

# ***2024 Strategic Initiatives, Outsmart Don't Outspend Mentality***

- ⊕ Progressive partnership with like-minded leaders
- ⊕ Purposeful practice culture and buddy system team training
- ⊕ Omni-channel marketing which leverages proprietary content
- ⊕ Emphasis on dementia-related community education
- ⊕ Industrial hearing testing program which opens new doors
- ⊕ Home healthcare agency alliances that deliver convenience
- ⊕ Specialized education on tinnitus, vestibular and dizziness
- ⊕ *Better Hearing is Better Community* “Giving Back” campaigns
- ⊕ Effective marketing automations with a personal touch
- ⊕ Celebrating progress and building success on success