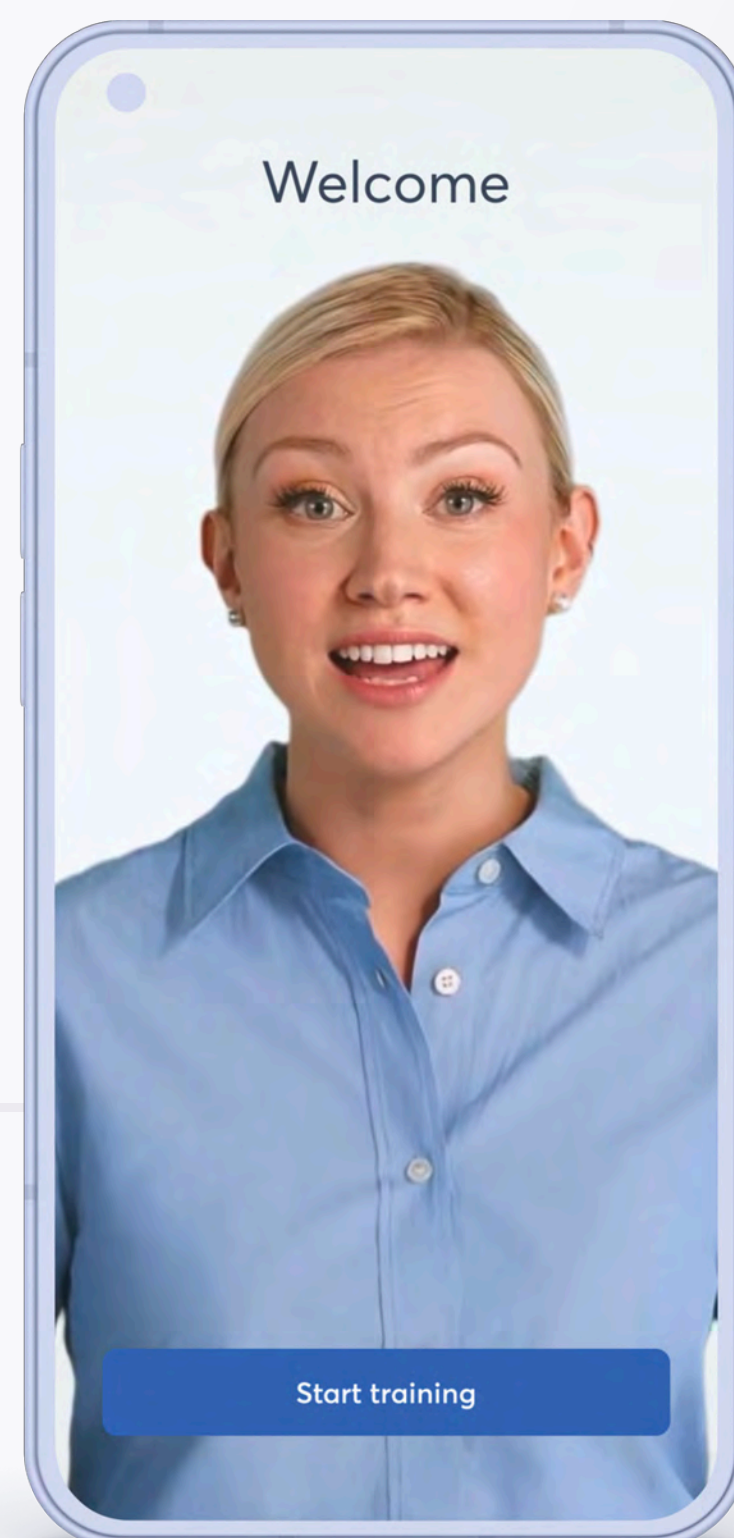




PROVIDER RECOMMENDATION:

Use Lace to Fit More Patients with Hearing Aids

A comprehensive guide to fitting hearing aids to patients who initially refuse them.

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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:



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Grounded in research from leading institutions:





Every month, patients leave your clinic after refusing new devices

Lace partners use a specific approach to convert these patients into hearing aid fittings – getting them the critical help they need, while improving their practice’s economics.

KNOW YOUR HELP RATE

Your help rate is the percentage of patients who need hearing aids and actually move forward with them. You may also hear it called your **tested-but-not-fitted rate** or simply your **conversion rate**.



For many practices, the help rate is around 50%.¹ That means for every patient you fit with hearing aids, another may walk out without them.

1. Thodi C, et al. Adult Hearing Screening: The Cyprus Pilot Program. Audiology Research. 2011;1(1):e18. doi:10.4081/audiores.2011.e18; citing Kochkin S. MarkeTrak IV: What is the viable market for hearing aids? Hearing Journal. 1997;50(1):31-38.

HELP RATE EXAMPLE

If your practice is fitting:



and your help rate is 50%, then:



That’s not a small group of patients.

It’s one of the biggest opportunities you have to fit more hearing aids throughout the month.

Patients refuse devices for many reasons:



NEED MORE TIME
TO CONSIDER



CONCERNS
ABOUT COST



EMOTIONAL AND
SOCIAL FACTORS

So, what happens when they leave?

Their decision has **real consequences** for themselves and your practice.

For the patient:



Care often delayed for years

Patients who leave without hearing aids **wait up to 7 years** before getting the treatment they need.¹



Risk of cognitive health decline

Adults who fail to treat their hearing loss before age 70 had a **61% higher risk of dementia and cognitive decline**.²



Life gets harder

Untreated hearing challenges can **increase isolation** from family, friends, and everyday social life.

For your practice:



Lost revenue

Every patient that needs hearing aids and leaves without them represents a **significant revenue loss** for your practice.



Patients are unlikely to return

Patients who leave your practice without hearing aids are very unlikely return. Even if they eventually decide to purchase devices, it's likely to be elsewhere.

1. Thodi C, et al. Adult Hearing Screening: The Cyprus Pilot Program. *Audiology Research*. 2011;1(1):e18. doi:10.4081/audiores.2011.e18; citing Kochkin S. MarkeTrak IV: What is the viable market for hearing aids? *Hearing Journal*. 1997;50(1):31-38.

2. Francis L, Seshadri S, Dillard LK, et al. Self-Reported Hearing Aid Use and Risk of Incident Dementia. *Framingham Heart Study*. *JAMA Neurol*. 2025;82(11):1195-1197. doi:10.1001/jamaneurol.2025.2713.

A second chance to fit devices

Lace partners use a specific approach to get patients who initially refuse devices back for a second appointment and another chance to fit.



Here's how:

STEP 1

Exhaust the hearing aid conversation first.

Make every effort to get the patient devices. Move to Step 2 only after the patient has refused devices and are ready to leave the clinic.

STEP 2

Suggest Lace as an alternative.

The patient has refused hearing aids, but offering them Lace keeps the conversation going. Provide Lace for free¹ in exchange for a follow up appointment.

1. This is the only situation where we recommend including Lace at no charge.

STEP 3

Get their commitment.

Get the patient's firm commitment to use Lace 15 minutes daily and return for a **follow up appointment** in 2-4 weeks.

STEP 4

Schedule the appointment.

Schedule the follow-up appointment **before they leave the office.**

Try telling them:

"Testing shows you need hearing aids but I understand you're not ready. I want to see you leave with some help. Let's try Lace Pro, it's like physical therapy for your brain and it may help you."

Many patients are happy to agree when:

- ✓ They're getting a program value of \$499 at no charge.
- ✓ They can leave without making the hearing-aid decision today.
- ✓ They still have something meaningful they can do about their hearing.

By following these steps, you've successfully **kept the patient engaged** and **created a second opportunity** to discuss hearing aids after the patient has had more time to consider them.



The follow-up conversation

This entire process has been about setting up this conversation. Your patient initially refused devices, but **a lot has changed** since your last conversation.

Here’s why patients are often more receptive:

- 

TIME HAS PASSED

Sometimes patients just need time to consider the decision and get used to the idea of wearing hearing aids.
- 

NUDGING FROM LOVED ONES

Often a spouse or concerned family member brought the patient in. Those family members have likely continued to stress the need for treatment.
- 

PROOF THAT THEY’RE STILL STRUGGLING

The patient has used Lace Pro and now has concrete evidence of how much conversation they are missing.

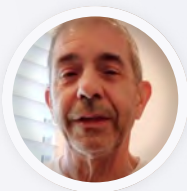
Reopen the hearing aid conversation.

Don’t hold back. You now have a second (and very likely the last) chance to get your patient the hearing aids that they need.

- ✓ Review the patient’s Lace scores and how much improvement is available to them.
- ✓ Remind patients of their audiogram and other test results that showed they need devices.
- ✓ Remind them of the risks of hearing loss and the consequences of going untreated.
- ✓ Strongly and without hesitation, advise them to treat their hearing loss by getting the hearing aids that they need.

“It's enhanced my ability to get everything I can out of my hearing aids.

Bruce C.
Verified Lace Patient



Quick takeaways

01

Improve your help rate

Converting patients that initially refuse a hearing aid fitting gets more patients the help they need while providing a significant economic opportunity for your practice.

02

Patients that refuse hearing aids go unprotected

Patients often let their hearing loss go untreated for years and face increased risks to health, social isolation, and cognitive decline.

03

Create the second chance to fit devices

Lace partners use Lace Pro to give them a reason to come back.

- ✓ Exhaust the hearing aid conversation
- ✓ Introduce Lace as the next step.
- ✓ Get their commitment to train for 15 minutes/day.
- ✓ Schedule the follow-up for a second chance to fit devices.

04

Reintroduce devices in the follow-up

Use what's changed to revisit the hearing aid conversation. Patients have had time to think and often return more open to devices.

05

Convert more patients each month

By using Lace to keep the hearing aid conversation going, Lace partners can see an additional 1 to 3 additional fittings per provider per month.

"I'm really happy to have Lace as a tool for the folks that aren't ready for hearing aid adoption."

— Elizabeth Sperino, AuD | Cook Hearing and Balance

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