

Helping Drive New Patients into Your Door with the Lyric Call Center

Lyric

Over the last several years, Lyric has proven its ability to generate high levels of consumer interest which is why we continue to invest heavily in our national advertising campaign. The Lyric call center screens interested consumers with the goal of referring qualified consumers to you for a hearing test and consultation for a Lyric Trial. Our current practice is to transfer the qualified consumer to your practice while the Lyric Call Agent stays on the line to ensure a successful transfer and to document the outcome.

The scripting used at the call center is designed to qualify the consumer and to prepare them for an appointment with your office. After passing this lead on to a trained Lyric office, we utilize appointment outcome data to understand our provider's success in converting these leads into Lyric Trial patients. This Appointment-to-Trial conversion rate along with provider status level are the key criteria used to determine where the next lead will be diverted. Better conversion rates and success with Lyric should position your practice to benefit from more Lyric Leads. Below is a summary of the qualifying process that is currently in place:



Qualifying. The call center qualifies every individual that gets scheduled and uses a script that is closely monitored. The following items are covered:

- **Pricing** – A price range for quality hearing aids in general is given of \$3,000-\$6000 per pair. Lyric specific pricing is given as a range of \$1,700 to \$2,000 per ear. The consumer is asked if this meets their expectations. This is to help the consumer over the initial "sticker shock" so that they have a realistic expectation of what a quality hearing aid will cost them.
- **3rd Party Benefits** – We explain that VA and Medicaid/Medicare do NOT provide a benefit for Lyric. If the Patient has a supplement, they are encouraged to provide that information at their first appointment.
- **Lyric Subscriptions** – Currently, we only discuss if necessary but are continuously testing new ways to cover this topic.
- **Provider Endorsement** – We have worked diligently over the years to compile key selling points for each Lyric provider to endorse them and speak of successes. This goes a long way to keeping the consumer excited for the appointment.
- **Contact info** – At the time of the conference call, the call agent has already gathered the following information: **patient name, address, & best contact number.**