

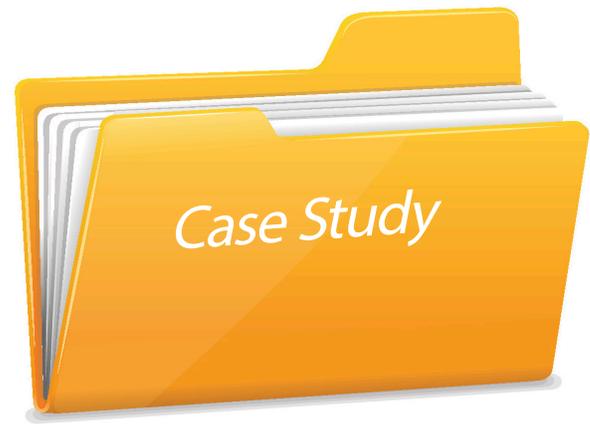
Prime Eye Care: Your Hearing Network Case Study

We implemented Your Hearing Network's tele-audiology solution a year and a half ago and have been extremely pleased with how it has benefited our practice and enhanced our service offerings for our patients. YHN managed the initial set-up process seamlessly. After just two days of training, we were seeing patients — and realized profits from hearing services in our very first quarter.

All of our patients are offered a free hearing screening as part of their comprehensive eye exam. This quick screening adds to the value of their exam and identifies patients who would benefit from a comprehensive hearing evaluation. We offer hearing exams two afternoons per week, for a total of eight hours. YHN provides all equipment and the remote audiologist at no charge, so there is no additional practice overhead. Offering hearing care and providing hearing aids to patients who need them has resulted in more than \$28,000 in direct practice *profit* in one year. And as our team grows, we will be able to provide more hearing care. Providing hearing care full time would result in over \$160,000 in direct practice profit each year per location.

Beyond the direct *profit* from providing hearing care, YHN has driven significant growth for our optometry services. Given YHN's nationwide hearing network, we receive direct referrals every week. These hearing care referrals often turn into new vision care patients as well. And with more than 80% of hearing care patients accompanied by a family member, we also have the opportunity to add relatives as new patients. In one year, offering tele-audiology brought approximately 36 new vision patients to our practice. With an average ticket of \$300 per appointment (eye exam and eyewear), tele-audiology has already added over \$10,000 in incremental vision revenue, which will continue to grow as we increase our hearing capacity over time.

YHN continues to manage every aspect of the business of hearing care, from the audiologists' services to the daily practice logistics. And most importantly, YHN's quality hearing care is an extension of our quality vision care. Based on the program's early success, we have already expanded our hearing capacity to a second location and look forward to further expansion in the future.



Your Hearing Network In Practice: Revenue Impact

Year 1: 8 YHN Hours Per Week

91 Exams With Free Screenings

30 Patients With Hearing Loss

30 Pair Hearing Aids Sold

x \$3,666 Revenue Per Pair

Net Profit Share (After COG & Fees)

= \$28,139 8 YHN Hours Per Week

= \$160,000 Full-Time Equivalent

New Vision Care Patients From Offering YHN

36 New Vision Care Patients Added

x \$300 Revenue Per New Patient

Additional New Patient Revenue

= \$10,800 8 YHN Hrs/Week In Year 1

= \$60,000 Full-Time Equivalent

TOTAL Increased Revenue

= \$38,939 8 YHN Hours Per Week

= \$220,000 Full-Time Equivalent