



SYCLE SURVEY ON PRACTICE MANAGEMENT

What Keeps Audiology Clinic Teams Up at Night?

Owners, audiologists, and staff share their priorities, concerns,
and strategies for success in this new report.

The business of hearing

Audiologists have plenty of resources to keep up with the latest medical breakthroughs and best practices. But what about what happens beyond the examination room—the day-to-day business of running an audiology practice? How are clinic professionals handling management, marketing, automation, and financial operations, and what challenges do they face?

To find out, Sycle surveyed owners, providers, office managers, and office staff from clinics of all sizes about their experiences. A few themes came through loud and clear:

- Clinics want to grow their revenue, but not at the expense of quality
- Client retention and return visits are top of mind
- Hiring and training challenges can make it hard to run an efficient practice
- There's a lot of interest in automation—but the journey is just beginning

To learn more about the priorities, concerns, and success strategies of your peers—and get tips for ending 2025 strong and setting your 2026 practice growth goals.—read on.



What's keeping you up at night? Rank your challenges.



Revenue and quality care are top of mind, followed closely by the importance of a strong staff training program. Try these tips:

Perform a revenue analysis. Know your revenue data. What areas are on track with your expectations? What's lagging, with room to grow? Once you know where you stand, you can build a plan to optimize opportunities.

Look at your pricing models. If you offer bundled services including frequent follow-ups, evaluate whether a per-visit fee would make more sense for your business. On the other hand, if you're currently charging by the visit, a bundled model might help you attract and keep new patients who prefer that approach. Sycle supports multiple models.

Lower follow-up costs. Hiring an audiology tech to handle follow-ups can help you maintain a high standard of care while keeping your costs manageable.

Strengthen training with your own in-house tool expert. Having a staff member become a super-user for your systems will give your team someone to turn to when they need fast answers.

Rank the biggest opportunities for your clinic(s) in 2024.

- 1 Making sure patients come back for re-purchase
- 2 Strengthening or creating a patient retention program
- 3 Strengthening marketing programs to attract new patients
- 4 Taking advantage of process automation
- 5 Offering new services (ex: OTC, remote fittings, pediatrics, balance/tinnitus, speech therapy)
- 6 Expanding your clinic count or store count



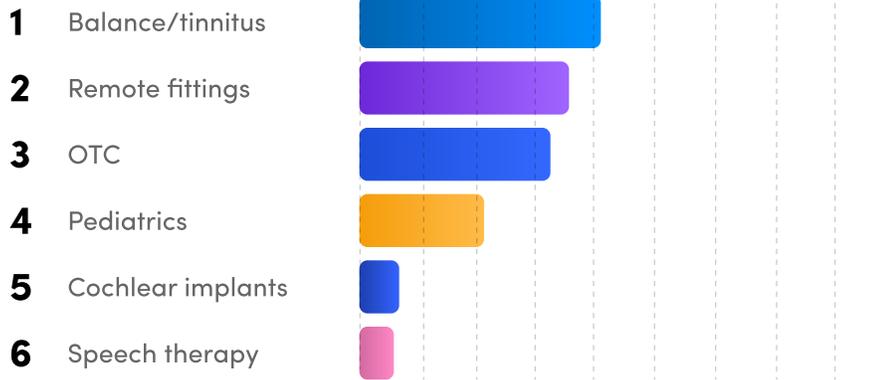
The opportunities respondents see can all be tied back to marketing and retention. Here are a few ways to think about it:

Be proactive about retention. Retention doesn't happen automatically. Take steps to ensure that patients keep coming back. Emphasize from the beginning that periodic cleanings and other follow-ups are essential, and provide a personalized timeline for them to follow.

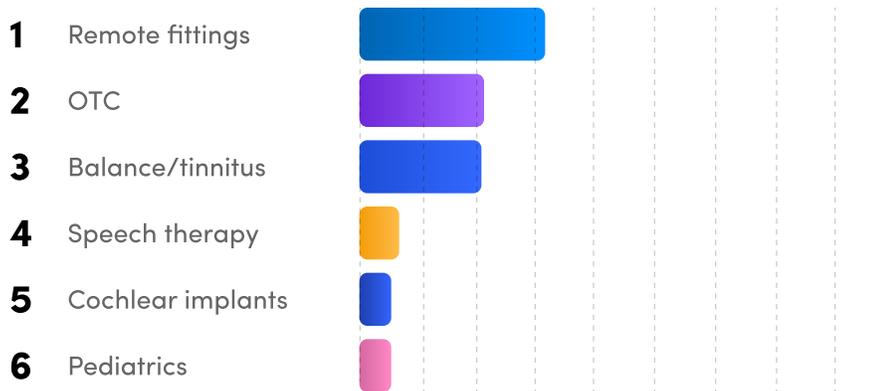
Create a formal marketing plan. You can tailor a plan to your biggest revenue opportunities. To find new patients, your plan can include attending local chamber of commerce meetings or leaving information at nearby nursing homes. Do you have a new product that would be a good fit for specific patients? Would you like to create more return visits? Set your goals and build a specific plan for direct mail, social media, networking, and more. Use Sycle's marketing lists. Whatever approach you decide on, make sure to stick to it.

Make managed care work for you. If marketing is a challenge for your clinic, earning high ratings on the managed care network systems that patients use to find providers. You'll rise in their system as a preferred provider, and they'll do the marketing for you.

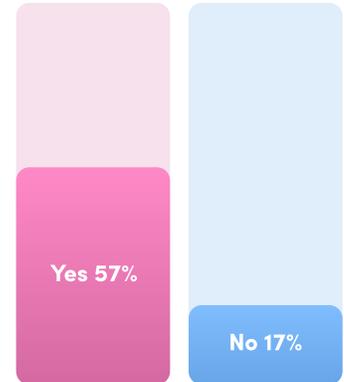
What services do you offer today?



What new services are you considering adding to your practice(s)?



Are you currently referring severe/profound patients for a Cochlear implant?



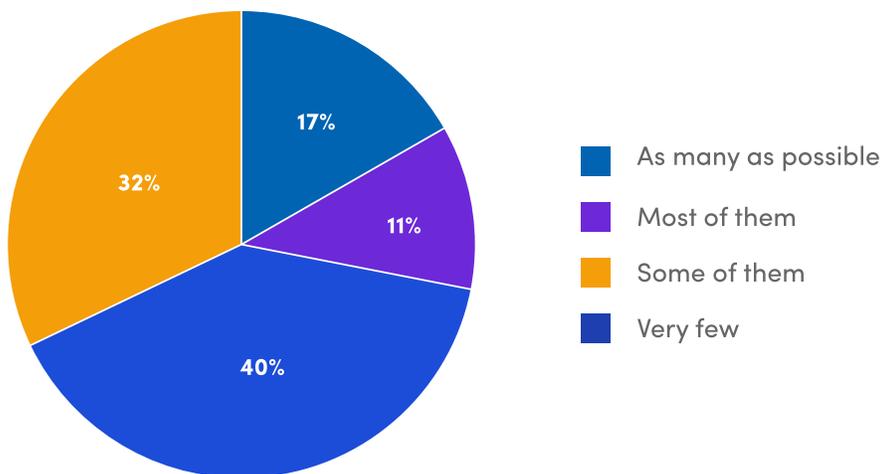
Cochlear implant referrals can save you time while ensuring better care for patients. Learn more about the benefits of referring patients and how easy it is to do in Sycle.

[VISIT WEBSITE](#)

Beyond bread-and-butter services like hearing aid evaluations, fittings, and repairs, some clinics are seeking growth by expanding their offerings. Industry buzz aside, services related to OTC hearing aids—whether purchase or follow-up care—are a relatively small part of the picture. More often, clinics are focusing on balance and tinnitus as common conditions for aging boomers, and on remote fittings to reach patients who can't make it to the clinic.

Want to tap into the aging boomer market? **Seize new opportunities.** Many practices still only provide hearing aid testing and fittings. For these, any of the top three services mentioned in our survey can be well worth exploring.

How many of your office workflows are automated?



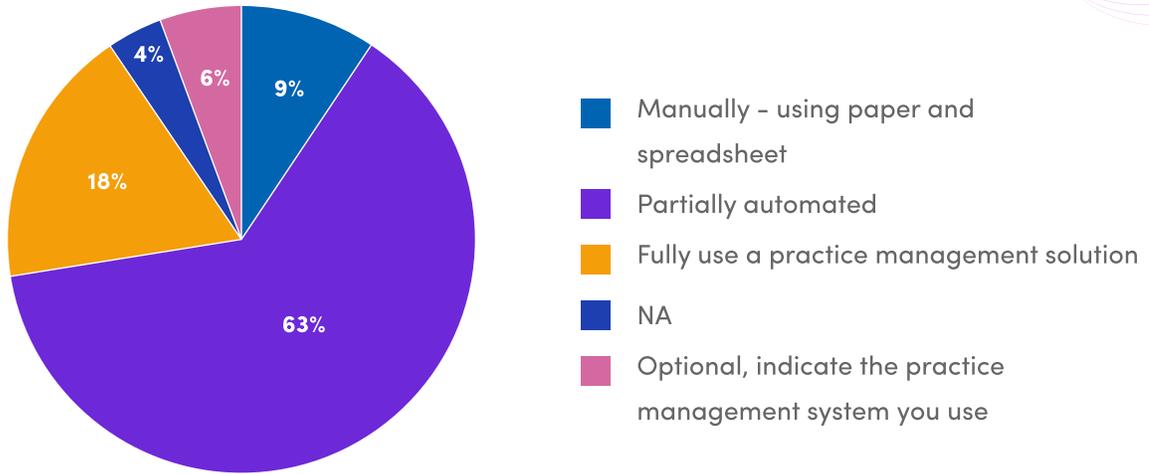
5 Top Automation Opportunities

1. Missed appointments result in lost revenue. [Automating appointment reminders](#) is a big win.
2. Recurring payments save time and create a steady flow of income. Try Sycle's partner [PayJunction](#) and the easy-to-use integration.
3. Automate pre-approvals to speed sales. [CareCredit](#) and Healthiplan are integrated right into Sycle to make it simple for your team.
4. When a severe/profound hearing loss patient needs to explore solutions beyond hearing aids, you can use automation to identify those patients and refer them to learn more about a [Cochlear Implant](#).
5. Tired of storing paper? [Going digital](#) with file management offers the opportunity to save space, time, and expenses.

GO PAPERLESS WITH SYCLE'S NEW DIGITAL CLINIC



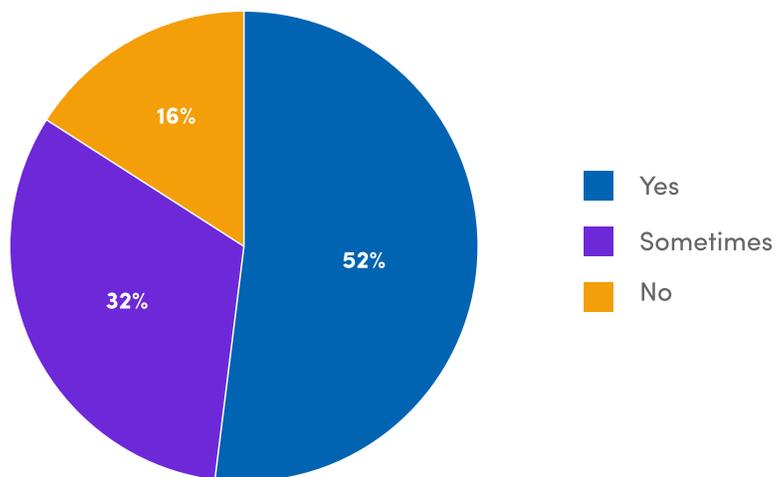
How do you manage your practice clinic operations?



Rank what areas of patient and clinical management you would like to see your practice improve the most.



Do you have a system in place that allows you to clearly track managed care programs, appointments, and payments?



Ready to go paperless? Try Sycle's new Digital Clinic

New Document Manager, Document Sharing, and eSignature tools make life easier for your patients and team. Modern, paperless, and easy to use, it's a fresh approach with big wins.

[LEARN MORE](#)



Pressed for time and resources?

The Sycle Partner Program makes it simple to expand your services and improve your operations. More than 30 top vendors offer plug-in support for everything from payment processing and financial assistance to marketing.

[LEARN MORE](#)

Tips to Making Your Voice Heard

People have a lot going on in their lives—it can be challenging to keep existing patients coming back regularly and convince new ones to begin treatment. Clinics do a little of everything to drum up business, with roughly similar results for each method. Here are a few tips to keep your clinic busy:

Be consistent. Whatever's working best for you, keep doing it. The key is to keep reaching out. Often, a patient will have a family member or friend who's been urging them to make an appointment, and a reminder can make it easier to get one scheduled.

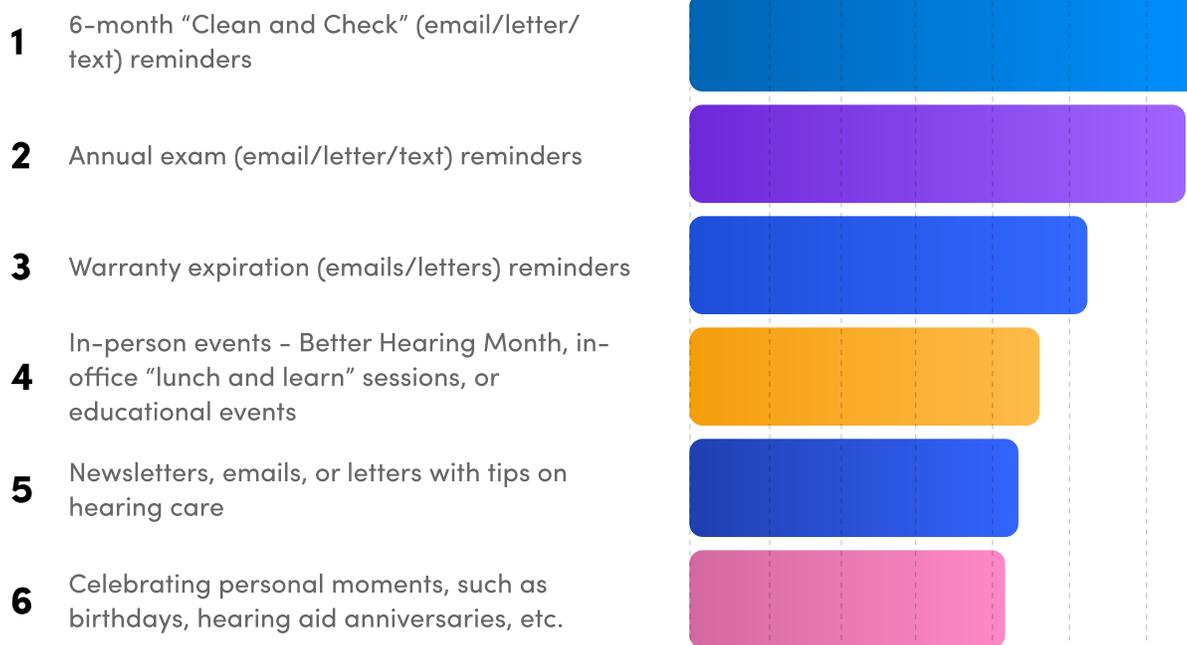
Reward loyalty. Why not try a loyalty program? Regular customers could earn a free cleaning, an out-of-warranty receiver replacement, discounted upgrades, free accessories—whatever you have time for and can afford. It's easy to identify specific types of patients in a practice management system like Sycle and create a highly targeted campaign.

Don't let opportunities slip away. When you invest in marketing, make sure there's a front office person who knows how to convert those calls to appointments. Take the time to train them well on your systems.

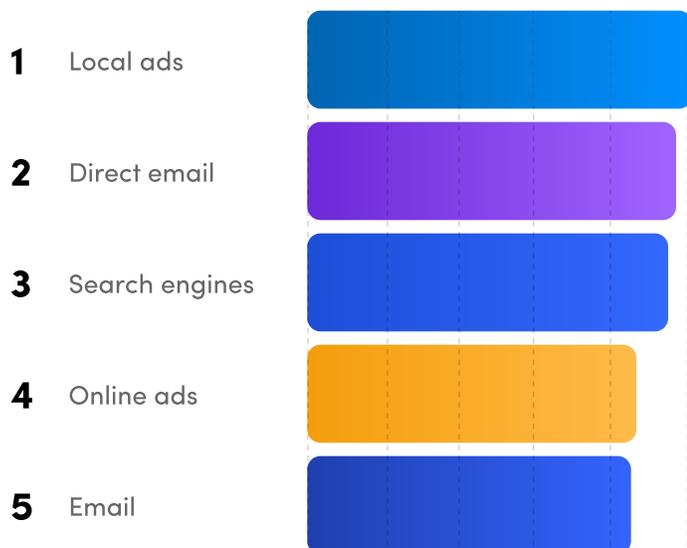
Now let's look at the most successful patient retention and marketing programs ...



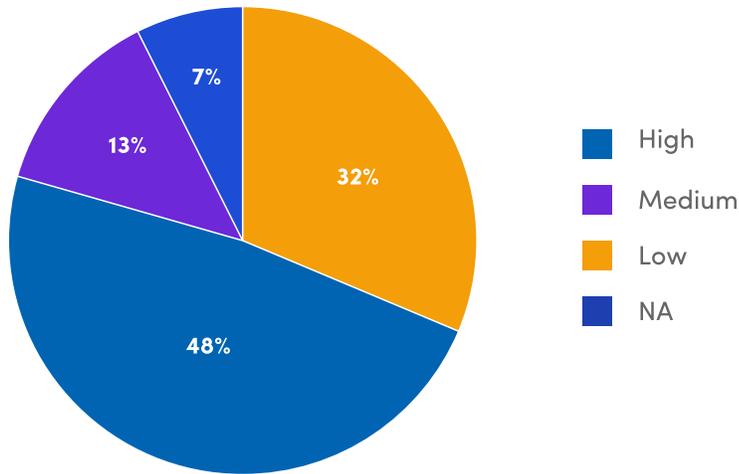
Rank your most successful patient retention programs.



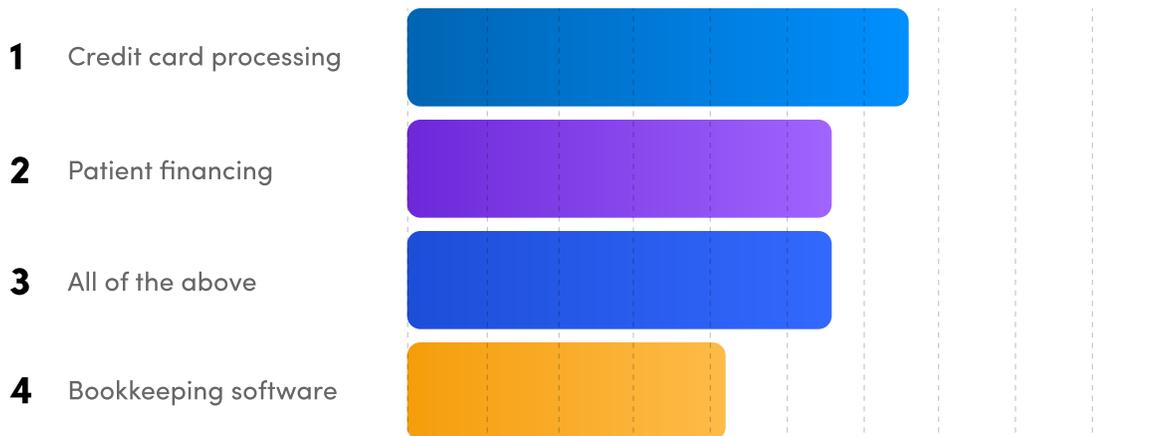
How would you rank your most effective marketing programs?



How would you rate your transparency into financials, including sales, returns, outstanding payments, management care, and more?



Which financial systems do you use?



Tips to Stay On Top of Your Financials

Many hearing clinics struggle with visibility into their financial operations. Here are a few tips to help you stay on top of your business:

Use your Sycle financial reports. They cover the basics, from revenue and cash flow to top-selling products and inventory management.

Hire a pro. A good accountant can be one of your most valuable resources—especially one with experience in the medical world.

Keep an eye on payments. Unless you're a cash-on-delivery business, you should have someone in your office who's always looking at your aging report. Collecting outstanding balances sooner can make a big difference for your cash flow.

Go digital. If you're handling a high volume of insurance claims, submit them electronically. If you use Sycle, integrate credit card processing so you don't have to post payments manually.



Onward and upward! Clinics share their biggest goals for 2025



GROWTH

“Increase sales. It’s that simple. Capture new patients, retain current ones, identify opportunities.”



MARKETING

“Create a retention program and have automated communication with patients for reviews to help our business grow. Many find us through Yelp and Google.”



EFFICIENCY AND AUTOMATION

“To go completely paperless and automate the check-in and eDocs process, allowing patients to access the portal and upload their own documents.”



MANAGED CARE

“More insurances have switched over to managed care programs that require everyone to take extra steps in the patient’s visit, often requiring more time. In the long term, it does not help the practice and it means taking time from other patients—having systems to avoid this is our priority this year.” “Get more private sale patients and less managed care.”

Let Sycle help with what is keeping you up at night.

Whether you are looking to grow your practice or expand automation, Sycle supports your whole practice and our team of experts stands ready to provide guidance and assistance. There's a reason 8,000 clinics use Sycle.

[REQUEST MORE INFORMATION](#)

Survey conducted by Sycle LLC over a multi-month period in mid 2024. The 258 respondents included clinic owners, audiologists, office managers, and office staff.

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