

Auditdata

BUYER'S GUIDE 2026

The Ultimate Audiology PMS Buyer's Guide



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Introduction

Today's multi-clinic audiology practices face growing pressure on multiple fronts. Patient demand is increasing as the population age globally, with **1 in 6 people** expected to be **aged 60 or older by 2030**.

At the same time, the number of people who need hearing care treatment is increasing faster than the number of clinicians available to provide it. A global audiologists shortage contributes to longer patient wait times and heavier workloads across clinics. On top of all of this no-show rates commonly fall between **10–30%**, wasting clinical time and resources, especially in multi-location practices.

To stay competitive and deliver consistent, best care experiences, multi-clinic hearing practices need modern, audiology-specific Practice Management Software also known as a Office Management System to connect clinical and business operations. The right PMS helps reduce administrative work, improves collaboration, and optimizes resources, allowing audiologists to focus on patient care.



This Buyer's Guide will help you understand the role of PMS in audiology, the key capabilities to look for, and the steps to choosing the best solution for your clinic. Our goal is to help you make a confident decision in choosing the right PMS that will help your clinic work smarter and more efficiently.

CHAPTER 1

Why Audiology Needs a **Specialized PMS**

Why Audiology Needs a Specialized PMS

Generic PMS or Office Management System (OMS) solutions aren't built to handle the unique complexities that come with managing hearing clinics, such as medical diagnostics, hearing aid retail, and ongoing patient care.

An audiology-specific PMS bridges clinical accuracy with business efficiency. It connects NOAH integration, hearing aid fittings, device inventory, and reimbursement workflows in one secure, compliant system.



The result: smoother operations, better patient experiences, and stronger financial control.

PMS enables your teams to manage, automate, and optimize various aspects of your hearing practice in one secure and connected hub. A modern audiology-specific PMS simplifies and centralizes administrative tasks and natively integrates with NOAH so clinical data flows seamlessly across the entire patient journey.

By unifying lead nurturing, scheduling, patient communication, clinical data, billing & claims, inventory, and reporting, PMS eliminates double entry and accelerates clinical assessments.



Here's What You Gain with a PMS Built for Audiology

You can run a hearing clinic on a generic PMS, but you'll pay for it in customization, integrations, and ongoing workarounds.

Audiology combines clinical care, retail, serialized devices, warranties, and long-term aftercare – complexity generic systems weren't built to handle. The result? Higher consulting costs, continuous maintenance, and rising total cost of ownership.

01

Clinical and Retail in One Place

Manage diagnostics, fittings and aftercare alongside product sales, warranties and repairs. Track every step of a patient's hearing journey from test to treatment.

02

HIMSA NOAH Integration

Generic systems import data, but hearing clinics need true NOAH integration. A specialized PMS launches fitting software, writes sessions back, and preserves the patient timeline, so current clinical data drives cleaner, faster claims with fewer denials.

03

Audiology Measurements without Extra Clicks

All tests should flow into the patient's record automatically, protecting clinical quality, reduces manual transcription, eliminates errors and redundancies, and keeps evidence of care easy to review during follow-ups or audits.

04

Device Tracking that Understands Hearing Aids

Hearing devices are serialized, trialed, loaned, repaired, and returned. Manage tracks serials, warranties, loaners, and accessories, so what's dispensed, repaired, or exchanged always matches patient and stock records.

05

Third-Party Hearing Benefits & Administrators – Especially in the U.S.

Many patients arrive at hearing clinics via managed hearing benefit programs. An audiology-specific PMS supports their authorizations, documentation requirements, and fee schedules – reducing rework, write-offs, and patient confusion at checkout.

06

Smart Scheduling for All Your Clinics

Hearing practices need flexible scheduling for rooms, providers, multiple locations, and home visits. A cloud-based PMS lets staff collaborate in real time, so everyone works from the same up-to-date schedule. Fully featured solutions also allow patients to book or reschedule online.



07

Compliant Patient Communication

No-shows in healthcare reach **80%**, costing about **\$200** per appointment. Automated SMS and emails lift attendance, if consent rules are handled right. A specialized PMS automates reminders, recalls, and post-fit check-ins while logging consent in the chart.

08

Documentation That Fits the Exam

Audiology-specific templates and guided workflows reduce missed steps, standardize exams, increase clinical compliance and make notes consistent among all providers across your hearing practice.

09

Revenue Cycle Tuned to Hearing Care

From quotes and bundled packages to returns/exchanges and benefit coordination, hearing care has billing wrinkles other systems don't cover well. A PMS that's audiology-specific aligns invoices, claims, remits, returns, and inventory adjustments so your finances remain accurate.

10

Reporting on Hearing-Specific KPIs

Generic production reports aren't enough to measure clinic performance. Look for dashboards tracking trial-to-conversion, return rate, first-fit-to-follow-up time, no-shows, production per visit, repair cycle time, and payer performance, filterable by site, provider, and campaign.

11

Security, Compliance, and Data Residency

Privacy isn't partial, from demographics to clinical, all data must be treated as sensitive. A specialized PMS should be secure, supporting HIPAA/BAA (U.S.), GDPR (EU/UK), role-based access, MFA/SSO, detailed audit logs, backups, and clear data-hosting locations – documented in writing.

12

Ready for Multi-Location Scale

As your practice grows past **10** locations, you'll want central price books, site-specific rules, cross-site patient search/merge, inter-site device transfers, and identity management (SSO/SCIM). Specialized PMS solutions handle this without workarounds.

AI in Audiology PMS: Less Admin, More Time Focused on Patients

Artificial Intelligence (AI) is transforming audiology – including PMS solutions – allowing clinics to provide more personalized, precise care to elevate patients’ outcomes, experiences, and satisfaction. Some PMS solutions now include AI-powered features to take notes, provide smarter clinical prompts, and generate reports. An astonishing **33%** of clinic time is lost to documentation.

This significantly reduces repetitive documentation tasks, saving clinicians as much as an hour per day. Instead of spending time typing notes during exams, you can focus entirely on your patients, improving efficiency and most importantly, the patient experience.

The AI-driven notetaking tool benefits patients, as well as providers. Many hearing practices have praised Auditdata’s new Notes Assistant, saying it helps providers’ well-being by removing a time-consuming administrative burden, by writing journal notes, reports and letters for patients and external healthcare providers. With traditional, manual documentation, audiologists often need to work after hours to catch up on paperwork.

The screenshot shows the Auditdata PMS interface for a patient named Miss Patricia Miller. The interface is divided into a sidebar on the left and a main content area on the right. The sidebar contains navigation options: Leads, Patients, Scheduler, Finance, Inventory, Reports, and Tasks. The main content area displays the patient's profile, including a transcription timer (00:33), patient ID (11741848), and contact information. The contact information section includes fields for Primary contact (Patricia Miller), Mobile phone number ((214) 555-6774), Email (patriciamiller73@gmail.com), Home phone number (-), Patient address (4411 Belmont Ave, Dallas, Texas, TX 75204, United States of America), and Work phone number (-). Below the contact information is a Note section with the text: "Patient reports overall satisfaction with her current hearing aids, but has noticed increased difficulty hearing conversations in noisy environments, particularly in restaurants and during family gatherings." The Note section has an EDIT button. At the bottom of the main content area is an Appointments section.

CHAPTER 2

The Business Case of PMS

The Business Case of PMS

There are several significant benefits to using a PMS in your clinics across both the business and clinical aspects of audiology. From operational efficiency to retail performance, its impact goes far beyond scheduling.

Increase Efficiency and Productivity

A fully featured PMS will increase efficiency across a wide range of tasks, from automated appointment reminders to AI-powered notetaking during exams.

By reducing the time spent on administrative tasks, clinicians can see more patients and boost important metrics, like sales and conversions, for your practice. That reclaimed time also allows clinicians to focus more deeply on patient care, resulting in higher-quality consultations, improved fitting rates, and stronger patient confidence. When appointments feel more thorough and personalized, patients are more likely to move forward with treatment and return for ongoing care.

Save Up to
60 Minutes
 Per Day with AI-Powered Notes

START TRANSCRIBING



Grace Reed

Patient ID: 113036
(Active)

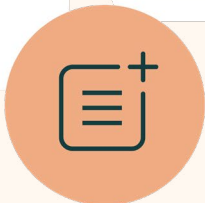


Contact Information

- Primary Contact: **Grace Reed**
- Email: **Grace Reed**
- Mobile Phone Number **Grace Reed**
- Patient Address: **114 Birch Street, Queens, New York, 91822, United States, America**

Appointments

Date/Time	Reason/Category	Reason/Category
01/23/2026 10:00 am - 10:45 am	HA Fitting Private	New York Frank Gomez
01/23/2026 10:00 am - 10:45 am	Wax Removal Private	Chicago Johnny Bourne
01/23/2026 10:00 am - 10:45 am	Hearing test Private	Atlantic City Oleksandr
01/23/2026 10:00 am - 10:45 am	Hearing test Private	Atlantic City Oleksandr



Improve Financial Accuracy

Trying to manage financial tasks manually can be time-consuming, complex, and error-prone, but the right PMS makes these efforts much easier, more accurate, and stress-free. A PMS can streamline and simplify billing and insurance claims processes, resulting in faster billing, fewer insurance denials, and quicker reimbursements – all big wins for your hearing practice. Some solutions offer integrations to accounting systems, eliminating double entry, which results in faster billing cycles and better cash flow.

Boost Visibility and Key Metrics

Having network-wide visibility is a game-changer for multi-location audiology practices. A PMS can improve benchmarking, KPI tracking, and reporting across all your enterprise. With real-time data, you can make more informed, data-driven decisions to benefit your clinics and patients. Identify areas of concern, such as underperforming staff members, high hearing aid return rates, increasing patient no-show rates, etc., so you can proactively make adjustments to improve these metrics.

Standardize Quality of Care

The right PMS can improve your clinical efforts, as well as your business tasks. Integrated audiology workflows allow your providers to focus on the patient in front of them – and not have to worry about what comes next in the exam. This also helps ensure that clinicians don't forget any steps in the exam sequence.

Some PMS solutions offer fully customizable workflows, enabling you to set it up according to your clinic's needs and best practices. Not only does this help standardize care, but it also helps your clinic stand out from the competition, as your providers will consistently perform high-quality exams across your practice, improving patient satisfaction.

Optimize Retail Operations

A cloud-based PMS is invaluable for your retail operations, providing greater visibility into your inventory, offering more accurate, real-time information about in-stock products, and helping you manage returns. Using this tool, you'll be able to easily see when stock is running low, so you can reorder accordingly. A PMS can help streamline purchasing and restocking workflows, giving clinics better visibility into inventory levels and supporting more informed ordering decisions.

Strengthen Collaboration Across Clinics and Teams

Shared, cloud-based tools make collaboration seamless across multiple clinics. Staff can view schedules, access records, and edit documents from any location, eliminating version-control issues and paper bottlenecks. Multi-site visibility helps managers balance workloads, track performance, and maintain standardized processes enterprise-wide.

CHAPTER 3

Buyer's Checklist

Buyer's Checklist

Now that we've covered the value of a PMS for your audiology practice, the next step is identifying the features that will deliver the greatest impact. When evaluating solutions, look for a system that includes the following core capabilities.

Below, you'll find a table ranking the most important PMS features based on their typical impact across audiology practices. Of course, your practice's priorities may vary, but this serves as a helpful guideline for assessing what matters most to your business.

Feature	Short Description	Importance/Rating	Notes
Scheduling	Centralized, real-time calendar across all locations to fill gaps and optimize clinician time.	★★★★★	Does the PMS support configurable scheduler for locations and provider? Online booking?
Billing & Insurance	The PMS helps customers move from invoicing and claim creation to reimbursement with less friction and greater confidence.	★★★★★	Can it integrate with your existing accounting software, reimbursement systems or clearinghouse?
NOAH Integration	Connects clinical and HIM data; ensures compatibility with audiology software.	★★★★★	Confirm if it has certified NOAH integration to connect the patient data with the clinical data, not just data import.
Data Security and Compliance	HIPAA and GDPR compliant; encryption and audit trails.	★★★★★	Ask where data is hosted and how backups are managed.
Reporting	Provides network-wide visibility and KPI tracking across clinics.	★★★★☆	Can reports be customized for specific business roles?
Vendor Ecosystem – Onboarding & Support	Migration, onboarding, training, and ongoing global support.	★★★★★	What's the Service Level Agreement (SLA) for support response times? Are training materials provided?
Patient Engagement Tools	Automated reminders, recall campaigns, and patient portal.	★★★★☆	Does it offer two-way messaging options?



Feature	Short Description	Importance/Rating	Notes
Workflow Automation	Guided clinical workflows standardize care and reduce documentation errors.	★★★★☆	Are workflows customizable to your clinical protocols?
Retail & Inventory	Streamline purchasing and restocking workflows, giving better visibility into inventory levels and supporting more informed ordering decisions.	★★★★☆	Can it integrate with suppliers or ERP systems?
Marketing & Lead Management	Tracks referrals, automates campaigns, and supports audience segmentation.	★★★★☆	Can it integrate with CRM or marketing automation tools?
Integration Flexibility (APIs)	Connects with CRM, HR, and accounting systems to streamline data flow.	★★★★☆	Are APIs open, documented, and supported by the vendor? This is important for multi-location clinics. Are interfaces public?
Tele-Audiology Capabilities	Enables virtual appointments and remote care with secure video links.	★★★☆☆	Is it HIPAA-compliant and integrated into the main workflow?

CHAPTER 4

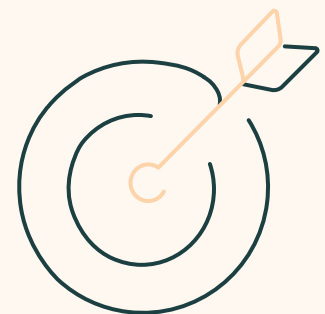
How to Choose
the Right PMS

How to Choose the Right PMS

Once you have identified the key features that your clinic needs, it's time to evaluate which platform best aligns with your goals, technology requirements, and rollout plan. Follow these three critical steps to choose the right PMS for your audiology practice.

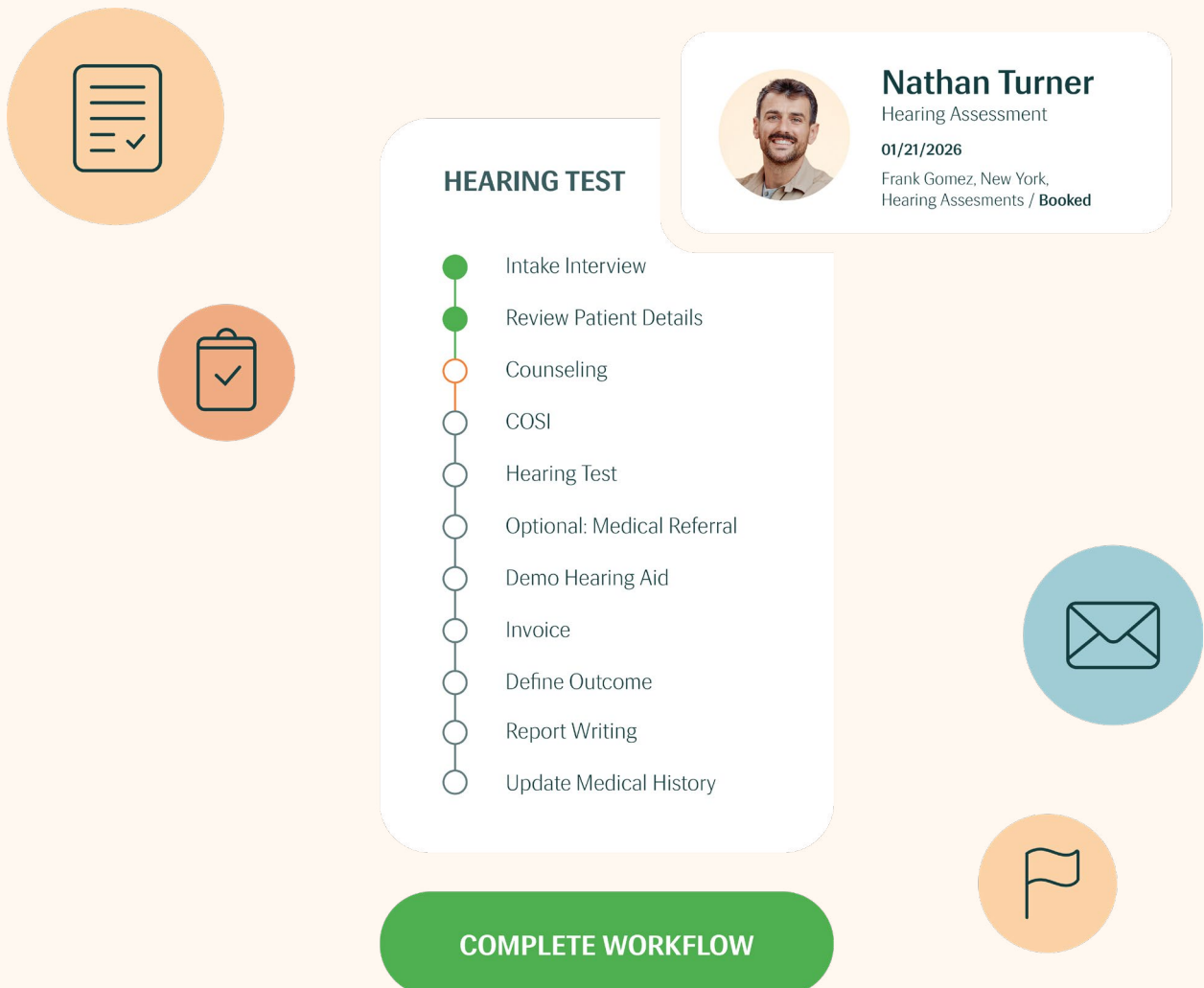
Step 1: Define Your Goals

Define your clinic's goals and what you hope to accomplish with your PMS. Most commonly, multi-location hearing clinics want to:



- **Improve Efficiency** – Look for a PMS that automates repetitive tasks, such as appointment booking, reminders, billing, documentation, and reporting. Features like AI-powered notetaking, claims management, and guided clinical workflows can save time, reduce manual errors, and allow staff to focus more on patients.
- **Centralize Hub for Data and Operations** - You'll need a PMS that acts as a single, safe, connected hub for your entire organization, linking scheduling, billing, reporting, inventory, and patient records across locations. Choose a platform that supports multi-site access, real-time data synchronization, and robust reporting dashboards for enterprise-wide visibility.
- **Grow Your Business and Attract More Patients** – Prioritize a PMS that integrates with external CRMs and your marketing platform. Recognize that a PMS's main goal will never be attracting new patients, but it can be extremely valuable for tracking and managing leads through the journey from first contact to conversion. While a PMS is a great addition to your clinic's marketing efforts, this solution is not a marketing tool on its own.
- **Meeting Compliance Requirements** – Since compliance is the goal, look for a PMS with HIPAA compliance, ISO certifications, etc. For instance, using a PMS with ISO certification and proper process documentation will help your clinic meet the strictest industry standards for quality and compliance. Your PMS should also include necessary administrative tools like intake forms, electronic document templates, drag-and-drop document management, and built-in electronic signatures, making it easier to complete important documentation properly. Also, look for a built-in audit trail, so you can track every change for full transparency and accountability.

- **Ensure Retail Excellence** – Your PMS should elevate your retail efforts, as well, so you can better manage your inventory, stock, suppliers, and other key components of your retail business. Select a PMS that connects clinical and commercial data, and look for features like inventory management, integrations to ERP systems, etc. A fully featured PMS will help you streamline inventory, track sales and other metrics, reduce administrative workload, and reduce time-consuming administrative tasks. Additionally, your PMS will be instrumental in tracking products, quantities, and prices, ensuring accuracy and compliance with industry regulations.



Step 2: Evaluate Technology

Explore what each PMS option offers in terms of technology, considering:

- **Cloud vs. Local Systems** – A cloud-based PMS is essential for multi-location hearing practices, allowing staff from different clinics to see (and update) schedules across the enterprise in real-time, collaborate on lead management efforts, view reports across the organization, etc. Cloud-based systems are also essential for NOAH integration, allowing clinicians to access patient records and other data, whether they're working in the clinic or out in the community. When looking at PMS options, know that multi-location practices will need a cloud-based solution.
- **Integration** – Confirm that the PMS integrates seamlessly with your existing systems –such as your CRM, accounting, inventory, and user management tools. Strong integrations eliminate redundant data entry, reduce errors, and create unified reporting across departments. They also give your organization the flexibility to scale and evolve, allowing you to adopt new technologies or best-in-class tools as your business grows.
- **Data Security** – Security is a need, not a want, since you're managing confidential patient health records, financial information, as well as critical data on each patient (e.g., address, birthdate, etc.) With cybersecurity breaches continuing to occur in the healthcare sector, you need reassurance that your information will stay safe. Therefore, select a PMS solution that offers the strictest security safeguards that are compliant with industry standards.
- **AI Capabilities** – AI is rapidly improving efficiency across healthcare, and audiology is no exception. Choose a PMS that incorporates AI, which demonstrates that the vendor embraces innovation and has futureproofed their platform. AI-driven functionality –such as automated documentation and smart reporting – helps clinics save time, standardize care, and enhance decision-making. A vendor that invests in AI is likely to continue evolving their technology, ensuring your PMS remains adaptable as new capabilities emerge.

Once you've defined your goals and key technology requirements, it's time to explore how current PMS vendors compare.

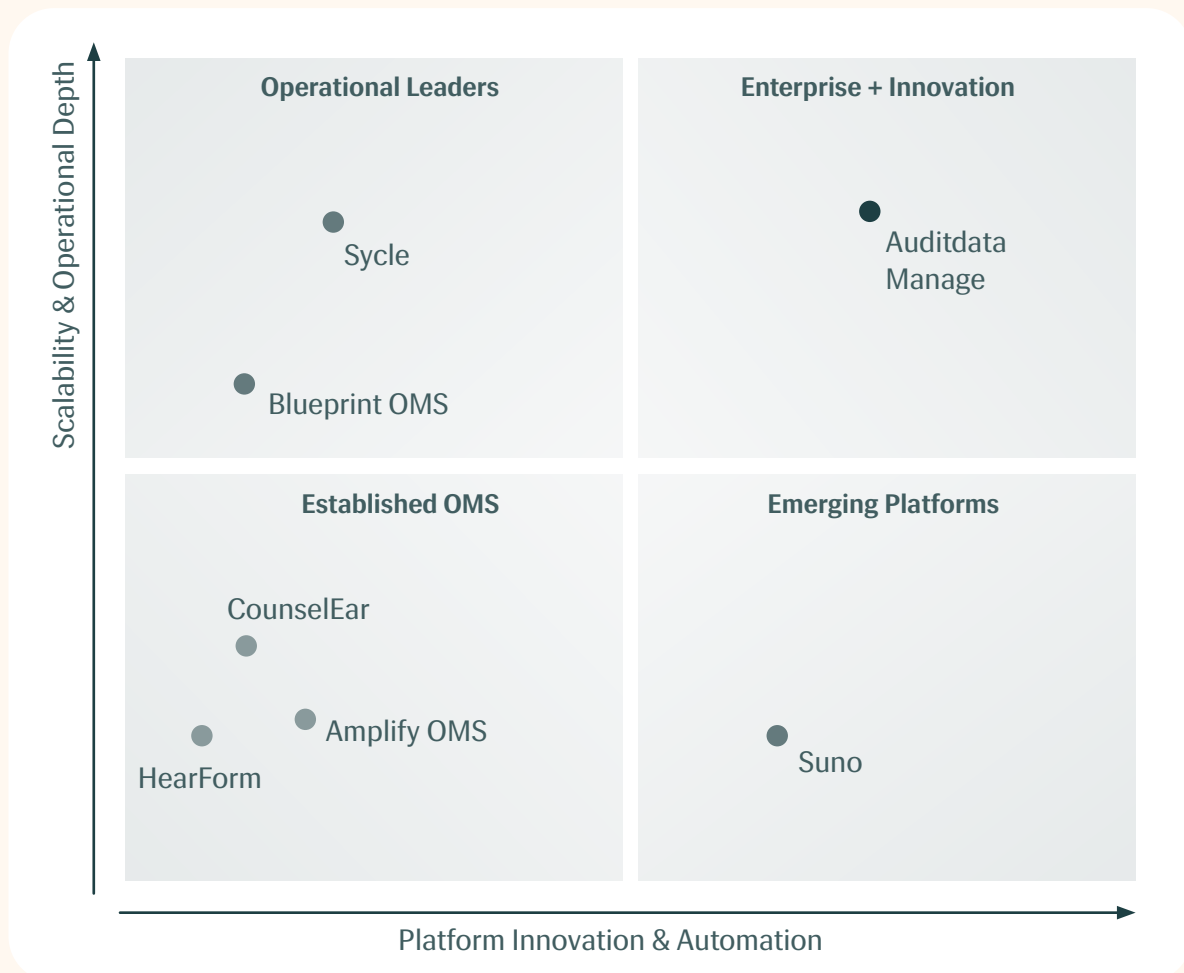
Modern audiology PMS platforms vary significantly in how deeply they support clinical workflows, operational efficiency, and scalable practice management.

While many systems offer similar core features such as scheduling and billing, the key differences emerge in areas such as automation, enterprise scalability, AI capabilities, and integration flexibility.

The comparison below highlights how several leading PMS platforms align with the core pillars of a modern audiology practice management system.

Competitive Landscape of Audiology PMS Solutions

Modern audiology platforms are evolving from traditional office management systems into scalable, cloud-based operational platforms that support both clinical workflows and business operations.



Enterprise + Innovative Platforms

Modern practice management systems are designed to combine deep operational capabilities with scalable cloud architecture, integrations, and automation; supporting growing clinic networks and evolving business models.

Operational Leaders

Modern practice management systems are designed to combine deep operational capabilities with scalable cloud architecture, integrations, and automation; supporting growing clinic networks and evolving business models.

Emerging Innovators

Newer PMS's emphasizing automation, AI and modern user experience. These systems may introduce new efficiencies but are still developing enterprise-level operational depth.

Established OMS/PMS

Solutions focused on essential practice management functionality for smaller clinic chains or independent clinics. They often provide reliable functionality but are limited in scalability.

Step 3: Plan Adoption & Training

A successful PMS rollout across multiple clinic locations depends as much on the people as on the technology. Consider how you'll work with your PMS vendor on implementation, onboarding, and training, including:

Change Management

People tend to resist change, and your employees may have concerns about the new PMS you're planning to implement. They may worry that it will be too hard to use, that it will be time-consuming to learn, or that they'll appear to be incompetent if they don't understand it right away. Ensure that your vendor will help you implement change management strategies before the new PMS is rolled out. This should include preparing your employees for the upcoming change. Work with your vendor to create awareness and excitement about the new PMS.

Show your staff the great things it can do. Demonstrate its significant benefits – like how it can save them time, automate tedious tasks, improve patient outcomes, etc. Secure leadership support. Ensure that your clinic leaders know about the solution's benefits so they can speak positively about the PMS and rally internal support for this change. Before the onboarding process begins, the vendor should reassure your internal team, outline the training process, highlight the [training materials](#) available, and reiterate that the new solution is user-friendly. Also, collect employees' feedback throughout the onboarding process.



Staff Onboarding

Look for vendors that offer an onboarding process that will integrate the PMS into your clinics with confidence and ease. Their rollout plan should minimize disruption and downtime. Be sure that they explain the process and provide a strategic rollout plan and timeline. Determine whether the support team will guide you through the default configuration setup, import your existing product catalog, and provide comprehensive training modules that explain how to use the solution's various features and settings.

Training should educate and empower your team, helping them use the PMS solution to its full potential. Find out what's included in the "basic" onboarding package. Consider whether you need a more comprehensive onboarding option with advanced training, customized configurations that go beyond standard setup, and/or data migration assistance. These services can enhance your team's capabilities, ensure advanced customization, and support a higher level of technical integration within your clinic.

Ongoing Support

Vendor support shouldn't stop when the PMS is up and running. Choose a vendor that will provide ongoing support as your team uses the solution. Ask specific questions before you sign a vendor contract, like what type of support you can expect after the initial onboarding, and what the average response time will be. Can you expect to get same-day responses for your issues, or will you have to wait days (or longer) for resolution? If you own a large business with locations across multiple countries, it's wise to ask about whether your clinic can get support in different languages and time zones.

Resource Availability

Some vendors keep a robust repository of valuable information on their website in addition to the in-person support they provide. These resources include things like e-learning modules, how-to guides, training materials, FAQs, and more. That means your employees can easily find answers to common questions – right at their fingertips. If users still can't find answers in the extensive resource section, they can easily contact the support team to have their questions answered and issues resolved.

CHAPTER 5

How to Calculate Your **Return on Investment**

How to Calculate Your Return on Investment

The Challenge We Are Addressing

SITUATION

We operate a multi-location clinic network where our competitive advantage depends on two things:

1. Delivering consistently high-quality patient care
2. Running efficient operations at scale.

Across our clinics, we manage a high volume of appointments every day and rely on stable processes for scheduling, documentation, follow-up, billing/claims, and clinical integrations (including Noah requirements).

COMPLICATION

Today, we are constrained by operational inconsistency and administrative overhead across locations. Small inefficiencies multiply quickly at scale, and the cost shows up in three areas:

- **Lost productivity:** staff spend too much time on manual steps (documentation, booking handling, searching for data, follow-up tasks).
- **Uneven execution:** clinics work differently from one location to the next, which makes training, performance management, and scaling best practices difficult.
- **Change risk:** modernizing systems is often delayed because migration and rollout are perceived as disruptive — and leadership is right to demand business continuity.

Strategic Alignment:

To ensure we measure success in a way that matters to the business, align on these questions upfront:

01

Efficiency / Productivity

"If we give each clinic back 30–60 minutes per day through workflow efficiency, how do we want to reinvest that time — more consultations, higher conversion focus, or better follow-up execution?"

02

Patient Experience

"What metric will we use to prove the patient experience improved — faster access to appointments, fewer reschedules, or better follow-up consistency?"

03

Online Booking Adoption

"What percentage of appointments should be booked online within 6 months to justify the investment — 20%, 30%, or 40%?"

04

Documentation Time

"How much time do clinicians spend today on documentation, and what reduction target defines success with AI Assistant Notes?"

05

Operational Consistency

"What KPI should define standardization success — reduced variation between clinics, fewer process exceptions, or lower support tickets?"

06

Onboarding

"How long does it take to onboard a new employee today, and what improvement do we expect after standardizing workflows in one PMS?"

07

Commercial Performance

"Which commercial KPI should improve as a result: conversion rate, follow-up completion rate, or revenue per clinic?"

These questions ensure we are not measuring "software adoption," but measurable operational performance.

Measurable ROI: Concrete Numbers & KPIs

Operational Efficiency: Quantifiable Time Savings

Bridge (as the Noah connector) automates manual handling, saving approximately **5 minutes per patient journey**.

Calculated Impact:

- **Total Time Saved:** (5 min × daily patient volume × number of clinics × working days)
- **Example:** 5 min/patient × 30 patients/day × 5 clinics × 20 days/month = **1,500 minutes/month per clinic**

This translates to significant operational capacity, potentially freeing up **~0.15 FTE per clinic** (based on 160 working hours/month).

AI Assistant Notes: Clinician Productivity & Capacity Gain

AI Assistant Notes can reduce documentation time by **up to ~1 hour per clinician per day**.

Calculated Impact:

- **Total Time Saved:** (1 hour × number of clinicians × working days per month)
- **Example:** 1 hour/clinician × 10 clinicians × 20 days/month = **200 hours saved per month** across the organization.

This capacity gain is equivalent to supporting **X additional consultations per month**, directly increasing revenue potential.



Online Booking: Patient Preferences & Efficiency

Increases booking conversion and fill-rate by making it easier for patients to book instantly, even outside opening hours.

Calculated Impact:

- **Total Additional Appointments:** (Booking conversion uplift × booking requests per month)
- **Example:** 1,000 booking requests/month (calls + web inquiries + walk-ins), but some drop off due to limited phone hours and manual handling. If online booking improves booking conversion by +10%: $1,000 \text{ requests/month} \times 10\% = 100 \text{ additional booked appointments per month}$
- **Revenue Impact:** (Additional appointments × revenue per appointment) If average revenue per booked appointment is €100 (test + service value): $100 \text{ appointments/month} \times €100 = €10,000 \text{ additional revenue per month} = \mathbf{€120,000 \text{ per year}}$.

This uplift comes from capturing demand outside opening hours, reducing friction in scheduling, and improving the “intent → booked appointment” conversion rate.

Revenue Uplift: Conversion Consistency & Scalable Upside

Standardized workflows improve conversion consistency across clinics and reduce “lost opportunities”.

Calculated Impact:

- **Total Additional Sales:** Total hearing tests per month × conversion uplift
- **Example:** $2,000 \text{ tests/month} \times +2\% \text{ conversion uplift} = 40 \text{ additional hearing aid sales per month}$
- **Revenue Impact:** Additional sales × Average Selling Price)
- $40 \text{ sales/month} \times €1,500 \text{ ASP} = €60,000 \text{ additional revenue per month}$
- $= €720,000 \text{ per year}$

This uplift comes from improved conversion consistency across clinics (fewer missed opportunities, better execution of the patient journey, and more structured follow-up).

CHAPTER 6

Frequently Asked Questions

Frequently Asked Questions

Selecting a PMS for your clinic is a big decision and can sometimes feel overwhelming. Here are answers to some frequently asked questions to help guide your decision.

? How does the PMS integrate with NOAH?

Choose a PMS that integrates seamlessly with NOAH so you can easily access (and save) data offline and sync it when you're back online. For instance, Auditdata's Manage PMS has a [NOAH Bridge Integration](#), allowing you to effortlessly manage patient care and fitting software, online in the clinic or offline in the community. This ensures clinicians always have up-to-date information, reducing errors, and eliminating downtime. Bridge links Manage with [NOAH](#), securely storing data on ISO-certified Azure. Manage's NOAH integration removes double entry, minimizes errors, and improves efficiency.

? How long does migration take for a multi-clinic group?

It depends on several factors. For a multi-location audiology clinic, implementing a PMS can take anywhere from a few weeks to a few months, depending on the size of your clinic, the complexity of the project, and the vendor's implementation strategy. The rollout timeline also depends on the number of clinic locations you have, your staff's familiarity with technology (e.g., tech adverse employees may take longer to train), the planned deployment method (cloud-based systems are often quicker to rollout than locally hosted solutions), and system customization (whether you're buying an off-the-shelf PMS solution or customizing a solution for your clinic). Talk to the vendors you're considering and ask for an estimated timeframe for your clinic's specific project parameters.

? What about HIPAA and patient data security?

Since security is essential, be sure that your PMS vendor takes every measure to ensure security and compliance. This should be guided by the strictest industry standards, including HIPAA, SOC 2, and GDPR (if applicable) guidelines. Before you sign a contract, double check that your intended vendor uses a PMS that's specifically designed to be HIPAA compliant. Additionally, ensure that you'll have best practice safeguards in place, including encryption, multi-factor authentication, role-based access controls, secure data transmissions, and audit trails.

Can a PMS support telehealth/remote care?

Yes. Many modern, audiology-specific PMS solutions support telehealth and remote care, which are valuable options to reach patients with barriers to care (e.g., transportation and/or health, and mobility challenges that make it difficult to come into your hearing clinic) – or who have busy schedules that make in-person appointments difficult. For instance, some PMS solutions have secure, HIPAA-compliant video conferencing features, which allow your clinic to offer telehealth appointments and patient follow ups. Since the pandemic, telehealth – including tele-audiology – has grown in popularity, and many patients want, need, or demand this option.

Additionally, audiologists can adjust patients’ hearing aids remotely, using Bluetooth connectivity, giving patients a convenient way to get hearing aid adjustments without having to come into the clinic. Use your PMS to facilitate and document these efforts in each patient’s records. Plus, leverage your PMS to automatically send reminders about patients’ telehealth appointments – as you do for in-clinic exams – to boost show up rates and reduce no-shows. Offering telehealth helps boost convenience and overcome common obstacles, helping your clinic expand access to care and treat more people with hearing loss. Plus, some PMS solutions have helpful features that clinicians can leverage when they’re working out in the community.



Patricia Miller

Patient ID: 117418
(Active)

Contact information

Primary contact	Email:	Mobile phone number:
Patricia Miller	p.miller@gmail.com	589674441
Patient address	Work phone number:	
12, Palma, Baska, 51410, Baska	-	

EDIT

For instance, Auditdata’s NOAH Bridge integration enables offline usage. That means clinicians can capture key data when working offline at community locations, then seamlessly integrate the data into their PMS when they’re back online.



Notes



Date/Time

Reason

Details

? What's the typical ROI timeline?

It depends. Most audiology practices experience a positive ROI within the first year – sometimes within the first six months. However, it can sometimes take longer to experience a positive ROI, depending on your initial investment, implementation strategy, and your clinic's ability to leverage the PMS to optimize critical workflows. You'll likely see significant ROI results once you leverage the PMS to improve efficiency in your daily tasks. **For instance, automating tasks like appointment reminders, inventory, and billing reduces administrative burdens and increases key performance indicators (KPIs).** Also, consider how a single tool in the PMS – an AI-driven notetaker – can save each clinician in your practice an hour per day on administrative efforts.

Now, imagine that each clinician can see additional patients each day with that “extra” time. Depending on how many clinicians you have in your practice, these additional patients can quickly drive KPIs like conversions, sales, and profits. That one tool alone can result in a significant revenue boost that contributes to your ROI. It's also notable that your PMS can optimize financial tasks. As a result, your clinic will likely see a faster revenue cycle and accelerated collections from your PMS investment. Keep in mind that it can take some time to see the results of these workflow improvements – **but the results will be well worth it.**

For more information about Manage, Auditdata's fully featured, audiology focused PMS, or to schedule a demo, please [contact us](#).

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