



Adding a Tinnitus Clinic

Jason Leyendecker, AuD

Tinnitus and Hyperacusis Clinic of Minnesota, LLC



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- ▶ 4 audiologists and one 4th year extern. And two HIS
- ▶ 3 audiologists have extra training in tinnitus treatments including the TRT training with Pawel Jastreboff.
- ▶ We see one new tinnitus patient a day max per provider. Each initial appointment is 2.5 hours long.



Statistics



- ▶ It is estimated that 40-50 million people in the US alone have tinnitus.
- ▶ Of the 50 million people with tinnitus about 30 million do not care.
- ▶ Of the 20 million who are bothered about 2-3 million people will seek help for it.
- ▶ It is the number one claim for disability in the VA health system.
- ▶ ATA.org 2018



Concerns with seeing tinnitus patients

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- ▶ Training
 - ▶ Time
 - ▶ Reimbursement



Setting up a tinnitus clinic

- ▶ Separate LLC
 - ▶ Allows for the clinic to be non-par with insurances. We are set up to be completely private pay.
 - ▶ Set your billable hour based on how much it costs to run your office with your desired profit.
 - ▶ Charge for your time.
 - ▶ Establish your protocol for testing and follow up.



Protocol



- ▶ Initial appointment is two hours long and we demo a device.
 - ▶ Testing includes Air, Bone, Speech, UCLs, Pitch and loudness match and Quick SIN if UCLs are within normal limits.
- ▶ If hearing aids are best we will send them home for a one week demo. Half hour follow up.
- ▶ Questionnaires. TFI, TRQ, THI, etc. We use TFI and TRQ.
- ▶ Follow up post fitting is determined by the device used or every 3 months for the first year
- ▶ Each follow up is 1 hour- UCLs, counseling, and questionnaires



Resources

- ▶ Find psychologists/psychotherapists in your area that have a general interest in working with your more distressed patients.
- ▶ www.psychologytoday.com
- ▶ Offer for them to see a patient with you so they understand what you do.
- ▶ Establish a relationship with a local ENT.



Marketing



- ▶ Physicians are going to be your big referral sources. We started strong with the local physicians referring.
- ▶ ENTs also are going to be important.
- ▶ SEO marketing with a separate finnitus website.



Challenges with this model

- Explaining the difference to a patient when they call.
 - Train! Train! Train! your staff
- Patients lost to follow up.
- Patients understanding private pay.
- Keeping patients separate between clinics.



Benefits

- ▶ You are able to bill for your time regardless of what testing is required. You are not required to sell a product to cover your costs.
- ▶ Provides a niche specialty in your area to separate you from your competition.
- ▶ The more you do it the more you are able to help your patients.