

From "I can hear" to "I can understand."

How KC Hearing Center uses Lace to build more value into premium care packages

Partner overview

Dr. Kathryn Grote founded KC Hearing Center after working for many years with global hearing aid manufacturers, where she saw how much patients and providers needed local, relationship-driven hearing care.

The practice became a Neurotone partner in December 2025 because Dr. Grote wanted patients to see premium care as more than just better devices.

One of KC Hearing's providers, Emma Walls, also brings a personal connection to the program. She wears hearing aids in both ears, uses Lace herself, and can speak to patients from lived experience.

“ I personally use Lace every day because I've seen the difference in my own life.

Emma Walls, HIS in training

AT A GLANCE



Emma Walls,
Hearing Instrument
Specialist in training
KC Hearing Center



Practice size

6 locations, 6 providers



Patient mix

Private pay and managed care



New fittings per month

100 devices



Practice model

KC Hearing Center moved to a bundled model for new fittings in 2026 across all locations for all private pay patients.

The practice offers three technology tiers, each with a different level of care built into the package. The entry tier covers the basics, while the top two tiers include more premium support for patients, including aural rehab.

Aural rehab also fits naturally into KC Hearing’s premium, bundled model. The top two tiers include more follow-up support, so premium care extends beyond the devices.

Lace offering & positioning

KC Hearing bundles Lace into its two highest technology tiers, and uses aural rehab to separate basic hearing aid care from premium care.

Valued at \$349, the KC Hearing care team tells all new hearing aid patients up front what’s included, why it matters, and how it helps them get more from the hearing aids they’re already buying.

At follow-up, the KC team helps patients get set up with Lace so they can start training at home.

KC Hearing also offers Lace separately for \$349 to patients who are not purchasing new devices. Providers recommend aural rehab during routine visits, managed care appointments, and follow-ups with existing hearing aid patients who still struggle with speech clarity.

“Lace gets patients involved in their own hearing care journey.

Emma Walls,
HIS in training
KC Hearing Center



Patient conversations

KC Hearing uses Lace conversations differently depending on where the patient is in their hearing care journey.

For new hearing aid patients, KC providers introduce Lace as a value-added part of the premium care packages. Providers explain that better hearing is so much more than just choosing the right devices. It is also about helping with understanding, especially in situations where patients struggle most.

During routine visits and follow-ups, the conversation starts with the patient’s real frustration. When patients mention trouble with TV, noise, speech clarity, phone calls, or family conversations, KC providers use that opening to explain why volume alone may not solve the problem and how Lace can help.

As a Lace user herself, Emma can also speak from experience, helping patients see how training can make a genuine difference in their own hearing care journey.

“Lace is easy to talk about with patients who can hear but can't understand.

Emma Walls,
HIS in training
KC Hearing Center



FOR NEW HEARING AIDS

01 MAKE LACE MANDATORY

“It's bundled into the standard of care.”

02 EXPLAIN THE BENEFITS OF AURAL REHAB

“Devices help you hear. Aural rehab helps you understand.”

ROUTINE VISITS: LISTEN FOR CUES

01 "Turning my hearing aids up doesn't help. It's just noise."

02 "I wish I could hear my son better when he calls."

03 "I can't understand my TV at any volume."

Results: Patient

Right away, KC Hearing noticed that Lace gave patients a fun and impactful way to improve word recognition and speech understanding.

For Emma, the impact became personal. Shortly after she started using Lace for her own aural rehab, her husband noticed he was repeating himself less in their conversations. That kind of everyday improvement is what patients are looking for when they say they want to “hear better” in real life.

Lace patients are beginning to experience what it’s like to understand better, not just make sounds louder:

- ✓ Better understanding in noisy places
- ✓ More confidence in conversations
- ✓ Less frustration when speech sounds unclear

“ We have seen patients’ signal-to-noise score improve after just two weeks into their training.

Emma Walls,
HIS in training
KC Hearing Center



Results: Practice

Because KC Hearing bundles Lace into its top two packages, their premium care options are more valuable. With most patients choosing these premium bundles, Lace helps create more revenue for KC Hearing from the same patient flow.

Outside of new fittings, Lace gives KC Hearing a new way to create revenue from patients who may be dissatisfied with current devices or continue to struggle with other listening challenges.

Lace gives the practice a:

- ✓ **More revenue** per fitting
- ✓ **Added value** for higher-tier packages
- ✓ **Growth** from existing patients

01 RESULT: PREMIUM POSITIONING

More value built into premium tiers

02 RESULT: HIGHER TIER ADOPTION

More patients getting the benefit of aural rehab

SUMMARY

Key takeaways

KC Hearing uses Lace to make premium care more valuable, more concrete, and easier for patients to understand. Their success comes from a simple, consistent approach:

01

Use Lace to promote premium care

Include aural rehab in the top two technology tiers

02

Connect Lace to the patient's issues

Focus on understanding, not just hearing

03

Set up patients with Lace during the appointment

Patients leave the office ready to start training at home

04

Drive revenue beyond new fittings

Offer Lace to all existing patients who struggle with clarity



Join 1000+ clinics offering
aural rehab as standard care

“ I can't imagine talking to
patients without also talking
about Lace.

Emma Walls,
HIS in training
KC Hearing Center

