



**PATIENT CARE
COORDINATOR**
EMPOWERMENT TRAINING ACADEMY

COURSE CURRICULUM 2025



WWW.HEARINGAIDACADEMY.COM



COURSE CURRICULUM

2025

HEARING AID ACADEMY

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INTRODUCTION FOR PATIENT CARE COORDINATOR EMPOWERMENT TRAINING ACADEMY

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



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.**



MODULE BREAKDOWN

MODULE #	MODULE TITLE
MODULE 1	Introduction and Overview
	a. The role and its importance
	b. Expectations and responsibilities
MODULE 2	Office Management
	a. Daily operations
	b. Scheduling and appointment management
MODULE 3	Patient Interaction
	a. Initial contact and patient intake
	b. Communication skills
MODULE 4	Technical Knowledge
	a. Basic hearing aid functions
	b. Troubleshooting common issues
MODULE 5	Financial Coordination
	a. Billing and insurance processing
	b. Payment plans and financial options
MODULE 6	Customer Service Excellence
	a. Handling difficult situations
	b. Ensuring patient satisfaction
MODULE 7	Sales Support
	a. Assisting with sales processes
	b. Understanding product offerings
MODULE 8	Marketing Support
	a. Involvement in marketing initiatives
	b. Community outreach
MODULE 9	Regulatory Compliance
	a. Understanding healthcare regulations
	b. Ensuring compliance in daily operations
MODULE 10	Team Coordination
	a. Working with hearing specialists
	b. Coordinating with other staff members
MODULE 11	Continuing Education
	a. Staying updated with industry trends
	b. Ongoing professional development
MODULE 12	Review and Assessment
	a. Evaluating progress
	b. Preparing for future growth

LESSONS DESCRIPTIONS

Module 1: Introduction and Overview

In this module, students will learn that the Patient Care Coordinator (PCC) training program is a comprehensive 12-Session Training designed to enhance the skills and knowledge of PCCs in hearing aid offices. Led by Todd Allen, an experienced professional in the hearing aid industry, the program aims to cover various aspects of the PCC role, including office management, phone techniques, marketing, audiology basics, troubleshooting, and appointment management. The training focuses on improving clinic performance and patient outcomes, making PCCs indispensable to their employers. The course also highlights career opportunities and potential for growth within the hearing aid industry.

Module 2: Office Management

This module will show students the importance of handling inbound and outbound calls in a hearing aid specialist's office. Students will learn that outbound calls typically involve confirming appointments, following up on missed appointments, and contacting vendors or insurance companies. Inbound calls focus on setting new diagnostic evaluations, addressing patient inquiries, and overcoming objections, particularly related to costs. Students will come to know the significance of personal interaction, professionalism, and persistence in managing calls to ensure patients come into the office, which directly impacts the practice's performance and revenue.

Module 3: Patient Interaction

During this module of the PCC training course, students will delve into records maintenance and compliance, emphasizing that these tasks go beyond simple filing. The module outlines the importance of maintaining both physical and electronic records using practice management software like Cycle. Key documents include intake forms, HIPAA forms, diagnostic test results, purchase agreements, insurance documents, and visit notes. This module also highlights the significance of proper record retention for compliance and discusses various features of Cycle software, such as patient database management, appointment scheduling, and customizable



Module 4: Technical Knowledge

In the fourth module of the PCC training course, students will focus on managing the front office, emphasizing the importance of multitasking, handling patient interactions, and maintaining a professional environment. Students will learn the need for the PCC to manage patient perceptions, resolve conflicts, and juggle various responsibilities such as data entry, scheduling, and servicing hearing aids. The module includes interactive discussions and real-life scenarios shared by participants, illustrating the challenges and strategies in managing front office duties effectively.

Module 5: Financial Coordination

This module of the PCC training course covers transactions, invoicing, inventory, and vendor management in hearing aid centers. It highlights the complexity of handling transactions due to the variety of payment methods and the involvement of insurance claims and consumer finance. Students will learn practical steps for different types of transactions, managing receivables, and ordering supplies. Also covered are the challenges of dealing with third-party referral networks and insurance companies, providing tips for effectively managing these processes.

Module 6: Customer Service Excellence

In this module, students will focus on the credentialing process for hearing aid clinics. Credentialing involves getting on board with referral networks and insurance companies, which can be a lengthy and detailed process. It will be revealed that while the PCC handles most of the administrative work, it often requires input from the provider. Students will learn credentialing is crucial for growing the patient database, increasing revenue through dispensing fees, and making productive use of clinic capacity. However, it can also involve time-consuming tasks and potential delays in cash flow.

Module 7: Sales Support

In week seven of the Patient Care Coordinator (PCC) training module, students will review the crucial role of PCCs in marketing, event coordination, and mail handling. The module emphasizes the evolving nature of marketing from traditional methods like newspapers and direct mail to more effective online strategies. Students will learn that PCCs are vital in organizing marketing events, managing databases, and handling inbound and outbound mail, ensuring smooth operations and maximizing patient engagement.



Module 8: Marketing Support

In this module of the Patient Care Coordinator (PCC) training, students are provided an overview of audiometry, explaining its importance for PCCs in terms of communication, understanding hearing loss, and assisting in clinical functions. The module covers basic anatomy, types and causes of hearing loss, and the significance of being familiar with audiograms and hearing aid technology. The focus is on building a solid knowledge base for PCCs to enhance patient interactions and support clinical operations effectively.

Module 9: Regulatory Compliance

In the ninth module of the Patient Care Coordinator (PCC) training, students are focused on the audiometric testing process. The importance of understanding this process for PCCs to aid in patient interactions, hearing aid ordering, and troubleshooting is emphasized. The module covers equipment setup, audiogram interpretation, air and bone conduction testing, speech audiometry, and understanding various hearing loss patterns. Practical tips and efficiency hacks are provided to streamline the testing process and ensure accurate results.

Module 10: Team Coordination

The tenth week of the (PCC) training focuses on practical applications of audiology knowledge for PCCs, covering aspects from hearing aid selection to troubleshooting. Students will learn the importance of understanding audiograms, patient interactions, and hearing aid types to enhance patient care and clinic efficiency. Key points include addressing patient inquiries, managing expectations, and troubleshooting common hearing aid issues like feedback and barrel effect.

Module 11: Continuing Education

In this module, the focus is on troubleshooting and maintenance of hearing aids. Students will be provided detailed guidance on addressing common issues PCCs will encounter, including feedback, barrel effect, weak sound, and Bluetooth connectivity problems. Practical demonstrations of clean and check procedures, receiver replacements, and shell modifications are included to ensure PCCs can effectively manage these tasks.



Module 12: Review and Assessment

The final session of the (PCC) training modules focuses on summarizing the course and providing tools to assess PCC performance. The session emphasizes the importance of setting appointments, reducing no-shows, and handling inbound calls effectively. Performance metrics are introduced to evaluate PCCs quantitatively and qualitatively, highlighting their critical role in generating revenue opportunities for hearing aid specialists.





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