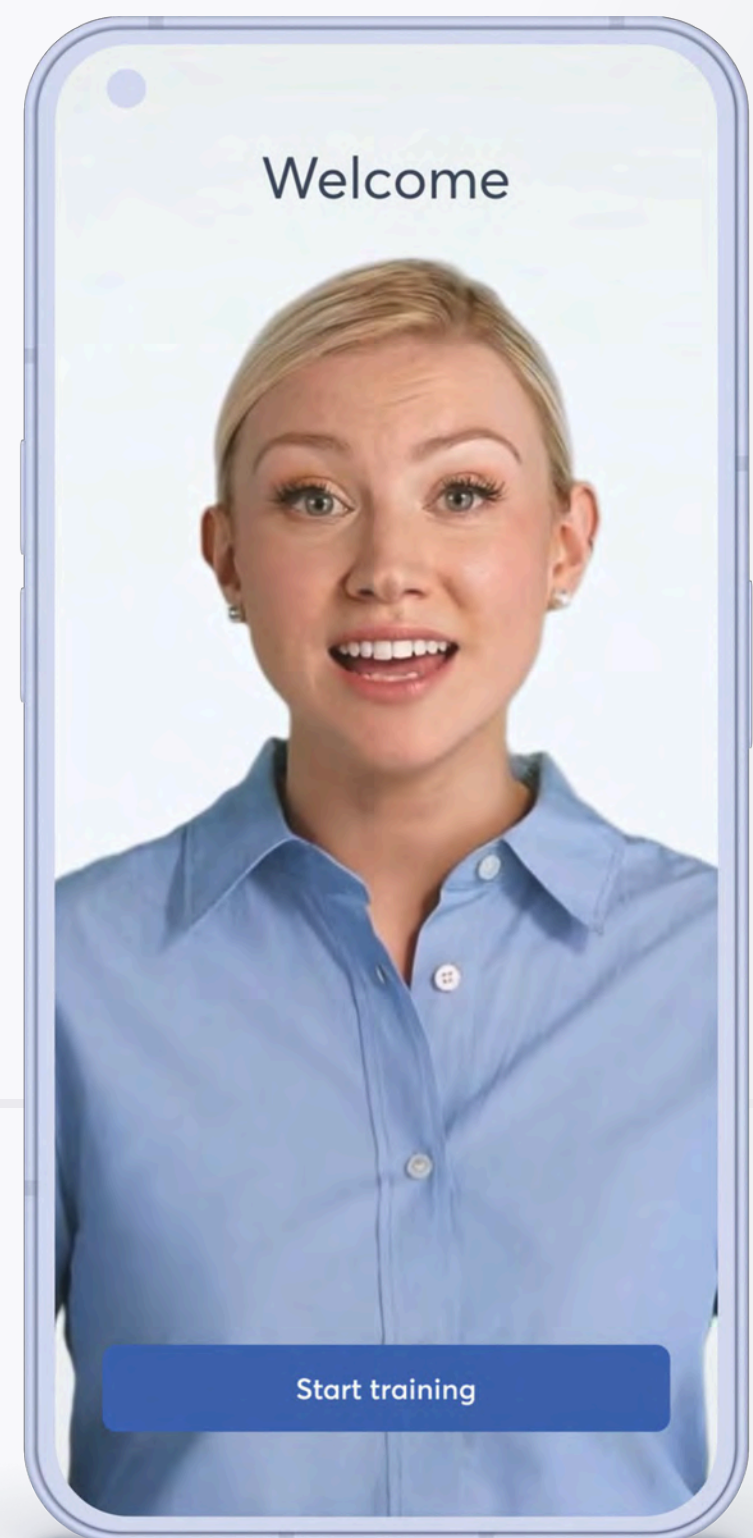




PROVIDER RECOMMENDATION:

Include Lace with Every Hearing Aid Fitting

Your guide to understanding why and how to
make Lace an essential part of every fitting.

INCLUDING LACE WITH EVERY HEARING AID FITTING

Table of Contents

WHY

05 Why it matters for patients

06 Why it matters for your practice

HOW

08 Step 01: Decide to include Lace with every fitting

09 Step 02: Get buy-in from your team

10 Step 03: Choose your starting price and begin offering Lace

11 Step 04: Have the right patient conversations

Built on a foundation of science

**10+****CLINICAL
TRIALS****100+****RESEARCH
CITATIONS**

Recommend with confidence

Most clinically-validated auditory
training platform ever developed.

Proven impact

Results in as little as 5 hours of training
with Lace and continued long-lasting
effects (>6 months).

Source: Olson, Preminger, & Shinn (2013), JAAA.

**+2-4 dB****AVERAGE QUICKSIN
IMPROVEMENT**

mild to moderate loss

**15-40%****AVERAGE
IMPROVEMENT**

for word recognition

Our scientific advisors:



Jennifer Henderson Sabes, AuD
Co-inventor and
scientific advisor



Robert Sweetow, PhD
Co-inventor and
scientific advisor



Nancy Tye-Murray, PhD
Scientific advisor



Miles Aron, PhD
Co-founder and COO

Grounded in research from leading institutions:





WHY CLINICAL STANDARDS

Aural rehabilitation is the standard of care

Leading professional bodies in hearing care, including AAA, ADA, and ASHA, recognize aural rehabilitation as an essential part of the standard of care or equivalent clinical practice guidelines.

- ✓ Hearing aids help patients access sound. Aural rehabilitation helps them use it.
- ✓ Decades of research show it improves adaptation, confidence, communication, and long-term success with hearing technology.

“Our task is not merely to make sounds audible but to make them meaningful.”

Raymond Carhart
“The Father of Audiology”



Accredited practices must offer “technological and aural rehabilitation training options.”

ADA Accreditation Standards (2025),
Section 2.3.3



Audiologists must “recommend and provide rehabilitative strategies, therapies, or treatments...”

AAA Standards of Practice (2023)
Section IV



“...make informational counseling and perceptual (auditory) training available for adults with hearing loss”

ASHA Clinical Practice
Guidelines (2023)

Why Lace matters for patients



The stakes could not be higher.

We need to do everything we can to prevent:

-  **Dementia and cognitive decline** – Hearing loss is recognized as the #1 modifiable risk factor for dementia.
-  **Depression rates** – Patients with untreated hearing challenges face depression rates 2–5x higher than those without.
-  **Social isolation** – When conversations become too challenging.
-  **Strained relationships** – When communication breaks down.
-  **Risk of injury** – Increased fall risk and hospital admittance 32% more likely for elderly with hearing loss.

“ I don't shy away from going to parties now... and my audiologist was shocked that I got a better score in background noise. I know it's because I have learned to focus by using Lace.

Katie N.
Lace patient

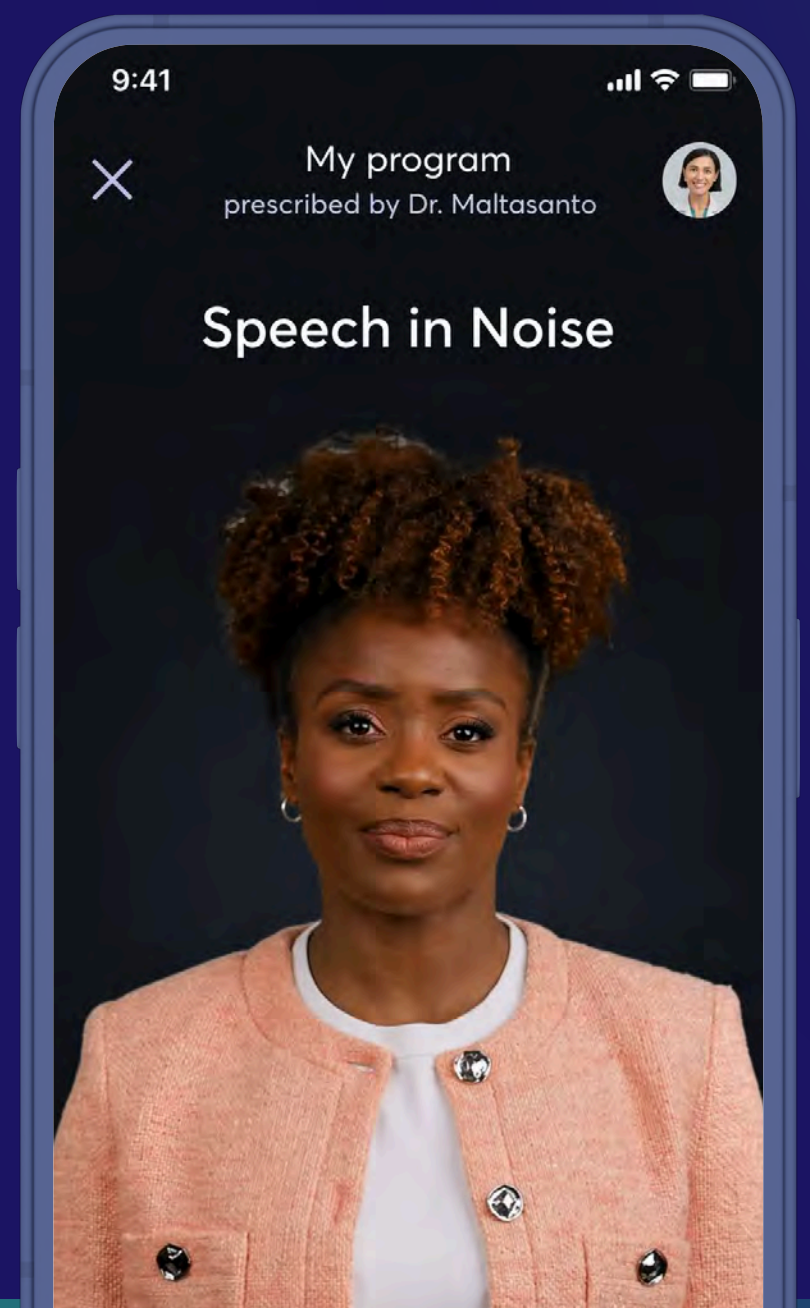


REALIZE THE BENEFITS

Radically improves patient outcomes.

Increase patient confidence, connection, and satisfaction:

-  Up to 40% improvement in the patient's ability to hear words in noisy conversations; understand family and friends without asking for as many repeats.
-  Enjoy parties, lectures, and busy restaurants with reduced anxiety.
-  Decrease the listening fatigue of trying to understand through the noise.
-  Become an empowered participant in their own health outcomes.



WHY FOR YOUR PRACTICE

Why Lace matters for **your practice**

See why leading practices can't imagine providing care without Lace.

Lace is a win-win. Patients hear better in real life.
Practices build value beyond the device sale.



Drive better patient outcomes

Achieving a +2–4 dB SNR loss improvement effectively doubles patients' ability to hear in background noise.



Create a new revenue stream

Create a sustainable, monthly revenue stream by valuing your expertise, not just the hardware.



Differentiate your clinic

Patients will come seeking complete care, not just devices.



Reduce returns and unsuccessful trials

Improving patient satisfaction by using Lace can dramatically reduce hearing aid returns by 74–90%.

“ Being able to offer Lace and auditory training really differentiates us. It shows we're providing comprehensive hearing healthcare, not just selling devices... It's about providing complete hearing care, not just being another hearing aid store.

Dr. Elizabeth Sperino
Cook Hearing and Balance



Partners with 1–3 practitioners
who integrate Lace typically add

\$6–18k
MONTHLY REVENUE

HOW

GETTING STARTED WITH LACE

Implementing Lace is as simple as these four steps:

01 Decide

Include Lace with every new fitting

02 Team

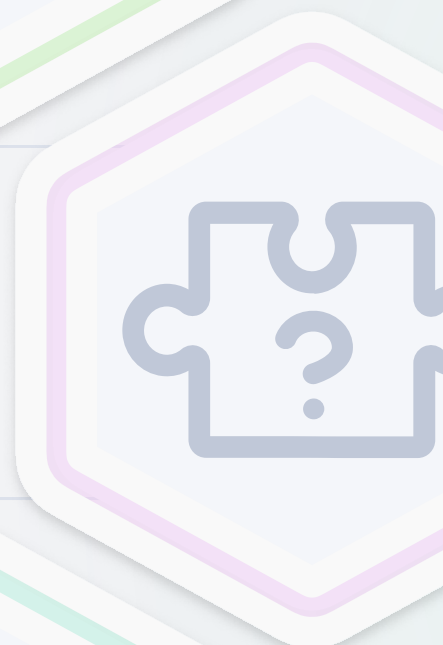
Get buy-in from your team

03 Price

Choose your starting price

04 Conversations

Have the right patient conversations





01 Decide

Being successful with Lace starts with a decision

Lace partners make the choice to move beyond device fittings and provide their patients with the comprehensive care that they deserve.



Auditory training is an important part of **comprehensive care**.

OFFERING LACE MEANS



Supporting guidelines established by leading professional organizations, including AAA, ADA, and ASHA



Helping patients feel more confident in the moments that matter



Supporting stronger connections with family, friends, and daily life



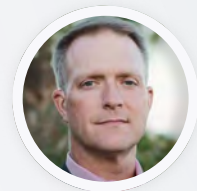
Creating a brand new source of revenue for your practice



Differentiating your practice from device-only sellers

“It's a differentiator. You are able to make that person better than they would have been had they gone somewhere else or they didn't have Lace.”

Jason Wigand, AuD
Beach Audiology Hearing
& Balance Center



BOTTOM LINE

Make the decision to include Lace with every new fitting.



02 Team

Get buy-in from your staff

The most successful practices make auditory training a default part of the treatment plan. That only works when the entire team understands why it matters and how to support it.



Set the expectation.

Include Lace Pro with every fitting.

TEAM CHECKLIST

The most successful practices make Lace part of everyday workflows.



Align on the standard of care

Make sure every staff member understands that auditory training is essential, and why it improves patient outcomes.



Explain it the same way, every time

Use consistent language: hearing aids help patients hear, Lace helps them understand.



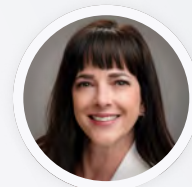
Incentivize your staff and providers

Reward the whole team for making Lace part of the treatment plan so everyone has a reason to prescribe it and help patients adopt it.

“ I was initially hesitant... what if you price yourself out and nobody wants to come and see you? Now, I'd never go back. Both my other audiologist and I are 100% bought in. We aren't dropping off at all. We're quite busy.

Nichole Kovel, AuD, ABA

Elite Hearing of
Colorado Springs



BOTTOM LINE

Make Lace part of your team's standard of care.

03 Price

Choose your starting price and begin offering Lace

Over 1,000 partner clinics have successfully increased care pricing by \$199 per patient license. Start small, test what works, and choose the price that best fits your practice.

MORE HEARING AIDS, NOT LESS

Some practices worry that charging for Lace will reduce hearing aid sales.

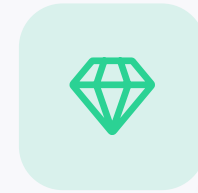
In reality, the opposite is true. Clinics that successfully implement Lace clearly communicate its value better and implement it more consistently.

STAND ALONE PRICING

Seeing patients throughout the month who aren't getting new hearing aids? Our partners typically charge \$349. Find the price that best fits your market.

BOTTOM LINE

The key is to start. You can adjust your price once you learn what works best for your patients and practice.



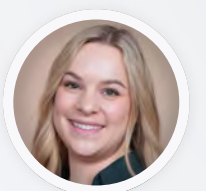
RECOMMENDED
STARTING PRICE

\$199

per patient license

“ I was worried about being too small to implement Lace, but if your pricing is right, you really don't need that many people to take care of the cost and still make a profit from it.

Britney Ometz, AuD
Anne Arundel Audiology



04 Conversations

Have the right patient conversations

Patients come to you because you're the expert. When you speak with authority, you provide the confidence they need to commit to their own success.



Prescribe, don't suggest.

"I'm recommending Lace auditory training as part of your treatment plan."



Frame as necessary, not optional.

"Aural rehab is a necessary component of your hearing care, not just an add-on."



Use definitive language.

Replace "you might want to try" with "you need to do this" or "this will help you."

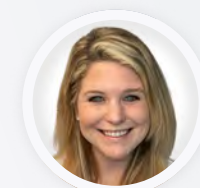


Speak with confidence.

"Based on what you've told me, auditory training is essential for addressing these challenges."

“...it's not even a question when I'm talking to a patient. I'm just telling them '**this is what we're going to do.**' We are giving you the tools to be able to hear, but we have to teach your brain how to use them.

Dr. Kelly Breese, AuD
Dock Side Audiology



BOTTOM LINE

Your conviction matters. How you talk to your patients is critical.

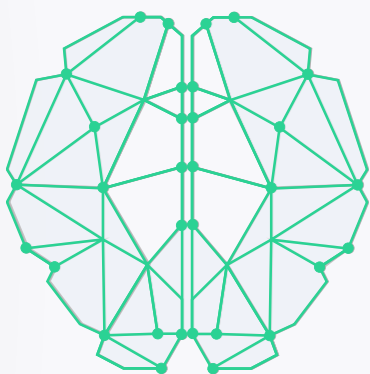
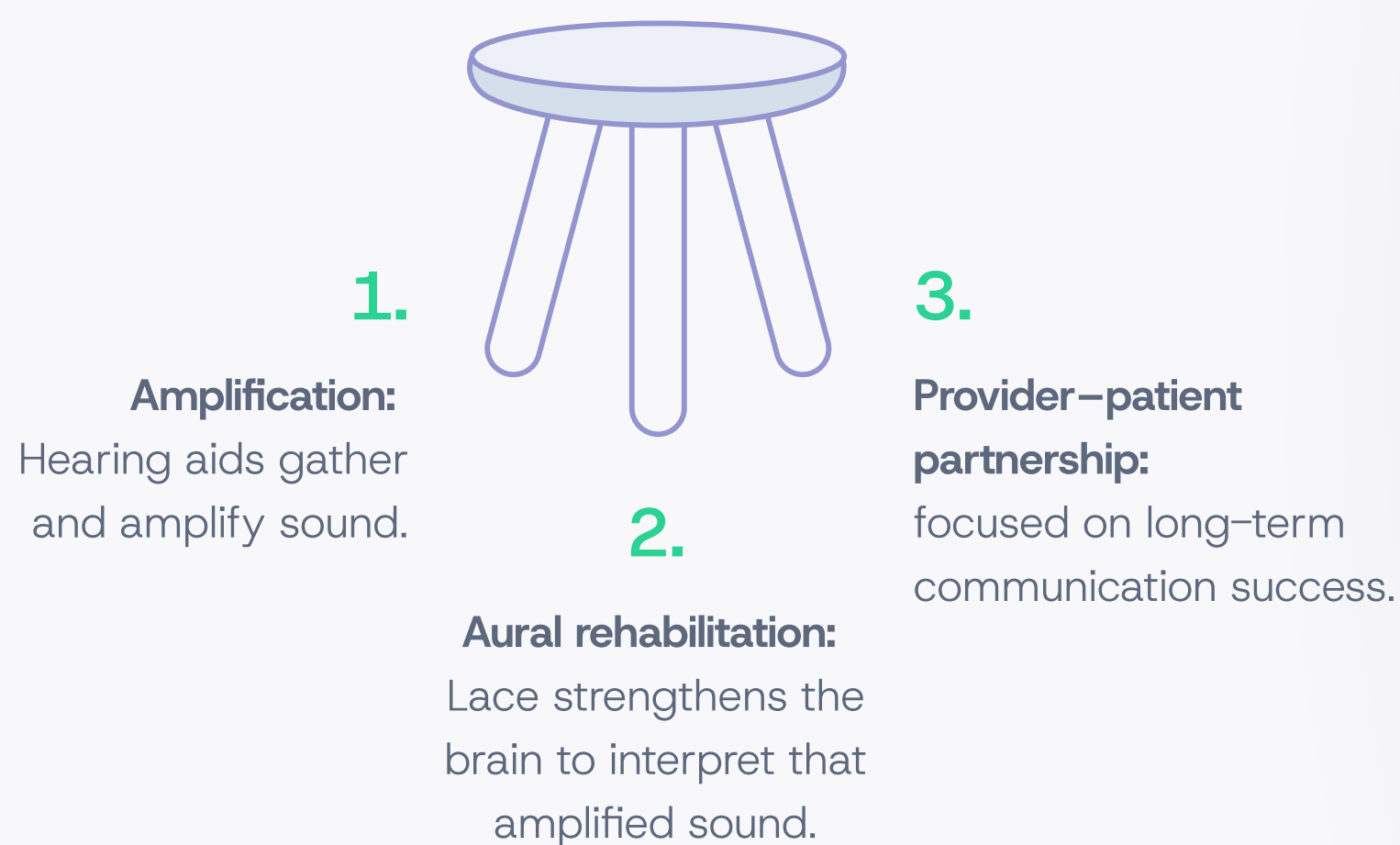


04 Conversations

Successful providers use analogies like the 3-legged stool and physical therapy to help patients understand why aural rehab matters.

The 3-legged stool

The magic of the “3-legged stool” is that it takes the focus off hearing aids alone and puts the device, aural rehab, and provider services on equal footing. It deepens the value of the full patient care plan, elevating aural rehab and your services as a provider to achieve the best results.



Physical therapy for the brain

When explaining the value of aural rehab to patients, many partners also compare it to physical therapy for the hearing centers of the brain.

Most patients already understand that orthopedic treatment alone is not always enough; physical therapy helps the body adapt, strengthen, and recover as aural rehab helps the brain relearn how to process sound, especially when adjusting to new hearing aids.

Quick reminders

WHY

01

Auditory training built on a foundation of science

Lace is the most clinically-validated aural rehab platform available.

02

Why it matters for patients

The stakes couldn't be higher. It's not just about hearing better; it is about radically improving patient outcomes.

03

Why it matters for your practice

Drive better patient outcomes, differentiate your practice, reduce return rates, and open a new revenue stream.

HOW

04

Decide to provide holistic care

Start by making a critical decision: be the kind of practice that helps patients not only hear sound, but understand it.

05

Get buy-in from your team

AAA, ADA, and ASHA agree: aural rehab is an essential part of the standard of care and include it in their clinical practice guidelines.

06

Choose your starting price and begin offering Lace

There is no perfect price. The best price is the one you implement today.

07

Have the right patient conversations

Your conviction matters. How you talk to your patients is the key to their adoption and your success.

"I'm so glad we adopted Lace. It's become such an important part of how we care for patients that I can't imagine not offering it."

— Melissa Beer, AuD | Sound Speech and Hearing Clinic in San Francisco

PROVIDER RECOMMENDATION:

Include Lace with every
hearing aid fitting