



**PATIENT CARE
COORDINATOR**
EDUCATION PROGRAM

COURSE CURRICULUM 2023



WWW.HEARINGAIDACADEMY.COM



COURSE CURRICULUM

2023

HEARING AID ACADEMY

Salt Lake City, Utah

(903) 487-0097

admissions@hearingaidacademy.com

www.hearingaidacademy.com

© 2007 – 2023 Hearing Aid Academy

ALL RIGHTS RESERVED. No part of this work covered by the copyright herein may be reproduced, transmitted, stored or used in any form or by any means, graphic, electronic, or mechanical, included but not limited to photocopying, recording, scanning, digitizing, taping, Web distribution, information networks, or information storage and retrieval systems without prior written permission of the Hearing Aid Academy.

INTRODUCTION FOR PATIENT CARE COORDINATOR TRAINING

Our mission is always to help our patients. But, don't kid yourself: "No money; no mission." Your job as a PCC is to help your company do well, while doing good for your patients. The PCC is literally the gatekeeper to the clinic. As such, YOU can make the difference between the success or the failure of your business, every bit as much as the licensed provider. This is not just a receptionist gig.

YOU, THE PATIENT CARE COORDINATOR, ARE CRITICALLY IMPORTANT!

Not only is your role important, you can prove it. In this course, you'll learn to use several Key Performance Indicators (KPIs) that can assess a PCC's performance, not just subjectively, but quantifiably.

We're going to show you how to shine as Patient Care Coordinator, and differentiate yourself as the BEST, not "meets expectations," not "good" but "GREAT"!



In this training, you will learn:

- How to help your patients get the best possible hearing healthcare outcomes
- How to massively improve your clinic's performance, both operationally and financially (emphasis on Massive!)
- And, how to become indispensable to your provider(s) and your company

A top-notch PCC can improve a clinic's performance by **more than 100%**.

You will learn about every aspect of running a health care clinic (specifically hearing healthcare, but this material can be applied to any medical clinic environment, especially where private-pay is a large component....think dentistry). You will learn:

Office management

Phone techniques that will optimize your clinic's performance

Marketing and business development

Event coordination

The basics of audiology, hearing tests, hearing loss, and treatment of loss

Troubleshooting and servicing hearing aids



In addition to this academic background, you will get the unique benefit of real-world experience, tips and tricks from the best in the business. The list of these tips is long, but you will learn things like:

- How to overcome objections
- How to best set appointments and minimize no-shows and cancellations (this, alone, is game-changing for your clinic)
- How to become a “Gentle Bulldog,” beloved by your patients and commanding in your office
- How to get insurance companies to do what YOU want, not the other way around
- Most of all, you’ll learn how to become indispensable to your organization and your provider

After you’ve been through this program, you will have the skills to ROCK as a Patient Care Coordinator. And, once you’re in a PCC role, your career in hearing healthcare is only just beginning. As a side benefit, you’re almost sure to come out of this more efficient, organized, and, above all else, **a better communicator and negotiator.**



Content Topics and Learning Objectives by Segment

LESSON #	LESSON TITLE
LESSON 1	Introduction to the PCC role – what we do and why we do it
LESSON 2	Inbound and outbound phone work
	a. Setting appointments
	b. Answering marketing inquiries
	c. Overcoming objections
	d. Securing the “Third Party”
	e. Confirming appointments
	f. Outbound calls to database
LESSON 3	Records maintenance
	a. Physical files
	b. Electronic file management
LESSON 4	Intake and data entry
LESSON 5	Invoicing, transactions, credit cards, consumer financing and payment processing
LESSON 6	Managing the front office
LESSON 7	Office maintenance
LESSON 8	Office equipment and supplies
LESSON 9	Credentialing, third party referral networks and insurance
LESSON 10	Ongoing compliance
LESSON 11	Ordering and Inventory management
LESSON 12	Receivables management
LESSON 13	Managing inbound and outbound mail
LESSON 14	Vendor management
LESSON 15	Industry overview – key players and overall landscape
LESSON 16	Audiology 101
LESSON 17	Types of hearing loss conditions/diseases of the ear
LESSON 18	Air conduction and bone conduction testing
LESSON 19	Audiogram interpretation
LESSON 20	Hearing loss and the need for treatment
LESSON 21	Hearing aid selection
LESSON 22	Troubleshooting, tech and maintenance of hearing aids
LESSON 23	Audiological functions that can be performed without an HIS license
LESSON 24	Event coordination

LESSON 25	Marketing
LESSON 26	Customer service interface within the industry
LESSON 27	Bonus: Differentiating the Good PCC from the GREAT PCC
	a. Supporting the provider
	b. Become Radar
	c. Think like an owner
LESSON 28	Keeping Score: a report card that can be used by your company to evaluate PCC performance
LESSON 29	Career Opportunities



PATIENT CARE
COORDINATOR
EDUCATION PROGRAM

(903) 487-0097

admissions@hearingaidacademy.com

www.hearingaidacademy.com