

The Future of Audiology: Balance

Whether or not you've read this [analysis of Medicare](#), you are probably aware that Medicare is going bankrupt in 2030. So what does this mean for audiologists?

Hearing aids always have been and always will be a primary product you offer in your private practice, but hearing aids can't be the core of your business forever if you expect to remain successful into the future. If you continue doing business the same way you always have in a changing healthcare environment, you won't succeed.

Change presents opportunity. Rather than focusing on a saturated market of hearing aid sales (i.e. everyone's doing it), focus on a service that there's a HUGE need for in our country that *barely* exists today.

Balance.

By adding balance therapy to your practice, you will be able to reach a demographic of patients that have nowhere else to turn. This is not just diagnostics... this is the actual treatment of balance, dizziness, and fall risk patients.

FYZICAL Audiologists all over the country are becoming balance experts and seeing tremendous benefits. You could be generating an additional \$800-\$1500 in revenue per balance patient with FYZICAL.

You have balance patients in your waiting room right now! Many of the patients experiencing hearing loss and other hearing challenges often experience balance or vestibular disorders at some point during their lives.

These patients are the most likely to suffer from fall-related injuries. Costing our healthcare system millions in treatment and surgeries for these injuries. If you could prevent your patients from falling before it happened, wouldn't you do it?

People in your city right now are looking for help. You could be their answer.

FYZICAL takes the guesswork out of providing the best patient care and securing the future of your business. To find out how you can add balance and vestibular therapy to your practice, call us today **941-210-5636**.