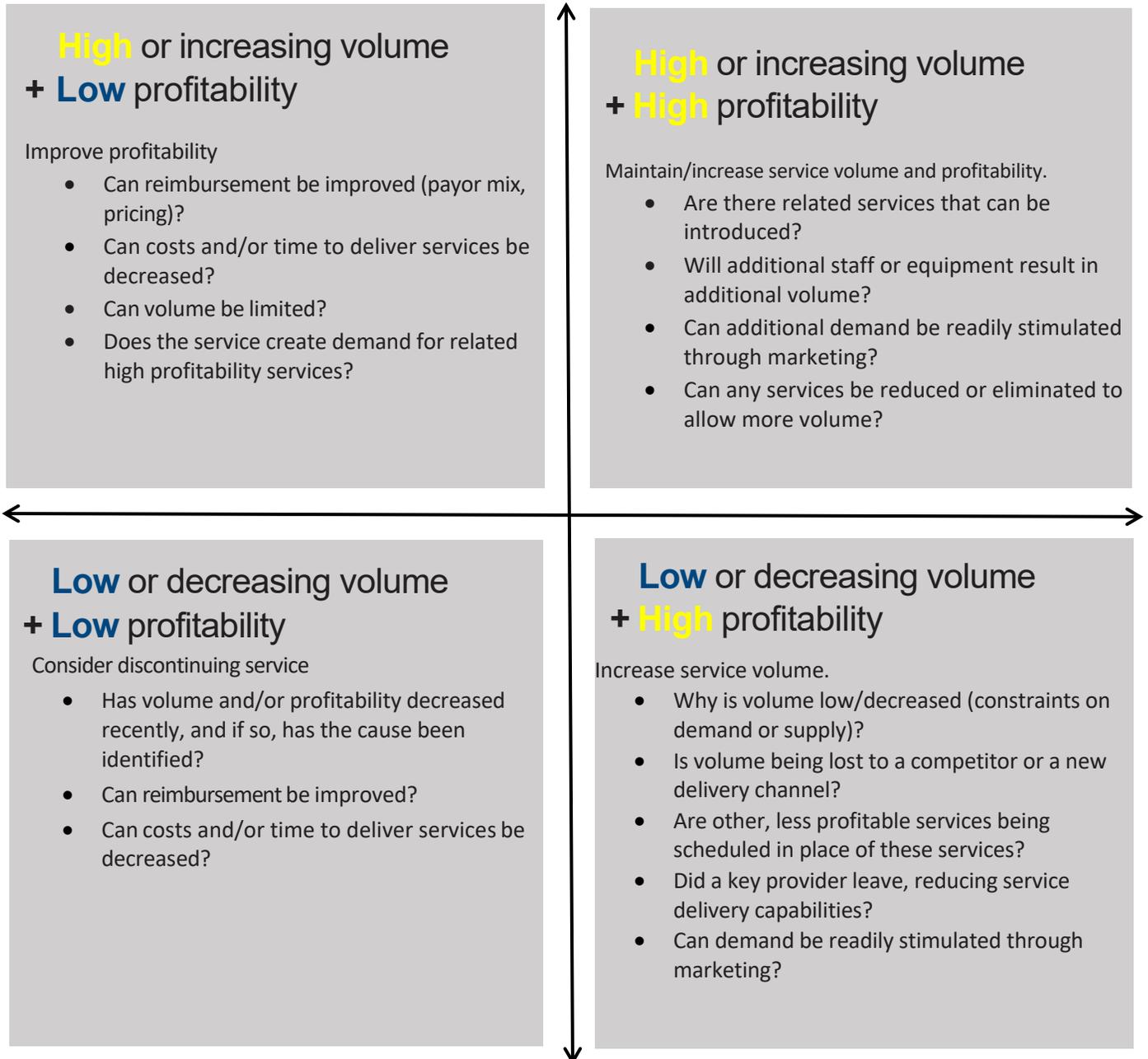


# Audiology Service Mix and Profitability Considerations



**High** or increasing volume  
+ **Low** profitability

Improve profitability

- Can reimbursement be improved (payor mix, pricing)?
- Can costs and/or time to deliver services be decreased?
- Can volume be limited?
- Does the service create demand for related high profitability services?

**High** or increasing volume  
+ **High** profitability

Maintain/increase service volume and profitability.

- Are there related services that can be introduced?
- Will additional staff or equipment result in additional volume?
- Can additional demand be readily stimulated through marketing?
- Can any services be reduced or eliminated to allow more volume?

**Low** or decreasing volume  
+ **Low** profitability

Consider discontinuing service

- Has volume and/or profitability decreased recently, and if so, has the cause been identified?
- Can reimbursement be improved?
- Can costs and/or time to deliver services be decreased?

**Low** or decreasing volume  
+ **High** profitability

Increase service volume.

- Why is volume low/decreased (constraints on demand or supply)?
- Is volume being lost to a competitor or a new delivery channel?
- Are other, less profitable services being scheduled in place of these services?
- Did a key provider leave, reducing service delivery capabilities?
- Can demand be readily stimulated through marketing?