

# ROBERT J. TYSOE

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## PROFESSIONAL BACKGROUND

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### 2011- PRESENT **HEARING HEALTHCARE MARKETING COMPANY, FOUNDER**

- Provides sales and marketing training programs to hospitals, audiology companies and ENT clinics on a national and global basis.
- Provide physician referral marketing plans, training manuals, training modules designed to increase hearing loss patient referrals, patient load, clinic revenue, improved relationships and partnerships with the primary care physicians, staff, and health care professionals in the medical community
- Design and provide marketing seminars, publish business development papers, marketing white papers, and clinical research articles
- Provide in-field sales training, services marketing expertise, coaching, mentoring, practice development guidance, and leadership
- Consult with universities on the structure and content of the teaching curriculum for audiology training program students

### 2004 - 2013 **AMPLIFON SONUS USA, PLYMOUTH, MN**

- Responsible for generating physician referrals, audiology product sales, negotiation of physician/health plan contracts, conducting educational seminars, development of regional, national, and international sales and marketing training programs.

#### **CONTRACTS & KEY ACCOUNTS PROGRAM MANAGER, HEARPO DIVISION**

- Responsible for twenty percent growth of hearing aid unit sales Workers Comp Division
- Manager for a marketing trial of seven clinics in the Pacific Northwest where new patient referrals grew over 250% in a five year period, accompanied by a 400% increase in new hearing aid sales revenue

### 1997 - 2003 **SCHERING PLOUGH PHARMACEUTICALS, KENILWORTH, NJ**

PHARMACEUTICAL SALES REPRESENTATIVE | DISTRICT & REGIONAL TRAINER

TERRITORY: Oregon, Washington, California, Montana, Wyoming

- Focused on marketing cardiology, diabetic, dermatology, vascular diseases, oncology and COPD prescription medicines to internists, primary care providers, specialty practice providers
- District, regional and national sales leader

## EDUCATION

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- AA - Marketing, Portland Community College
- Certificate in Management, *University of Michigan*
- DIP Business Administration/Marketing, *Richardson's Business College, Sydney, NSW Australia*

## VOLUNTEER

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- 1996 – 2011 Red Cross Instructor – First Aid/CPR, HIV/Aids
- 2010 – Cascade Aids Project - Marketing Intern & Fund Raiser

## PROFESSIONAL ACCOMPLISHMENTS

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- Introduced co-morbidity concepts to Audiology and Medical communities to partner for most effective patient care
- Integrated physician marketing training and co-morbidity education programs for audiology student educational programs at Northwestern University, Salus University, Arizona State University, University of Arizona University, University Arkansas Medical School, Kansas University, and others
- Key Note speaker Unitron Australia and Attune Australia at nationwide audiology conferences dedicated to improving the medicine and audiology alliance
- Speaker for Siemens nationwide tour of major metropolitan cities to present new concepts in understanding disease state of hearing loss, and major comorbidities that contribute to epidemic of hearing loss in the United States and global basis
- Helped initiate agreement between Sonus/Amplifon USA and American Diabetes Association to share joint educational resources linking Diabetes, Pre-Diabetes and Hearing Loss, making Sonus the only approved vendor allowed to conduct free hearing screenings at the Diabetes Expo's conducted nationwide in the U.S. This, and other educational initiatives that I directed led to increased understanding of the role a co-morbid condition plays in the cause of hearing loss, which has led to improved best practices in the screening and treatment of diabetics and pre-diabetics with suspected hearing loss in the USA
- Guest Speaker at: AAA, ADA, World Congress of Audiology, multiple other venues – see LinkedIn for comprehensive listing

## HONORS

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- Voted Outstanding Oregon Pharmaceutical Industry Professional of the Year award by The Oregon Society of Hospital Pharmacists.
- Ranked first, nationwide as a District Sales Manager in the U.S. for Hoechst Roussel Pharmaceuticals for antibiotic sales, and the matrix of the top four priority pharmaceutical products in the following categories: infectious disease, diabetes, micro-vascular disease, & dermatology.
- Number one ranked Nordic Advantage Store Manager in U.S.- Nordic Track Fitness Equipment – grew store sales from number twelve, to first place in U.S. within one year.
- Class Valedictorian in Pharmaceutical Sales Training Programs, Marketing Programs, and Management Training Programs, Corporate Trainer Programs.

## AUTHOR, CO-AUTHOR OF THE FOLLOWING BOOKS & ARTICLES

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- Co-Author with Brian Taylor, AuD., of the book, “Marketing in an Audiology Practice” which is now standard text in audiology teaching programs in various university audiology training programs
- “A Marketing Guide for Hearing Healthcare Providers” which is used nationwide to implement physician marketing training programs at the individual audiology clinic level, in ENT Clinics, University settings, and Hospital Systems
- “Disease State Marketing” – published in Audiology Practices Journal 2012, Vol. 4, No. 1., and presented at the XXXII World Congress of Audiology in Australia 2014
- “Breaking News: Hearing Tests by ADA Reveal Link Between Hearing Loss and Diabetes”. Published in The Hearing Journal, June 2012 – Volume 65 – Issue 6 – pp 20,22. Authors: Anne Scheck, R. Tysoe
- “Medicine & Audiology” Moving Toward a Stronger Alliance in the New Healthcare Landscape”. Author: Robert Tysoe. Published in Audiology Practices Volume 4, Number 3, September 2012
- “Interventional Audiology: Partnering with Physicians to Deliver Integrative and Preventive Hearing Care”. Published in The Hearing Review – November 2013. Co-Authors: Brian Taylor, AuD., Bob Tysoe, DIP. Bus.Admin
- “Forming Strategic Alliances with Primary Care Medicine: Interventional Audiology in Practice” Published in The Hearing Review – July 2014. Co-Authors: Brian Taylor AuD., Bob Tysoe, DIP. Bus.Admin
- “Changes in Primary Care and Health Belief Systems Are Opportunities for Hearing Healthcare”. Published in The Hearing Review – December 27 2014. Authors: Brian Taylor, AuD., J. N. Bakke, MD, Bob Tysoe, DIP. Bus.Admin
- “Tinnitus & Depression As Comorbidities – Interventional Audiology in Primary Care”. Published in Audiology Practices. March.2016 Vol.8 Number 1. Author: Robert Tysoe
- “Patient Engagement Through Interventional Counseling and Physician Outreach - A unique window of opportunity for outreach to physicians and their patients”. Published in The Hearing Review, October 2016. Author: Robert Tysoe.
- Topics of “White Papers” By Bob Tysoe – Independent Marketing Contractor, Unitron USA, Plymouth, MN
- “Guidelines for Identifying Patients That May Test With Hearing Loss: An Introduction to Disease State Marketing” By Bob Tysoe, and Harvey Sparks.
- “Useful Ways to Grow Your Physician Referrals” – By Bob Tysoe, and Brian Taylor AuD
- “Preventive Medicine and The Need for Routine Hearing Screening in Adults” By Brian Taylor, AuD, Director of Practice Development & Clinical Affairs, Unitron, Plymouth, MN & Robert Tysoe, Marketing Consultant, Hearing Healthcare Marketing Company, Portland OR
- “Doubling Doctor Referrals: How to Prioritize for Greater Results”. By Bob Tysoe, HHMC
- “Using The Six Principles of Persuasion in Audiology Practice Marketing”. By Bob Tysoe, Marketing, HHMC
- “The Epidemics of Diabetes and Hearing Loss are Linked, Resulting in a Required New Standard of Care”. By Bob Tysoe, Marketing, HHMC
- “Five Things To Know About Relationship Marketing With Physicians”. By Bob Tysoe, Marketing HHMC. Brian Taylor, AuD Dir. Practice Development, Unitron USA., MN

- “The Long Term Value of a Disease State Marketing Program – A Conversation with Bob Tysoe, Hearing Healthcare Marketing Company, and Unite Service Provider” – May 2012. By Brian Taylor, AuD. Dir. Practice Development, Unitron USA, MN