

Audiology Industry Update: How can you grow your practice?

- **Forty-percent of the hearing impaired in the United States are under the age of 65. According to the National Center for Health Statistics, men between the ages of 46 and 65 have 26% more hearing loss than their fathers or grandfathers encountered.** [Sources: "Health Characteristics of Adults 55 and Over." Centers for Disease Control]

Aging Baby Boomers make the market for hearing aids is larger than ever!

- **Audiologists receive only 44% of business from physician referrals.**
[Sources: Bureau of Labor Statistic; HearUSA Survey Explores American Attitudes about Hearing Loss. HearUSA. 28 July 2010.]

This means that advertising can have an impact on over 55% of your business!

- **Key complaints about the devices include price and difficulty with use.**
[Sources: Bureau of Labor Statistic; HearUSA Survey Explores American Attitudes about Hearing Loss. HearUSA. 28 July 2010.]

Do you offer service/support? Leverage this as a way to differentiate yourself from your competitors.

- **Large retailers include Miracle Ear and Hear USA however, independent practitioners sell most of the devices and in 2008, owned over half of the market.**

[Source: Economic turmoil threatens to reverse recent growth in hearing aid market." The Hearing Journal. December 2008, Vol. 61, No. 12; Smriga, David]

You have the opportunity to become "THE place for Hearing aid support in your market!"

- **Since the beginning of the Iraq war in 2003, over 58,000 soldiers are on disability for hearing loss. That number is expected to grow 18% annually through 2011.**

[Source: U.S Army Center for Health Promotion and Preventive Medicine data via Healthy Hearing. June 2008.]

StrategyONE has the ability to create customized, targeted direct mail campaigns to audiences like military households.