

One decision. Three locations. Instant revenue.

How Davis Audiology made Lace part of every treatment plan and generated \$7,000 in its first month

Partner overview

Originally drawn to audiology because she wanted to help people, Dr. Kristin Davis started her private practice, Davis Audiology, in 2008. Fueled by her passion for creating a great patient experience with top-notch clinical care, the practice quickly grew from one location to three across upstate South Carolina.

As the practice expanded, Dr. Davis wanted a consistent way to bring aural rehab into the treatment process across all three clinics. When she came across Lace in April 2025, she saw a way to extend care beyond the fitting and give patients a clearer path to improve in the listening situations that mattered most to them.

“ I got into audiology because I wanted to help people and make a real difference in their lives.

Kristin Davis, AuD



AT A GLANCE



Kristin Davis, AuD
Davis Audiology



Practice size

3 locations, 6 providers



Patient mix

Private pay



New fittings per month

100 devices

Practice model

Davis Audiology sells hearing aids through a premium bundled package. Patients choose from three technology tiers, ranging from \$3,800 to \$7,400 for a pair of devices, then select from three different service packages.

Dr. Davis believes patients need professional support, especially in the first year when they are learning how to adjust and get the most from their devices. The practice does not offer a device-only option because Davis Audiology is built around the value of care, not the sale of devices alone.

Because of that, Lace fits naturally into the premium care model, and aural rehab gives the team a stronger way to support the outcome behind that investment.

WITH NEW HEARING AIDS

\$125

line item included in
all bundles

ALL OTHER PATIENTS

\$250

per patient license

Lace offering & positioning

The Davis team presents aural rehab as part of the practice's existing standard treatment plan. Lace is included with every new hearing aid fitting as a \$125 line item on the purchase agreement. Providers position Lace as a standard part of the care plan for better hearing.

Patients who aren't buying new hearing aids can purchase Lace separately for \$250. That includes existing hearing aid patients and those without devices who still need help with communication challenges.

Physician marketing

Dr. Davis already markets to physicians and sees Lace as a great opportunity to further differentiate her practice, earning even more referrals. By showing physicians that patients receive aural rehab as part of the treatment plan, Davis can position the practice as a more complete care partner.

Physicians can feel confident that the patients they refer are not only getting access to sound, but also getting the brain training and support required to understand that sound.

“ We include Lace with all of our new devices because we know it's going to help patients be more successful.

Kristin Davis, AuD
Davis Audiology



Patient conversations

Davis Audiology approaches patient conversations with a simple message: **better hearing does not stop at the devices.**

New hearing aid patients are introduced to Lace as part of the treatment plan. Providers explain that hearing aids help them hear more sound, while aural rehab helps them use that sound to understand speech, adjust to their devices, and feel more confident in real listening situations.

In routine appointments, the Davis team listens to what patients say when conversations still feel hard. A noisy restaurant. A fast-talking grandchild. A hearing aid fitting that helps, but does not fully solve the problem. Everyday patient challenges like these help the providers at Davis Audiology explain why the brain needs training, too.

Then, throughout the month, patient follow-ups provide the team with a way to reinforce the need for training. Providers review hearing aid wear time and Lace usage together, so patients can see what they are doing, what is improving, and where they may need more support.

“ We tell patients that, with Lace, they can take an active role in their own success.

Kristin Davis, AuD
Davis Audiology



FOR NEW HEARING AIDS

01 MAKE LACE MANDATORY

“It's an essential part of the care plan.”

02 EXPLAIN THE BENEFITS OF AURAL REHAB

“Better hearing starts with the brain.”

ROUTINE VISITS: LISTEN FOR THESE CUES

01 "I keep losing in bridge because I can't hear!"

02 "Why can't I hear my grandson when he calls me?"

03 "I don't going out to noisy places."

Results: Patient

The Davis team noticed early on how much Lace can improve the patient experience. Patients leave the appointment with more than a recommendation; they leave with a plan to train for about 15 minutes a day to help the brain adjust and improve communication.

One early patient story stood out. A family member told the Davis team that her mother makes Lace a part of her daily routine. She uses it regularly, the same way she opens her phone to play a game, and loves it as much as “Candy Crush.”

Lace gives Davis’ patients something to do after the fitting: it’s engaging, easy to use, and it works. Instead of wearing devices and waiting to see what happens, patients can train every day, build confidence, and take a more active role in their own success.

- ✓ **Easy to follow** training programs
- ✓ **Daily role** in hearing success
- ✓ **Visible progress** tied to their efforts

Results: Practice

Within the first month of the rollout, Davis generated more than 4x in revenue than the cost, with near-universal adoption among new hearing aid patients and a steady cadence of standalone licenses.

Because Lace is built into the treatment plan and supported through the existing team workflow, Davis created more value from the same patient flow:

- ✓ **4x revenue return** from the first month
- ✓ **Consistent standard of care** across all locations
- ✓ **Differentiation** for physician marketing

“ In the first month, we made \$7,000 in revenue from Lace.

Kristin Davis, AuD
Davis Audiology



SUMMARY

Key takeaways

Davis shows what happens when aural rehab is treated as part of the hearing care treatment plan. Patients get a clearer path forward, the practice sees revenue right away, and the playbook is simple:

01

Make it part of the treatment plan

Use Lace as a standard line item, not a separate pitch

02

Keep the explanation short

Give providers a simple way to explain why Lace helps patients succeed

03

Use the team to protect provider time

Let audiology assistants handle setup before the patient leaves the office

04

Create revenue beyond new fittings

Offer Lace to existing patients and others who need more support

05

Use Lace data in follow-ups

Review usage and progress to guide counseling when patients struggle



Join 1000+ clinics offering
aural rehab as standard care

“Lace gave us an aural rehabilitation program that takes us less time to deliver better results.

Kristin Davis, AuD
Davis Audiology

