

From 'too small' to all-in.



How Anne Arundel Audiology added aural rehab to every fitting and earned better patient outcomes

Partner overview

Dr. Britney Ometz opened Anne Arundel Audiology to offer the kind of hearing care she believes patients deserve: comprehensive, transparent, and focused on more than the device alone.

Dr. Ometz became a Neurotone partner in October 2025 once she saw how Lace gave her practice a meaningful way to support patients after the fitting, especially as they adapt to everyday listening challenges.

“I opened my own clinic to shape hearing healthcare in a new way and give patients greater access to the resources that help them succeed.

Britney Ometz, AuD

AT A GLANCE



Britney Ometz, AuD

Anne Arundel
Audiology



Practice size

1 location, solo provider



Patient mix

Private pay, 3rd party



New fittings per month

12-16 devices



Practice model

Anne Arundel Audiology offers both bundled and unbundled hearing care options, giving patients flexibility in how they receive follow-up care after the fitting. New fittings are structured around multiple technology tiers, based on the device and level of support the patient needs.

Dr. Ometz uses each patient's hearing results, daily communication challenges, and financial considerations to decide which tier to recommend. That way, patients can see how the care package connects to their real listening needs.

Anne Arundel also sees patients who already have devices and return for routine check-ups, where ongoing listening challenges can open the door to additional support like aural rehab.

Lace offering & positioning

Dr. Ometz includes aural rehab with every new hearing aid fitting and builds the cost into her bundled pricing with a \$200 package increase. She positions Lace as part of the complete care plan patients receive when they purchase new hearing aids.

During the fitting, Dr. Ometz sets patients up with both their hearing aid app and Lace on their phone or tablet, then walks them through a brief demo so they understand what the training looks like before they leave.

Dr. Ometz also recommends Lace for patients with normal hearing on their audiogram who still struggle with speech in noise, fast talkers, and other challenges.

Third-party fittings

Third-party referrals come with a fixed fitting fee, which can make those visits lower-margin for the practice. But Lace offers Dr. Ometz an opportunity to change that.

With Lace, Dr. Ometz gives third-party patients access to the same standard of care as her private pay patients, while earning more revenue from lower margin visits. She positions Lace as the next step to improve their hearing challenges and prices it in a way that still feels accessible. Lace is a great way to turn low-margin visits into something more meaningful.

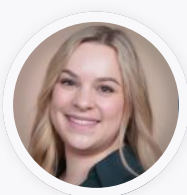
WITH NEW HEARING AIDS

\$200

added to bundled price

“ I include Lace with my hearing aid pricing and give it to every user.

Britney Ometz, AuD
Anne Arundel Audiology



Patient conversations

Dr. Ometz uses Lace to show all patients why hearing aids are only one part of the solution: the devices improve access to sound, but the brain still needs practice interpreting it.

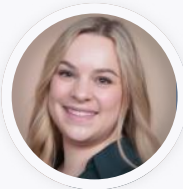
She often uses a physical therapy analogy to make the concept feel familiar, telling patients they would not have knee surgery and skip physical therapy, so they should not get hearing aids without also rehabilitating the brain.

Dr. Ometz also frames Lace as homework between appointments. After the fitting, she asks patients to complete lessons before their follow-up, then reviews their usage in the office to reinforce continued practice and show how their effort is reflected in the speech-in-noise graph.

For her other patients who come in for routine visits, Dr. Ometz listens for cues that a patient is still struggling with things like noise or speech understanding, and uses those moments to explain why aural rehab matters and why the patient’s own effort is part of the outcome.

“ I tell patients: You shouldn't get hearing aids without rehabbing your brain.

Britney Ometz, AuD
Anne Arundel Audiology



TIPS FOR PATIENT ENGAGEMENT

01 5-MINUTE SETUP

Start Lace in office and show the patient how it works.



02 ASSIGN LESSONS

Give patients clear “homework” before their follow-up visit.



03 TRACK PROGRESS

Use the Pro Portal to review activity and score changes during the month.



Results: Patient

Dr. Ometz noticed that patients who use Lace stay more engaged after the fitting and keep working on their hearing between appointments. In fact, one of her best patients is her mother-in-law, who has become what she calls a “super user.” She trains every day, and her signal-to-noise score moved from the moderate range into the mild range just a few weeks after using Lace.

Dr. Ometz has seen that same engagement with other patients, too, and uses reminders and accountability built into Lace to keep them accountable. One patient received Dr. Ometz’s recorded voice reminder while she was on vacation and replied, “I’m on vacation, but I promise I’m gonna get back to my Lace.”

Lace gives Dr. Ometz’s patients:

- ✓ **An active role** after the fitting
- ✓ **Progress they can see** over time
- ✓ **A fun, engaging way** to keep practicing

“Our super users train with Lace every single day.”

Britney Ometz, AuD
Anne Arundel Audiology



Results: Practice

Lace gave Anne Arundel a new revenue opportunity inside its existing fitting model without compromising the personal, high-touch experience patients expect from a small practice.

Because Lace is built into every fitting, Dr. Ometz does not need a separate sales conversation, extra staff, or longer appointments. The practice earns more from each fitting while giving patients a more complete care plan that device-only sellers can’t provide.

Lace gives Anne Arundel Audiology:

- ✓ **New revenue** from the existing model
- ✓ **More value** built into each new fitting
- ✓ **Differentiation** from device-only competitors

01 RESULT: BOOSTS BOTTOM LINE

More revenue from new fittings and routine patients

02 RESULT: DIFFERENTIATION

Stand out from hearing aid competitors

SUMMARY

Key takeaways

Dr. Ometz proves how easy it is for a solo provider to profitably raise their standard of care without adding staff, extra chair time, or complexity. Lace helped Anne Arundel stand out in their market by making aural rehab part of the plan from the start. Your practice can use the same model to:

01

Price Lace into your existing fitting model

Whether bundled or unbundled, give every new patient access to the same level of care

02

Make Lace part of every hearing aid fitting

Position aural rehab as an essential part of hearing care

03

Set up Lace during the appointment

Help patients begin training right away

04

Bring Lace conversations into routine visits

Offer aural rehab to patients who aren't getting new hearing aids



Join 1000+ clinics offering
aural rehab as standard care

“ Using Lace shows the patient that you're not just relying on hearing aids to work on how well they can hear... you're going beyond the ear into the brain.

Britney Ometz, AuD
Anne Arundel Audiology

