



2024 Year in Review

Hearing Care Practice & Industry
Data Review + Trends

Based on MVP practices in the U.S.

Sales & Collections

13.6

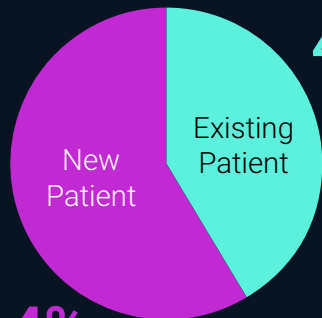
Private Pay Hearing Aid Units per Provider per Month

This was essentially identical to the prior year.

41.6%

Revenue Split

This was nearly identical to the prior year when Existing Patient Revenue was 40.5%, and represents a healthy mix.



58.4%

6.5%

New Patient Revenue Year-Over-Year (YOY) Growth

New Patient Revenue grew 20.2% in 2023.

11.6%

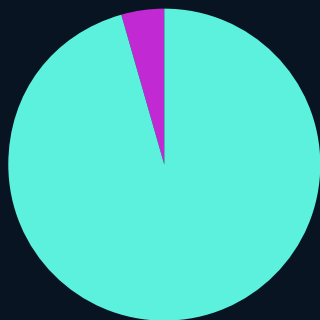
Existing Patient Revenue YOY Growth

Existing Patient Revenue grew 16.3% in 2023.

95.8%

Percent of Invoiced Revenue Collected

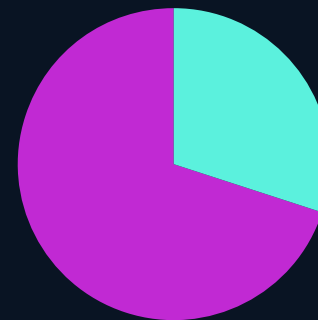
This was up from 93.4% in the prior year, which is surprising and encouraging given recent changes and difficulties in insurance claims processing.



30.2%

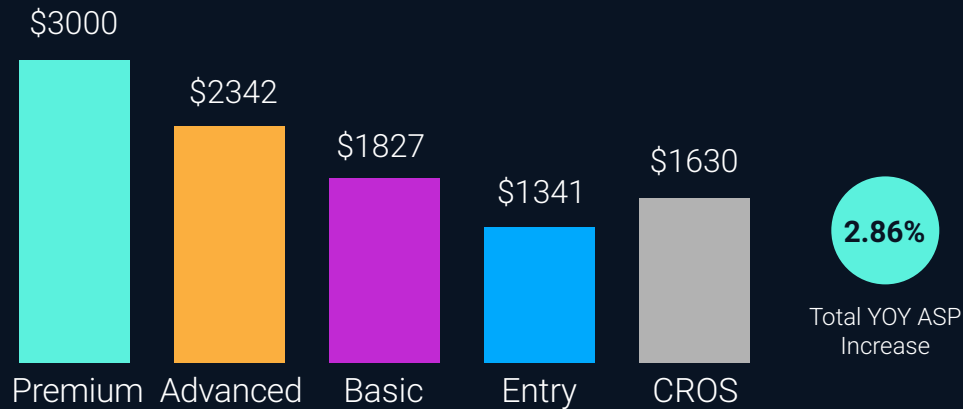
Percent of Hearing Aid Sales with Insurance as Payer

This was a slight drop from 31.5% in the prior year, however this percentage was only 22.2% in 2018, so there has been considerable growth in recent years.



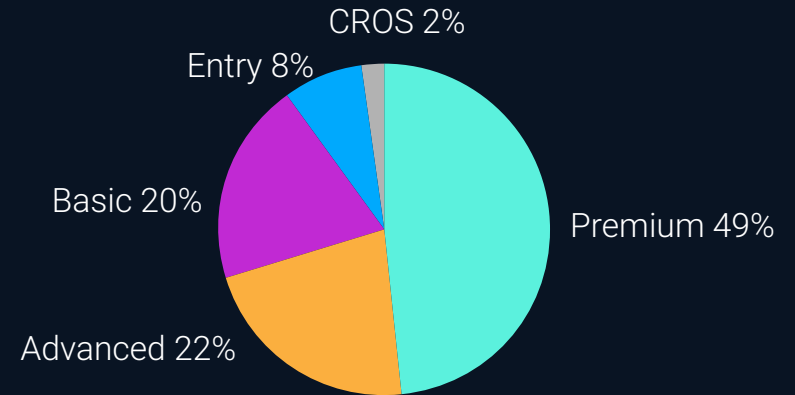
Hearing Aids

Average Selling Prices (ASP)

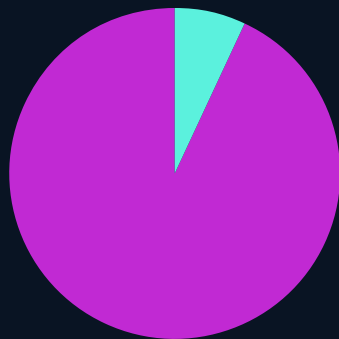


While ASP growth is always welcome, this modest growth is not likely to outpace increased costs of doing business in the last year.

Technology Mix

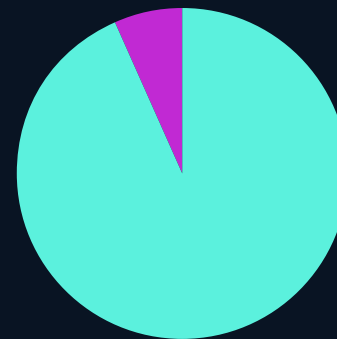


We saw sizeable gains in the Premium category, which was up from 45% in the prior year, cannibalizing from both Basic and Advanced tiers. One theory is that practices are fitting more Premium technology to compete with what most Managed Care and Big Box stores offer.



7.6%
Return Rate

This was nearly identical to the 7.9% return rate in the prior year.



93.5%
Binaural Rate

This was up slightly from 92.3% in the prior year.

Schedule

18.8

**Opportunities per Provider
per Month**

This was a slight drop from 19.6 in the prior year.

12 days

Average Booking Delay

Average Booking Delay is the amount of time, in days, between when an appointment is made and when the patient is actually seen. This increased from 11 the prior year and could be a result of a challenging hiring market for Audiologists and licensed Hearing Instrument Specialists.

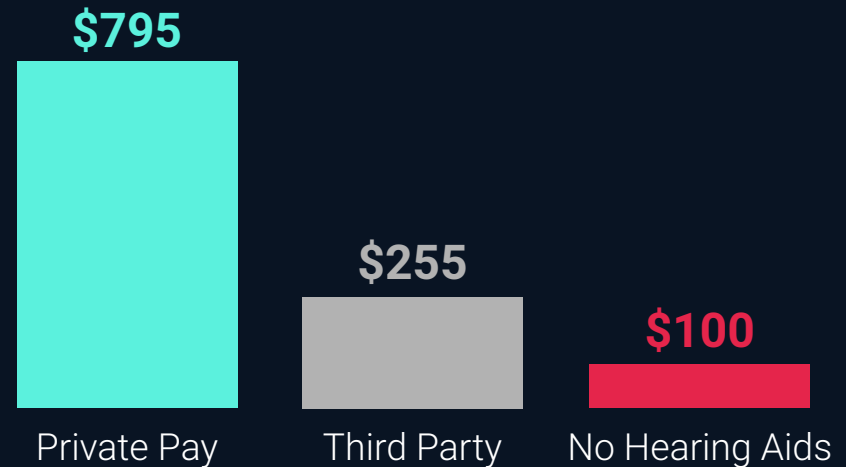
Efficiency



Revenue per Hour

This was up from \$449 in the prior year.

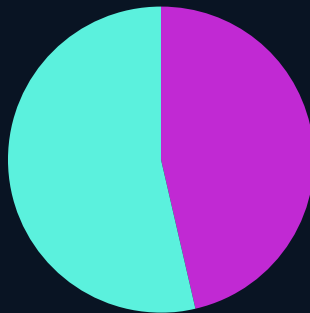
Revenue per Hour by Patient Type



Unsurprisingly, Revenue per Hour generated by Private Pay Patients is approximately 3x greater than that of TPA Patients.

Conversion Rate

53.8%



This was down just slightly from 54.8% in the prior year. This could be related to traits of the Baby Boomer patients that are replacing the Silent Generation patients in many practices, or other marketplace changes such as OTC offerings and macroeconomic headwinds.

Upgrade Interval



Upgrade Interval is the average amount of time, in years, between purchases for patients. This was up from 4.6 in the prior year and echoes trends seen across many consumer electronics categories.

Regional Trends

Northwest

ASP: \$2707
TPA Penetration: 19%
Revenue Growth: 8%
Unit Growth: 8%
TPA Unit Growth: 8%

Central

ASP: \$2384
TPA Penetration: 36%
Revenue Growth: 10%
Unit Growth: 4%
TPA Unit Growth: 7%

Northeast

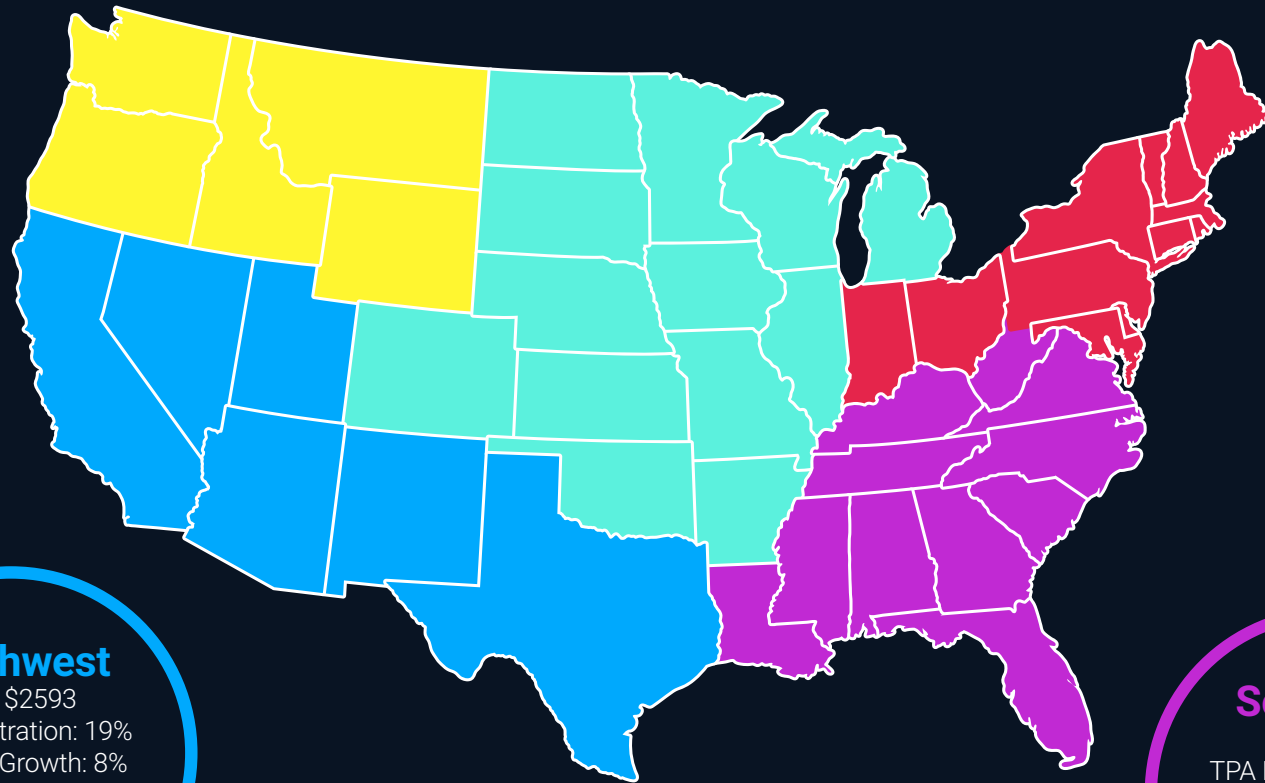
ASP: \$2420
TPA Penetration: 21%
Revenue Growth: 8%
Unit Growth: 5%
TPA Unit Growth: -1%

Southwest

ASP: \$2593
TPA Penetration: 19%
Revenue Growth: 8%
Unit Growth: 11%
TPA Unit Growth: 8%

Southeast

ASP: \$2375
TPA Penetration: 35%
Revenue Growth: 11%
Unit Growth: 8%
TPA Unit Growth: 13%

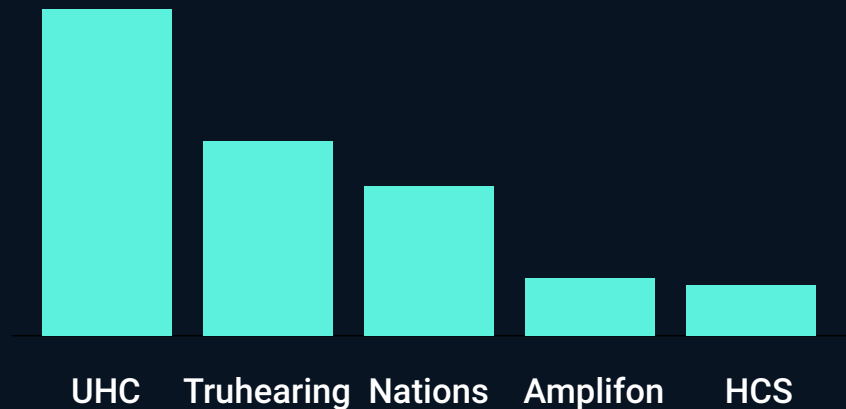


Managed Care

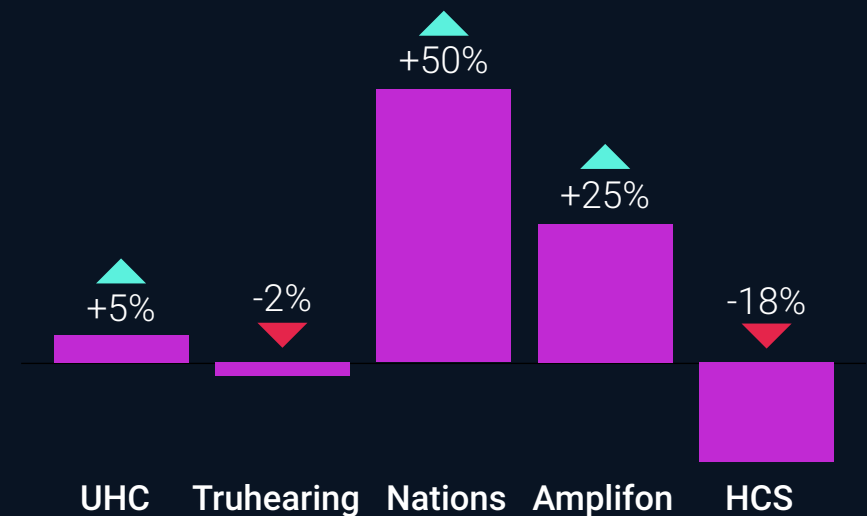
7.5%
TPA Unit Growth

While this growth isn't insignificant and does outpace the Private Pay Unit growth of 6.3%, it pales in comparison to the TPA growth we saw in 2023 over 2022, which was 42.1%.

Volume by TPA Company



TPA Company Growth



United Healthcare (UHC) continued to dominate the TPA market, and Amplifon overtook Hearing Care Solutions (HCS) for the #4 ranking.



Most Valuable Players (MVPs) are defined as the Providers and Clinics in the MVP dataset who are in the top 85th percentile in Revenue per Hour.

In 2024, MVPs tended to have higher ASPs, higher binaural rates, more Opportunities, shorter Upgrade Intervals, less Non Hearing Aid Revenue, and far less Managed Care in their business.

Perhaps most interestingly, MVPs sell 2.5x the Hearing Aids on less than 2X the number of Opportunities with almost identical Conversion Rates to the others.

Provider Comparison

MVP Providers		Others
\$2570	ASP	\$2402
91.8%	Binaural Rate	89.8%
27.3	Monthly Opportunities	17.4
55.2%	Conversion Rate	53.3%
\$87.8K	Monthly Revenue	\$37.3K
28.0	Monthly Private Pay Hearing Aids	11.2
52.9%	Premium as a % of Technology Mix	47.4%

Clinic Comparison

MVP Clinics		Others
22.8%	Non-Hearing Aid Revenue as a % of Total Revenue	26.0%
15.4%	Trailing 12 Months Upgrade Percentage	10.2%
16.5%	TPA Units as a % of Total Units	32.1%
25.9%	Upgrade Units as a % of Total Units	27.6%
10.6%	YOY Revenue Growth	4.3%
7.7%	YOY Units Growth	1.6%
4.41	Average Upgrade Interval	4.80

myVitals Pro™

Know your KPIs. Drive performance.
Become an MVP.

Visit myvitalspro.com.

