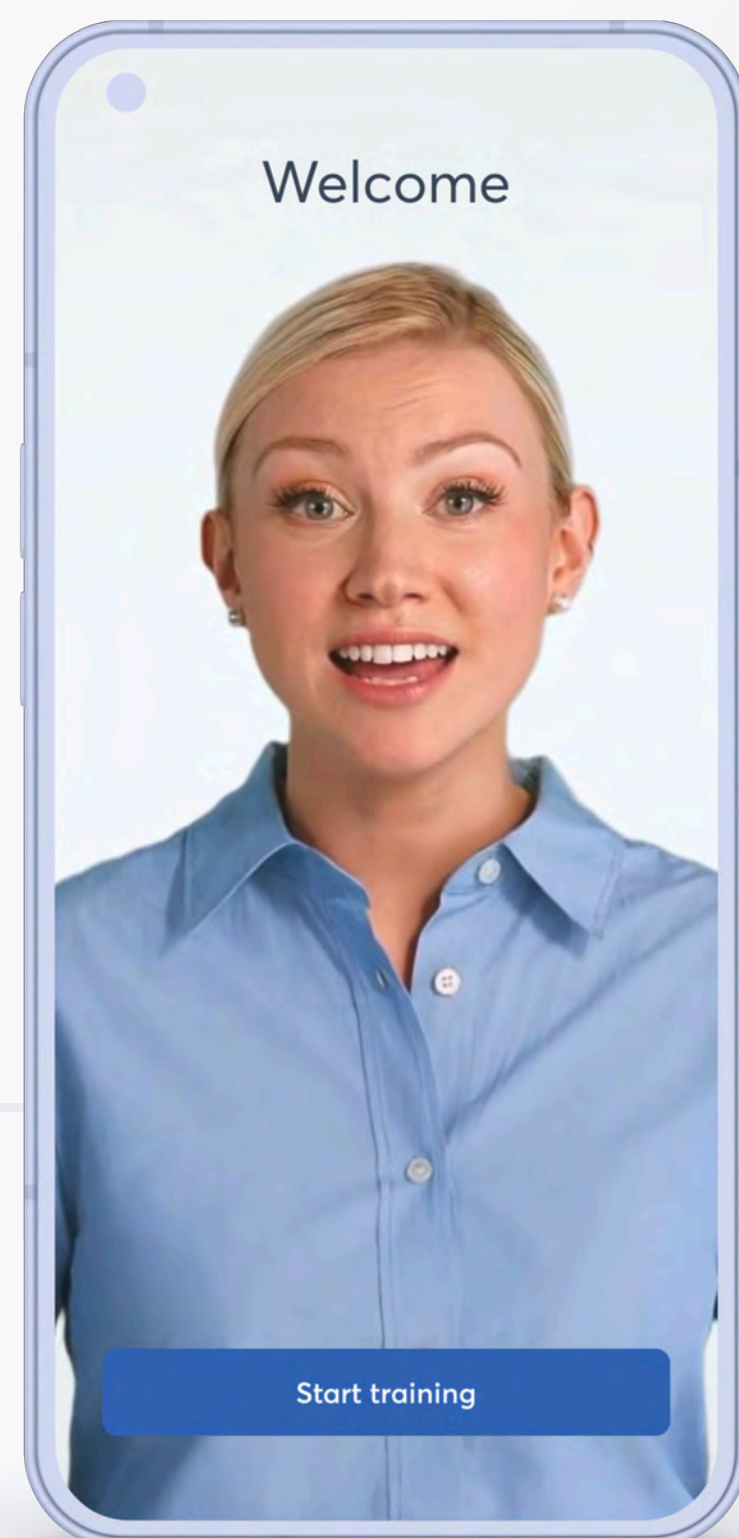




PROVIDER RECOMMENDATION:

How to Use Lace to Help More Patients

A practical guide to recognizing patients who could benefit from auditory training and making Lace part of their ongoing care.

HOW TO USE LACE TO HELP MORE PATIENTS

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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:



The patients who need Lace are **already in your practice**

Chances are that you're seeing hundreds of patients that still struggle with speech in noise, fast talkers, memory, and other listening challenges that Lace can help address.

They're coming in for different reasons

- ✓ Annual hearing test
- ✓ Hearing aid adjustments
- ✓ Repairs and service visits
- ✓ Clean and check
- ✓ Follow-up appointments

They're at different stages of hearing care.

Some wear hearing aids that you fit. Some wear devices from another provider. Some don't wear hearing aids at all.

They come to you in different ways.

Some are private-pay patients. Others come through managed care or third-party programs.

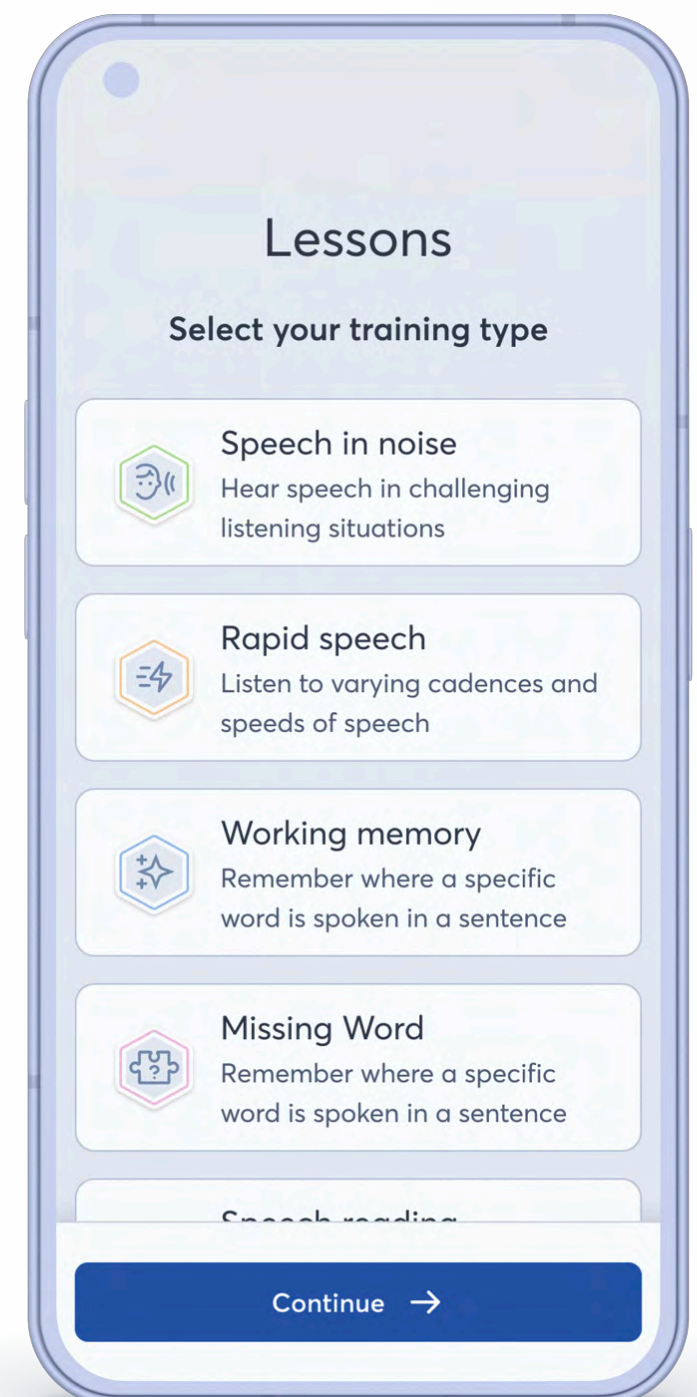
And many would tell you they're doing "pretty well."

But doing "pretty well" doesn't mean there's nothing to improve.

Many of these patients can benefit from auditory training with Lace.

DID YOU KNOW?

Lace Pro targets 5 ways to help patients improve their speech understanding.



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

Raymond Carhart
“The Father of Audiology”



Listen for signs of difficulty

The clues are often found in how patients describe the listening problems they still have.



If they tell you...	The patient may have...	And needs help with...
"Restaurants and groups are the worst."	Difficulty separating speech from competing sound	Speech in Noise
"I lose track when people talk fast."	Difficulty processing rapid conversation	Rapid Speech
"I forget what someone said before I can respond."	Difficulty holding onto information during conversation	Working Memory
"Everything is loud enough. I just miss words."	Difficulty processing incomplete speech	Missing Word/Deductive reasoning
"My hearing aids make things louder, but I still don't understand people."	Difficulty understanding speech even when sound is audible	Speech understanding

Patients are counting on you to help with what’s still hard.

When they share their day-to-day listening challenges, they’re giving you another opportunity to help them get better.

Proactively ask questions

Patients won't always volunteer information. They also may not be aware there's a problem, especially if they've been living with it for a while.

START HERE

"Are there situations where it's still hard for you to hear well?"

THEN ASK THINGS LIKE:



"Are there places where conversation still gets difficult?"



"Do you have trouble keeping up when people talk quickly?"



"Is there anyone in particular you have trouble understanding?"



"How often do you need to ask people to repeat themselves?"



"Do you ever feel like you're working really hard just to keep up with a conversation?"

THEN CONNECT THE ANSWER TO LACE

"That's actually something we can work on."

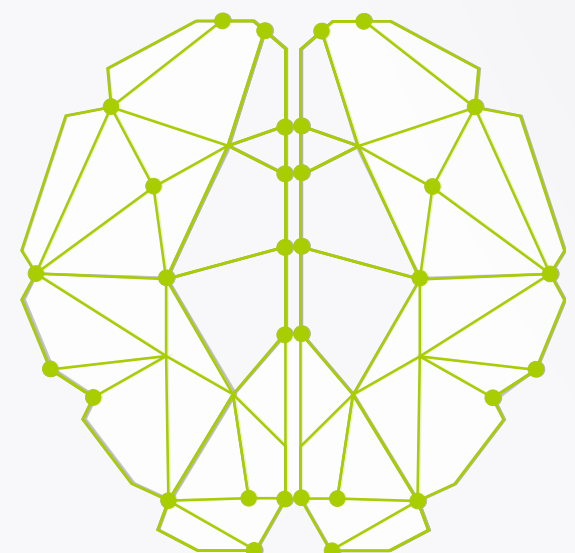
EXPLAIN AUDITORY TRAINING IN A WAY PATIENTS UNDERSTAND:

"Think of Lace like physical therapy for your brain. It gives you structured practice with the listening skills that are still giving you trouble."

"The key is to ask, 'Are there listening situations where you'd like to hear better?' If the answer is yes, that's when auditory training enters the conversation."

Tom Goynes, AuD

Lace Founding Partner



Give patients **more control** over their listening



With Lace, patients actively work on the skills they need to improve everyday communication.



Understand more in noise

Practice separating speech from competing sound in noisy restaurants and other challenging environments.



Keep up with fast conversations

Train the brain to better follow speech as conversations move more quickly.



Strengthen working memory

Practice holding onto and processing information during a conversation.



Get more from the hearing they already have

- For patients with hearing aids, auditory training complements the access to sound their devices provide.
- For patients without hearing aids, Lace gives them another way to work on real-world listening skills.



Feel more confident in everyday life

Help patients stay engaged in conversations, relationships, work, and the situations that matter to them.

“ I don't shy away from going to parties now... 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

PATIENT RESULTS



SPEECH IN NOISE

+3.3 dB

average improvement hearing speech in noise



RAPID SPEECH

+24 wpm

average gain keeping up with fast talkers



WORKING MEMORY

0.8 sec

faster, on average, to catch what was said

Keep pricing simple

Choose a standalone price to offer patients who aren't buying new hearing aids.

The MSRP for a lifetime license of Lace Pro is \$499. Many Lace partners discount the MSRP often 20–40%. The most common price point across Lace partners is \$349.

MAKE A CLEAR RECOMMENDATION

You've already identified something they want to improve. Now give the patient your recommendation:

“Based on what you told me, I'd like to prescribe auditory training with Lace. The program is \$499, but we'll discount it to \$349, so we can get you the help need.”

Then, tell the patient exactly what you want them to do, and make sure they leave to start training that day:



Train for 15 minutes a day for at least 30 days.

Patients will leave knowing why Lace matters and exactly what to do next.

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

Emma Walls
KC Hearing Center



Help more patients. Create new revenue.



Helping just a few more patients with Lace each month can create meaningful results for them and new revenue for your practice.

FOR EXAMPLE

12



PATIENTS HELPED PER MONTH

More patients in your care are training to improve speech in noise, rapid speech, working memory, and other listening challenges.

\$4,188



REVENUE PER MONTH

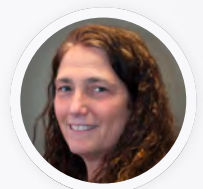
At an average price of \$349, adding 12 patients generates thousands in recurring practice revenue from patients already coming in.

You've helped more patients and added new revenue without needing another source of patient traffic.

You don't need a large practice to benefit from the model. Even solo providers have enough patients on the schedule to make meaningful revenue from Lace.

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

Cathi Ahrens Berke
Ahrens Hearing Center



SUMMARY

Quick takeaways

01

Many patients can benefit from Lace

Many of your patients have listening challenges you can help address.

02

Listen for areas of improvement

Difficulty in noise, fast conversations, missed words, and memory challenges are all cues that auditory training may help.

03

Ask questions

A few simple questions can reveal where patients still want to improve, even when they don't bring it up themselves.

04

Solve patient problems

Show patients how auditory training relates to the specific challenge they described.

05

Price and prescribe

Give patients a clear price and training plan.

06

Improve lives and your practice

Helping just a few more patients each month can improve more lives and create meaningful new revenue from the patient flow you already have.

“Being able to offer Lace and auditory training really differentiates us. It shows we're providing comprehensive hearing healthcare, not just selling devices.”

— Elizabeth Sperino, AuD | Cook Hearing and Balance

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