

# 5 Reasons You Need Now



## Introduction

There is no time like the present. The old adage rings true in many facets of our lives. It's most true when we need to make a tough decision or tackle a daunting project. Sycle works with clinics everyday that are considering implementing a practice management software. At first the undertaking can seem overwhelming. There are a lot of questions for a hearing care practice to consider:

- Which solution best suits my type of business?
- Will the solution help grow my business?
- Will it help to improve my patients' experience?
- Will my team actually use the software?

The following series examines these questions and more by taking an in-depth look at Sycle's feature-rich practice management software and ancillary product offering. We'll discover how Sycle helps thousands of practices with tools created to streamline business processes. In doing so, we identify five reasons your practice needs Sycle NOW:

- 1. More time**
- 2. More patients**
- 3. Fewer returns**
- 4. Improved patient experience**
- 5. Satisfied employees**

## Part 1: More time

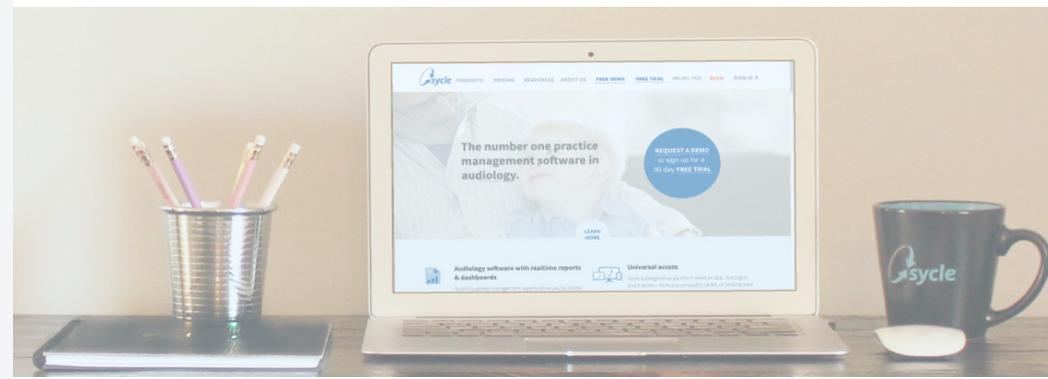
Sycle's mission is to facilitate the delivery of better hearing to the world. We create software solutions to simplify the business processes needed to run a successful practice. This allows hearing care providers more time with patients, which leads to more patients being treated for hearing loss.

The Sycle Practice Management platform acts as the information-hub for the practice. It is one, centralized database within which all business and patient related data lives. This seems simple enough, but it's critical

to understand how users across the globe report book and complete 3-5 more appointments per week once they implement Sycle in their practices.

### Keep it simple

It's one of Sycle's core value -- It all begins with an easy-to-use interface that makes booking appointments and completing patient outcomes quick and easy for clinic staff. Sycle is web-based, meaning users can access it from any device connected to the internet, including smartphones and tablets.



Your staff will adopt practice management software that makes their job easier and enables them to do their best work. Sycle's development has been driven by the input of hearing care professionals to make it the most easy to use, yet most effective, practice management software in the audiology industry.

### **Stop the madness! Eliminate the double entry**

Inventory management.  
Accounts receivable.  
Patient demographics.  
Audiometric data. All of this is critical information needed to run your business. Regular maintenance and updates are necessary in order to monitor the pulse of your practice. This is often easier said than done.

Many practices struggle with disparate systems that are designed to track only a portion of mission-critical business data. If you have more than one point of entry for your data, chances are some of that data is incorrect or outdated. Your staff may need to enter the same type of data several times, creating scenarios for double, triple, or even quadruple entry.

Let's take a closer look at payment posting and accounts receivable as an example:

1. Payment information is collected after an appointment using a credit card terminal.
2. That data must then be manually entered into a database solution.
3. That same information

must be entered a third time into an accounting software.

Sycle eliminates this error-prone, time consuming method by integrating with the most dependable and popular solutions utilized by the hearing care industry.

[Sycle Credit Card Processing](#) allows your practice to:

1. Take a payment using the PayJunction Smart Terminal.
2. This payment information automatically updates to the patient's invoice within Sycle.
3. [Sycle QuickBooks Sync](#) then transfers the data to your QuickBooks accounting software.

This is just one workflow made more efficient by Sycle. Additionally, users are able to integrate [NOAH](#)

with their Sycle software to eliminate double entry, safeguard against human error, and safely protect critical patient data in our HIPAA compliant cloud. In multi-clinic environments, NOAH data can now be accessed from any office because Sycle is 100% cloud-based.



## Set it and forget it

Sycle's administration section allows your practice to easily set up all your appointment types, equipment, product pricing, insurance company details, marketing effort, and more. This means that once Sycle is set up, fields and forms pre-populate

automatically, reducing the amount of time you spend in the software. And that's really the secret sauce. The very best software shouldn't require you to spend too much time using it. The very best software should do the busy work for you so you're able to spend your time with patients.

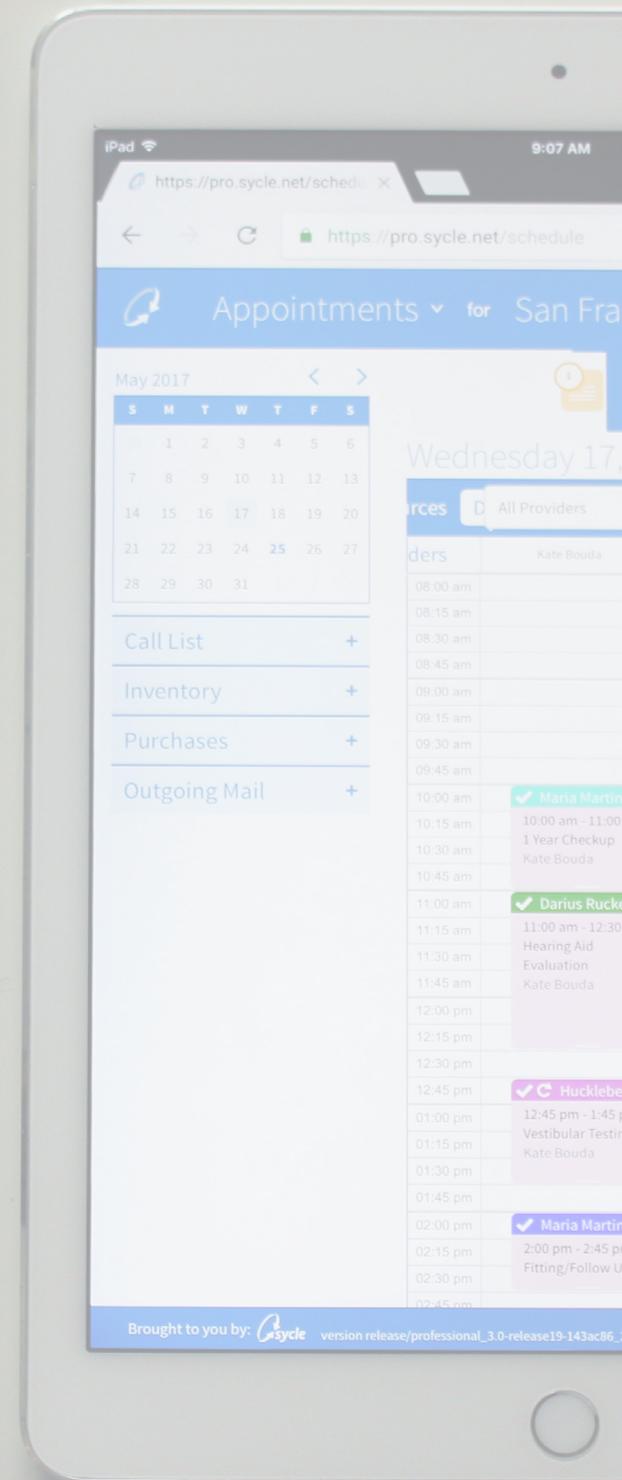
## Part 2: More patients

When we've asked potential Sycle users what they felt would help grow their business the most they overwhelmingly told us, 'more patients'. And in today's ever changing competitive landscape we would have to agree.

As many industry experts will tell you, the average cost of acquiring a new

patient is \$850 and that figure continues to rise.

Not only is it critical to attract new patients, but with such a high cost of acquisition it's even more critical to retain your current patients. Over 22,000 hearing care professionals leverage the power of Sycle to help them do just that.



## Marketing & lead generation

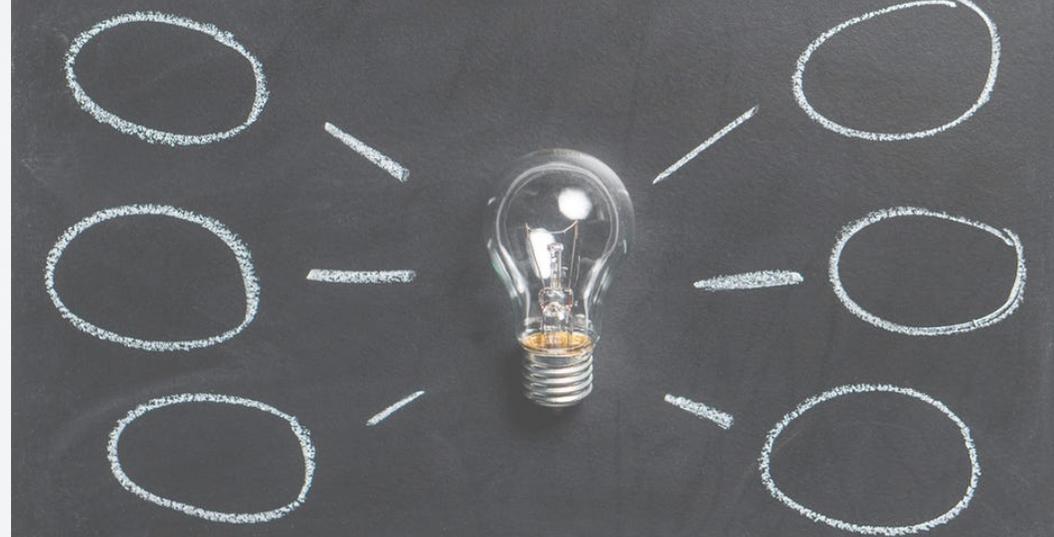
Patient demographics and the way consumers shop are changing. More often than not potential patients conduct a good amount of research prior to visiting a hearing care professional. Making sure your message is front and center has never been more important. And when it comes to effective marketing there is one important component that often gets overlooked - consistency. One letter, or one advertisement simply won't have an impact. You need to deliver content consistently and regularly to drive traffic to your practice.

[Sycle Marketing Group \(SMG\)](#) is a full-service agency that partners with your clinic to take the busy work out of marketing. With just a single phone

call SMG is able to get to the root of your practices needs and begin work on developing a long tail marketing program to carry you through the year. This includes quarterly newsletters, print advertising, SEO programs and more. Fully integrated campaigns like this ensure your message stays consistent and reaches your prospects when they are looking for hearing loss solutions.

## Patient retention

I often tell users of Sycle: Your database of current patients is your most valuable business-asset. There is a wealth of information within that data that will allow you to [create targeted marketing campaigns](#) to recall patients and get them back into your practice. Of course, that data is only valuable if you're able to



leverage it effectively. This is where Sycle comes in.

Sycle has developed an extensive menu of what we call "Marketing Lists". These lists allow customers to query their patient database based on all sorts of different recall criteria (Hearing Loss, Last Purchase Date, Birthdate, Last Test Date to name just a few). These queries produce very specific lists of patients to market to for very specific reasons. Users are able to tailor the message to that particular group. This results in a much better

return on investment for your practice's marketing efforts. Empowering your practice and your team with the tools to grow. It's one of the most important things you can do as a leader and business owner.

Sycle delivers the resources to support your growth. The visibility it provides into your patients' needs allows you to make professional marketing decisions on the fly. In today's competitive landscape that's a must.

## Part 3: Fewer returns

The cost to acquire a new patient is incredibly high. Industry averages suggest it can cost as much as \$850 or more. That's why it's incredibly unfortunate to have patients turn around and return their hearing aids before they've been able to adjust to them and experience benefits.

For over 15 years Sycle has worked closely with our customers to better understand this dilemma and we've developed certain features, many recommended by hearing care professionals, to help reduce hearing aid returns. Let's take a look:

### Appointment companion tracking

It may seem like common sense but the value that comes from your patient

bringing a companion with them to their testing and fitting appointments is massive. Whether it's an adult child, spouse, or friend, the appointment companion can often be the voice of reason that helps the patient recognize they are indeed hearing better once the device has been fit. This not only impacts your close rate positively, it also helps lower your return rate because the patient has instant confirmation, from a loved one, that the hearing aids are working.

### LACE Online integration

[LACE](#) is an interactive, computer based aural rehabilitation program. Studies have proven that LACE can improve listening skills, which result in great success with hearing aids.

Sycle provides the industry's only integration with LACE Online. This allows you and your team to monitor your patient's progress through the program right from within Sycle. All of this contributes to dramatically lower return rates.

### Performance tracking reports

Data. Business Intelligence. Key Performance Indicators. Whatever you want to call them, numbers matter when you're running a practice. Sycle's reporting capabilities ensure you have the right data to make informed decisions. When it comes to

tracking clinic and employee performance, many Sycle customers depend on the Quick Business Report. It delivers an instant view of some of the most important figures you need, such as sales, close rate, binaural rate, and - you guessed it - return rate. You can view the report by clinic or provider. This allows you to counsel and coach team members as needed. When you let data drive decision making, great things happen!



## Part 4: Improved patient experience

You may be wondering how an office management software can impact the quality of your patient's visit to your practice. After all, they never need to interact with Sycle. That said, Sycle practice management software can:

1. Improve access to critical patient data during an appointment.

First, let's talk about access to data. Disparate databases and points of data entry can lead to errors and incomplete information. When it comes to keeping data up to date, accurate, and accessible - Sycle shines.

Take for instance our HIMSA certified Sycle NOAH Sync integration - this tool allows users access to all test results

and fitting information from anywhere at anytime. This becomes particularly vital when operating a large practice or one with multiple office locations. A patient who was seen at one clinic location can visit any other and the provider will be able to easily access their most up to date information. This goes a long way to ensure patient appointments run smoothly and appointment-packed days stay on schedule

2. Ensure your patient gets the very best devices suited for their hearing loss.

From the moment you first meet a patient until the time they decide hearing aids are the correct solution can be quite a journey. That's why it's so



important to have plenty of resources available to ensure your patients purchase the devices that are best suited for their hearing loss.

[Sycle Patient Financing powered by HealthiPlan](#) is a fully-integrated financing solution designed to give your patients the purchasing power they need. This industry-revolutionizing technology allows you to pre-screen patients when

they book their appointment. This helps you gauge whether or not you want to have a conversation about financing when they visit your practice. Sycle Patient Financing also provides instant-approval at the time of their appointment so you're able to complete the sale that very same day. HealthiPlan's rates are unbeatable so you know your patients are getting the very best payment options available.

3. Provide peace of mind to a patient following their visit.

Hearing aids are a big investment for a lot of families and making sure they have coverage options beyond the manufacturer's warranty is an added service they appreciate. Sycle [Extended Coverage Program with ESCO](#) provides this practice-differentiating offering to build patient loyalty and simplify operations. As the

#1 source of future sales revenue, we understand just how important it is to maintain your existing patient relationships. We also know how difficult it can be to find the time and resources to follow up with all patients. The Extended Coverage program takes care of all this by sending automated end-of-warranty clean and check reminders to your patients at no cost to you. This is a completely free program to join.

will resist adopting it or will not be able to use it correctly. To understand Sycle's approach to usability we need to go back to when it all began.

with multiple offices were now able to share data and information easily and inexpensively, without the large investments in hardware.

Sycle launched in 2003 and pioneered the web-based, Software-as-a-Service model for hearing care practice management. Business owners and staff alike were able to access critical business data from any computer with an internet connection. Those

## Part 5: Satisfied employees

Now it's time to turn our attention toward the user experience and the value that comes from empowering staff with the tools they need to succeed.

1. When it comes to software, there is one

fundamental rule to remember: Software must be easy to use.

This may seem straightforward enough, but ease of use is incredibly important. If it's not easy, your team





Free training and support allowed clinics to onboard staff quickly and to scale effectively. New features and integrations, such as QuickBooks Sync and NOAH Sync, led to the optimization of more business-critical processes. This freed up time in the clinic to treat more patients.

Sycle was welcomed into the hearing care space because it was easy to learn and easy to use. It's no surprise that one of our own company's core values is Keep it Simple. We understand our users benefit from software

solutions that make their lives simpler, not more complicated.

2. Today it's important to remember that employees want to do well; they want to succeed and help the business grow. The success of an employee is often dependent on the ability of their leader and mentor to coach and course-correct when needed. We've all heard the expression, "you can only manage what you can measure". This rings true when you're talking about budgets, inventory AND employee performance. Sycle's reporting capabilities

deliver real-time sales metrics to help motivate and empower employees. Close rate reports, binaural reports, and return rates, are just a few examples of the tools utilized by the industry's leading hearing care practices to monitor business performance and

inform decision making. Today over 7,500 practices recognize Sycle to be far more than a patient database -- it is a complete office management hub that empowers employees across all departments to succeed and do their very best work.



Sycle is the number one practice management software in audiology. Sycle's mission is to facilitate the delivery of better hearing to the world.