

Better conversations. 85% engagement.

How a three-generation family practice keeps Lace patients highly engaged and invested in their hearing care

Partner overview

Ahrens Hearing Center is a small, family-owned practice in New Jersey led by Cathi Ahrens Berke, BC-HIS, and her son Daniel Berke, HIS.

For more than 40 years, Ahrens Hearing has helped patients see the full picture behind their hearing test results. Cathi and Daniel do not stop at “you have hearing loss.” They connect each patient’s results to the everyday moments where hearing challenges affect their quality of life.

That’s why Ahrens added Lace in April 2025: to provide a better way to help patients acclimate to their devices and stay engaged in the care plan after the fitting.

“Patients travel further to come to our practice because of the extra support we can offer through Lace.

Cathi Ahrens Berke, BC-HIS

AT A GLANCE



Cathi Ahrens Berke,
BC-HIS

Ahrens Hearing Center



Practice size

1 location, 2 HIS providers



Patient mix

Private pay



New fittings per month

12-20 devices



Practice model

Ahrens Hearing Center offers three hearing aid technology tiers and includes follow-up care during the adjustment period with every option.

The practice also supports experienced wearers, patients exploring options before purchasing devices, and people who bought hearing aids elsewhere but still need help. As a small practice, Ahrens can give patients the personal guidance they need across all of these visits.

Lace fits naturally into Ahrens’ model because the practice already treats hearing care as an education-driven process, not a device-only transaction.

Lace offering & positioning

Cathi wanted every patient to have access to Lace because she sees aural rehab as part of helping patients succeed after the fitting. She explains that hearing aids give patients better access to sound, but the brain still has to learn how to process that sound.

Ahrens now prescribes Lace for every new hearing aid patient, regardless of technology tier, and added \$200 to the cost of hearing aids across the board. For existing patients, Ahrens offers Lace as a standalone option for \$350 during refittings or routine follow-ups.

Whether patients are starting with new hearing aids or returning with ongoing listening challenges, Ahrens positions Lace as the part of hearing care that devices alone cannot address.

“Lace helps patients understand why training matters in everyday moments.

Cathi Ahrens Berke, BC-HIS
Ahrens Hearing Center



Patient conversations

Ahrens sets the expectation for aural rehab early and puts it in writing. For new hearing aid patients, Lace is part of the care plan from the start. After the fitting, Cathi and Daniel give most patients about two weeks to adjust to their devices, then start them on Lace as the next step.

With existing patients, the Ahrens providers listen for signs that they are still struggling to hear, like needing more time to process speech or feeling mentally tired after listening all day. Cathi and Daniel use this as a natural starting point to introduce Lace and how it can help address these issues.

Once patients start training, Ahrens keep patients accountable between visits with Automated Patient Messaging, Lace’s built-in patient reminder system. The providers also ask patients to complete 8 to 10 hours of Lace before their next visit. Then, in each follow-up, they review progress together and connect scores back to the patient’s hearing challenges.

“ I tell patients Lace is just as important as wearing the hearing aid. It's an important part of their rehab.

Cathi Ahrens Berke, BC-HIS
Ahrens Hearing Center



FOR NEW HEARING AIDS

01 MAKE LACE MANDATORY

“It’s part of our standard of care.”

02 EXPLAIN THE BENEFITS OF AURAL REHAB

“Lace helps you understand more of what you hear.

ROUTINE VISITS: LISTEN FOR CUES

01 "I can hear the words, but need a minute to process."

02 "It’s still hard to hear in restaurants."

03 "I lose track when people talk too fast."

Results: Patient

Ahrens' patient engagement with Lace is exceptional. Among patients who use Lace, Cathi and Daniel see up to 85% engagement.

Lace changes the Ahrens patient's role after the fitting. Instead of waiting for the devices to do all the work, patients actively track completed sessions, review scores, and see how their own practice improves understanding over time.

Many Ahrens Hearing patients continue beyond the initial 30-day prescription because the progress is visible, personal, and worth maintaining.

- ✓ **Better engagement** after the fitting
- ✓ **More confidence** in their progress
- ✓ **Greater ownership** of their hearing care

Results: Practice

Lace provides Ahrens a meaningful way to deliver more complete care for all patients while staying true to the heart of their practice.

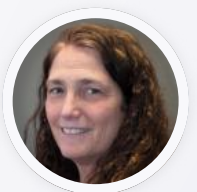
By adding Lace to every new fitting, Ahrens now has a clear revenue lift from the same patient flow while giving patients more support after the fitting. As a result, Cathi and Daniel reduce post-fitting frustration and patients stay engaged long-term.

These engaged patients are highly satisfied with their Lace progress and recognize the quality of care they receive. As Cathi explains, "We get most of our patients from patient referrals." It's clear that Ahrens' engagement model has become a direct driver of satisfaction, referrals, and practice growth.

- ✓ **New revenue stream** from existing patients
- ✓ **Added value** built into every fitting
- ✓ **More patient referrals** because of Lace

“ 80 to 85% of my patients are really invested in Lace — it's absolutely helped.

Cathi Ahrens Berke, BC-HIS
Ahrens Hearing Center



01 RESULT: NEW REVENUE STREAM

More revenue the entire patient flow

02 RESULT: MORE REFERRALS

Steady stream of new patients for aural rehab

SUMMARY

Key takeaways

By building Lace into care, Cathi and Daniel created new revenue, exceptional patient engagement, and a stronger reason for patients to choose Ahrens for more complete hearing care. Their success comes from how they made Lace part of the model:

01

Include Lace in every fitting

Build aural rehab into the full patient experience

02

Clearly communicate the benefits

Explain that hearing aids help patients hear more sound; Lace helps them understand it

03

Set a clear 30-day initial plan

Tell patients when to start, how much to complete, and how to track their progress

04

Review progress at every follow-up

Connect scores to patients' hearing challenges and keep them accountable



Join 1000+ clinics offering
aural rehab as standard care

“ If you commit to Lace as part
of your protocol and show the
value, it makes money.

Cathi Ahrens Berke, BC-HIS
Ahrens Hearing Center

