

# Future-Proof Your Hearing Clinic

Action Plan for Hearing Clinics  
to Digitize Sales and Service

April 2020



[www.zoolstra.com](http://www.zoolstra.com)  
1-877-567-5884  
[hello@zoolstra.com](mailto:hello@zoolstra.com)

# Adapt your business for today and tomorrow

The global COVID-19 outbreak is changing the nature of business – in the short-term and beyond. We all face uncertainty and challenges that have never been experienced in decades.

Organizations around the world have been adapting their business at an incredible pace. Businesses that are successful in adaptation can:

- 1. Manage or mitigate the short-term challenges** associated with people remaining isolated in their homes.
- 2. Adopt new technology and practices** to improve efficiency and streamline operations when routines return to normal.

There is an opportunity for hearing clinics to maintain strategic digital marketing to set their clinic up for success in the future. In addition, hearing clinics can jumpstart initiatives for new technology that can personalized care during self-isolation and be a value-added for their clients when normal operations resume.

Here are our suggestions for hearing clinics during the COVID-19 outbreak. We are a data-driven agency, so our suggestions are based on what the numbers tell us and what has worked for other hearing clinics.

Every clinic is different, so we are open to discussing your unique situation and offering suggestions for the best path forward for you.

## Schedule a call

Discuss your digital marketing strategy and plan your next steps.

[www.zoolstra.com](http://www.zoolstra.com)  
**403-473-6583**  
[todd@zoolstra.com](mailto:todd@zoolstra.com)

# People still have hearing challenges

It is clear that everyday life and business is experiencing an incredible disruption. Routines are no longer normal, and the future holds many uncertainties. We always look to the data to guide our decisions. Now more than ever, the data provides insight into the most optimal actions.

Looking at the website analytics for hearing clinics around Canada, it is clear that people are still looking for solutions to their hearing challenges. The number of search queries have remained steady, but there has been a higher conversion rate. This shows that there is a higher intent for the individual to contact a clinic or purchase. People are more interested in reaching out to get the answers they need – which shows that they are unable to find the answers they need.

Overall, the number of clicks has gone down along with the ad spend. It has been cheaper to run ads because there are fewer ads running overall. Many competing clinics have decided to turn off their digital marketing. For clinics that continue some digital marketing, they will be able to run ads at a cheaper rate.

Even though the number of clicks has gone down, the conversion rate has increased. It has been cheaper to run ads and the results have improved.

Queries for hearing aid supplies and batteries has been steadily rising. This shows that individuals are having a difficult time sourcing the supplies they need. Their normal source of supplies is either closed or inaccessible. People are unable to use their normal channels of communication, so they are actively looking for alternatives.

## 1. Higher conversion rates

More interest in contacting a clinic or purchasing.

## 2. Cheaper ads

The number of competing ads has dropped, and the number of clicks has gone down, meaning ads are cheaper to run.

## 3. Queries rising for supplies

People are actively searching for batteries and supplies.

# What the data tells us

Here's the data from a few Canadian clinics.

## Clinic in a small town

Comparing the first half of March to the last half of March: conversion rate went from 10.6% to 12.9% while their cost per conversion dropped from \$27 to \$16.

The conversions are more economical and show that there is sustained interest in contacting the clinic.

### Conversion Rate

14%

22%



February – Conversion rate was 14%



March – Conversion rate was 22%

### Cost per Conversion

\$38

\$24



February – Cost per conversion was \$38



March – Cost per conversion was \$24

## Clinic in a large city

Number of impressions and clicks stayed relatively steady throughout February and March, but the number of conversions increased in March. Cost per conversion dropped from \$37 in February to \$23.89 in March.

Consistent ad clicks but more conversions.

### Conversion Rate

11%

13%



March 1 to 15 – Conversion rate was 10.6%



March 16 to 31 – Conversion rate was 12.9%

### Cost per Conversion

\$27

\$16



March 1 to 15 – Cost per conversion was \$27



March 16 to 31 – Cost per conversion was \$16

# What the search trends tell us

Global search trends provide an indicator of the types and relative magnitude of search terms.

## Sustained interest in accessories and local clinics

The trends demonstrate that search queries have remained consistent over the past month (relative to the previous year) for terms including **hearing aid batteries** and **hearing clinics near me**. The volume of searches for **hearing test** has declined, which may indicate that individuals are prioritizing support and supplies for their existing hearing aids.



One-year trend for searches of "hearing aid batteries"



One-year trend for searches of "hearing clinics near me"



One-year trend for searches of "hearing test"

## Consistent traffic but fewer options

With fewer local clinics open and overall reductions in digital ad spends, the same amount of search traffic is going to fewer websites. People are still searching for hearing-related queries but there are not as many local options to get the support or products they need.

This has impacted conversions and the reasons that people are reaching out to clinics. The number of conversions have remained consistent yet the cost-per-conversion has dropped. There have been more calls about hearing aid service, cleaning and accessories in March compared to the previous month.

## What the phone calls tell us

We track the phone calls to understand the precise goal of every caller. The call data shows it is clear that people are frustrated they are unable to contact their hearing clinic.

### Number of calls has remained steady (or increased)

Looking at the call volume, hearing clinics received the same or more calls in March 2020 compared to February.

### More calls about hearing aid service, batteries and cleaning

The questions during calls were primarily about hearing tests or hearing aids in February. In March, the main topics are hearing aid service, batteries and cleaning.

## Higher intent and more conversions

A strategic digital marketing strategy can leverage the elevated interest of individuals seeking hearing care. It is clear that people are still searching for hearing care services. There is an opportunity for clinics to leverage:

### 1. Higher conversion rates

People are looking to contact a clinic or purchase.

### 2. Cheaper ads

The number of competing ads has dropped, and the number of clicks has gone down, meaning ads are cheaper to run.

### 3. Queries rising for supplies

People are actively searching for batteries and supplies.

# Find the opportunity for your clinic

It is a good time for digital marketing campaigns. Overall there are fewer ads being ran so cost per conversion is cheaper. People are looking to contact someone for hearing care or supplies.

## Provide hearing care when others are not

People need hearing care, even when they are unable to (or don't want to) leave their homes. You can leverage digital marketing to provide care when others are not.

Digitize as much as possible. When you focus on setting up your clinic for success, you can still get an ROI from your marketing.

- 1. Provide online sales of supplies and batteries**
- 2. Offer video appointments for personable and convenient care**
- 3. Continue outbound marketing for people that will have difficulty finding hearing care**
- 4. Continue to get to know your patients (or leads) by answering their questions and providing support**



# These strategies work for hearing clinics

Our recommendations are based on the experience (and success) of hearing clinics in Canada.

## Clinic in Western Canada continued to answer calls

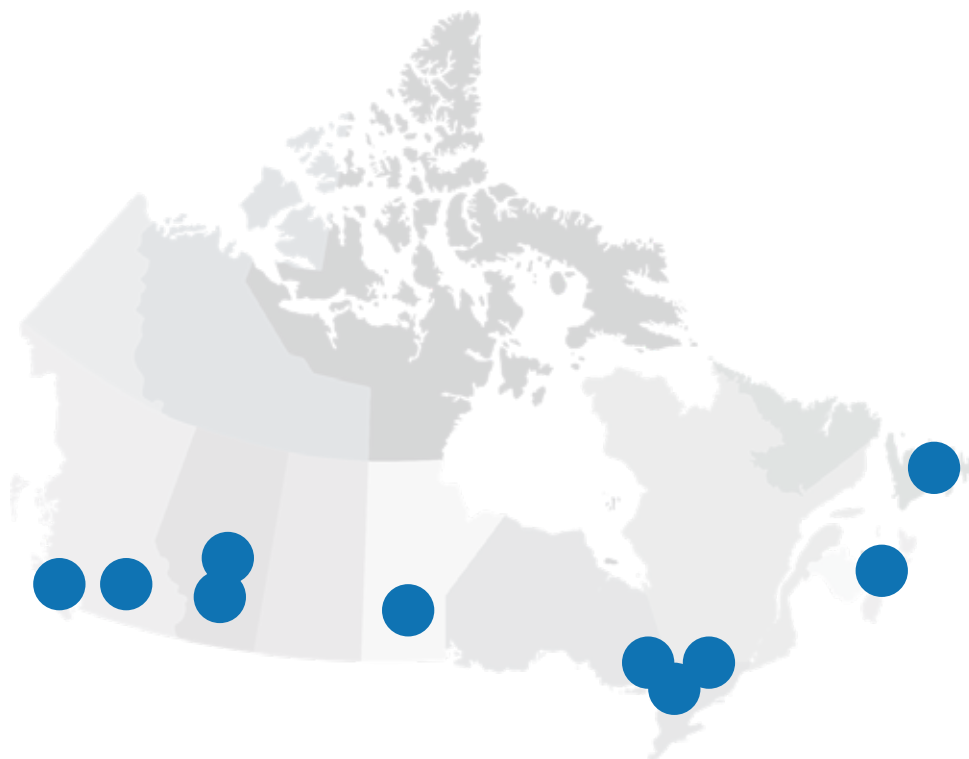
Many callers were frustrated that they were not able to contact other hearing clinics. By simply answering the phone, the clinic has opened up new relationships.

## Clinic in Western Canada maintained their digital marketing

The clinic has sold over \$6,000 in batteries and accessories. Over 20 appointments have been booked (pending until reopening), and there have been 7 opt-ins about hearing tests and wanting to purchase hearing aids.

## Clinic in Eastern Canada received an opt-in from across the country

The clinic was approached by someone from a different province looking to buy batteries because they could not connect with a hearing clinic in their own town.



# Action plan for hearing clinics

It's clear that people are still seeking hearing care. When other clinics are closed, it's an opportunity for your clinic to provide supplies, service and support to individuals that are eager for help.

Digitize your sales and service to provide local hearing care when your competitors are closed. Set your clinic up for success when you reopen and create new systems for your operations to future-proof your business.

Five steps your clinic can take are:

- 1. Continue your digital marketing**
- 2. Digitize your sales**
- 3. Set up video conferencing**
- 4. Continue outbound outreach**
- 5. Review and optimize your operations**

# 1. Continue your digital marketing

People are still searching for supplies and support for their hearing. They are frustrated by a lack of local service and are looking for a convenient option.

Many businesses are turning off their marketing. This means that it is cheaper to run digital marketing campaigns and individuals are having a more difficult time connecting with the services that they are searching for. Your digital marketing will have less competition and lower costs since other clinics have turned off their marketing.

We always recommend that you use the data to guide your decisions. Have a look at your marketing and website analytics – what are people searching for and how are they finding you? There have likely been notable changes in the past month. Use this information to leverage the most optimal platforms and approaches.

- 1. Don't turn off your marketing.** Maintain strategic campaigns to connect with individuals that are eager for help.
- 2. Let the data be your guide.** Adapt your digital marketing to your clients' current queries, platforms and problems.
- 3. Always answer your phone.** It's clear that people are still searching for hearing supplies or support. If you don't answer your phone, they'll go somewhere else.
- 4. Communicate with your clients.** Let your existing clients know what is happening and the options for support.

## 2. Digitize your sales

Even in isolation, people still need to maintain and power their hearing instruments. Create new options for individuals to purchase the accessories and batteries they need.

Set up an e-commerce store to sell batteries and accessories. Your store does not need to include a comprehensive catalog of stock, but rather the supplies that people are actively seeking. Make it as easy as possible for your clients – and individuals that have never visited your clinic – to buy the supplies they need.

An e-commerce store will be incredible valuable in the next few months, and it can be leveraged as a convenient perk when routines return to normal. Modern e-commerce platforms make it easy to automate the payment steps, so you can minimize the effort required to fulfill new orders of batteries, accessories and more.

If your store is easy to use, you'll be able to expand the reach of your clinic beyond existing clients. Even a battery sale is a solid first step in a relationship with a new patient.

- 1. Set up an e-commerce store.** Sell batteries, accessories and supplies that individuals are actively seeking.
- 2. Automate your sales.** Streamline the process to sell products. Your staff will have more time for other projects and your clients will always choose your clinic for their supplies.

## 3. Set up video conferencing

Video conferencing is an opportunity to provide convenient appointments and consults – for new and existing clients. Your existing clients can still receive the support they need. You can use virtual appointments to nurture connections with new clients, in preparation for complete consults when in-person appointments are again possible.

By streamlining appointments, video conferencing can save you time and speed up appointments for your clients. For individuals with mobility issues, video conferencing can be the top reason to select your clinic. You can leverage this new technology to provide a service that no other hearing clinic provides.

Modern video conferencing technology abides to all medical privacy laws and provides an incredibly easy experience for patients.

- 1. Set up video conferencing.** Use a HIPPA and PIPEDA video conferencing service to provide video appointments, such as [www.doxy.me](http://www.doxy.me).
- 2. Offer maintenance and support calls for existing patients.** Make it easy for your exiting patients to receive the support they need to improve their experience with hearing instruments.
- 3. Connect with new patients.** Complete initial consults with new patients. You can still create meaningful relationships even when in-person appointments are not recommended.

## 4. Continue outbound outreach

Even in isolation, we all need connection and support. Be available to answer phone call in real time. Continue connecting with all your current patients, such as through email newsletters, mailouts or phone calls.

Offer to assist groups in your community with hearing support, such as community or seniors' groups.

Book new clients for video consults or appointments pending until reopening. We recommend to prioritize who to book based on sales probabilities.

And view battery sales, phone calls and video consults as the start of a new relationship. After a new client has a video chat with you, they are more likely to visit your clinic for future testing and care.

- 1. Answer your phone.** People still require hearing care. Be available to answer all phone calls, especially when other clinics are not available.
- 2. Connect with all your current clients.** Let them know what services you are currently offering.
- 3. Help your community.** Offer to assist groups in your community with hearing support.
- 4. Continue booking new clients.** Use video consults to get to know your new clients and prepare them for an in-person consult when your clinic opens.

## 5. Review and optimize your operations

When you add new service options, it's an ideal time to review your existing operations. Consider integrating an e-commerce store and video conferencing into your regular operations.

Review the data from your previous marketing efforts to guide your future decisions. What has worked (and what did not work as expected)? Use this info to inform the next steps in your marketing.

It's also a good time to consider your existing workflows and update to improve efficiency and client experience.

### **1. Integrate new technology into your business practices.**

Online stores and video conferencing are a perk, even when your clinic resumes normal operations.

### **2. Leverage the data.** Your marketing data offers incredible insights into how your clients are finding you. Use this data to guide your decisions.

### **3. Improve your current operations.** Review and optimize your existing operations to improve efficiency and client experience.

# Schedule a call

Discuss your digital marketing strategy  
and plan your next steps.

[www.zoolstra.com](http://www.zoolstra.com)

1-877-567-5884

[hello@zoolstra.com](mailto:hello@zoolstra.com)