Dear Dr. **Name**,

It was not long ago that the audiology and hearing aid division of our practice was considered a requisite department to serve our patients. A colleague named **(insert name here)** approached me and asked if it would be beneficial to us if our audiology division was contributing more revenue and profitability to **(insert clinic name here)**. With reimbursements continually being cut year after year, I was very interested in finding new ways to expand and generate revenue, particularly with private pay patients. **(insert name here)** and I were able to develop a tailored plan that has been quite successful to my practice, and I believe **(insert name here)** could create a plan that will work for you.

In my experience with **(insert name here)**, I have found that he/she is willing to help ENT Physicians improve their audiology and hearing aid business. There is no financial commitment for your participation other than utilizing their industry hearing aid partners for your purchases. You very well could already be using these products.

The product lines **(insert name here)** have provided us offers industry leading technology that is both flexible in application and well-priced. I personally hear this not just from my colleagues but also from my patients. Many of the issues our patients were having with their hearing aids began to subside substantially. I attribute this to both the products but also the training and processes we have implemented since working with **(insert name here)**. A lot of personal joy and professional satisfaction comes from seeing much better outcomes for your patients.

With no financial commitment, **(insert name here)** will do an assessment of your current audiology and hearing aid divisions and create a specific plan to guide your department through an organized and tailored program that will not only increase sales but will also manage expenses, resulting in a healthier department.

I would encourage you to meet with **(insert name here)**and evaluate a custom program that can offer you the same success it has brought to **(insert clinic name here)**. His/her email address is **(insert email here)**, or he/she can be reached at **(insert phone here)**.

Best Wishes,