



esco

Trusted Protection Since 1989

BEST PRACTICES for
Patient Retention in
Hearing Healthcare

Published: July 2025
By: The ESCO Agency



Executive Summary

In an increasingly competitive hearing healthcare market, hearing practices must focus not only on attracting new patients but also on retaining existing ones. Strong patient retention strategies improve practice profitability, build lasting patient-provider relationships, and contribute to better hearing health outcomes.

This focused whitepaper outlines evidence-based best practices for patient retention specifically tailored to the hearing healthcare industry, combining operational, clinical, and communication strategies that foster patient loyalty and long-term satisfaction.

The Importance of Patient Retention in Hearing Healthcare

- **Lower Cost vs. Acquisition:** Retaining a current patient cost significantly less than acquiring a new one – up to **5x less**, according to healthcare market studies by ADA.
- **Lifetime Value:** Hearing aid patients typically require ongoing support, adjustments, and accessories, making them valuable long-term practice members.
- **Word-of-Mouth Growth:** Satisfied, loyal patients are the most credible advocates, influencing referrals within their social and family networks.
- **Better Health Outcomes:** Consistent care improves patient adherence, satisfaction, and overall quality of life.



5 Core Best Practices for Patient Retention

1. Prioritize Personalized Patient Experiences

Why it matters:

Patients are more likely to remain loyal to practices where they feel understood, valued, and personally cared for.

Actionable Tactics:

- Utilize **comprehensive intake forms** to understand patient lifestyle, preferences, and communication needs.
- Train staff to use patients' preferred names, acknowledge birthdays, and remember important personal details.
- Offer personalized product recommendations based on lifestyle (e.g., Bluetooth connectivity for tech-savvy users, discreet models for appearance-conscious patients).
- Give a **new patient care package** with personalized handwritten welcome card signed by all staff members.

2. Implement Proactive Follow-Up and Communication

Why it matters:

Regular, meaningful communication builds trust and keeps your practice top of mind.

Actionable Tactics:

- Establish a **recall and follow-up system** for hearing aid checks, battery changes, and annual evaluations.
- Send appointment reminders via **text, email, or phone** based on patient preference.
- Use **post-visit feedback platforms** to gather patient feedback and improve services.
- Add patients to your quarterly **email newsletter and holiday email messages**.



3. Educate Patients on the Value of Ongoing Care

Why it matters:

Many patients mistakenly view hearing aids as a one-time purchase rather than part of a continuous care relationship.

Actionable Tactics:

- At delivery, provide a **hearing wellness plan** detailing future appointments, cleanings, and upgrades.
- Use visual aids and data to explain the importance of annual hearing evaluations and hearing aid maintenance.
- Highlight **warranty, service plans, and protection programs** that reinforce the value of consistent follow-up.
- Create **1 plus, 2 plus and 3 plus communication plan** staying connected to patients with up-to-date hearing healthcare technology.
- Execute annual hearing evaluation communication - via phone call, email and text.

4. Foster a Practice Culture of Empathy and Advocacy

Why it matters:

A welcoming, patient-first environment drives loyalty and positive word-of-mouth.

Actionable Tactics:

- Provide **customer service training** for all staff focused on empathy, active listening, and problem-solving.
- Empower employees to act as **patient advocates**—anticipating needs and exceeding expectations.
- Recognize and celebrate **patient milestones** (e.g., first hearing aid anniversary).
- Create a **new patient welcome program** for first appointment - tours, introductions, new patient welcome packet, etc.



5 Core Best Practices for Patient Retention

5. Leverage Digital Tools and Reputation Management

Why it matters:

Today's patients rely on online resources to inform their care decisions.

Actionable Tactics:

- Maintain an **updated, mobile-friendly website** with patient education resources and online scheduling.
- Maintain **monthly blog** with education, happenings and new technology.
- Encourage satisfied patients to leave **online reviews** on Google, Facebook, and industry platforms.
- Use **social platforms to highlight educational information** associated with hearing healthcare presenting you as the expert.
- Use **practice management software** to track patient visits, follow-ups, and care milestones.
- Manage and respond to reviews left by patients.

Retention Metrics to Track

- Patient Recall Rate
- Annual Evaluation Compliance
- Follow-Up Appointment Adherence
- Hearing Aid Service Plan Renewals
- Net Promoter Score (NPS)
- Online Review Growth

Conclusion



In hearing healthcare, patient retention isn't just good business – it's essential for optimal patient outcomes. By implementing these proven best practices, your practice can build stronger, longer-lasting relationships with your patients while improving operational efficiency and profitability.



BEST PRACTICES for Patient Retention in Hearing Healthcare

