



Highlights from 2008 Key Metrics of Hearing Practice

**Median
Hearing Practice**

Revenue

2007 Gross revenue per practice	\$500,000
2007 Gross revenue per location	\$459,332
Sources of revenue (% of gross)	
Hearing instruments	78%
Diagnostics	12%
Other	10%

Instrument Dispensing

2007 Units per practice	243
2007 Units per full-time hearing professional	156
Gross revenue per unit	\$1,672

Productivity Benchmarks

Gross revenue per professional hour	\$185
Instruments dispensed per eight professional hours	0.75
Gross revenue per square foot of office space	\$313
Gross revenue per non-hearing professional employee	\$247,500

Professional Compensation (2007 annual)

Owner	\$90,000
Employed professional	\$65,000

Marketing Expenditures

2007 Marketing expense % of gross revenue	5.4%
2007 Marketing expenditure	\$22,250

Source: Key Metrics of U.S. Hearing Practices 2008, Jobson Medical Information