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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Getting started in private practice -- A plan to build on -- Monitoring the health of the business -- Innovative marketing -- Creating an experience to remember -- Highlighting patient retention -- Getting patients to commit to better hearing -- Financial aspects of a practice -- Business essentials -- Focus on possibilities -- Developing an exit strategy -- Dr. Gyl's tips for success.
Sommario/riassunto	This book is a must-have resource for private practice owners in hearing healthcare. Author Gyl Kasewurm, AuD, known in the audiology field as 'Dr. Gyl', has owned and operated a practice for thirty-five years, generating ten times the annual revenue of a typical practice, despite being in a town of only 12,000 people. Readers will benefit from her unique expertise and insight whether they are just starting a new practice or current practice owners looking to implement new strategies to take their business to the next level.