

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