

Competing in a new era of hearing healthcare: strategic development and marketing for private audiology practitioners

Masterclass Facilitators:

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CPD Points: 3 points (Category 2)

Overview:

To formulate any reasonable strategy for thriving in today's hearing healthcare market, it is useful to understand where we are today, how we got here, and how current major trends can influence the future strategies of independent practice.

Identifying your competitive edge in the ever-evolving market and then appropriately articulating this is essential. Practitioners must answer the questions:

- Should the practice compete on price; focus on a specific audiological niche such as pediatrics or implants, or differentiate your practice by creating a valuable, unique patient experience?
- How will the practice "avoid getting stuck in the middle" and instead develop a competitive strategy that is right for your hearing healthcare practice and right for your market?

This masterclass will include the development of necessary skills to analyse the competition, develop a competitive strategy for success and a supporting marketing strategy.

Learning Objectives:

Designed for clinic owners and practice managers, this masterclass will offer the opportunity to:

- Use practice analysis techniques to determine your position in the market relative to other businesses
- Use specific practice analysis techniques to develop a competitive strategy to efficiently compete in your specific market
- Understand how the correct marketing mix formula for your business can support maintaining a successful practice