

# MODULE 5

## PATIENT EXPERIENCE & RETENTION

### AUDIOLOGISTS AND HEARING AID ACOUSTICIANS



3 CEUs • ON-DEMAND • SELF-PACED • OPEN TO MEMBERS & NON-MEMBERS

#### Every fitting can strengthen a long-term patient relationship or quietly weaken it.

Most practices lose patients in the same way: not through a clinical error but through a missed follow-up call, an unclear explanation or a fitting that was never followed up. Module 5 (Aud/HAA) gives you the patient experience design, communication skills and retention systems to close those gaps and turn every patient interaction into an opportunity to build a long-term relationship.



#### Patient Experience Design

Map the complete hearing-care patient journey from intake to advocacy and identify where practices typically build or lose trust: during intake, in the consultation and throughout the post-fitting adaptation period.



#### Communication & Engagement

Develop the four tenets of effective clinical communication: active listening, clarity, professionalism and empathy, supported by practical scripts you can use in your next consultation.



#### Relationships & Sustainable Practice Growth

Understand why retention drives sustainability, identify the behaviours and service gaps that contribute to patient attrition, and apply the four pillars of retention and use patient lifetime value to inform your practice decisions.



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#### By the end of this module, you will be able to:

- Map your patient journey and identify where service-delivery gaps may be contributing to patient loss.
- Apply active listening, clarity, professionalism and empathy in every patient interaction.
- Recognise early warning signs and behaviours that may lead to patient attrition.
- Build a structured follow-up process and calculate the lifetime value of a retained patient.

**Who it's for:** Audiologists and Hearing Aid Acousticians in private practice who want to strengthen the patient experience, improve follow-up and retention, and build sustainable long-term patient relationships.

**Members – R800 • Non-members – R1 050**

**How it works:** Watch the pre-recorded presentations, complete the practical activities and then pass a short, auto-marked online assessment (multiple-choice questions, with a pass mark of 80%) to earn 3 CEUs. The module is practical and aligned with HPCSA requirements throughout.

Presented by

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