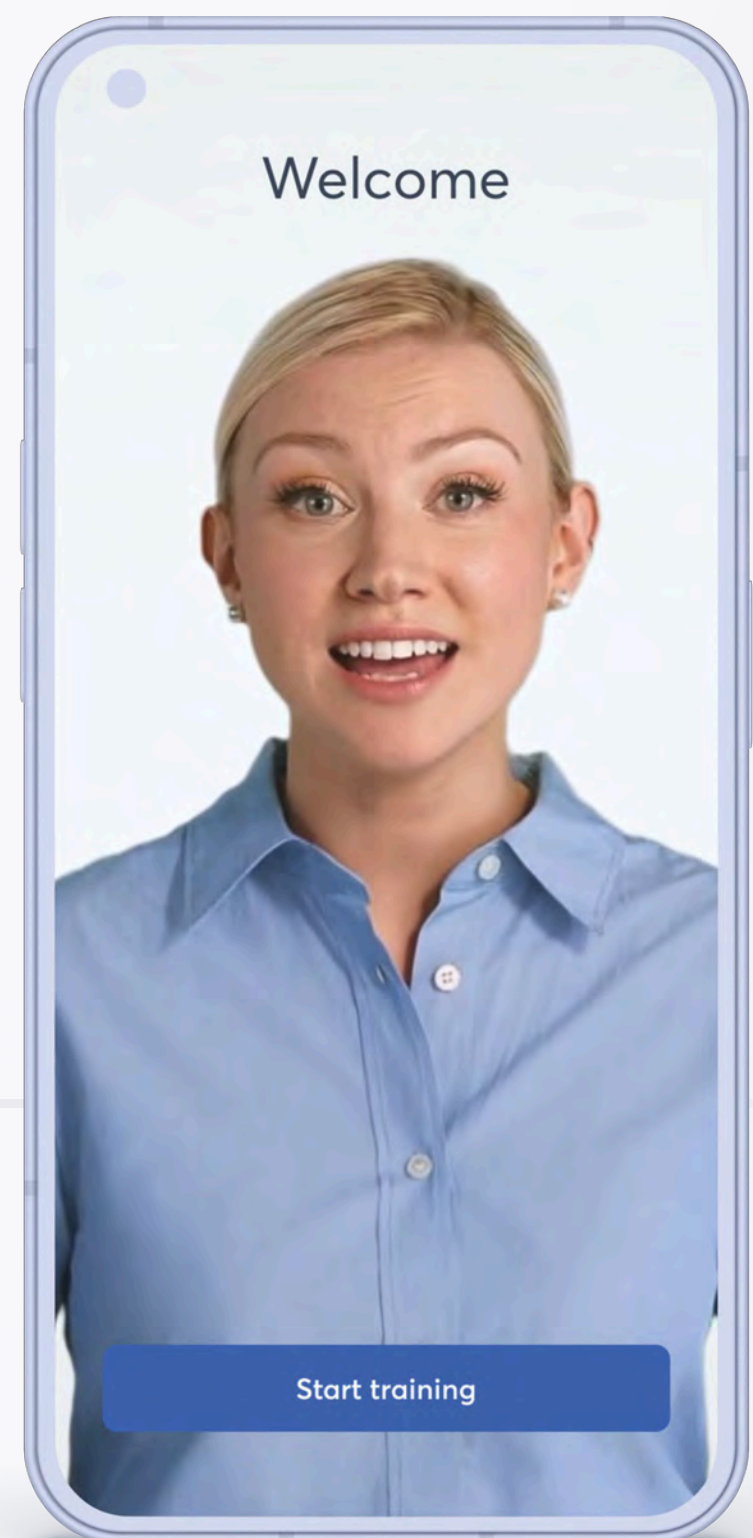




HOW-TO GUIDE

How to Reduce Hearing Aid Returns with Lace

Why the first 30 days determine patient success, and how top clinics guide them to adoption.

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The Research Behind 73–90% Reduction in Returns

Data from two decades of independent studies link post-fitting training with higher device retention. Across thousands of patients, structured auditory training reliably cuts returns and protects practice revenue — regardless of age, location, or device style.

73%

fewer returns

**Martin
(2007)**

625 NEW USERS

The Hearing Journal study showed a 3.5% return rate compared to 13.1% for non-participants, with the results holding constant regardless of patient age, clinic location, or device style.

80%

drop in return rate

**Taylor & Shrive
(2008)**

96 PATIENTS · 3 PRACTICES

AudiologyOnline study showed structured training dropped return rates from 15% to 3%, protecting an estimated \$150,000 to \$400,000 in annual revenue.

1.5%

return rate

**Cycle
(2014)**

400 PATIENTS

AudiologyOnline study based on 400-user clinic Cycle database analysis tracking new devices with Lace against the industry average of 16%. This shows a 90.6% relative reduction in returns.

3×

less likely to return

**Northern & Beyer
(1999)**

7,187 PATIENTS

Audiology Today study found individuals who attended just one structured group rehabilitation session returned their devices at a rate of 3%, compared to 9% for non-attendees.

DEVICE ABANDONMENT

Lace helps lower the industry's 16% return average. However, an additional risk for every clinic is long-term device abandonment.

The In-The-Drawer Rate It is estimated that 20% of new devices end up forgotten in a drawer. These fittings are not recorded as financial returns, but they still represent a complete loss of care.

The Patient Impact Patients who abandon their technology lose out on better hearing health and long-term cognitive support. They face the ongoing isolation and fatigue of untreated hearing loss instead of staying connected to the people and conversations they love.

The Practice Impact When devices go unused, your practice misses word-of-mouth referrals, and you lose opportunities to support patients with future upgrades.



The first 30 days decide the patient's success

Going into the world with a new device can be stressful, especially with no guidance on how to adapt. Returns often happen when acclimating to new sound feels too overwhelming.

WITHOUT LACE

Isolation & uncertainty

With new devices alone, frustration can build fast. Without structured support, patients struggle to adjust on their own during those critical first few weeks.

Key challenges include:

- ⚠ Sounds are louder, but understanding doesn't come automatically.
- ⚠ Patients can feel anxious and self-conscious when trying to acclimate in public spaces.
- ⚠ Patients lose confidence and end up leaving their devices in a drawer.

Failed hearing aid adoption leaves patients at risk, wastes valuable clinical chair time, and removes future care opportunities.

WITH LACE

Clarity & adoption

Learning can be difficult in stressful environments. Auditory training gives patients a safe space to practice with their new devices and build confidence as their brains adapt to new sounds.

Key outcomes include:

- ✓ Structured listening practice in a safe space, away from pressure of live conversation.
- ✓ Patients arrive at their follow-up appointments feeling genuine progress rather than frustration.
- ✓ Training the brain to use device sounds so the experience measures understanding, not just amplification.

Patients simply do better with devices when they train their brain to process new sounds. Practices that prescribe Lace lower their return and in-the-drawer rates, keeping patients in your clinic for future upgrades.

Patient accountability

reduces returns

Many, if not most practitioners, have experienced a patient coming for a post-fitting appointment and saying something like, “These hearing aids you sold me don’t work!” Without auditory training, the entire burden of a successful fitting is on the practitioner—the patient has no responsibility.

Lace partners reduce hearing aid returns by setting the expectation that the patient is equally responsible and that completing auditory training is a key to a successful outcome.

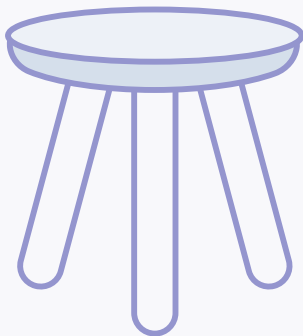
Not only do patients simply do better when they use Lace to acclimate to their new devices—they are less likely to blame the provider because they know that they also play a key role.

If a patient is unhappy or seeking a return but has not done their auditory training, practitioners can take the conversation back to the patient’s role and redirect them back to completing the training.

	 Without Auditory Training	 +  With Auditory Training
WHO IS RESPONSIBLE?	 100% on the provider	 +  50% provider / 50% patient
PROVIDER FOCUS	 Diagnostics  Fitting and calibration  Device recommendation	 Diagnostics  Fitting and calibration  Device recommendation
PATIENT FOCUS	—	 Aural Rehab for 30 days, 15 minutes a day

The three-legged stool

Practitioners often use the “three-legged stool” analogy to explain the patient’s role in a successful outcome. The legs of the stool include selecting the right devices, a high-quality fitting process, and the patient’s role in completing aural rehab. These three legs contribute equally toward the optimal outcome for the patient.



- 1. Amplification:**
Hearing aids gather and amplify sound.
- 2. Aural rehabilitation:**
Lace strengthens the brain to interpret that amplified sound.
- 3. Provider–patient partnership:**
focused on long-term communication success.

Maximizing patient training is key to lowering returns

Lace Pro is purpose-built for patient engagement but practices play an important role.

Patients who use Lace become more confident and acclimate to devices faster. Top clinics encourage patients to train regularly with the following best practices.

1

Explain the stakes

Patients engage when they understand why training matters beyond the device. We need to do everything we can to prevent:



Dementia and cognitive decline



Depression rates



Social isolation & Strained relationships



Risk of injury

2

Make it essential

Include Lace as necessary with all new devices. Patients take auditory training more seriously when the provider does.

EXAMPLE LANGUAGE

“Better hearing is not only about making sound louder. It is also about training your brain to understand speech again.”

3

Provide a clear treatment plan

Patients should leave the clinic ready to train right away with a simple plan that includes:

GIVE THEM A CLEAR PLAN

15 mins

PER DAY FOR 30 DAYS

4

Charge for Lace

Patients value what they pay for. Value creates commitment.

5

Continue the encouragement

Lace partners use in-app Automated Patient Messaging to send messages at key moments, congratulating them when doing well, or reminding them to get back on track.



DID YOU KNOW

50% of users who receive a patient message from their provider are active in the app within 24 hours of delivery.

Device return reduction isn't luck. It's a process.

A 73–90% reduction in device returns is the combined effect of proven auditory training research and a care plan that keeps patients engaged. Both are within your control.

01

The research

Clinical studies show that structured training reliably drops hearing aid return rates down as low as 3%.

02

Aural rehab helps patients get through the toughest weeks

Without Lace, 20% of patients become overwhelmed while adjusting to a new device and leave it in a drawer. **With Lace**, patients get the training, accountability, and confidence to acclimate faster and keep going.

03

Hold patients accountable

Reset expectations that patients have a role to play training their brain to improve comprehension.

04

Patients who understand the risks are more likely to take their role seriously

Top clinics help patients train by:

- ✓ **Explaining the stakes** – Connect hearing loss to holistic health risks.
- ✓ **Making it essential** – Prescribe Lace as part of the care plan, not an optional add-on.
- ✓ **Providing a clear plan** – 15 minutes a day, 30-day minimum, tied to a concrete follow-up date.
- ✓ **Charging for it** – Patients value what they pay for; value creates commitment.
- ✓ **Continue encouragement** – Congratulate patients doing well; re-engage patients falling behind.

HOW-TO GUIDE:
Use Lace to reduce hearing
aid returns