audiology and ADA.



Disclosures

- **Presenter Disclosure:** Financial: Rachel Magann Faivre received an honorarium for this presentation. She is the owner of ASH Audiology PLLC. Non-financial: Rachel Magann Faivre is a board member of The Audiology Project, member of AAA and ADA, and an advisory board member at Northern Illinois University.
- **Content Disclosure:** This learning event does not focus exclusively on any specific product or service.
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Learning Outcomes

After this course, participants will be able to:

- List pros and cons of a mobile/concierge audiology practice from the owner's, audiologists', and patients' perspectives.
- List concrete steps of what needs to be done when planning a successful mobile/concierge practice.
- Describe how to create a financial plan to ensure financial goals are met.

About Me



MAYO CLINIC



Clinical Training



Business Training



Non-Profit



Private Practice

Baby

About Mobile Audiology

- Much more flexible work-life
- Different environments
- See patients in their spaces
- More patient support present
- Mobile equipment

What we'll be covering

- Pros and Cons of Mobile Audiology
- Planning the Business Clinical Decisions
 - Services to Provide
 - Unbundled vs. Bundled
 - Insurances to Take or Not
 - Equipment
- Planning the Business: Business Decisions
 - Financial Forecasting
 - Calculating Break Even Plus Profit
 - Business Plan Parts
 - Creating Your Superbill
 - Setting Up Your Pricing
 - Marketing & Branding
 - Who Will You Do Business With
 - Creating Internal and Patient-Facing Paperwork
 - Decide What to Do Yourself vs. Hire Out
 - Organizational Tools
 - Helpful Resources

Pros & Cons of Mobile Audiology

AuD Pros	AuD Cons
• Flexible schedule • No walk-ins • No disgruntled patients • Set your own prices • Choose what insurances to take • Low start up costs • Unique patient offering • Low marketing costs • Excellent word of mouth • Something new each day • Easy to work with SLCs • MDs notice your unique model	• No place for patient to drop off • Not as efficient
Patient Pros	Patient Cons
• Convenient • No waiting room • Treat HL in real world environment • Novel experience	• No place for drop-off repairs • No place for walk-in purchases

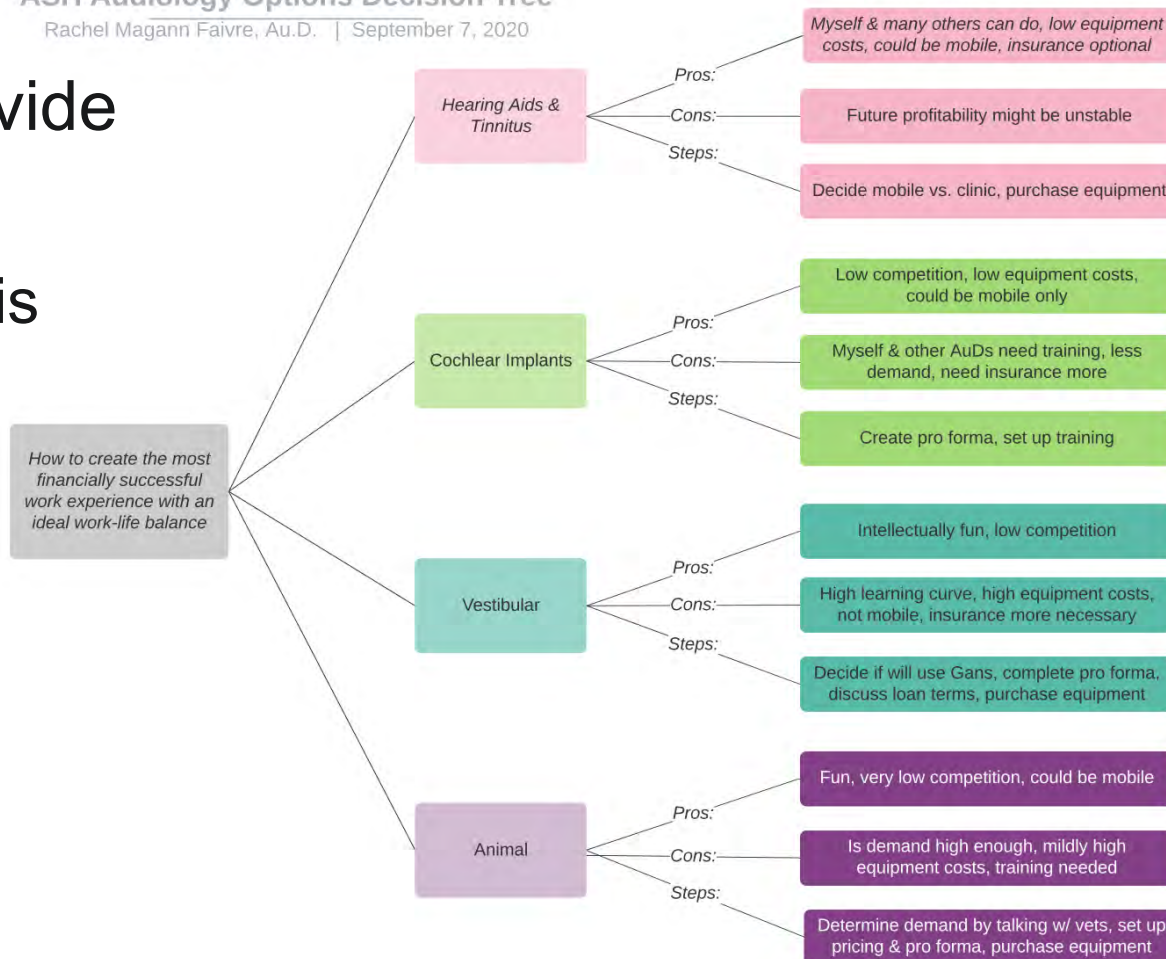
Planning the Business: Clinical Decisions

ASH Audiology Options Decision Tree

Rachel Magann Faivre, Au.D. | September 7, 2020

Services to Provide

- Decision Tree
- SWOT Analysis
- Survey



Planning the Business: Clinical Decisions

- Unbundled vs. Bundled
 - Fundamental choice on how you want to run your business – the financial numbers can work either way
 - ASH Audiology chose unbundled because:
 - Simpler
 - Travel time costs \$\$ and didn't want to give it away
 - Personally, the option I was most comfortable with and felt was best for patients
 - Senior living communities exception
 - Residents don't carry money and often don't have control over finances ? easier when working with family
 - AuD VIP exception
 - Used infrequently

Planning the Business: Clinical Decisions

- Insurances to take or not take
 - Utilize past experience
 - Look at insurance fee schedules
 - Ask local billers or AuDs
 - See how TPAs reimburse
 - Start small then add on if advantageous

Planning the Business: Clinical Decisions

- Equipment
 - What's going to work for your model?
 - Budget
 - New vs. Used
 - Facebook's Audiology Happy Hour Marketplace
 - Calibration company (e.g. E3, Gordon Stowe, etc.)
 - Manufacturer Reps
 - Ask local AuDs
 - Ebay
 - Conference specials
 - Don't have to get it all on day 1

Planning the Business: Clinical Decisions

Equipment Costs

Category	Make	Model	Price	Shipping	Vendor	Contact	Warranty?	High frequency?	Mobile?	Test box?	Notes
Audiometer	Emoyo	Kuduwave Pro	\$4,650	\$0	Emoyo		3Y	Y	Y		\$69x2 for eartips
	MedRx	AVANT Stealth	\$5,690	\$40	MedRx		1Y	Y - \$750 extra	Y		
	MedRx	A2D+	\$5,190	\$40	MedRx		1Y	N	Y		
	Interacoustics	AC40	\$7,000		Gordon Stowe			?	N		Prices are approx. from phone call, speakers extra \$
REM	Auditdata	Primus ICE	\$7,600		Auditdata						
	MedRx	REM+			MedRx		1Y		Y	N	
	Audioscan	Verifit2	\$14,000		Gordon Stowe				N	Y	Prices are approx. from phone call
	Auditdata	Primus HITPro	\$11,000		Auditdata						
Middle Ear	Audioscan	Axiom	\$9,600		Gordon Stowe				Y	Y	not super mobile
	Audioscan	RM500SL	\$10,600		Gordon Stowe				Y	Y	briefcase
	Interacoustics	Titan	\$8,140	\$50	Gordon Stowe				Y		
	GSI	TympStar Pro	\$10,000		Gordon Stowe				N		Prices are approx. from phone call
Audiometer & REM	MedRx	AVANT ARC	\$5,690	\$40	MedRx		1Y		Y	N	
	Audioscan	Audiostar Pro	\$10,000		Gordon Stowe			?	N		
	Auditdata	Primus PRO	\$15,900		Auditdata						Prices are approx. from phone call, \$700 for speakers, \$750 for install
Middle Ear + OAE	Interacoustics	Titan	\$13,640		Gordon Stowe		Y		Y		
OAE	Interacoustics	Lyra	\$6,545		Gordon Stowe		Y		Y		

USED

Audiometer	Emoyo	Kuduwave Plus	\$3,400				Y	N	Y		Apr-20
Audiometer	Emoyo	Kuduwave Plus	\$3,500				Y	N	Y		11/2018 - 3Y warranty
REM	Audioscan	Verifit2	\$10,500						N	Y	2019
REM	MedRx	AVANT REM Spec	\$400-1200	\$0			N		Y	N	\$400 for monaural, \$1200 for binaural unit
REM	MedRx	AVANT REM Spec	\$825	\$17			N		Y	N	
REM	Audioscan	RM500	\$675-799	\$20-50			N		Y	Y	briefcase
REM	Audioscan	Axiom	\$5,000						Y	Y	not super mobile
Middle Ear	Interacoustics	Titan	\$7,150				6m		Y		
Middle Ear + OAE	Interacoustics	Titan	\$8,350				6m		Y		
OAE	Maico	Ero-Scan Pro	\$2,000				N		Y		diagnostic

Planning the Business: Business Decisions

- Financial Forecasting
 - How do you set prices?
 - How do you know if you'll make enough \$\$?

- or -

- Business Plan
 - Executive summary
 - Company description
 - Marketing & Sales
 - Organization and management structure
 - Service or product line
 - Funding request
 - Financial projections: income statement, balance sheet, cash flow statements for projected 3-5 years

Break Even Analysis + Profit

- How do you calculate your hourly rate?

= Salaries + Expenses / Annual Billable Hours

Income Statement & Balance Sheet

INCOME STATEMENT

Grey Background Indicates Editable Cell

	2023		2024		2025	
		% of Gross Sales		% of Gross Sales		% of Gross Sales
REVENUES						
HA Sales (unbundled, not leasing)	\$ 119,040	88.5%	\$ 178,560	82.9%	\$ 238,080	82.6%
Hearing Evaluations	\$ 3,276	2.4%	\$ 5,460	2.5%	\$ 6,552	2.3%
Tinnitus Evaluations	\$ 462	0.3%	\$ 923	0.4%	\$ 1,385	0.5%
HA Services Sales (unbundled)	\$ 6,776	5.0%	\$ 20,329	9.4%	\$ 27,106	9.4%
Other Sales	\$ 5,000	3.7%	\$ 10,000	4.6%	\$ 15,000	5.2%
Total Revenues	\$ 134,554		\$ 215,272		\$ 288,122	
EXPENSES						
COGS	\$ 47,271		\$ 71,626		\$ 96,168	
Diagnostic Equipment	\$ -		\$ -		\$ -	
Clinical Supplies	\$ 1,000		\$ 2,000		\$ 3,000	
Furniture	\$ -		\$ -		\$ -	
Computers	\$ -		\$ -		\$ -	
FOS Salary (XXhrs/wk)	\$ -		\$ 25,000		\$ 42,000	
Business Support Salary (XXhrs/wk)	\$ -		\$ -		\$ 20,000	
Owners' Salaries	\$ 60,000		\$ 75,000		\$ 90,000	
Legal	\$ 1,000		\$ 1,000		\$ 1,000	
Utilities	\$ -		\$ -		\$ -	
Lease	\$ -		\$ -		\$ -	
Liability Insurance premiums	\$ 200		\$ 200		\$ 200	
Marketing (XX%)	\$ 1,346		\$ 2,153		\$ 3,081	
OMS	\$ 1,920		\$ 1,920		\$ 1,920	
Annual Calibration	\$ 350		\$ 500		\$ 750	
Renovation	\$ -		\$ -		\$ -	
Licensure & Professional Membership Dues	\$ 735		\$ 735		\$ 735	
Continuing Education	\$ 1,500		\$ 3,000		\$ 3,000	
Health Insurance (AuD+FOS)	\$ 3,360		\$ 8,100		\$ 9,450	
Credit Card Fees	\$ 3,000		\$ 4,500		\$ 6,000	
Phone & Internet	\$ 1,200		\$ 1,200		\$ 1,200	
Interest Expense on Debt	\$ 405		\$ 405		\$ 365	
SS/Medicare tax expense (for empl)	\$ -		\$ 1,913		\$ 4,743	
Workers' Compensation (for empl)	\$ -		\$ 900		\$ 900	
State/Muni Sales Tax expense	\$ 10,698		\$ 16,263		\$ 21,828	
Bad Debt	\$ -		\$ 2,691		\$ 4,305	
Depreciation Expense	\$ -		\$ -		\$ -	
Total Expenses	\$ 133,985		\$ 219,106		\$ 310,445	
Net Income	\$ 569		\$ (3,833)		\$ (22,323)	
Net Profit Margin	0%		-2%		-8%	

BALANCE SHEET

	2023		2024		2025	
ASSETS						
Current Assets						
Cash	\$ (10,364)		\$ (30,480)		\$ (67,445)	
Accounts Receivable	\$ 20,183		\$ 32,291		\$ 43,218	
Allowance for Doubtful Accounts	\$ 2,691		\$ 4,305		\$ 5,762	
Insurance Receivable	\$ -		\$ -		\$ -	
Inventory	\$ -		\$ -		\$ -	
Total Current Assets	\$ 9,819		\$ 1,811		\$ (24,227)	
Long-Term Assets						
Furniture	\$ 500		\$ 1,000		\$ 1,500	
Diagnostic Equipment	\$ 5,000		\$ 7,000		\$ 8,000	
Clinical Supplies	\$ 1,000		\$ 1,000		\$ 1,000	
Computers	\$ 1,000		\$ 2,000		\$ 3,000	
Accumulated Depreciation	\$ -		\$ -		\$ -	
Total Long-Term Assets	\$ 7,500		\$ 11,000		\$ 13,500	
Total Assets	\$ 17,319		\$ 12,811		\$ (10,727)	
LIABILITIES						
Current Liabilities						
Accounts Payable	\$ -		\$ -		\$ -	
Current Portion of Long Term Debt/Notes Payable	\$ -		\$ -		\$ -	
Total Current Liabilities	\$ -		\$ -		\$ -	
Long-Term Liabilities						
Long term debt (SBA loan)	\$ 6,750		\$ 6,075		\$ 4,860	
Long term debt (Term loan)	\$ -		\$ -		\$ -	
Total Long-Term Liabilities	\$ 6,750		\$ 6,075		\$ 4,860	
Total Liabilities	\$ 6,750		\$ 6,075		\$ 4,860	
OWNERS' EQUITY						
Owner's Capital Accounts	\$ 10,000		\$ 10,000		\$ 10,000	
Retained Earnings	\$ -		\$ 569		\$ (3,264)	
Earnings	\$ 569		\$ (3,833)		\$ (22,323)	
Distributions to Owners	\$ -		\$ -		\$ -	
Total Owner's Equity	\$ 10,569		\$ 6,736		\$ (15,587)	
Total Liabilities + Owner's Equity	\$ 17,319		\$ 12,811		\$ (10,727)	

Estimated SBA Loan	\$ 6,750
(90% of fixed assets)	
Paid back in 10 years	
Interest Rate	6.00%
Term Loan	\$ -
10 year loan	
Interest rate	4%
Paid in Capital	\$ 10,000
Starting Cash	\$ 16,750

Calculation Factors

Amount of Account Rec. not Collected in the same Yr.

15%

Number of people with insurance that covers evaluations

80%

Average total HA "sale" per patient

\$2,480

Amount required to be paid down per HA

100%

Chargeable amount per evaluation.

37

125

% of patients that get evaluations

99%

Amount of Insurance proceeds not collected in the same yr.

15%

Amount of A/R that will be uncollectible

2%

Cost per HA (unilateral)

\$939

Starting Cash

10000

COGS% of Other Sales

40%

COGS% of Evaluations

5%

Chargeable amount per tinnitus evaluation

162

275

Evals	Gross Sales	y1	y2	y3
Medicare		48	80	96
Non-Medicare		12	20	24
Tinn. Evals				
Medicare		2	4	6
Non-Medicare		0.5	1	1.5
	Gross HA Sales	48	72	96

Gross other sales per yr

	5000	10000	15000
--	------	-------	-------

HA Services	2 HACs + 2 HAPs/yr	Y2	Y3	Total Extra Over 3 Years
	6776	20329	27106	33882
	\$1000 Annual	0	Y2	Y3
	28235	42353	56471	56471
				98824
				183529 if 100% cho

Patient HAF Cost (bilateral)

Entry	Essential	Basic	Mid	Premium	Ave Cost w/ % Usage	Bilateral % Usage
	\$2,025	\$3,125	\$4,225	\$4,625	\$5,125	\$4,775
						80%
HA COGs (unilateral)					Ave COGs w/ % Usage	
	225	\$450	\$600	\$800	\$1,100	\$939
					Total	
Percent Utilization	3%	3%	8%	25%	61%	100%

Patient HAF Cost (unilateral)

Entry	Essential	Basic	Mid	Premium	Ave Cost w/ % Usage	Unilateral % Usage
	1475	\$2,025	\$2,575	\$2,775	\$3,025	\$2,850
						20%
HA COGs (unilateral)					Ave COGs w/ % Usage	
	\$225	\$450	\$600	\$800	\$1,100	\$939
					Total	
Percent Utilization	3%	3%	8%	25%	61%	100%

Total Usage Patient HAF Cost/HA
\$2,480

Creating your superbill - look at insurance fee schedules

Hearing Superbill		\$ / hr = \$ / min		\$ / hr = \$ / min	
	Billed Amt	Time (min)	Cost/min	Highest Ins Reimbursement	CPT Code
HE	\$125	30	\$4.17	\$121	92557
HE (for HAs)	\$125	30	\$4.17		\$0618
					Billable hrs/yr 27hrs/wk for 47 wks 1269
					Break-even Hr Rate Salaries+Expenses/no Service cost/hr if sell
Tymps & Reflexes	\$50	10	\$5.00	\$47	92550
Tymps	30	5	\$6.00	557	92567
Tinn Eval	\$125	30	\$4.17		92625
Tinn Counseling	\$150	30	\$5.00	n/a	99927
SIN	\$23	5	\$4.60		HA Profit 10 HAs/mth=10.5hrs/mth=2hrs/wk
Wax/ear	\$30	8	\$4.00		69210+
CNA (COAT, SIN, LD)	\$175	60	\$2.92	n/a	92700
EA Analysis	\$70				92594/5
HAF	\$680	90	\$7.56		V5011+
HAC/Baha Bilateral	\$170	45	\$3.78	\$170	92593
HAC/Baha Unilateral	\$110	30	\$3.67	\$102	92592
HA/Baha Program	\$70	30	\$2.33	\$51	92595
Loaner HA	\$25	15	\$1.67	n/a	v5267 HA accessory
HA Plan Annual	\$1,000		n/a	n/a	v5299 Hearing svc misc
CI Activation Equip	\$200	60	\$3.33	\$180	92603
CI Activation Test	\$125	60	\$2.08	\$105	92626
CI f-u Programming	\$125	45	\$2.78	\$113	92604
CI AEP (ABR)	\$200	15	\$13.33	\$180	92585
CI/Baha Eval	\$125	30	\$4.17	\$105	92626
CI/Baha Eval extra 1	\$30	15	\$2.00	\$25	92627
PT AC only	\$50	10	\$5.00	\$43	92552
OAEs	\$70	10	\$7.00	\$45	92588
Stenger	\$18	5	\$3.60		92565
Virtual Visit	\$35	20	\$1.75	447	99444?
Office Visit	\$35				V5299
EMI/ear	\$36	5	\$7.20		V5275
EM/ear					V5264
PPE Expenses	1				99072
New Patient	91				99202
New Patient	129				99203
Existing Patient	31				99211
Existing Patient	54				99212
Existing Patient	90				99213
HA Upgrade (3PA?)/Deluxe Item					\$1001

not covered by Medicare, maybe covered for private, must have public emergency declared in my county/state, patient to sign ABN if private paying

use when pt hasn't been seen in 3 yrs, 15-29min beyond audio, eg) HL & BPPV

use when 30-44min beyond audio, tinn, vestib, APD evals

use when no decision making or data review, eg) otoscopy, basic health screening, unsuccessful cerumen management

use when 10-19min beyond audio, same as 99202 but for existing patients, eg) HL & BPPV

Example Pricing Setup

Bundled Model from my Business Plan			
	ASP HA	Ave COGs/unit	Profit
Bilateral	\$4,500	\$1,580	\$2,920
Unilateral	\$2,250	\$790	\$1,460
Tinnitus	\$4,650	\$1,580	\$3,070
Bundled Bilateral Model from previous employer			
High	\$6,400	\$2,200	\$4,200
Mid	\$4,800	\$1,600	\$3,200
Low	\$3,200	\$1,200	\$2,000
Economy	\$2,500	\$900	\$1,600
Bundled Unilateral Model from previous employer			
High	\$3,350	\$1,100	\$2,250
Mid	\$2,550	\$800	\$1,750
Low	\$1,750	\$600	\$1,150

Financing Options in 2020 (order of preference)

	Pt Fee	Clinic fee
1) AbleTech		
12-60mths	5-6%	0%
2) CareCredit		
12mths	0%	4.90%
3) Ally		
12-60mths	7.99-26.99%	1.75%
4) Ally		
12-mths	7.99%	2.99%
5) CareCredit		
24mths	14.90%	5%
36mths	15.90%	5%
48mths	16.90%	5%
60mths	17.90%	5%

Unbundled Bilateral Pricing						
HAs Only	Patient Cost	Profit	% Utilization			
Premium	\$4,200	\$2,000	61%			
Mid	\$3,700	\$2,100	25%			
Basic	\$3,300	\$2,100	8%			
Essential	\$2,200	\$1,300	6%			
Entry	\$1,100	\$650	Includes 2 HACs & 2 HAPs per Year			
Bilateral HAF	Patient Cost	Y1 Profit	Y2 Profits	Y3 Profits	Y4 Profits	Y5 Profits
Premium+CNA+HAF	\$5,125	\$3,165	\$3,645	\$4,125	\$4,605	\$5,085
Mid level+CNA+HAF+HE	\$4,625	\$3,265	\$3,745	\$4,225	\$4,705	\$5,185
Basic+CNA+HAF	\$4,225	\$3,265	\$3,745	\$4,225	\$4,705	\$5,185
Essential+CNA+HAF	\$3,125	\$2,465	\$2,945	\$3,425	\$3,905	\$4,385
Entry+CNA+HAF	\$2,025	\$1,815	Includes 1 Yr \$1000 Unlimited HAC Fee per Year			
Bilateral HAF	Patient Cost	Y1 Profit	Y2 Profits	Y3 Profits	Y4 Profits	Y5 Profits
Premium+CNA+HAF	\$5,125	\$3,425	\$4,425	\$5,425	\$6,425	\$7,425
Mid level+CNA+HAF+HE	\$4,625	\$3,525	\$4,525	\$5,525	\$6,525	\$7,525
Basic+CNA+HAF	\$4,225	\$3,525	\$4,525	\$5,525	\$6,525	\$7,525
Essential+CNA+HAF	\$3,125	\$2,725	\$3,725	\$4,725	\$5,725	\$6,725
Entry+CNA+HAF	\$2,025	\$2,075	\$3,075	\$4,075	\$5,075	\$6,075
6 Yr Bilateral Profits Comparison						
Y6 Unbundled Profits			High Lease Y6 Profits			

Grey cells are editable
Green cells are clinic's profits
Blue cells are patient's costs
Red cells are if patient defaults on subscription

Planning the Business: Business Decisions

- Marketing
 - Who are your target markets?
 - Which patient populations will you serve first?
 - Decide on driving radius
 - Look at city demographics to help
 - Again, don't have to pursue all of them at first.
 - How will patients find you?
 - Physicians: PCPs, MD VIPs, other unbundled or mobile PCP models
 - Social media: Facebook
 - Referral sources: word of mouth, MDs, website, insurance, SLCs
 - Start with what's manageable and add on as needed later

Planning the Business: Business Decisions

- Branding
 - Logo
 - Website
 - Social Media
 - Patient-facing documents

Planning the Business: Business Decisions

- Manufacturers & Supplies
 - Prescription HA manufacturers
 - OTC HA vendors
 - CI/Baha manufacturers
 - HA & clinical supplies
 - Buying/Management groups
- Other Business Vendors
 - Bank
 - Credit card processing
 - Legal
 - Accounting
 - Billing & Clearinghouse
 - Business credit card
 - Financing companies
 - Liability insurance
 - EMR
 - Marketing materials
 - Calibrators

Support local – builds brand awareness

Planning the Business: Business Decisions

- Creating internal and patient-facing documents
 - Internal
 - Metrics tracking, Supplies ordering, Vendor accounts, Hearing products tracking, Marketing calendar, Clinical protocols, Equipment, FOS training, C&FNA
 - External
 - New patient intake, HAF, HA maintenance, Insurance benefits check, HAC, Superbill, HIPAA, Financial, office, and privacy policies, Aural rehab, Screenings, Questionnaires, Baha, Medical clearance and waiver, ABN, Audiogram, Pediatric versions

Metrics Tracking

AuD Hearing Aid Report

DOS	Transaction	Referral	Miles	Patient Name	Appt	Pt Type	HL	Sold	Demo	Manufacturer	Tech Type	HA Pt Paid	HA Ins Paid	HA Cost	Tech Type	Acc Pt Paid	Acc Ins Paid	Acc Cost	Svc Pt Paid	Svc Ins Paid	HA Re
14-Nov	In-Person	Previous Pt	24		HTE	Competitor	2	2	No	-	-	-	-	-	-	-	-	-	\$210.00	?	
8-Nov	In-Person	Friends & Family	18		HTE	New	2	0	Yes	-	-	-	-	-	-	-	-	-	\$210.00	?	
2-Nov	In-Person	Website	36		HTE	New	2	2	-	-	-	-	-	-	-	-	-	-	\$187.00	?	
2-Nov	In-Person	Website	0		HTE	New	2	-	-	-	-	-	-	-	-	-	-	-	\$312.00	-	
2-Nov	In-Person	Website	0		HTE	New	2	2	-	-	-	-	-	-	-	-	-	-	\$222.23	\$20.92	
16-Nov	In-Person		30		HTC	-	-	-	-	-	-	-	-	-	-	-	-	-	\$90.00	-	
29-Nov	In-Person		24		HTF					ReSound	Basic CIC+	\$800.00	?	\$1,008.95	-	-	-	-	\$785.00	-	
23-Nov	In-Person		30		HTC	-	-	-	-	-	-	-	-	-	-	-	-	-	\$205.00	-	
30-Nov	In-Person	BCBSOK			HTE	Competitor	2	2	No	-	-	-	-	-	-	-	-	-	\$210.00	?	
1-Nov																				\$80.00	
12-Nov																				\$120.00	
28-Nov																				\$80.00	
28-Nov																				\$200.00	
28-Nov																				\$80.00	

Hearing Products Tracking

	MAKE	STYLE(S)	NOTES	WARRANTY	ALPACA WARRANTY	COGS DIFFERENCE	ALPACA REBATE	ALPACA INVOICE (with rebate included)	INVOICE
3									
4	Moment 440	sRIC D-R, mRIC D-R, & 312 D	not direct to Android, short press can be			\$0.00	\$0		add \$ to
5	HIGH DIGITAL	Moment 440	RIC 312 D, RIC 10, XP toilet door, M 312, P 312, & C not direct to Android	3 YR REPAIR	3 YR REPAIR 3	\$0.00	\$0		
6		Evoke 440	312 mBTE, 312 BTE, 13 PBTE	3 YR L&D	YR L&D	\$0.00	\$50		
7									
8	Moment 330	mRIC 312 D-R	not direct to Android, short press can be			\$0.00	\$0		add \$ to
9	MID DIGITAL	Moment 330	RIC 312 D, RIC 10, XP toilet door, M, P, & CIC	3 YR REPAIR	3 YR REPAIR 3	\$0.00	\$0		
10		Evoke 330	312 mBTE, 312 BTE, 13 PBTE	3 YR L&D	YR L&D	\$0.00	\$50		
11									
12	Moment 220	mRIC 312 D-R	not direct to Android, short press can be			\$0.00	\$0		add \$ to
13	LOW DIGITAL	Moment 220	RIC 312 D, RIC 10, XP toilet door, M, P, & CIC	2 YR REPAIR	3 YR REPAIR 3	\$0.00	\$0		
14		Evoke 220	312 mBTE, 312 BTE, 13 PBTE	2 YR L&D	YR L&D	\$0.00	\$25		
15									
16	Moment 110	mRIC 312-R	not direct to cell phone, short press can be	2 YR REPAIR		\$0.00	\$0		
17	ECONOMY DIGITAL	Moment 110	RIC 312 D, RIC 10, XP toilet door, M, P, & CIC	2 YR L&D	3 YR REPAIR 3	\$0.00	\$0		
18		Evoke 110	All Styles	3 YR REPAIR	YR L&D	\$0.00	\$0		
19				3 YR L&D					
20	MEDICAID & DRS	Unique 110	All Styles	1 YR REPAIR	3 YR REPAIR 3	\$0.00	\$0		
21				1 YR L&D	YR L&D				
22	Medicaid Reimbursement: \$536.90/device for flat HLs and \$671.12/device for precipitous HLs								
23	CIC is smallest wireless custom								
24	HAs have 90-day return period								
25	Ask Drenna when need a n/c remote link for remote fitting **check these costs before quoting								
26	Ask Drenna when need a n/c RC-DEX with customs								
27	**\$195 L&D								
28	can order 1 extra year of repair warranty for \$120/device								
29	BTE & custom out of warranty repair: 12-mth = \$150 - pt cost = \$250								
30	Custom out of warranty remake/repair: 12-mth = \$235 - pt cost = \$350								
31	Extended 1 year warranty (up to 4 yrs) = \$110/device								
	Hearing Protection	Audio Devices	WIDEX	WIDEX Accessories	PHONAK	OTICON	SIGNIA	UNITRON	BA ...

Supplies Ordering

1	OAKTREE				(800) 347-1960				#42187	**NO INPUT NEEDED
2	SUPPLIES ORDER FORM				Fax # 636-530-6158				\$1,603.13	Confirmation #:
4	Product	Part #	Units/Pkg	Qty	Price Ea.	Alpaca Price Ea.	Patient Price	Net Profit	Total Price	Received Date:
5	IMPRESSION MATERIALS									
6	Slim Foam Ear Dams (Small, gray)	122SLIM-SM	50	1	\$5.25	\$4.73	n/a	n/a	\$4.73	
7	Slim Foam Ear Dams (Medium, white)	122SLIM-MED	50	1	\$5.25	\$4.73	n/a	n/a	\$4.73	
8	Slim Foam Ear Dams (Large, blue)	122SLIM-LG	50	1	\$5.25	\$4.73	n/a	n/a	\$4.73	
9	Audiologist's Choice DM-50 Impression Ma	01602NT	8	0	\$57.00	\$51.30	n/a	n/a	\$0.00	
10	Mixing Tips (DM-50, std length)	MT4	1	0	\$0.60	\$0.54	n/a	n/a	\$0.00	
11	Audiologist's Choice LED Ear Light (straight)	12AAAPEN-B	1	1	\$8.00	\$7.20	n/a	n/a	\$7.20	
12	Audiologist's Choice DM-50 Impression Ma	01602	8	1	\$68.60	\$61.74	n/a	n/a	\$61.74	
13	Manual Impression Gun (DM-50)	SILG	1	1	\$40.00	\$36.00	n/a	n/a	\$36.00	
14	TUBING									
15	13M	13M	25	1	\$5.50	\$4.95		-\$4.95	\$4.95	
16	Libby Horn 3mmM	30332	6	1	\$11.00	\$9.90		-\$9.90	\$9.90	
17	Tubing Expander Pliers	116B	1	1	\$24.00	\$21.60		-\$21.60	\$21.60	
18	Wire Loop Tubing Puller1	TOOL/EACH/ORA	1	1	\$2.50	\$2.25		-\$2.25	\$2.25	
19	Wire Loop Tubing Puller?	30432	1	0	\$10.40	\$3.36		-\$3.36	\$0.00	
20	Mini Heat Gun	HG-3000D	1	0	\$28.50	\$25.65		-\$25.65	\$0.00	
21	HEARING AID CARE									
22	Power One Batteries (p675 Cl, 10 cards of 6	52067	60	1	\$40.00	\$36.00	\$50.99	\$14.99	\$36.00	
23	Activair Battery Tester	ATEST	1	1	\$8.50	\$7.65	\$15.99	\$8.34	\$7.65	
24	Keychain Battery Tester	DTEST	1	1	\$4.50	\$4.05	\$11.99	\$7.94	\$4.05	
25	Battery Removal Magnet Tool	HAA01	1	1		\$3.15	\$10.99	\$7.84	\$3.15	
26	PerfectClean	PC1	1	1	\$79.00	\$79.00	\$124.99	\$45.99	\$79.00	
27	PerfectClean Refill	PCREF	1	0		\$9.30	\$18.99	\$3.69	\$0.00	
28	PerfectDry Lux HA Electronic Dehumidifier	000016	1		\$50.00	\$45.00	\$69.99	\$24.99	\$0.00	
29	HA Drying Jar (blank)	00303Unlabeled	1	2	\$4.85	\$4.37	\$11.99	\$7.63	\$8.73	
30	Wondertool Battery Extractor	WT	1	1	\$3.95	\$3.56		-\$3.56	\$3.56	
31	Cleaning Brush (magnet & loop)	HTCBL	1	4	\$0.50	\$0.45	\$4.99	\$4.54	\$1.80	
32	Pipe Cleaners	NC20	20	1	\$3.60	\$3.24		-\$3.24	\$3.24	
33	Tubing Air Blower	1846992	1	2	\$2.00	\$1.80		-\$1.80	\$3.60	
34	INFECTION CONTROL									
35	Sani-Cloth AF3 Wipes	P13872	160	0	\$9.70	\$8.73		-\$8.73	\$0.00	
36	Alcohol Prep Pads (small squares)	DYN1113	200	1	\$2.50	\$2.25		-\$2.25	\$2.25	
37	Vinyl Gloves (small)	VPF62100	100	0	\$14.00	\$12.60		-\$12.60	\$0.00	
38	Germ-X Hand Sanitizer (8oz pump)	VJO51896	1	0	\$6.00	\$5.40		-\$5.40	\$0.00	
39	KN95 Face Mask	KN95	1	2	\$3.25	\$2.93		-\$2.93	\$5.85	
40	DIAGNOSTIC SUPPLIES									
41	Insert Earphone Tips (Adult)	420-2005	750	0	\$220.00	\$198.00	n/a	n/a	\$0.00	
42	Insert Earphone Tips (Peds)	420-2007	750	0	\$220.00	\$198.00	n/a	n/a	\$0.00	
43	Insert Earphone Tips (Adult)	420-2004	50	1	\$17.40	\$15.66	n/a	n/a	\$15.66	
44	Precision Probe Tubes (blue)	76109MBB-120	120	0	\$115.00	\$103.50	n/a	n/a	\$0.00	
45	Precision Probe Tubes (blue)	76109MBB-36	36	1	\$40.00	\$36.00	n/a	n/a	\$36.00	
46	CERUMEN MANAGEMENT									
47	Audiologist's Choice Earwax Removal Syst	102	1	2	\$3.75	\$3.38	\$10.99	\$7.62	\$6.75	
48	Economy Chrome Alligator Forceps (pointe	31067	1	1	\$18.00	\$16.20	n/a	n/a	\$16.20	
49	Economy Buck Curette (angled, sz 1)	25-699	1	1	\$10.00	\$9.00	n/a	n/a	\$9.00	
50	Economy Buck Curette (angled, sz 2)	35-700	1	1	\$10.00	\$9.00	n/a	n/a	\$9.00	
51	Lucae Ear Hook (2mm)	25-702	1	1	\$19.00	\$17.10	n/a	n/a	\$17.10	
52	JedMed FS 6000 LED 3.5X Sport Loupe	98-1752	1	1		\$993.60	n/a	n/a	\$993.60	
53	HEARING PROTECTION									
54	Baby Bans Junior Earmuff (black)	EMBK	1	1	\$22.00	\$19.80	\$38.99	\$19.19	\$19.80	
55	Baby Bans Junior Earmuff (blue)	EMBL	1	1	\$22.00	\$19.80	\$38.99	\$19.19	\$19.80	
56	Baby Bans Junior Earmuff (pink)	EMPI	1	1	\$22.00	\$19.80	\$38.99	\$19.19	\$19.80	
57	MISC									
58	Doc's ProPlugs (XS, blue)	S02F-XSB	1pair	1	\$7.25	\$6.53	\$14.99	\$8.47	\$6.53	
59	Doc's ProPlugs (Medium-Small, blue)	S03F-MSB	1pair	1	\$7.25	\$6.53	\$14.99	\$8.47	\$6.53	
60	Doc's ProPlugs (Small, blue)	S04F-SB	1pair	1	\$7.25	\$6.53	\$14.99	\$8.47	\$6.53	
61	Doc's ProPlugs (Medium, blue)	S05E-MB	1pair	1	\$7.25	\$6.53	\$14.99	\$8.47	\$6.53	

Vendor Accounts

1	Health Insurance Payers & Loaners Contact & Account Info				
2					
3	Company	Phone #	Representatives	Email	Address
4	ABLETech-OkAT	405.252.1012			
5		405.744.4254	Natalie Rohwer	okatstaff@gmail.com	
6		405-744-2487 (f)			
7	CareCredit				
8	5348120289415140	480.707.4732	Chan Geffrard (ISR)	cgeffrard@carecredit.com	3150 S 48th St
9	Practice Code	0010W00002dqhzqQAA			Phoenix, AZ 85040
10	Ally				
11		908.528.6207	Ron Rouse	ron.rouse@ally.com	1401 W Morehead St
12					Charlotte, NC 28208
13	DRS	405.522.7930			
14			Joey Bravo	JBravo@okdrs.gov	
15			BB Briones	BBriones@okdrs.gov	
16			Toni Stine (new accts)	TStine@okdrs.gov	
17		405.717.8737	Jennifer Clayton (cust. rep)	jennifer.clayton@omes.ok.gov	rep for HealthChoice too
18	SCHAP	580.622.4913			
19			Brandy Johnson	bjohnson@osd.k12.ok.us	1100 E Oklahoma St
20			Lynn Hickman (bus. mgr.)	LHickman@okdrs.gov	Sulphur, OK 73086-4913
21	BCBS of OK	800.722.3730			
22	Network effective date: 10-1-20			oknetworkmanagement@bcbsok.com	800.722.3730 - cust. svc (credentialing)
23		option 2: provider contract support		800.496.5774 - cust. svc for providers (and claim questions)	800.942.5837 - member svcs
24				800.676.2583 - cust. svc for providers for out of state plans	
25	BCBS Fed	800.411.2583			
26				800.722.3130 - cust. svc for providers (and claim questions)	
27	Medicare				
28					
29	Availity (for BCBS)	800.282.4548			
30		Help & Training-->My Support Tickets			
31	UN: ASHAudiology		Medicare OK Part B Payer ID: 04312		Medicare Address: PO Box 951, Horsham, PA, 19044-0951
32	Ass ID: 34647488	Availity ID: 1033030			
HA Manufacturers Other Vendors Payers & Loaners +					

Clinical Protocols

Adult Clinic Hearing Aid Fitting Protocol (60-90 minutes)

A substantial amount of information is given during the hearing aid (HA) fitting appointment, especially for new users, so it is important to educate patients while also condensing speech so as not to overwhelm them. Fitting appointments are individualized, and often adjustments need to be made depending on the patient's ease of understanding technology, need for connectivity with other devices, need for use of apps, ability to remember HA care and maintenance instructions, and ability to properly insert the HA. These adjustments apply to what we say and how we counsel. Conversely, the process for fitting and programming the devices remains unaltered for all patients. When discussing the hearing aid, refer to the hearing aid as a "hearing device," as "aid" can convey a negative meaning.

To begin, welcome the patient back to your office while initiating small talk. New users can be anxious about this appointment, so it is important to put them at ease as much as possible. Try to make the appointment sound like a conversation rather than a checklist of items you need to complete. The patient sits in front of the real ear verification system (i.e. Verifit). Optimal distance from the patient to the real ear system is three feet or less.

- Begin by providing the patient with a roadmap of the appointment.
 - Example: "Mr. XX, we're going to start by taking some measurements in your ears to customize your devices for you. Afterward we'll make sure they're comfortable, go over what you need to do to take care of them, place them in your ears, and connect them with xx device (if needed). I'll explain as we go along what we're doing. Do you have any questions before we begin?"
- Download cell phone app if applicable
- Perform otoscopy
- Run feedback
 - Example: "You're going to hear buzzing and squealing sounds for about 20 seconds. We need to all sit quietly while it runs."
- Measure real-ear-to-coupler difference (RECD) using an insert and probe microphone. Once the probe mic is placed, hold it in place as you place the insert to reduce patient discomfort. As you are setting up verification measures, keep talking to the patient.
 - Example: "For this first part, I'm going to measure the shape and size of your ear canal. If you think about a musical instrument, how long or wide the tube of the instrument affects how it sounds. Our ear canals are the same. Sounds bounce around in your ears differently than they do in mine. I'm going to place this (show the patient the probe mic and that it is bendable and soft) in your ear. It's what records the measurements. You may feel a little tickle."

Updated: May 11, 2020
INTERNAL USE ONLY

ensure you're receiving the sounds you need to hear in your ears."

- Perform on-ear speechmapping. Once the probe mic is placed in the ear canal, hold it in place as you insert the muted hearing aids to reduce patient discomfort.
 - Example: "Now we're going to listen to a story about carrots over and over, again. You don't need to do a thing, just look toward the screen. I'll explain what we're doing once we're finished."
 - Run 65dB (average), 55dB (soft), and 75dB (loud) inputs, and make programming adjustments as needed. Remember to not have compression ratios larger than 2; otherwise, distortion will be introduced. If using an open dome, choose Open as the hearing aid type in the Verifit, and mute the hearing aid while equalizing. Before running the 75dB input, warn the patient it will be loud.
 - Example: "This next one will be a little loud."
- Instruct patient about the screen and what he/she is seeing. The point of doing this is to show them audibility of sounds.
 - Example: "Do you see the red and blue lines? Those are your hearing levels in both ears. Everything above those lines you can hear, everything below them you cannot. So, we want to make sure that soft, average, and loud speech (point to the 3 lines) are audible and that there's space in between them so you can tell when someone is talking quietly or loudly."
 - If frequency lowering is used: "You'll notice in this area, the lines fall below where you can hear. That's due to the degree of hearing loss you have in those higher pitches. If we turn them up, they'll sound distorted. So, instead we move them over slightly (point on the screen) so you have access to them. And this is part of the reason why we need to train your brain to re-learn how to hear those sounds because you haven't heard them in a long time."
- Measure MPO. Warn the patient it will be loud. While MPO is running, it is important to watch the patient's face as he/she will often make facial expressions indicating discomfort rather than verbally telling you
 - Example: "Now we're going to listen to some loud beeps. I want them to be loud but not uncomfortable. If any are uncomfortable, let me know."
 - As you are removing the probe mic, explain MPO. "What we were measuring there ensures when a loud sound happens in your environment, such as a door slamming or an ambulance driving by, your devices never produce a sound that's damaging to your ears."
- Check for feedback by placing your hands around their devices once the probe mic has been removed. If feedback persists, make appropriate adjustments (programming or changing the ear piece).
- The hearing aids are at 100% of the patient's prescription. We need to next make sure they are comfortable and reduce gain as needed.

using. (place battery in the hearing aid and shut it) Go ahead and take the battery out and place it back in. Your battery size is xx and the color xx. (show

Planning the Business: Business Decisions

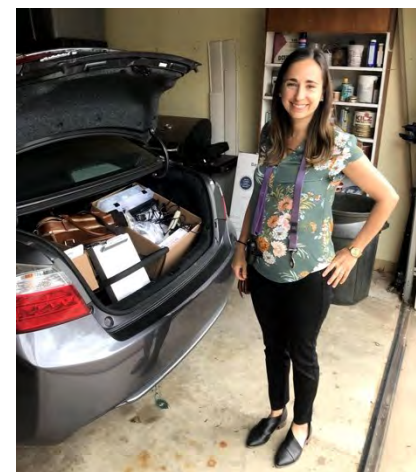
- Creating internal and patient-facing documents
 - Internal Forms
 - Metrics tracking, Supplies ordering, Vendor accounts, Hearing products tracking, Marketing calendar, Clinical protocols, Equipment, FOS training, C&FNA
 - External Forms
 - New patient intake, HAF, HA maintenance, Insurance benefits check, HAC, Superbill, HIPAA, Aural rehab, Financial, office, and privacy policies, Screenings, Questionnaires, Baha, Medical clearance and waiver, ABN, Audiogram, Pediatric versions

Planning the Business: Business Decisions

- Decide what to do yourself vs. hire someone to do
 - Website design and content
 - Logo & marketing pieces
 - Internal & patient-facing documents
 - Quickbooks
 - Billing
 - Sales tax
 - Insurance setup and maintenance

Planning the Business: Business Decisions

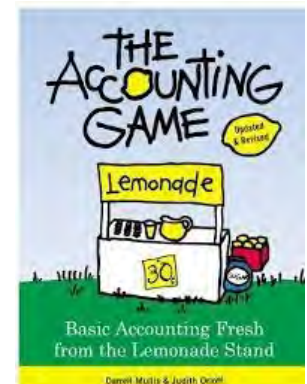
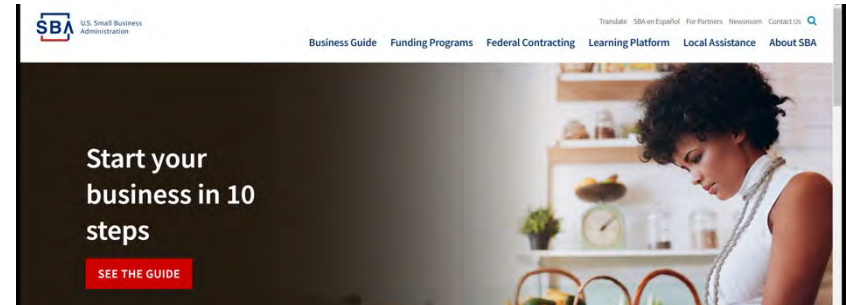
- Mobile Unit vs. Car



- Organizational Tools
- Other Revenue Sources
 - Online shop
 - Other services: CAPD, CIs, Industrial, Pediatrics, Animal, etc.
 - Consulting opportunities

Helpful Resources

- Small Business Association
- American Academy of Audiology
- Academy of Doctors of Audiology
- Your state audiology association
- Local business sources (Mine, Rotary Club)
- Hearing Loss Association of America – local & national
- Tuned
- Hearing Tracker
- American Tinnitus Association
- Misophonia Institute
- The Accounting Game book by Darrel Mullis & Judith Orloff



Concierge Mobile Audiology

Creating and Sustaining a Successful and Rewarding Practice

Rachel A. Magann Faivre, AuD

ASH Audiology PLLC

rmf@ashaud.com

Thank you!

