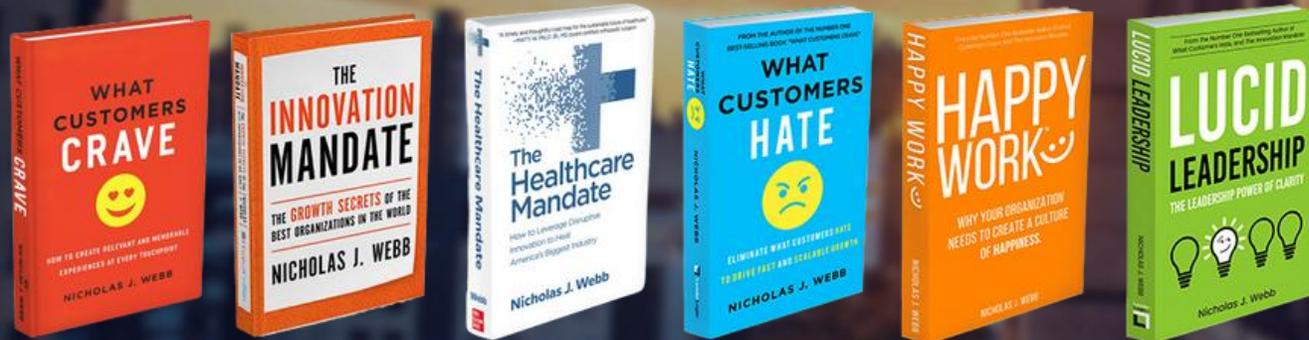


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Formula for Audiology Practice Success



Leadership, Innovation, Customer Experience, and
Happiness Keynote Speaker
nickwebb.com





What is the Future of Audiology?

BAD

GOODS



A glowing lightbulb is the central focus, emitting a vibrant red and blue light. The bulb is surrounded by a dense cloud of small, bright particles in the same colors, creating a sense of dynamic energy and movement. The background is a deep, dark blue, which makes the light from the bulb and the surrounding particles stand out prominently. The overall composition is centered and balanced, with the lightbulb acting as a focal point for the visual metaphor of disruption.

Disruption

Innovation Trajectory



THE
SAME
OLD
THINKING

THE
SAME
OLD
RESULTS

Audiology Disruptors

1

OTC

2

Non-regulated

3

Online Disruptors

4

Private Equity

5

Patient Consumerism

6

Workforce and Economic Disruption

7

Technologies, and Connections

GOOD

NEWS



Customer Experience Economy



TOYS R US

BABIES R US

CLOSING DOWN

UP TO
25% OFF

CLOSING DOWN

EVERYTHING MUST GO!

CLOSING DOWN

UP TO
25% OFF

CLOSING DOWN

EVERYTHING MUST GO!

CLOSING DOWN

EVERYTHING MUST GO!

CLOSING DOWN

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UP TO
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CLOSING DOWN

EVERYTHING MUST GO!

EVERYTHING MUST GO!

CLOSING DOWN





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5B19 5B20 5B21

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Walk-ins welcome



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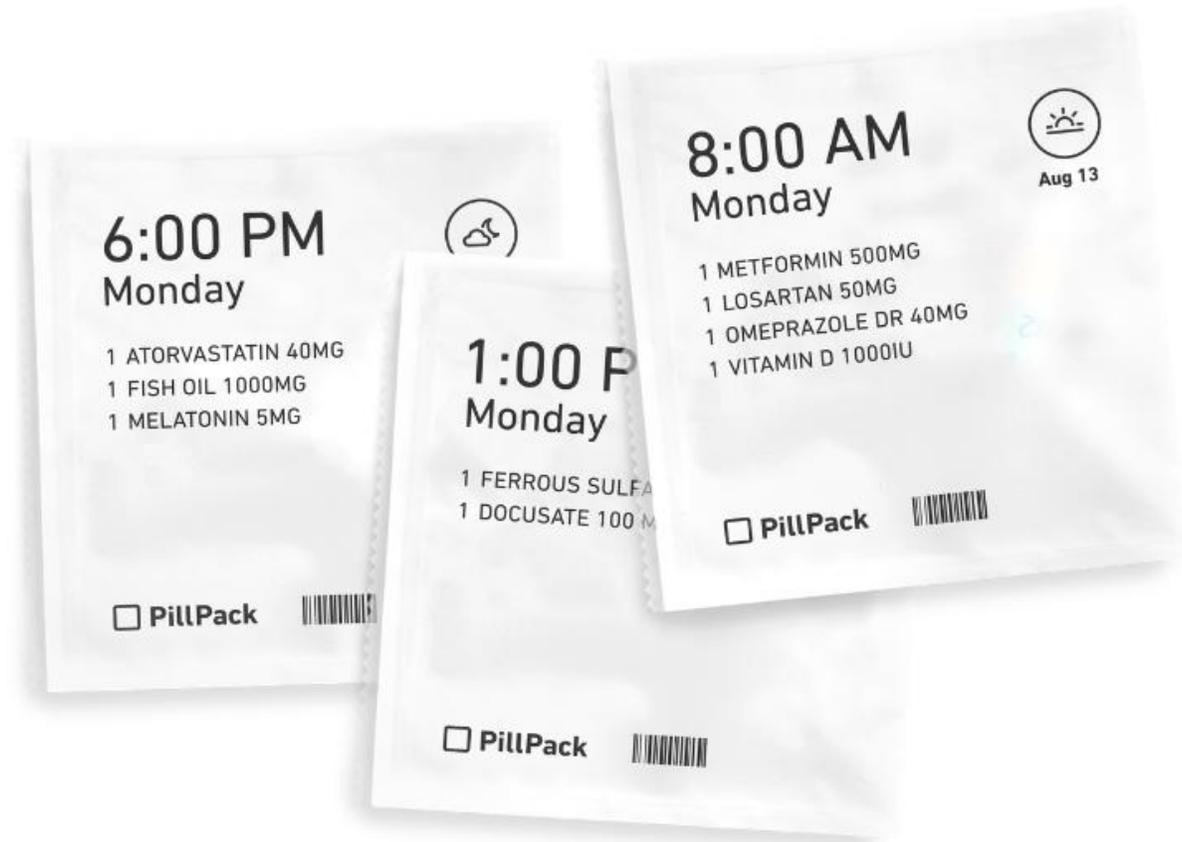
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PillPack is a full-service pharmacy
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[Introducing PillPack \(0:35\)](#)





We'll sort your meds by date and time

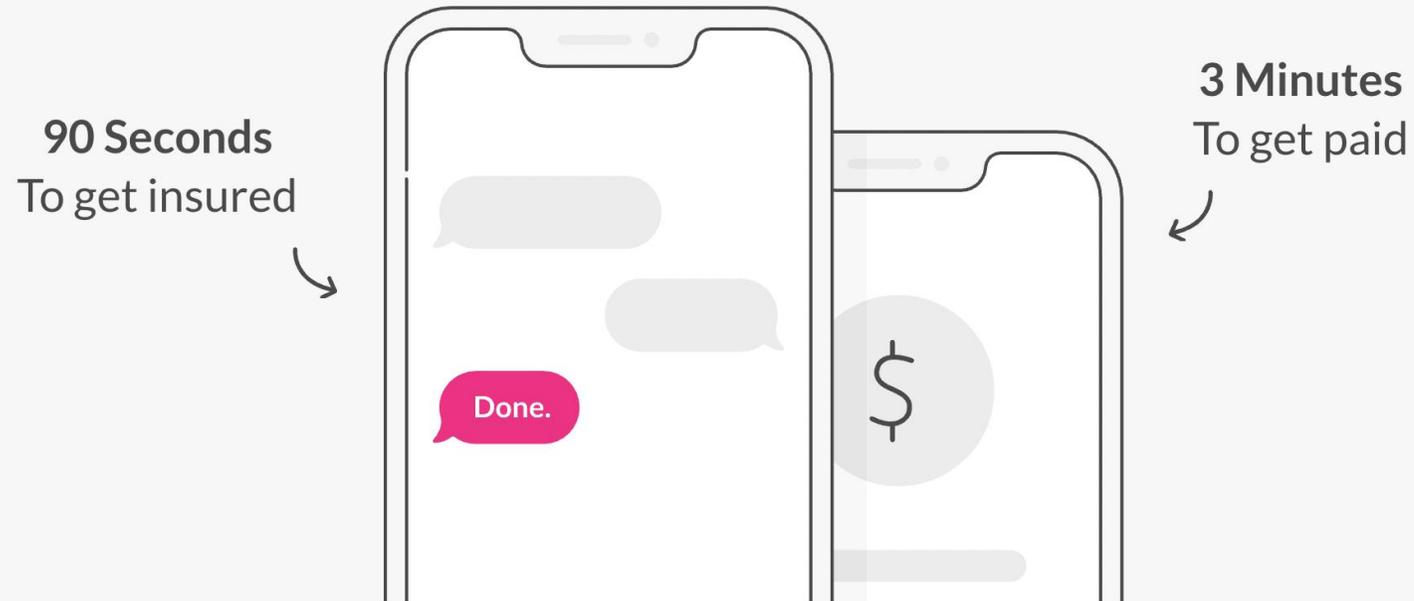
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transparency

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**Under the Hood of Lemonade
Car's Landing Page**



**Unpacking the Stories We Tell
About Technology**

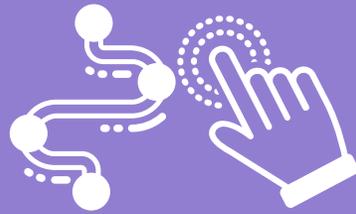


**What The Hell Is AI Ethics—And
Why Should You Care?**

The **3** Elements of CX Innovation



Hate/Love
Personification



Five Touchpoint
Journey Mapping



Digital Blended
Elements

Five Touchpoints in the Patient Journey



Pre-Touch:



Core-Touch



In-Touch



First-Touch



Last-Touch





Enabling Technologies







ZERO UI



ZERO UI



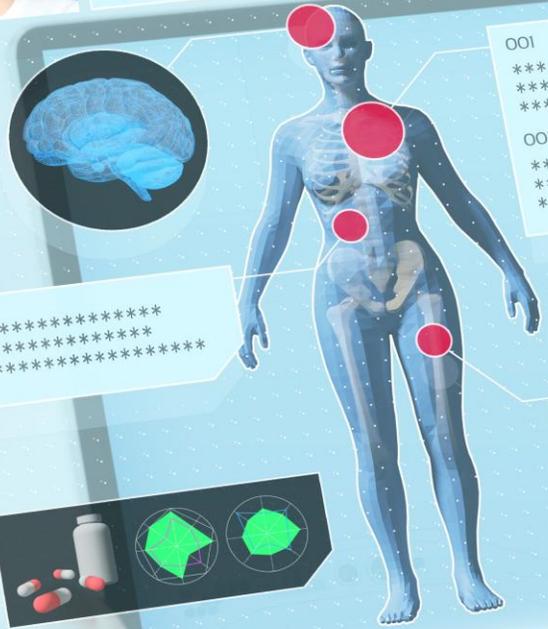
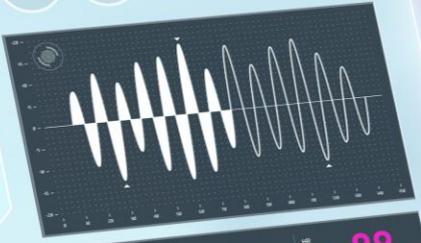
ELECTRONIC MEDICAL RECORD SYSTEM



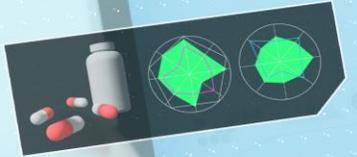
Personal Information



ID Number: *****
Name: *****
Gender: *****
Birth: *****
Age: *****



001 *****
002 *****

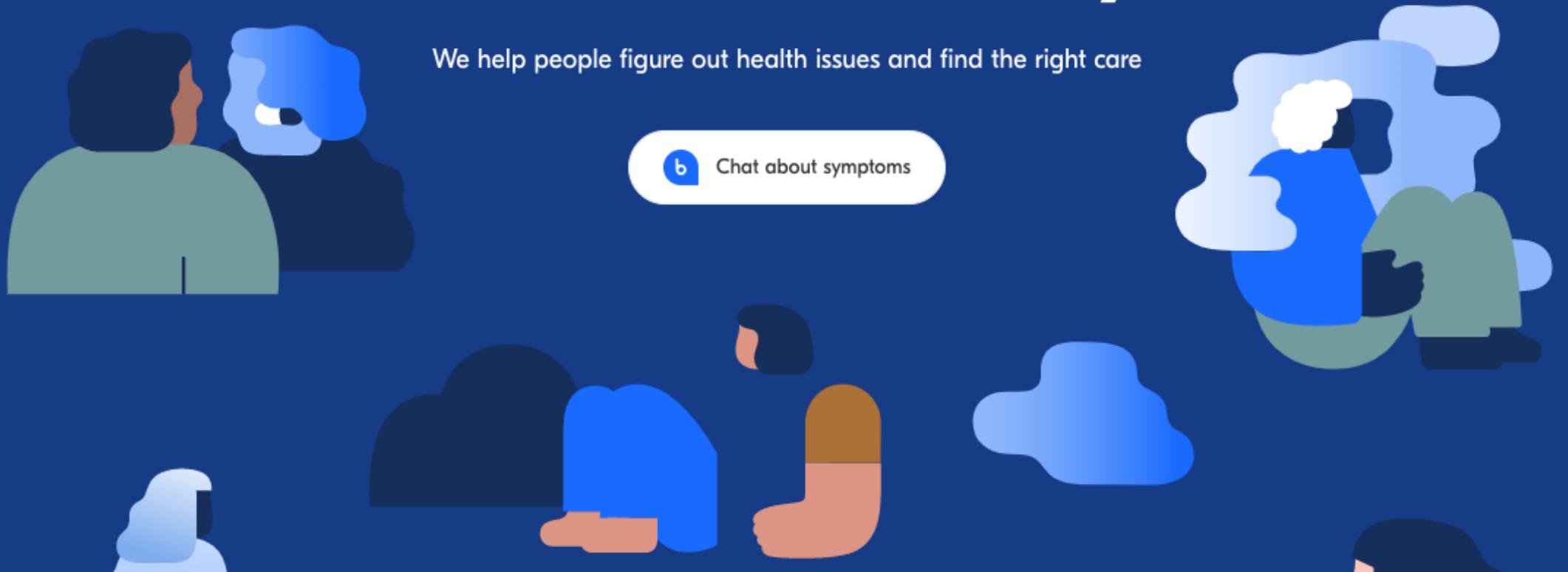


When something feels off, Buoy it

We help people figure out health issues and find the right care



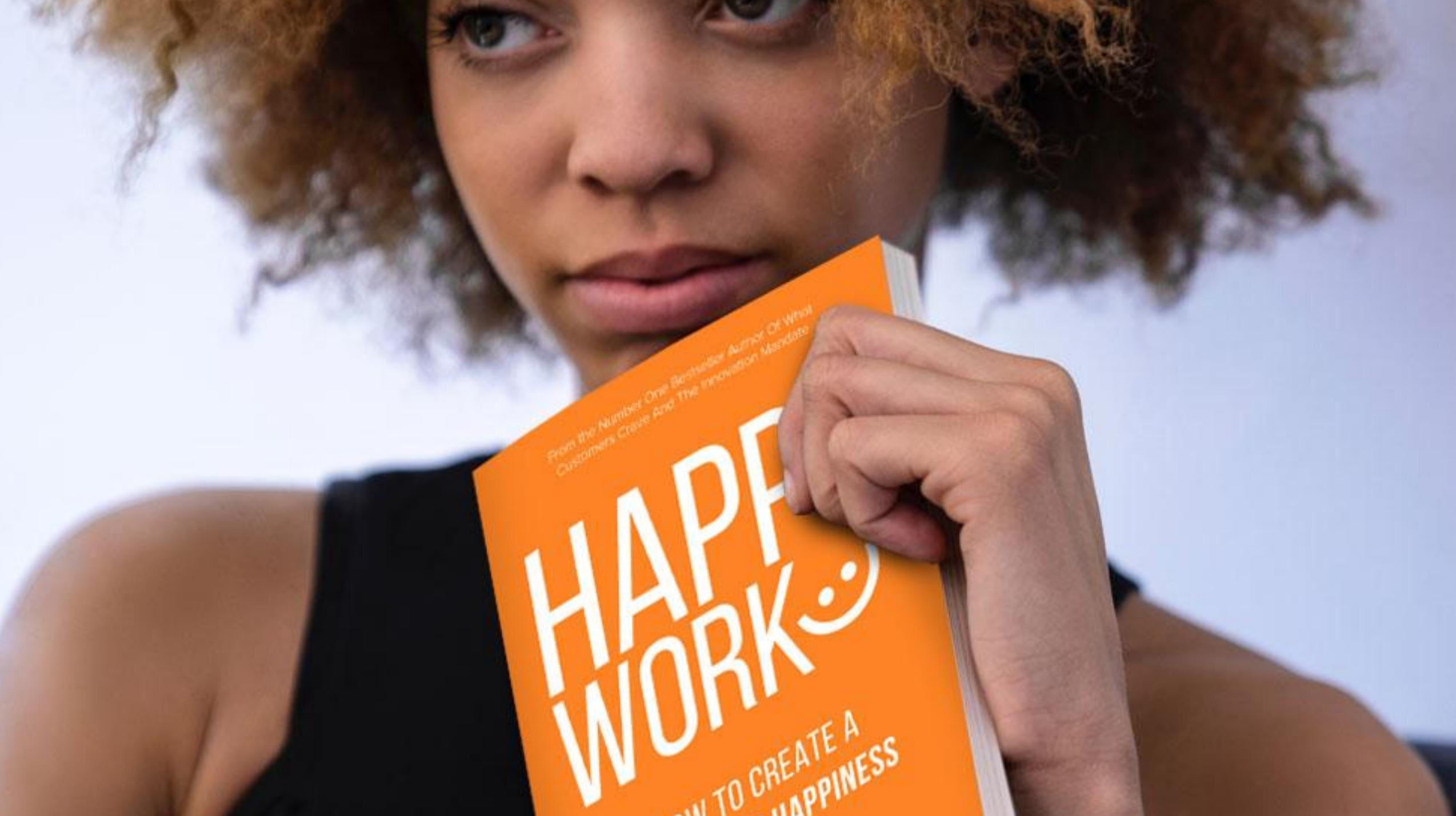
Chat about symptoms











From the Number One Bestseller Author Of What Customers Crave And The Innovation Mandate

HAPPY WORK 😊

HOW TO CREATE A HAPPINESS





Staffing Shortages

STAFFING SHORTAGES

Staffing Shortages

Staffing Shortages

Staffing Shortages

Staffing Shortages

Staffing Shortages

Staffing Shortages

STAFFING





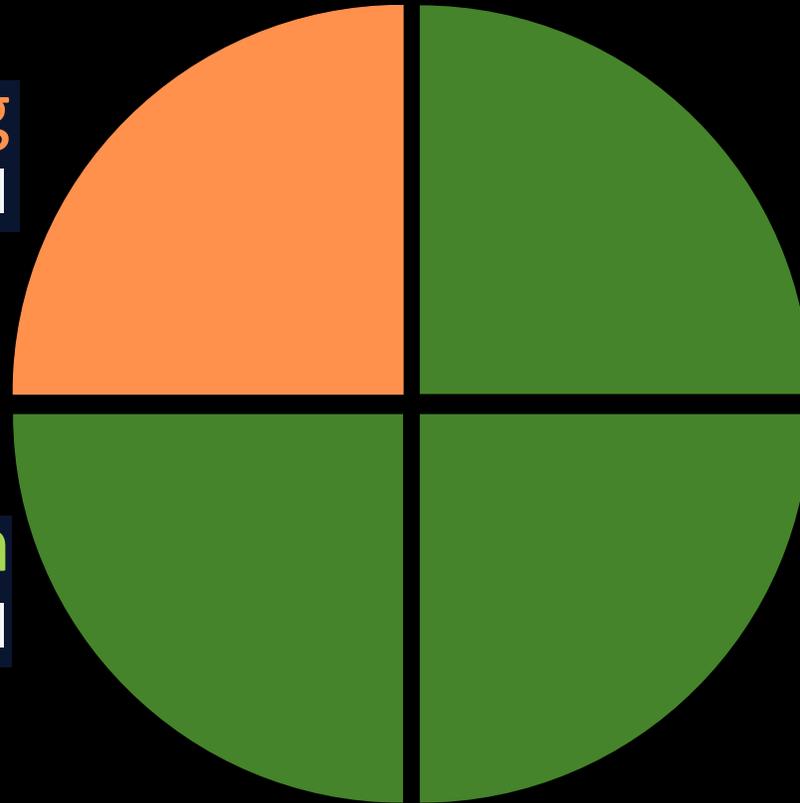
The Rapid Growth Formula for Audiology

Paid Marketing
Expensive, Modest ROI

Promotion
Free, Exceptional ROI

Stop Deflection
Free, Exceptional ROI

Retention
Free, Exceptional ROI



What the Best Practices Will Do in 2023 and Beyond

Increase Sales by 75%

Implement a CX & HX
Strategy

Build a Culture of Patient &
Employee Happiness

Formal Training in
Patient Advocacy

Reduce Cost & Improve
Patient Flow

Practice Performance
Assessment & Optimization

Lead Your Market With the Best
Technologies

Choose the Best
Technology Partners

The Benefits Audiology Innovation

- **Significantly Reduce Cost**
- **Improve Efficiencies**
- **Attract and Keep the Best Talent**
- **Drive Fast Practice Growth**
- **Adapt to Chaotic Change**
- **Massive Improvements in Patient Happiness**



Let's GO!

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