## Practice Performance Comparisons

Total Hearing	Total Hearing Practices       Your Pract         Characteristics Of The Practice       ////////////////////////////////////	Practice Performance Comparisons			
Characteristics Of The Practice       Image: Strain	Characteristics Of The Practice       Image: Strategy of Stra			Total Hearing	
1. How many full-time and part-time office locations does the practice have?       1         Full-Time Locations:       Median       1         Average       1.7         Part-Time Locations:       Median       0         Average       1.2         2. What percentage of 2009 gross revenue was attributable to each of the following products and services?       (Average %)         Fitting hearing instruments       75%         Diagnostics       15%         Batteries/Accessories       5%         Other products and services       5%         3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009?       \$395,000         2008 Gross Revenue (Median)       \$400,873         2009 Gross Revenue (Median)       \$400,873         2008-2009 % Change (Median)       \$400,873         2008-2009 % Change (Median)       \$2.2         Part-Time Hearing Professionals:       Median       1         Average       2.2         Part-Time Hearing Professionals:       Median       0         Average       0.8       3         Full-Time Hearing Professionals:       Median       0         Average       0.8       3         Full-Time Hearing Professionals in the practice work in 2009 (including bo	1. How many full-time and part-time office locations does the practice have?       1         Full-Time Locations:       Median       1         Average       1.7         Part-Time Locations:       Median       0         Average       1.2         2. What percentage of 2009 gross revenue was attributable to each of the following products and services?       (Average %)         Fitting hearing instruments       75%         Diagnostics       15%         Batteries/Accessories       5%         Other products and services       5%         3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009?       \$395,000         2008 Gross Revenue (Median)       \$395,000         2009 Gross Revenue (Median)       \$400,873         2008 Gross Revenue (Median)       \$400,873         2008 Cross Revenue (Median)       \$2,20         Part-Time Hearing Professionals:       Median       1         Average       2.2         Part-Time Hearing Professionals:       Median       0         Average       0.8       3         5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing profession	Characteristics Of The Drestie		Practices	_ Your Practic
does the practice have? Full-Time Locations: Median Average 1.7 Part-Time Locations: Median 0 Average 1.2 Average 1.2 Average 1.2 Average 1.2 Average 1.2 Average 0.3 Average (Average %) Average 0.4 Average %) Average 0.4 Average %) Average 0.4 Average %) Average %) Average 0.4 Average %) Average 0.4 Average %) Averag	does the practice have? Full-Time Locations: Median 1 Average 1.7 Part-Time Locations: Median 0 Average 1.2 2. What percentage of 2009 gross reverue was attributable to each of the following products and services? (Average %) Fitting hearing instruments 75% Diagnostics 15% Diagnostics and services 5% Other products and services 5% Other products and services 5% 3. What were the total collected gross revenues for the practice during calendar years 2008 ard 2009? 2008 Gross Revenue (Median) 2009 Gross Revenue (Median) 2008-2009 % Change (Median) 2008 Gross Revenue (Median) 3400,873 2008 Gross Revenue (Median) 45.5% Full-Time Hearing Professionals: Median 0 Average 0.8 5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including) both full-time and part-time licensed hearing professionals in the practice work in 2009 (including) 2,500	Characteristics Of The Practice	e		
Average       1.7         Part-Time Locations:       Median Average       0         Average       1.2         2. What percentage of 2009 gross revenue was attributable to each of the following products and services?       (Average %)         Fitting hearing instruments Diagnostics       75%         Diagnostics Batteries/Accessories       5%         Other products and services       5%         3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009?       \$395,000         2008 Gross Revenue (Median)       \$395,000         2009 Gross Revenue (Median)       \$4400,873         2008-2009 % Change (Median)       \$4400,873         2008-2009 % Change (Median)       \$0         Average       2.2         Part-Time Hearing Professionals:       Median         Average       0.8         5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals)?       0.8         5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)?       0.308	Average1.7Part-Time Locations:Median Average0 1.22. What percentage of 2009 gross revenue was attributable to each of the following products and services?(Average %) 15% 15% 6 0 ingnosticsFitting hearing instruments75% 15% 5% 0 the products and services5% 5%3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009? 2009 Gross Revenue (Median) 2008 Gross Revenue (Median) 2009 Gross Revenue (Median) 2009 Gross Revenue (Median)\$395,000 \$395,000 \$400,873 +5.5%4. How many full-time and part-time licensed hearing professionals work in the practice? Part-Time Hearing Professionals:Median1 Average 0.85. How many hours did ALL the licenset hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals?2,500		office locations		
Part-Time Locations:     Median Average     0 1.2       2. What percentage of 2009 gross revenue was attributable to each of the following products and services?     (Average %)       Fitting hearing instruments Diagnostics     75%       Diagnostics     15%       Batteries/Accessories Other products and services     5%       3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009?     \$395,000       2008 Gross Revenue (Median) 2009 Gross Revenue (Median)     \$395,000       2009 Gross Revenue (Median) 2008-2009 % Change (Median)     \$395,000       2008 Cross Revenue (Median) 2008-2009 % Change (Median)     \$395,000       208 Professionals work in the practice?     1       Full-Time Hearing Professionals:     Median     1       Average     2.2     0.8       5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals?     0       Average     0.8	Part-Time Locations:Median Average0 1.22. What percentage of 2009 gross revenue was attributable to each of the following products and services?(Average %) 75% 15% 5% 0 the products and services75% 5%3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009? 2009 Gross Revenue (Median) 2008 Gross Revenue (Median) 2009 Gross Revenue (Median) 2009 Gross Revenue (Median) 2009 Gross Revenue (Median) 2008 Change (Median)\$395,000 \$395,000 \$400,873 +5.5%4. How many full-time and part-time licensed hearing professionals work in the practice? Full-Time Hearing Professionals:Median1 Average 0.85. How many hours did ALL the licenser hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals2,500	Full-Time Locations:	Median	1	
Average1.22. What percentage of 2009 gross revenue was stributable to each of the following products and services?(Average %)Fitting hearing instruments75%Diagnostics15%Batteries/Accessories5%Other products and services5%3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009?\$395,0002008 Gross Revenue (Median)\$395,0002009 Gross Revenue (Median)\$400,8732008-2009 % Change (Median)\$400,8732008-2009 % Change (Median)1Average2.2Part-Time Hearing Professionals:MedianAverage0.85. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including potensionals in the practice work in 2009 (including potensionals)05. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including potensionals)04. Median04. Median05. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including potensionals)2,500	Average1.22. What percentage of 2009 gross revenue was stributable to each of the following products and services?(Average %) 75% 15% 0 iagnosticsFitting hearing instruments75% 5%Diagnostics5% 5%Batteries/Accessories5%Other products and services5%3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009? 2009 Gross Revenue (Median) 2009 Gross Revenue (Median) 2008-2009 % Change (Median)\$395,000 \$4400,873 ±5.5%4. How many full-time and part-time licensed hearing professionals work in the practice? Full-Time Hearing Professionals:Median MedianAverage2.2 0.8Fart-Time Hearing Professionals:Median Median5. How many hours did ALL the licensed hearing professionals in the practice work in 2UO9 (including oth full-time and part-time licensed hearing professionals in the practice work in 2UO9 (including professionals in the practice work in 2UO9 professionals in the practice work in 2UO9 professionals?1Median0 Average0.85. How many hours did ALL the licensed hearing professionals in the practice work in 2UO9 professionals in the practice work in 2UO9 professionals?04. Median0 Average5. How many hours did ALL the licensed hearing professionals in the practice work in 2UO9 (including work in 2UO9 (including work in 2UO9 (including work in 2UO9 (including work in 2UO		Average	1.7	
2. What percentage of 2009 gross revenue was attributable to each of the following products and services? (Average %) Fitting hearing instruments 75% Diagnostics 15% Diagnostics 5% Other products and services 5% 3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009? 2008 Gross Revenue (Median) 2009 Gross Revenue (Median) \$395,000 2009 Gross Revenue (Median) \$395,000 2009 Gross Revenue (Median) \$5400,873 2008-2009 % Change (Median) \$55% 4. How many full-time and part-time licensed hearing professionals work in the practice? Full-Time Hearing Professionals: Median 1 Average 2.2 Part-Time Hearing Professionals: Median 0 Average 0.8 5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time	2. What percentage of 2009 gross revenue was attributable to each of the following products and services?       (Average %)         Fitting hearing instruments       75%         Diagnostics       15%         Batteries/Accessories       5%         Other products and services       5%         3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009?       \$395,000         2008 Gross Revenue (Median)       \$395,000         2009 Gross Revenue (Median)       \$4400,873         2008-2009 % Change (Median)       \$5%         4. How many full-time and part-time licensed hearing professionals work in the practice?       1         Full-Time Hearing Professionals:       Median       1         Average       2.2       0.8         5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time and part-time licensed hearing professionals in the practice work in 2009 (including oth full-time	Part-Time Locations:	Median	0	
attributable to each of the following products and services?       (Average %)         Fitting hearing instruments       75%         Diagnostics       15%         Batteries/Accessories       5%         Other products and services       5%         3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009?       \$395,000         2008 Gross Revenue (Median)       \$395,000         2008-2009 % Change (Median)       \$4400,873         2008-2009 % Change (Median)       \$4400,873         2008-2009 % Change (Median)       2.2         Part-Time Hearing Professionals:       Median         Average       2.2         Part-Time Hearing Professionals:       Median         Average       0.8         5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing both full-time and part-time licensed hearin	attributable to each of the following products and services?(Average %)Fitting hearing instruments75%Diagnostics15%Batteries/Accessories5%Other products and services5%3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009?\$395,0002008 Gross Revenue (Median)\$400,8732009 Gross Revenue (Median)\$400,8732008-2009 % Change (Median)\$5%4. How many full-time and part-time licensed hearing professionals work in the practice?1Full-Time Hearing Professionals:Median1Average2.2Part-Time Hearing Professionals:Median0Average0.83.85. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including poth full-time and part-time licensed hearing professionals in the practice work in 2009 (including poth full-time and part-time licensed hearing professionals in the practice work in 2009 (including poth full-time and part-time licensed hearing professional)?2,500		Average	1.2	
services? (Average %) Fitting hearing instruments Diagnostics Diagnostics Batteries/Accessories Other products and services 3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009? 2008 Gross Revenue (Median) 2009 Gross Revenue (Median) 2008-2009 % Change (Median) 3. What many full-time and part-time licensed hearing professionals work in the practice? Full-Time Hearing Professionals: Median Average 2.2 Part-Time Hearing Professionals: Median Average 0.8 5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals? Median 2,500	services? (Average %) Fitting hearing instruments 75% Diagnostics 15% Batteries/Accessories 5% Other products and services 5% 3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009? 2008 Gross Revenue (Median) 2009 Gross Revenue (Median) 2008 Cross Revenue (Median) 4. How many full-time and part-time Icensed hearing 2. Full-Time Hearing Professionals: Median 0 Average 0.8 5. How many hours did ALL the Icensed hearing 2. Full-time and part-time Icensed hearing 2. Full-time Antipeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeee				
Fitting hearing instruments75%Diagnostics15%Batteries/Accessories5%Other products and services5%3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009?\$395,0002008 Gross Revenue (Median)\$395,0002009 Gross Revenue (Median)\$440,8732008-2009 % Change (Median)\$440,8732008-2009 % Change (Median)\$400,8732008-2009 % Change (Median)\$400,873Part-Time Hearing Professionals:MedianAverage2.2Part-Time Hearing Professionals:MedianAverage0.85. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including ooth full-time and part-time licensed hearing professionals in the practice work in 2009 (including poth full-time and part-time licensed hearing professionals in the practice work in 2009 (including poth full-time and part-time licensed hearing professionals in the practice work in 2009 (including poth full-time and part-time licensed hearing professionals in the practice work in 2009 (including poth full-time and part-time licensed hearing professional)?2,500	Fitting hearing instruments75%Diagnostics15%Batteries/Accessories5%Other products and services5%3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009?\$395,0002008 Gross Revenue (Median) 2009 Gross Revenue (Median) 2008-2009 % Change (Median)\$395,0002008-2009 % Change (Median) 2008-2009 % Change (Median)\$400,8734. How many full-time and part-time licensed hearing professionals work in the practice? Full-Time Hearing Professionals:MedianAverage2.2Part-Time Hearing Professionals:Median0Average0.85. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including poth full-time and part-time licensed hearing professionals in the practice work in 2009 (including poth full-time and part-time licensed hearing professionals in the practice work in 2009 (including poth full-time and part-time licensed hearing professionals in the practice work in 2009 (including poth full-time and part-time licensed hearing professional?2,500	-	products and	(Average %)	
Diagnostics15%Diagnostics5%Batteries/Accessories5%Other products and services5%3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009?\$395,0002008 Gross Revenue (Median)\$395,0002009 Gross Revenue (Median)\$4400,8732008-2009 % Change (Median)\$4400,8732008-2009 % Change (Median)+5.5%4. How many full-time and part-time licensed hearing professionals work in the practice?1Full-Time Hearing Professionals:Median1Average2.2Part-Time Hearing Professionals:Median0Average0.805. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including poth full-time and part-time licensed hearing professionals?0.85. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including poth full-time and part-time licensed hearing professional?0Median2,5001	Diagnostics15%Diagnostics15%Batteries/Accessories5%Other products and services5%3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009?\$395,0002008 Gross Revenue (Median)\$395,0002009 Gross Revenue (Median)\$400,8732008-2009 % Change (Median)\$400,8732008-2009 % Change (Median)+5.5%4. How many full-time and part-time licensed hearing professionals work in the practice?1Full-Time Hearing Professionals:Median1Average2.2Part-Time Hearing Professionals:Median0Average0.80.85. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including poth full-time and part-time licensed hearing professionals?0.85. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals?0.8				
Batteries/Accessories5% 5%Other products and services5%3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009? 2008 Gross Revenue (Median) 2009 Gross Revenue (Median) 2008-2009 % Change (Median)\$395,0002008-2009 % Change (Median) 2008-2009 % Change (Median)\$400,873 +5.5%4. How many full-time and part-time licensed hearing professionals work in the practice? Full-Time Hearing Professionals:Median1 Average2.2 Part-Time Hearing Professionals:Median0 Average0.85. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals?0 Average5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals?2,500	Batteries/Accessories Other products and services5% 5%3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009? 2008 Gross Revenue (Median) 2009 Gross Revenue (Median) 2008-2009 % Change (Median)\$395,000 \$400,873 +5.5%4. How many full-time and part-time licensed hearing professionals work in the practice? Full-Time Hearing Professionals:Median1 Average2.2 Part-Time Hearing Professionals:Median0 Average0.85. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including ooth full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals?0 Average5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals?0 AverageMedian2,500	0 0			
Other products and services5%3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009? 2008 Gross Revenue (Median) 2009 Gross Revenue (Median)\$395,0002009 Gross Revenue (Median) 2008-2009 % Change (Median)\$395,0004. How many full-time and part-time licensed hearing professionals work in the practice? Full-Time Hearing Professionals:Median1 	Other products and services5%3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009? 2008 Gross Revenue (Median) 2009 Gross Revenue (Median)\$395,0002009 Gross Revenue (Median) 2008-2009 % Change (Median)\$4400,873 +5.5%4. How many full-time and part-time licensed hearing professionals work in the practice? Full-Time Hearing Professionals:Median1 Average2.2 0.89 art-Time Hearing Professionals:Median0 Average6. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals?2,500				
3. What were the total collected gross revenues for the practice during calendar years 2008 and 2009? 2008 Gross Revenue (Median) 2009 Gross Revenue (Median) 2008-2009 % Change (Median) 2008-2009 % Change (Median) 2008-2009 % Change (Median) 4. How many full-time and part-time licensed hearing professionals work in the practice? Full-Time Hearing Professionals: Median 1 Average 2.2 Part-Time Hearing Professionals: Median 0 Average 0.8 5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including 0.8 5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including 0.8 Median 2,500	3. What were the total collected gross revenues for the practice during calendar years 2008 ard 2009? 2008 Gross Revenue (Median) 2009 Gross Revenue (Median) 2008-2009 % Change (Median) 2008-2009 % Change (Median) 2008-2009 % Change (Median) 4. How many full-time and part-time licersed hearing professionals work in the practice? Full-Time Hearing Professionals: Median 1 Average 2.2 Part-Time Hearing Professionals: Median 0 Average 0.8 5. How many hours did ALL the licersed hearing brofessionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing brofessionals in the practice work in 2009 (including both full-time and part-time licensed hearing both full-time and part-time licensed hearing brofessionals in the practice work in 2009 (including both full-time and part-time licensed hearing brofessional)? Median 2,500				
practice during calendar years 2008 and 2009?2008 Gross Revenue (Median)\$395,0002009 Gross Revenue (Median)\$400,8732008-2009 % Change (Median)+5.5%4. How many full-time and part-time licensed hearing professionals work in the practice? Full-Time Hearing Professionals:MedianAverage2.2Part-Time Hearing Professionals:Median0Average0.85. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (and the professional)?0Median02.20.8	practice during calendar years 2008 and 2009?2008 Gross Revenue (Median)\$395,0002009 Gross Revenue (Median)\$400,8732008-2009 % Change (Median)+5.5%4. How many full-time and part-time licensed hearing professionals work in the practice? Full-Time Hearing Professionals:Median1Average2.2Part-Time Hearing Professionals:Median0Average0.80.85. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals?0.8			• • •	
2009 Gross Revenue (Median)       \$400,873         2008-2009 % Change (Median)       +5.5%         4. How many full-time and part-time licensed hearing professionals work in the practice?       Image: Comparison of the practice of the prac	2009 Gross Revenue (Median) 2008-2009 % Change (Median)\$400,873 +5.5%4. How many full-time and part-time licensed hearing professionals work in the practice? Full-Time Hearing Professionals:Median AveragePart-Time Hearing Professionals:Median Average0 AveragePart-Time Hearing Professionals:Median Average0 Average5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professionals?0 AverageMedian0 Average0.85. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)?2,500				
2008-2009 % Change (Median)       +5.5%         4. How many full-time and part-time licensed hearing professionals work in the practice?       Image: Comparison of the practice of the practe of the practice of the practice of the practice of	2008-2009 % Change (Median)       +5.5%         4. How many full-time and part-time licensed hearing professionals work in the practice?       Image: Comparison of the practice of the practe of the practice of the practice of the practice of t	2008 Gross Revenue (Median)		\$395,000	
4. How many full-time and part-time licensed hearing professionals work in the practice?       I         Full-Time Hearing Professionals:       Median       1         Average       2.2         Part-Time Hearing Professionals:       Median       0         Average       0.8         5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)?       0         Median       2,500	4. How many full-time and part-time licensed hearing professionals work in the practice?       I         Full-Time Hearing Professionals:       Median       1         Average       2.2         Part-Time Hearing Professionals:       Median       0         Average       0.8         5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)?       0.8	2009 Gross Revenue (Median)		\$400,873	
professionals work in the practice?       I         Full-Time Hearing Professionals:       Median       1         Average       2.2         Part-Time Hearing Professionals:       Median       0         Average       0.8         5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)?       Median       2,500	professionals work in the practice?       I         Full-Time Hearing Professionals:       Median       1         Average       2.2         Part-Time Hearing Professionals:       Median       0         Average       0.8         5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)?       Median       2,500	2008-2009 % Change (Median)		+5.5%	
Full-Time Hearing Professionals:       Median       1         Average       2.2         Part-Time Hearing Professionals:       Median       0         Average       0.8         5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)?       Median       2,500	Full-Time Hearing Professionals:       Median       1         Average       2.2         Part-Time Hearing Professionals:       Median       0         Average       0.8         5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)?       Median       2,500		licensed hearing		
Part-Time Hearing Professionals:       Median       0         Average       0.8         5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)?       Median       2,500	Part-Time Hearing Professionals:       Median       0         Average       0.8         5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)?       0         Median       2,500	-	Median	1	
Average     0.8       5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)?     Median     2,500	Average     0.8       5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)?     Median     2,500		Average	2.2	
5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)? Median 2,500	5. How many hours did ALL the licensed hearing professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)? Median 2,500	Part-Time Hearing Professionals:	Median	0	
professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)? Median 2,500	professionals in the practice work in 2009 (including both full-time and part-time licensed hearing professional)? Median 2,500		Average	0.8	
Median <b>2,500</b>	Median 2,500	professionals in the practice work in both full-time and part-time licensed	2009 (including		
			Median	2.500	
				0,000	

11401001	Performance Com	iparisons	
		Total Hearing	
Characteristics Of The Practice		Practices	Your Practice
6. How many of each of the followir members work in the practice?	ng office staff		
Administrative	Median	1	
	Average	2.5	
Audiologists	Median	1	
	Average	1.9	
Licensed Dispensers	Median	0	
	Average	1.2	
Audiology Assistants	Median	0	
	Average	0.2	
Oto-Techs	Median	0	
	Average	0.3	
Other	Median	0	
	Average	0.3	
Total	Median	4	
	Average	6.4	
7. On average, how many hours eac practice open to see patients?	Median	40	
	Average	39	
Dispensing And Buying Hear 8. What were the total number of he units dispensed by the practice in 2	earing instrument		
units dispensed by the practice in z	Median	225	
	Average	510	
	/ Woldge	510	
9. What percentage of all hearing in dispensed by the practice in 2009 w and refittings? New fittings for first-time patients Refittings for existing patients		(Average %) 63% 37%	

Characteristics Of The PracticeTotal Hearing PracticesYou10. What percentage of all hearing instrument units sold in 2009 were sold at each of the total bundled fitting fee ranges?(Average %)Less than \$1,0008%\$1,001 - \$1,99934%\$2,000 - \$2,49929%\$2,500 - \$2,99917%\$3,000 or more12%11. What percentage of all hearing instrument units sold in 2009 were in each of the following categories?(Average %)Custom ITE BTE Standard21%BTE Power Micro BTE9%Micro BTE RIC (Receiver in the canal)38%	
10. What percentage of all hearing instrument units sold in 2009 were sold at each of the total bundled fitting fee ranges?(Average %) (Average %)Less than \$1,0008% \$1,001 - \$1,99934% \$2,000 - \$2,499\$2,000 - \$2,49929% \$2,500 - \$2,99917% \$3,000 or more11. What percentage of all hearing instrument units sold in 2009 were in each of the following categories?(Average %)Custom ITE21% BTE Standard15% BTE PowerBTE Power9% Micro BTE16%	
sold in 2009 were sold at each of the total bundled fitting fee ranges?(Average %)Less than \$1,0008%\$1,001 - \$1,99934%\$2,000 - \$2,49929%\$2,500 - \$2,99917%\$3,000 or more12%11. What percentage of all hearing instrument units sold in 2009 were in each of the following categories?(Average %)Custom ITE BTE Standard21%BTE Power Micro BTE9%Micro BTE16%	Ir Practice
Less than \$1,000         8%           \$1,001 - \$1,999         34%           \$2,000 - \$2,499         29%           \$2,500 - \$2,999         17%           \$3,000 or more         12%           11. What percentage of all hearing instrument units sold in 2009 were in each of the following categories?         (Average %)           Custom ITE         21%           BTE Standard         15%           BTE Power         9%           Micro BTE         16%	
\$1,001 - \$1,999       34%         \$2,000 - \$2,499       29%         \$2,500 - \$2,999       17%         \$3,000 or more       12%         11. What percentage of all hearing instrument units sold in 2009 were in each of the following categories?       (Average %)         Custom ITE       21%         BTE Standard       15%         BTE Power       9%         Micro BTE       16%	
\$2,000 - \$2,499       29%         \$2,500 - \$2,999       17%         \$3,000 or more       12%         11. What percentage of all hearing instrument units sold in 2009 were in each of the following categories?       (Average %)         Custom ITE       21%         BTE Standard       15%         BTE Power       9%         Micro BTE       16%	
\$2,500 - \$2,99917%\$3,000 or more12%11. What percentage of all hearing instrument units sold in 2009 were in each of the following categories?(Average %)Custom ITE21%BTE Standard15%BTE Power9%Micro BTE16%	
\$3,000 or more 12% 11. What percentage of all hearing instrument units sold in 2009 were in each of the following categories? (Average %) Custom ITE 21% BTE Standard 15% BTE Power 9% Micro BTE 16%	
11. What percentage of all hearing instrument units sold in 2009 were in each of the following categories?(Average %)Custom ITE21%BTE Standard15%BTE Power9%Micro BTE16%	
sold in 2009 were in each of the following categories?(Average %)Custom ITE21%BTE Standard15%BTE Power9%Micro BTE16%	
sold in 2009 were in each of the following categories?(Average %)Custom ITE21%BTE Standard15%BTE Power9%Micro BTE16%	
Custom ITE21%BTE Standard15%BTE Power9%Micro BTE16%	
BTE Standard15%BTE Power9%Micro BTE16%	
BTE Power 9% Micro BTE 16%	
Micro BTE 16%	
12. What was the total dollar amount spent by the practice for wholesale hearing instrument purchases in 2009 (i.e., cost of goods)?	
Median \$154,685	
Average \$249,190	
13. What percentage of hearing instrument units tried by patients were returned for credit or exchanged?	
Returned for credit in 2009 Median 5%	
Average 6.5%	
Exchanged in 2009 Median 5%	
Average 6.4%	

Practice Performance Comparisons			
	Total Hearing		
Characteristics Of The Practice	Practices	Your Practice	
Marketing Activities Of The Practice			
14. What percentage of 2009 marketing expenses did the practice allocate to each of the following activities?	(Average %)		
Direct Mailer Programs	19%		
Newspaper Ads	26%		
Radio Spots	3%		
TV Spots	5%		
Website Development/Initiatives	6%		
E-mail Campaigns	0.2%		
SEO Functionality (Search Engine Optimization) Social Media Campaigns/Programs (e.g., Twitter,	1%		
Facebook, Blog, etc.)	0.2%		
Pay-Per-Click Programs	0.4%		
Physician Referral Programs	8%		
Patient Referral Programs	6%		
Newsletters	5%		
Education Seminars	3%		
Open Houses	4%		
Other	12%		
15. In total, and across all activities, how much did the practice spend on 2009 marketing activities?			
Median	\$15,000		
Average	\$61,514		
% of practice gross revenue:			
Median	4.8%		
Average	7.3%		

Practice Performance Com	parisons	
	Total Hearing	
Characteristics Of The Practice	Practices	Your Practice
16. How cost-effective were each of the following marketing activities in 2009 for generating new patients for the practice? (1=Very ineffective and 5=Very effective)		
Direct Mailer Programs:		
Average Rating	3.8	
Newspaper Ads		
Average Rating	3.6	
Radio Spots	3.1	
Average Rating	3.1	
TV Spots Average Rating	3.7	
Website Development/Initiatives	5.7	
Average Rating	3.3	
E-mail Campaigns	010	
Average Rating	3.2	
SEO Functionality (Search Engine Optimization)		
Average Rating Social Media Campaigns/Programs (e.g., Twitter, Facebook, Blog, etc.)	3.5	
Average Rating	3.7	
Pay-Per-Click Programs		
Average Rating	3.1	
Physician Referral Programs		
Average Rating	4.0	
Patient Referral Programs		
Average Rating	4.2	
Newsletters	_	
Average Rating	3.8	
Education Seminars		
Average Rating	3.9	
Open Houses	4.0	
Average Rating	4.0	

Practice Performance Com	parisons	
	Total Hearing	
Characteristics Of The Practice	Practices	Your Practice
17. Overall, how effective was the practice's 2009 marketing program? (1=Very ineffective and 5=Very effective)		
Average Rating	3.8	
18. What percentage of all 2009 marketing expenses did hearing instrument manufacturers and other suppliers subsidize?		
Median	0%	
Average	15%	
19. Does the practice develop a formal, detailed marketing budget prior to the start of each year?		
Yes	41%	
No	59%	
20. Does the practice develop a formal, detailed marketing activities calendar prior to the start of each year?		
Yes	44%	
No	56%	
21. What percentage of the practice's new patients was acquired through each of the following sources in		
2009?	(Average %)	
Physician Referrals Program	25% 21%	
Patient Referral Program Print/Broadcast Ads	15%	
Open Houses	6%	
Direct Mailer Programs	12%	
Walk-ins	7%	
Website Development/Initiatives	3%	
Education Seminars	3%	
Other	8%	

Practice Performance Comparisons			
	Total Hearing		
Characteristics Of The Practice	Practices	Your Practice	
22. What percentage of all 2009 physician referrals came from each of the following sources?	(Average %)		
Primary Care Physicians	43%		
ENT Specialists	30%		
Senior Center Counselors	4%		
Hospitals	2%		
Nursing Homes	8%		
Other	6%		
23. Does the practice have a website?			
Yes	76%		
No	24%		
24. [For practices with a website] Which of the following functionalities are present on the practice website?			
Appointment scheduling	21%		
Medical history record updates	11%		
Patient satisfaction survey	9%		
Patient testimonials	44%		
Section to accept patient inquiries	62%		
Hearing information archive	72%		
Educational videos	39%		
Lead capturing system (e.g., for names and e- mail addresses, etc.) Website analytics (e.g., Google analytics, tracking	39%		
traffic, etc.)	43%		
Search engine optimization	45%		
Practice newsletter	27%		
Physician page	18%		
Other	11%		
<b>Practice Care</b> 25. Which of the following tests does the practice routinely perform for hearing evaluations?			
AC (i.e., air conduction)	100%		
BC (i.e., bone conduction)	98%		
Speech audiometry	98%		
Speech in noise test	44%		
Immittance	61%		
Other	19%		

	Practice Performance Com	parisons	
	5 //	Total Hearing	
Characteristics Of Th	e Practice of patients receive a hearing aid	Practices	Your Practice
	t of the practice's counseling		
process?			
	Median	50%	
	Average	52%	
	wing procedures does the		
hearing instruments?	e for fitting and verification of		
-	eech in noise	50%	
•	nt-to-back ratios	12%	
	al ear measures	64%	
	SI (Client Ordered Scale of	04 /0	
	provement)	45%	
Oth	ler	21%	
	of initial instrument fittings		
include real ear/live s		05%	
	Median	35%	
	Average	45%	
hearing instrument cl intervals?	of patients are recalled for eanings at each of the following NOT schedule recalls for hearing anings	19%	
	S schedule recalls for hearing		
instrument cle	anings	81%	
Of those pract	ices scheduling recalls	(Average %)	
	Quarterly	32%	
	Semi-annual	39%	
	Annual	22%	
	Other	6%	
hearing tests at each	of patients are recalled for of the following intervals?		
tests	NOT schedule recalls for hearing	23%	
	S schedule recalls for hearing tests	77%	
	soneque recais for hearing lesis	11/0	
Of those pract	ices scheduling recalls	(Average %)	
	Semi-annual	5%	
	Annual	72%	
	Other	18%	

Practice Performance Com	parisons	
	Total Hearing	
Characteristics Of The Practice	Practices	Your Practice
31. Does the practice routinely conduct satisfaction surveys to obtain patient feedback about the practice and the instruments dispensed?		
Yes	37%	
No	63%	
32. [If satisfaction surveys are conducted] Does the practice routinely share the results from patient satisfaction surveys with hearing professionals and staff as a means of improving patient satisfaction?		
Yes	82%	
No	18%	
33. Did you or others in the practice participate in any training programs in 2009 related to the business or patient management?		
Yes	79%	
No	21%	
34. [If members of the practice participated in training programs] What training programs did you or others in the practice take part in?	<b>60</b> %	
Technical patient counseling	60% 52%	
Service quality	52% 89%	
Product fitting techniques Financial management	31%	
Marketing management	62%	
Staff management	40%	
Consultative selling (i.e., patient		
presentation skills)	47%	
Office design	7%	
Other	7%	
35. [If members of the practice participated in training programs] What were the total number of training hours across the practice in 2009?		
Median	40	
Average	90	

Characteristics Of The Practice         Total Hearing Practices         Your Practice           36. [If members of the practice participated in training programs] What percentage of all practice 2009 training hours were spent on each of the following topics?         (Average %)         15%           Diagnostics/testing Product fitting techniques Front office staff skills         8%         50%           Onsultative selling skills         12%         11%           Other         4%         37. Which ONE of the following continuing education methodologies do you most prefer?         22         22%           Compensation Practices         47%         32%         0hine courses           Other         4%         32%         Please fill in personal income at benefits. If you are a practice owner, include personal net income and benefits. If you are an employse, include salary, commissions, and benefits.         Please fill in personal income at you own discretio           Owner: Median         \$87,500         \$87,500           Sa. Which ONE of the following categories best describes the total 2009 personal income you earned income at you own discretio         \$82,500           Owner: Median         \$62,500         562,500           Sa. Excluding ownership, does the practice employ licensed hearing professionals?         \$62,500	Practice Performance Com	parisons	
36. [If members of the practice participated in training programs] What percentage of all practice 2009 training hours were spent on each of the following topics?       (Average %)         Diagnostics/testing       15%         Product fitting techniques       50%         Front office staff skills       8%         Consultative selling skills       12%         Patient satisfaction       11%         Other       4%         37. Which ONE of the following continuing education methodologies do you most prefer?       22%         CE lectures at major professional conventions       32%         Manufacturer sponsored seminars/meetings       47%         Professional journals       2%         Online courses       14%         Other       4%         Sa. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an enclude personal net income and benefits. If you are an enclude personal net income and benefits. If you are an enclude personal net income and benefits. If you are an enclude personal net income and benefits. If you are an enclude personal net income and benefits. If you are an enclude personal net income and benefits. If you are an enclude personal net income and benefits. If you are an enclude personal net income and benefits. If you are an enclude personal net income set you own discretion own discretion income at you own discretion. Median         Stating       \$62,		Total Hearing	
programs] What percentage of all practice 2009       (Average %)         training hours were spent on each of the following       (Average %)         topics?       Diagnostics/testing       15%         Product fitting techniques       50%       50%         Front office staff skills       8%       50%         Consultative selling skills       12%       11%         Other       4%       37. Which ONE of the following continuing education methodologies do you most prefer?       CE lectures at major professional conventions       32%         Manufacturer sponsored seminars/meetings       47%       32%       Online courses       14%         Other       4%       6%       6%       6%	Characteristics Of The Practice	Practices	Your Practice
Diagnostics/testing       15%         Product fitting techniques       50%         Front office staff skills       8%         Consultative selling skills       12%         Patient satisfaction       11%         Other       4%         37. Which ONE of the following continuing education methodologies do you most prefer?       32%         CE lectures at major professional conventions       32%         Manufacturer sponsored seminars/meetings       47%         Professional journals       2%         Online courses       14%         Other       4%         S8. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.       Please fill in personal income at you own discretion own discretion of the following categories best         Owner:       Median       \$87,500         Business manager:       Median       \$62,500         Imployee:       Median       \$62,500         39. Excluding ownership, does the practice employ licensed hearing professionals?       S62,500	programs] What percentage of all practice 2009 training hours were spent on each of the following		
Product fitting techniques       50%         Front office staff skills       8%         Consultative selling skills       12%         Patient satisfaction       11%         Other       4%         37. Which ONE of the following continuing education methodologies do you most prefer?       2         CE lectures at major professional conventions       32%         Manufacturer sponsored seminars/meetings       47%         Professional journals       2%         Online courses       14%         Other       4%         S8. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.       Please fill in personal income you earned income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.       Please fill in personal income you own discretion of the dian         Owner:       Median       \$87,500         Business manager:       Median       \$62,500         Employee:       Median       \$62,500         39. Excluding ownership, does the practice employ licensed hearing professionals?       S62,500	•	(Average %)	
Front office staff skills       8%         Consultative selling skills       12%         Patient satisfaction       11%         Other       4%         37. Which ONE of the following continuing education methodologies do you most prefer?       32%         CE lectures at major professional conventions       32%         Manufacturer sponsored seminars/meetings       47%         Professional journals       2%         Online courses       14%         Other       4%         S8. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.       Please fill in personal income at you own discretion own discretion of the following categories best detain the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.       Please fill in personal income at you own discretion own disc	5 6	15%	
Consultative selling skills       12%         Patient satisfaction       11%         Other       4%         37. Which ONE of the following continuing education methodologies do you most prefer?       32%         CE lectures at major professional conventions       32%         Manufacturer sponsored seminars/meetings       47%         Professional journals       2%         Online courses       14%         Other       4%         S8. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.       Please fill in personal income at you own discretion own discretion of the following categories best describes the total 2009 personal ancome you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.       \$87,500         Owner:       Median       \$82,500         Employee:       Median       \$62,500         39. Excluding ownership, does the practice employ licensed hearing professionals?       \$62,500	<b>v</b> .		
Patient satisfaction       11%, Other         37. Which ONE of the following continuing education methodologies do you most prefer? CE lectures at major professional conventions       32%         Manufacturer sponsored seminars/meetings       47%         Professional journals       2%         Online courses       14%         Other       4%         Compensation Practices       14%         S8. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.       Please fill in personal income at you own discretion         Owner: Median       \$87,500         Business manager: Median       \$62,500         39. Excluding ownership, does the practice employ licensed hearing professionals?       \$62,500			
Other4%37. Which ONE of the following continuing education methodologies do you most prefer? CE lectures at major professional conventions Manufacturer sponsored seminars/meetings32%Manufacturer sponsored seminars/meetings47%Professional journals Other2%Online courses14%Other4%Please fill in personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.Owner: Median Employee: Median\$87,50039. Excluding ownership, does the practice employ licensed hearing professionals?\$62,500	Consultative selling skills	12%	
37. Which ONE of the following continuing education methodologies do you most prefer?       32%         CE lectures at major professional conventions       32%         Manufacturer sponsored seminars/meetings       47%         Professional journals       2%         Online courses       14%         Other       4%         Compensation Practices       14%         S8. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.       Please fill in personal income and benefits.         Owner:       Median       \$87,500         Business manager:       Median       \$62,500         Imployee:       Median       \$62,500         39. Excluding ownership, does the practice employ licensed hearing professionals?       Se2,500	Patient satisfaction	11%	
methodologies do you most prefer?       CE lectures at major professional conventions       32%         Manufacturer sponsored seminars/meetings       47%         Professional journals       2%         Online courses       14%         Other       4%         Compensation Practices       14%         S8. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.       Please fill in personal income at you own discretion         Owner:       Median       \$87,500         Business manager:       Median       \$62,500         Employee:       Median       \$62,500         39. Excluding ownership, does the practice employ licensed hearing professionals?       \$62,500	Other	4%	
Manufacturer sponsored seminars/meetings47% 2% 2% 0nline coursesOnline courses14% 4%Other4%Compensation Practices14% 4%38. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.Please fill in personal income at you own discretionOwner: Median\$87,500 \$62,500 Employee: Median\$62,50039. Excluding ownership, does the practice employ licensed hearing professionals?\$62,500	methodologies do you most prefer?		
Professional journals Online courses Other2% 14% 4%Compensation Practices14% 4%S38. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.Please fill in 		32%	
Online courses Other14% 4%Compensation Practices4%38. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.Please fill in personal income at you own discretionOwner: Median Business manager: Median\$87,500 \$62,500\$62,500S9. Excluding ownership, does the practice employ licensed hearing professionals?\$14% 4%	seminars/meetings	47%	
Other4%Compensation Practices38. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.Please fill in personal income at you own discretionOwner: Median\$87,500Business manager: Median\$62,500Employee: Median\$62,50039. Excluding ownership, does the practice employ licensed hearing professionals?\$62,500	Professional journals	2%	
Compensation Practices         38. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.         Owner:         Median       \$87,500         Business manager: Median       \$62,500         Employee: Median       \$62,500         39. Excluding ownership, does the practice employ licensed hearing professionals?       \$62,500	Online courses	14%	
38. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.Please fill in personal income at you own discretionOwner: Median\$87,500Wedian\$62,500Employee: Median\$62,500S9. Excluding ownership, does the practice employ licensed hearing professionals?\$62,500	Other	4%	
38. Which ONE of the following categories best describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.Please fill in personal income at you own discretionOwner: Median Business manager: Median Employee: Median\$87,500 \$62,500\$62,50039. Excluding ownership, does the practice employ licensed hearing professionals?\$62,500\$62,500			
describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an employee, include salary, commissions, and benefits.Please fill in personal income at you own discretionOwner: Median\$87,500Business manager: Median\$62,500Employee: Median\$62,500S9. Excluding ownership, does the practice employ licensed hearing professionals?\$62,500	Compensation Practices		
Median       \$87,500         Business manager:       Median         Median       \$62,500         Employee:       Median         Median       \$62,500         S9. Excluding ownership, does the practice employ       sec.son         icensed hearing professionals?       Kec.son	describes the total 2009 personal income you earned from the practice? If you are a practice owner, include personal net income and benefits. If you are an		
Business manager: Median \$62,500 Employee: Median \$62,500 39. Excluding ownership, does the practice employ licensed hearing professionals?	Owner:		
Business manager:       Median       \$62,500         Median       \$62,500         Employee:       Median         Median       \$62,500         Signed hearing professionals?       Signed hearing professionals?	Median	\$87,500	
Median\$62,500Employee: Median\$62,50039. Excluding ownership, does the practice employ licensed hearing professionals?\$62,500		,	
Employee: Median\$62,50039. Excluding ownership, does the practice employ licensed hearing professionals?	-	\$62.500	
Median\$62,50039. Excluding ownership, does the practice employ licensed hearing professionals?		, <b></b>	
licensed hearing professionals?		\$62,500	
	Yes	61%	
No <b>39%</b>	No	39%	

Practice Performance C	omparisons	
Observation of The Dreation	Total Hearing	
Characteristics Of The Practice 40. [If licensed hearing professionals are employed] Excluding ownership, does the practice provide licensed hearing professional with health benefits?	Practices	Your Practice
Yes	66%	
No	34%	
41. [If licensed hearing professionals are employed] Which ONE of the following best describes the practice's compensation plan for licensed hearing professionals?		
Salary only	32%	
Commission only	10%	
Salary plus commission	41%	
Salary plus bonus	17%	
42. [If licensed hearing professionals are employed] total dollars, how much did the practice spend in 200 on net salaries and commissions for licensed hearin professionals employed in the practice?	)9	
Total 2009 dollars spent on net salaries and commissions:		
Median	\$110,000	
Average	\$219,496	
Total 2009 dollars spent on fringe benefits (i.e. medical, dental, 401K, etc.):	3	
Median	\$15,000	
Average	\$29,898	
About You		
43. What is your gender?		
Male	48%	
Female	52%	
44. In what year did you receive your dispensing license?		
Median	1991	
45. How many years has the practice been at its main location?	ı	
Median	11	
Average	15.4	

Practice Performance Comparisons		
	Total Hearing	
Characteristics Of The Practice	Practices	Your Practice
46. Which of the following best describes your		
professional certification?		
Doctor of Audiology (AuD)	38%	
Audiologist (MA)	19%	
Hearing Instrument Specialist	38%	
PhD	6%	
Audioprosthologist	6%	
47. Which ONE of the following best describes the		
setting in which the practice operates?	00/	
Medical institution (e.g., hospital, etc.)	8%	
Private practice dispenser Network Affiliation (e.g., Beltone, Miracle Ear,	44%	
Audibel, etc.)	3%	
Private practice audiologist or AuD	28%	
ENT office	10%	
Other	7%	
48. What percentage of your practice's hearing instrument purchases are through the buying group?		
Median	80%	
Average	67%	
Average	07 %	
49. Which ONE of the following best describes your		
role in the practice?		
Practice owner	65%	
Business manager	12%	
Employee	23%	

Practice Performance Comparisons		
	Total Hearing	
Characteristics Of The Practice	Practices	Your Practice
Productivity Measures	(Median)	
Gross revenue per professional hour	\$144	
Hearing instruments dispensed per day	0.61	
Gross revenue per square foot	\$261	
Gross revenue per non-hearing professional staff member	\$123,375	
Gross practice revenue per instrument dispensed	\$1,886	
Instrument revenue per unit dispensed	\$1,362	