

HEARINGLOSS.COM

A CASE STUDY BY PROSPUS



Prosplus Delivered Strategic Website Development

We created an engaging, conversion-focused website optimized for user experience and built with HIPAA-compliant security to ensure data privacy.



Prosplus Delivered a Comprehensive Provider Search Engine

We developed an intuitive search engine for Dual Certified Hearing Loss Specialists, enabling users to easily find and connect with local professionals.



Prosplus Delivered Innovative Lead Generation Tools

We developed the Guided Hearing Experience (GHX), an interactive screener that increased lead generation by 45% within six months.



Prosplus Delivered Scalable E-commerce Integration

If your customer would like to know further details about a product and you are not sure on those details, reach for the "Product Details Guide".



Prosplus Delivers Reliable 24/7 Platform Support

We ensure continuous performance with 365-day availability, optimized for sub-one-second load times for all visitors.



Prosplus Delivers Data-Driven Optimization

We conduct ongoing analysis and enhancements to maximize user engagement, conversions, and overall platform performance.

WEB MARKETING ASSOCIATION



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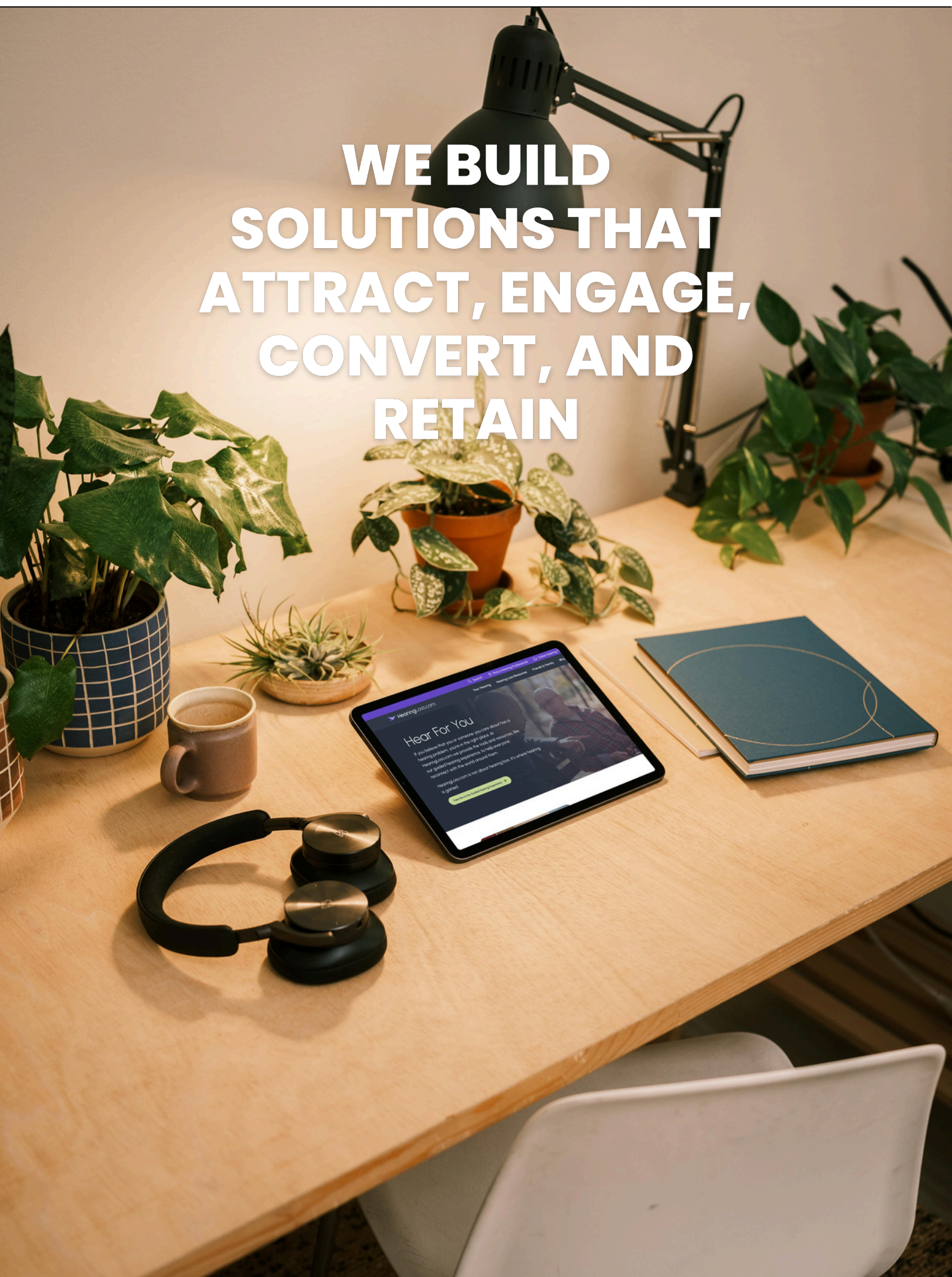
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BACKGROUND

Audigy, a key player within the GN Group (parent company of Jabra, Beltone, ReSound, and others), approached Prospus with an ambitious project they called Project Echo. The goal was to create a premier hearing care platform, HearingLoss.com, which would serve as a central hub for patient education, lead generation, and e-commerce, all while positioning Audigy and its affiliated brands as leaders in the hearing care industry.

Audigy, recognized for their expertise in practice management consultancy and services, wanted to develop a site that would "turn seven years into seven minutes"—a drastic reduction in the time it takes for people with hearing loss to seek treatment. The project was aimed at driving engagement, boosting lead generation for affiliated practices, and delivering superior patient care through a digital-first approach.

CHALLENGE

Audigy's main challenge was the typical patient journey: patients with hearing loss often wait an average of seven years before seeking treatment. Audigy sought to break this pattern by offering a seamless and informative experience that would encourage patients to act quickly. They sought a user-friendly platform that offered:

- **Patient education** and resources (videos, articles, hearing screeners, surveys)
- **Interactive tools** like a provider locator, appointment scheduler, live chat/telehealth options, and a hearing screener that provides customized results and next steps
- **A recommendation engine** for personalized hearing solutions and providers
- **E-commerce capabilities** for hearing care products and OTC/DTC hearing aids
- **HIPAA compliance** to assure visitors and regulators of data privacy and security
- **Seamless integration** with their existing data architecture and Salesforce-powered marketing infrastructure

SOLUTION

Prospus collaborated with Innovation Protocol to lead the design and development of Project Echo with the Guided Hearing Experience (GHX) hearing screener at its core. Prospus delivered a comprehensive solution with six key deliverables:

Strategic Website Development

We designed a highly engaging and user-friendly website that streamlined access to critical information while integrating with their existing data warehouse and Salesforce-driven marketing infrastructure. Built with HIPAA compliance and robust data security, the website was optimized for conversion, ensuring users could easily navigate to important sections and take action with minimal effort.

Comprehensive Provider Search Engine

We developed an intuitive search tool specifically for Dual Certified Hearing Loss Specialists, allowing users to quickly find and connect with local professionals. The engine was designed to prioritize ease of use, making it simple for users to locate a provider based on their geographical area and specific hearing care needs.

Innovative Lead Generation Tools

We created the Guided Hearing Experience (GHX), an interactive hearing screener that provided immediate, actionable insights to users. The GHX tool significantly improved lead generation by capturing potential customers at a critical decision point, leading to a 45% increase in leads within the first six months.

Scalable E-commerce Integration

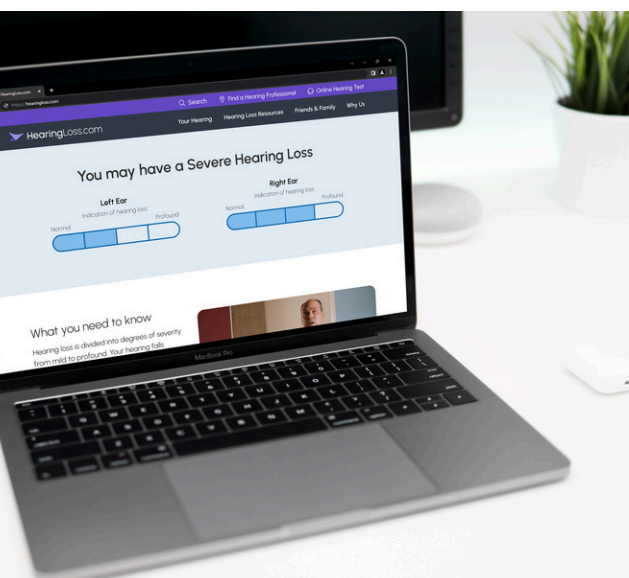
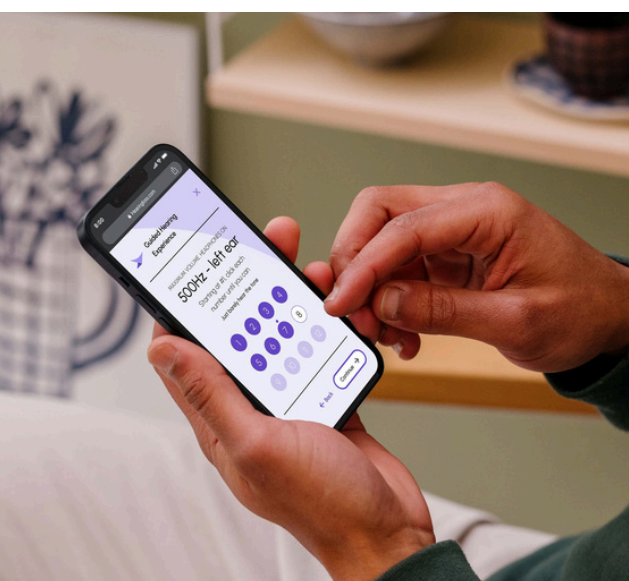
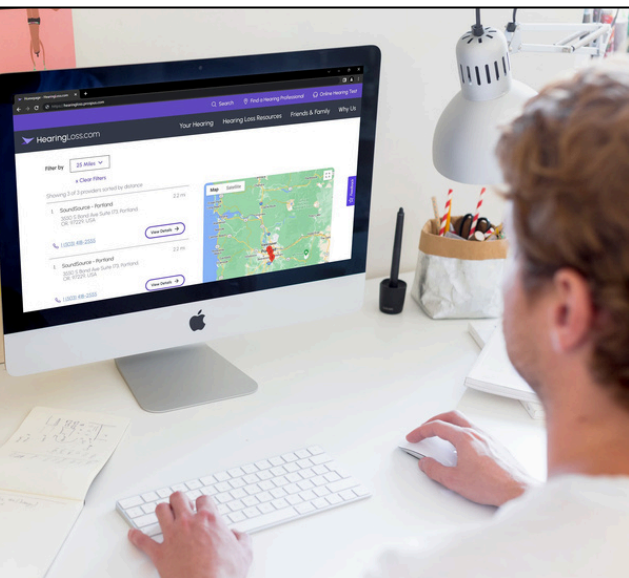
We implemented a scalable e-commerce system that allowed participating providers to run their own branded stores on the platform. This enabled local practices to sell hearing care products, including over-the-counter (OTC) and direct-to-consumer (DTC) hearing aids, creating a new revenue stream.

Reliable 24/7 Platform Support

We ensured the website was fully supported with 365-day availability and optimized performance. The platform was fine-tuned for fast load times, ensuring all visitors experienced sub-one-second loading speeds, enhancing both user satisfaction and engagement.

Data-Driven Optimization

We conducted ongoing analysis of user behavior, site performance, and conversion metrics. This allowed us to continuously identify opportunities for improvement, ensuring the platform remained optimized for maximum user engagement and business growth.



RESULTS

The Guided Hearing Experience (GHX) screener and the fully developed HearingLoss.com platform exceeded Audigy's expectations by delivering a powerful combination of patient education, lead generation, and e-commerce capabilities.

Dramatic Increase in Engagement and Lead Generation

The GHX hearing screener boosted site engagement, with users spending more time on the platform and converting into leads. In just six months, lead generation increased by 45%, making the screener a key asset in Audigy's patient acquisition strategy.

Accelerated Patient Journey

The platform effectively "turned seven years into seven minutes," encouraging patients to act quickly by educating them on the importance of hearing care. This led more patients to affiliated practices for in-person evaluations.

High ROI

The screener paid for itself within six months, consistently generating new business opportunities. E-commerce integration further increased revenue, allowing patients to purchase hearing aids and accessories directly through the platform.

Scalable Solution for GN Nord

The GHX screener became a versatile tool used across GN Nord's brands, including Beltone and ReSound, ensuring consistency in patient care and digital engagement across the board.

CONCLUSION

Prospus' **award-winning** work on Project Echo delivered a best-in-class hearing care platform that met Audigy's ambitious goals of speeding up the patient journey, increasing engagement, and driving business growth. By partnering with Innovation Protocol, Prospus was able to integrate a powerful lead generation tool, e-commerce engine, and user-centered design into a scalable solution for the GN Group's global brand family. This case study exemplifies the value of combining technical expertise, marketing alignment, and strategic vision to deliver transformative business outcomes.



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