



## TESTIMONIALS RE HHMC'S PHYSICIAN MARKETING TRAINING PROGRAM

The following comments by previous and current HHMC customers regarding the Physician Marketing Program are provided by Bob Tysoe, consultant/trainer, from Hearing Healthcare Marketing Co., were freely given, and their identities have been appropriately protected.

1. "As of March 13th, 2015, I have twenty-five new patients referred by primary care physicians to my practice since January 21st. I block myself out of my clinic for 1 – 2 hours every other week, I follow the training process, distribute clinical research articles related to co-morbidities and hearing loss on each interaction with the physician or nurse/medical assistant; always bring donuts; and now primary care physicians, geriatricians, and neurologists are cross training each other on hearing loss in the patients chart notes, as they refer back and forth to each other."

*Ref: Kim "K", Audiologist, IL.*

2. "Thanks Bob, I printed the research articles, and will read them today. I went back and counted the physician referrals since January 3rd – through February 27th, 2015 and I have a total of 44 physician referrals. I want to get better, read all these articles, and get in front of doctors – I need to "SHOW UP"!"

*Ref: Anna "H", Physician Liaison, for HIS Clinicians, TX*

3. All of my marketing activities include both the ENT side of the practice and the audiology side. I meet with the ENT regularly, reminding him which specific patient populations I need to test. I always have a basket of Reese's Peanut Butter Cups on the table at the community events that I attend. Since we started the physician marketing program nine months ago, I have increased the average number of patients from 350 per month, to 500 per month. I think the main thing is just being willing to take the time, and being positive and persistent without being pushy. Even if I never get past the receptionist at least that is one more person in the community who knows who I am, where I am located, and what I do."

*Ref: Diane J. "E", Audiologist/Physician Liaison, NC.*

4. "Hi Bob Tysoe. I wanted to drop you a line and let you know everything is going well with physician marketing. We have added at least three new doctors in the last four months, and we've started receiving referrals from places we have never even heard of before, which is fantastic. Thank you again for all your help."

*Ref: Stefanie "G", Office Manager/Physician Liaison, OR.*

5. Bob, I am planning to continue the diabetes and hearing loss topic – I recently spoke to a diabetes support group at one of our local hospitals – put together a short Power Point, handouts, etc. I really enjoyed doing it and I am contacting other groups as well. Out of ten people, we had two come in for a screening. One purchased binaural hearing devices!"

*Ref: Nancy – Physician Liaison, TX.*

6. "Bob, I hope you are going well. We got an email from Sycle regarding your new venture. Congratulations. Just in time for me to email and ask you for more research articles. Do you have some for the physicians regarding smoking and passive smoking and hearing loss? Just to let you know, we have been getting many referrals. We now have a good relationship with several doctors and their office personnel. They know Eliana well and are very receptive every time she shows up. We have also been adding new doctors who somehow sent us patients without us visiting them or contacting them first"

*Ref: Judith "F" – Marketing Manager, FLA.*

7. "You are awesome! Thank you so much! I will definitely take some of your Physician Marketing courses at Audiology Online. It does help to have your support when needed – I will definitely be in touch".

*Ref: Crystal "W" AuD, TX*

8. "Bob – hey stranger, how are you? Thanks so much for the clinical research attachments. I am actually doing my physician visits this Tuesday, and I am bringing each of them the book on ototoxic meds!!! I started bringing flowers to the offices and THEY LOVE IT! Of course the front desk is usually women, so what better way to brighten their day! Have a great weekend."

*Ref: Karen "McD", office manager/physician liaison, CO*

9. "Good morning Bob – I spoke with Trish and told her what an asset you and HHMC have been, and that I plan on implementing your strategies." Thank you again."

*Ref: Michelle "S", AuD.*

10. "The HHMC program provides the framework and support for establishing a physician marketing program, which takes time and commitment. There is a payoff – in the last six months, our services are up 20 percent. We have been following this program for a year, and we plan to continue".

*Ref: Holly "C" AuD, WA*

11. "No matter where you practice, the gatekeeper to our services is the physician. Using HHMC's and Bob Tysoe's method of physician marketing, and a few hours per week we have been able to gain not only new patients to our practice, but the respect of the local health care community."

*Ref: Ric "J" HIS., OR*

12. "Just a note to let you know we have had 6 physician referrals so far for September, with 1 binaural sale. The lunch and learns have gone well, and we are making inroads quickly with the doctors. There are eleven more on the schedule over the next few months. I am feeling more confident every day. Thank you for all the encouragement." Ryan "R", Physician Liaison, MO.

13. "In July we had 45 physician referrals, with 17 binaural fittings. In the first week of August, 2013, we have 20 referrals and 10 binaural fittings. This is the culmination of a lot of hard work and sound marketing, with HHMC's help."

*Ref: Deborah "McPh.," Professional Development Rep, IL*

14. "Hi Bob, yesterday I met with one of the family physicians I have been marketing to since January. I met one on one with the doctor for an hour, and it went VERY well, as did the meeting I had two weeks ago with another family physician and we received our first referral from that M.D. this week. Cheers."

*Ref: Melissa 'B', CCC-A., WIS.*

15. "I am privileged to have been involved in HHMC's Physician Marketing program for the past 10 months. I have started this several times over the years with very little success. The advantages have been:

- Becoming aware of and understanding a variety of disease states affecting hearing.
- Bringing new and different information to physicians who welcome this service. In the past when speaking about strictly hearing aids, they were not as welcoming.
- The new referring physicians have been solid.

Bob Tysoe brings a wealth of knowledge, with solid support for you and your staff, and guidance every step of the way. It is a slow process, especially in a large metropolitan area with many competitors. It takes dedication on your part, with a long term horizon. In conclusion, I will continue using HHMC's physician marketing as a centerpiece of improving our successful practice."

*Ref: W.L. "P", PhD., CA*

16. "Our office implemented HHMC's physician marketing program in February of 2012. Prior to this, we did not have a marketing program and received very few outside referrals, which were fairly consistent from the same three to four

doctors. Additionally, these referrals rarely resulted in the purchase of a hearing aid. Our first week in the program, Robert Tysoe flew out to train us over the course of five days. He instructed us on how to assemble marketing folders, supplied us with a large collection of hearing loss related research papers, and accompanied us in our first attempts at actual physician marketing. He explained to us the different campaigns that were included in HHMC's marketing plan. He told us what research papers would best support each campaign and how we should present them to the various doctors, referral co-ordinators, and receptionists. After returning home, he continued to call us each week and coach us in our marketing endeavors. With the level of hands-on training and continued customer service that we received, it was the perfect no-fail program for our office. We received our first new physician referral within two weeks and our first resulting hearing aid purchase within the first month. Since that time, we have continued to receive consistent referrals from doctors all over our community, doctors who likely were never familiar with our office prior to the program. Our hearing aid sales have tremendously increased as well as the reputation of our office in the medical community. HHMC's program helped us tap a market that we had left untouched but has now become so extremely pertinent in the growth of our business."

*Ref: Rachel "G", Physician Marketing Liaison, CA*

17. "I took over an existing practice that was dying on the vine. At the time I took it over it was only open several days a week. The entire marketing plan consisted of zip code direct mailers. I started working with HHMC's Bob Tysoe about a year and a half after I took over. During the previous year I had experienced slow but steady growth. When Bob got my practice involved in the physician marketing program it took a serious turn for the better. I experienced a 650% growth of hearing aids sold from physician referrals in six months. I am grateful I took a chance with "disease state marketing". It has made an incredible difference in my practice.

*Ref" Michael. "H" AuD., NV*

18. "HHMC explained they were bringing on Bob Tysoe and creating a physician marketing program that came from an "angel of disease state marketing". It grabbed my attention immediately. That was more than two years ago. We have used this model with Bob Tysoe's guidance, and have been very successful. We do one lunch and learn per month with outreach to various physicians monthly. I highly recommend this approach. You will see results."

*Ref. Dr. "K" AuD., CO*

19. "Bob, we wanted to thank you for the great advice and articles you have sent us. We've seen an increase in referrals from the clinics we see. It's been wonderful! We really appreciate all the time you've spent helping our clinic."

*Ref: Erin "V", Physician Liaison, UT*

20. "Although Northwestern University Audiology Clinic at Evanston is considered the birthplace of audiology and is one of the oldest clinics in the country, only recently has the clinic introduced a formal marketing plan. HHMC's assistance in connecting us to Bob Tysoe to develop physician focused marketing has been very rewarding.

Executing the strategies we have learned from Bob Tysoe has increased our visibility in the physician community, as well as greatly increased the number of new patients and hearing aid sales.

Equally important to us is these strategies have allowed Northwestern University Audiology to continue its legacy of educating present and future hearing healthcare providers. We are pleased that an increasing number of physicians are more aware of the importance of hearing tests in geriatric, diabetic, dementia and other disease state populations that are at an increased risk for hearing loss.

*Ref: Sanreka "W", Physician Marketing Liaison, IL*

21. "Hi Karen, my other suggestion is that I create a thumb drive for you with all the clinical research papers, and then you can copy it all as I have done for your manual, or piecemeal. I will do that today and mail it to you."

"Ohhh, how I would love that!! Thank you so much for the extra effort! It is very much appreciated. Just to keep you updated. From the first batch of initial information to the docs we have 4 appointments! All diabetics. How cool is that???? I am a believer.

*Ref: Karen "N" AuD. MI*

22. "Thank you Bob. It's actually a lot of fun to watch a physician marketing program actually work. I believe it is absolutely the way audiology should be marketed and it helps put audiology on the medical team rather than an

outlier that is viewed as a non-essential service. It's been great to talk to you, Bob, on a bi-weekly basis. You are full of information and new ways at looking at motivating physicians. I appreciate the binder of articles. It cuts down on the work I would have to do searching for solid articles to discuss with physicians, and it is far more organized than my typical stack of papers I think I will organize someday, but never seem to."

*Ref: Kim "K" AuD., MI*

23. "Hi Bob. Thanks for these articles. We have been at it for six months and as you know, we are only a small clinic and used to get only 2 referrals per month from primary care doctors (excluding ENT's), and now we are at 13 per month. The six month mark has seen a new couple of doctors commence referring. Our new Audiologist, Emma, has just finisher distributing her first set of physician referral folders and she is hitting about 50 doctors. Thanks for everything."

*Ref: Nikki "R" – Clinic Manager, Sydney, NSW, Australia*

24. "Good Morning! I have been working with Mr. Tysoe with the "Fast Track Training Program" and it has been a huge help, and I would like to write a testimonial for Mr. Tysoe's services: "I started my practice in Virginia three months ago. As a new practice owner, one thing I was totally nervous about was physician marketing. I had no clue where to start, what to take or what to say when I got to a physician's office. I am so glad I came across a physician marketing article by Mr. Tysoe, and to have contacted him. He has been very generous and supporting. He understood my financial position as a new business owner and helped me enroll with his "Fast Track" program with Unitron. Mr. Tysoe has gone far and beyond the "Fast Track" program helping me, and guiding me every step of the way. He is extremely knowledgeable and thorough, and has provided me with exceptional training, and resources. Thank you for being such a great teacher and getting me off to a great start! If you are new to physician marketing or have something in place, but would like to grow and strengthen your physician's referral network, sign up with Mr. Tysoe.....he is the BEST coach you can have for physician's referral marketing!"

*Ref: Pinky "K" AuD., Chantilly, VA*

25. "James and I wanted to say "thank you so much" for introducing us to the Doctors marketing program. As a relatively young clinic we have started from a low patient base, and have found this form of marketing priceless. We commenced Bob's program around nine months ago, with James as our only audiologist, and we now have a second audiologist who has also commenced the program. The key success factors of the program for us has been form the: A. Consistency of delivering a message every week, every month. B. Providing Education not sales material delivered to the doctors ( links to co-morbidities, and promoting preventive hearing healthcare). C. Writing "hand written notes" to physicians and staff when delivering educational material. We have seen our referrals spike from around the six months mark since commencing the program and they have increased by 600 percent, after nine months into the program, starting from a low base. Bob was accurate when he said we would start to see a significant increase in referrals after six months. This month we will have doctors from a local medical center come to our clinic for "ear wax removal" education sessions. To be honest, this is rare, and both audiologists have rarely met with the doctors when dropping of educational audiology material, but they have received calls from doctors with questions. We definitely see a spike in referrals two weeks after the promotional material is delivered to the doctors. For us, the important part is when our patients say: "the doctor said you are the only person I should see about my hearing" – this certainly helps build trust.

In our opinion, this marketing program works if you empower the front office staff to assemble the promotional material; we take as much of the admin pain away from the audiologists. They write all of their own "personal notes" to the doctors, nurses, and practice development managers. The investment has paid off, and we have embedded the program into our clinic's monthly routine. We have tailored the promotional material to suit our brand and our image, which has worked well. We follow Bob's simple and extremely effective program principles. We will be forever grateful to Brian Taylor AuD who introduced us to Bob, and of course we could never thank Bob enough for his support".

*Ref: Nikki "R" – Clinic Manager, Sydney, NSW Australia*

26. "Hi Bob, nice to hear from you. You will meet Raisse and Emma at the conference in Adelaide. I think they will both be going. All is well. Doctor's marketing is still going strong. It now represents about 20% of patient referrals per month, as opposed to 2 % when we first started. Not bad! Hope all is going well with you and that you enjoy Melbourne and Sydney."

*Ref: Nikki "R", Clinic Manager, Sydney, NSW Australia*



27. "Hi Bob, Good news! Well, because of your training, and coaching me to reach out to podiatrists and dialysis centers, we received 2 new referrals this week. I appreciate you giving me the confidence to reach outside my comfort zones. Muchas Gracias!"

*Ref: Anna "Hay" – Physician Liaison, TX*

28. "Hello Bob, on behalf of myself and the entire Board, I wanted again to extend my thanks to you for being one of our headline speakers at this year's conference. Your presentation on physician outreach/marketing was incredibly practical and useful to audiologists in nearly every practice environment, and people really enjoyed it. I certainly wished I would have known how to properly go about gaining physician referrals in a more systematic way back when I was in the clinic – I know those who receive the Physician Referral Marketing Guidebook will find those to be extremely useful, especially with things laid out in such an easy to follow format. Thanks again."

*Ref. Kevin "L" – WSAA Conference Chair, Seattle, WA*

29. "Good morning Bob. I just wanted to follow up with you. I am starting the smoking and hearing loss educational package this month. The ENT physician who refers his patients did buy hearing aids from me, and some custom ear plugs. When I see his patients, all they talk about is how much he loves his hearing aids, and how highly he recommended my services. It is wonderful! This morning I was approached by another ENT practice, they are looking to contract my services one day a week; their audiologist is leaving the practice in a month and she remembered me from when I stopped by to introduce myself to her. Things are picking up. Thanks for encouraging me, and giving me the task to meet all the practices in the area."

*Ref: Pinky "K" Au D., & Physician Liaison, Chantilly VA*

30. "Hi Bob! Hope all is well with you. I'm still on leave from the office, but wanted you to know I'm thinking of you! Year to date, our physician marketing program has grossed \$300,000.00. Exciting, huh? I'm sure you already know about your competition., but thought you might get a kick out of this email."

*Ref: Carla "H" HIS., Corpus Christi TX*

31. "Yes, Bob, you may use me as a reference/testimonial for your physician marketing program. I have gotten so busy I haven't been making as many physicians office calls, but I do mail out the clinically oriented Newsletters every other month, and I will start blocking myself out of the clinic each week again. We started implementing your physician marketing program February 9th, 2014. The total number of patients for both the ENT & the AuD practices: 2013 = 3456 pts; 2014 = 5412 pts; Through Aug. 2015 = 4701; and trending to 7000 patients for the year.

In August we saw a total of 613 patients, and 144 were new patients as a result of the physician marketing program. We now have to hire a Physician Assistant to take the load off the ENT, so that we can see "same day appointment" patients. I continue to attend a "Leads Group" each month, I network with other medical professionals, I attend a healthcare forum every month, the Newsletters are always mailed, and my family and friends mention me to their own physicians, and take my literature to them too."

*Ref: Diane "E" AuD., & Physician Liaison, Charlotte, NC*

32. "Greetings from Kansas, I hope things are going well for you out West. I'm in my third year of teaching at KU and this fall I started working on my PhD in Audiology, so a lot of positive changes happening around here. We are currently revamping our Business Audiology AuD., course in the Department of Hearing & Speech. I am going to be the new instructor for the course this spring, and the thought is to have 16 weeks of guest lecturers from area private practices, insurance companies, marketing, etc. Your name immediately came to mind since my training with you in Physician Marketing was quite unique, and has helped increase our patient volume substantially! (I was seeing 1-2 patients per day, twice a week, and now 2.5 years later I'm seeing an over-booked clinic each day and am on a one-month waiting list for new patients!). I greatly appreciate your knowledge and time you've given to me the past few years, and I hope our students will be able to experience you as well.

*Ref: Lauren "M", Au D., Clinical Assistant Professor, University of Kansas Medical Center*

33. "Just received your updated Physician Referral Marketing Guide book – it's excellent!! The customers are going to love your program. Thanks for all your input, Bob. You were so well received and the presentation was a huge hit! The feedback on the evaluation forms are fantastic. Hope you had a safe trip home."

*Ref: Lilika "B", Business Unit Director, Unitron Australia.*

34. "Hi Bob, it was a pleasure working with you. I'm collating the feedback and I have to say, it is exceptional for your workshop, so you very much provided exactly what our customers were looking for. I hope you are on the mend."

*Ref: Brianna "McG" – Clinical Learning & Development Specialist, Unitron Australia*

35. "Bob, First off I want to say thank you so much. Today we had the lunch with the ENT here in town. It went great! He is very nice and told us that he is not going to steal our patients. He just hired an Audiologist and only doing surgery (CI, BAHA etc)/balance testing right now. They are not going to do hearing aids for 6-12 months. We offered our service to be a plan "B". He was very happy with that. We are hoping to keep them busy with surgeries so they have to send patients our way for hearing aids. He offered training for us as far as CI and Hybrid CI's, so we are up to date on who is a candidate for what. He also offered us to watch one of his CI surgeries. We made a strong partnership today! Again, thank you so much. Without the skills and knowledge you gave, I would not have went into that office. Thank you."

*Ref: Heather H. HIS Cedar Rapids IA*

36. "Hearing Aid Unit Sales Remain Strong in Q3 2016, and have increased by 9.6% overall through September in the U.S. While this must be taken into consideration, the growth of physician referrals to a very busy multi-provider balance and hearing clinic in Billings, MT is noteworthy. Monthly physician referrals have increased from an average of 125 per month in 2015 to an average of 180 per month in 2016 since the HHMC Physician Referral Marketing Program was implemented May 20th 2016 – through October 10th 2016."

*Ref: Bob Tysoe, Marketing & Training, HHMC, Portland OR*

37. "In October of 2015, My Hearing Centers challenged us to create a physician referral program for their Utah offices. We had no materials and no specific direction. With the help of our Marketing Coordinator, we produced referrals pads, information pamphlets, pens, and other materials that we could distribute to physician offices. We then began making visits, targeting physicians that we assumed would be seeing a geriatric population. Below is a chart of our results:

**Referrals by Month:**

November 2015: 5	February 2016: 39	May 2016: 20	August 2016: 29
December 2015: 13	March 2016: 18	June 2016: 25	September 2016: 31
January 2016: 23	April 2016: 12	July 2016: 15	

In April of 2016, Bob Tysoe of Hearing Healthcare Marketing spent three days teaching us about his physician referral strategies. Due to his instruction, we began incorporating a "disease state marketing" approach. This focuses on providing physicians with medical research that addresses the connection between hearing loss and other comorbidities such as diabetes and noise exposure. We appreciated the added value that this approach brought to our physician visits. Bob also made valuable suggestions for additional materials. After his visit, we began to provide physicians with maps and office addresses, as well as the comorbidity research articles. Bob also taught us the importance of making predictable, monthly visits with physician offices. This provided a better structure for our efforts. Through Bob's instruction, we learned to how to approach physicians who already had an established audiology relationship. He taught us how to position My Hearing Centers as their audiology "Plan B". Bob has a very thorough knowledge about hearing loss and was able to further educate us during regular coaching calls. Bob Tysoe is a great resource for anyone wanting to grow their audiology practice through physician referrals.

*Ref: Melissa Lowry and Berta Webb, Directors of Client Relations*

38. "Robert Tysoe is the only person I would recommend for a practice looking to improve their physician referral relationships or improve their marketing strategies. He has genuine care for audiologists and their patients and is very knowledgeable about the current issues in the field. Even after my training program with Robert was completed, he continued to support my endeavors in a new State and new role and has donated his time and expertise to my audiology students. For that, I am forever indebted. Lauren "M", AuD., Clinical Assistant Professor, Univ. Kansas Medical Center."

*Ref: Director of the Hartley Family Center*

39. "We are a three-clinic audiology company in rural Pennsylvania. We enrolled in Bob Tysoe's 90 Day Physician Marketing Training Program in September 2016, after we hired an FTE "Physician Liaison" that Bob recruited for us, to promote our practice locations. Our initial results were modest, and Bob prepared us for that. See the following results for our progress with new physician referrals to date:

Sept. 2016 – 16 physician referrals  
Oct. 2016 – 13 physician referrals  
Nov. 2016 - 13 physician referrals  
Dec. 2016 - 15 physician referrals

Jan. 2017 - 37 physician referrals  
Jan. 2016 - 83 units dispensed  
Jan. 2017 - 140 units dispensed

The number of hearing aids dispensed in 2016 grew by 8.5% approximately, so some of the increase can be attributed to that, however we believe that the “internal marketing” and the “external marketing” training that Bob provided, got everyone empowered, supporting our new business objectives, and morale really picked up as the whole team responded and made this work.”

***Ref: “J.S” Physician Liaison, A & E Audiology, PA***

40. “Greetings Mr. Tysoe! I wanted to personally thank you again for presenting your Hearing Healthcare Marketing Program for the University of Kansas Business Audiology students. You went above and beyond the call this year, even braving your first Kansas tornado to bring this important content to our students. Comments from the students were very positive and included feeling inspired by your marketing program and feeling a renewed sense of purpose. The students were impressed with your knowledge of audiology and disease processes and I certainly confirmed that you are a wealth of knowledge and a great example of someone who stays current on evidence-based practice. Your passion for promoting the important work of audiology is so genuine and you have certainly earned your honorary “Jayhawk” status as a continued friend and supporter of our audiology program at KU.”

***Ref: Lauren Mann AuD., CCC-A,FAA. Clinical Assistant Professor, Audiology Clinic Coordinator, Dir. Hartley Family Center, University of Kansas Medical Center***

41. “Dear Bob, I wanted to take a moment to let you know that I received the second part to my bible, (the Physician Referral Marketing Folder) and am really grateful. This will now complete my binder. Even though my journey in training has been short, it has most definitely been informative and useful! You’re simply amazing and your Physician Marketing Program does indeed have the outcomes Audiologists are looking for. Thank you again for taking the time for allowing me to train under your guidance, I will use all the skills and advice I was provided by you towards my future endeavors. It has been a pleasure working with you. Don’t be surprised if you receive a call from me requesting that you come as a guest speaker at the University of Arizona.”

***Ref: Amber “S”. Patient Services Rep. Brooklyn Audiology Assoc.***

42. “Hi Bob. A quick update on a few things I have going. First, I was able to place one of our AuD’s in the largest private practice in Lancaster County. I formed a relationship with the owner of the practice and ran the idea by him 6 weeks ago. He agreed, as he places a high importance on hearing health. I have the AuD there for four hours a week; the doctor’s office is filling our schedule with opportunities! Secondly, we were able to secure a spot for one of our AuD’s for a full day a week at Brethren Village retirement community. We made this happen through the physician who oversees this 1,100 resident facility. We are excited about the new opportunities.”

***Ref: James “S.” – Physician Liaison A & E Audiology & Hearing Aid Center, PA***

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