

Compare

	HearForm	Sycle	TIMS
5 Year <u>Total Cost</u> *	\$5,999	\$8,940+	\$12,060+
10 Year <u>Total Cost</u> *	No additional fees	\$17,880+	\$18,660+
15 Year <u>Total Cost</u> *	No additional fees	\$26,820+	\$25,260+
20 Year <u>Total Cost</u> *	No additional fees	\$35,760+	\$31,860+

What are you really paying when you purchase Office Management Software?

Think of it as a home purchase...

HearForm - You purchase your beautiful home outright. There are no mandatory monthly fees. You're done paying! You are the permanent **OWNER**. (This is an investment in the practice and can be transferred as a huge value to the next owner.)

TIMS - You purchase your beautiful home outright. However, there is a mandatory \$1,320 annual Homeowner's Association fee. If you stop paying the fee they will lock you out of your house, (You are disconnected from your software) The annual fee will never stop, but may, and has gone up. You're the permanent owner, but must keep paying to have access to the home. **Based upon the \$5,460 purchase price for TIMS - 3 users and the TIMS \$1,320 mandatory Annual support fee.**

Sycle - is more like renting a nice apartment. If you stay put, you'll pay rent forever. There is no ownership and you have nothing but your furniture (data) if you move out. All your rent money is with the landlord and you now have to start over, looking for a new place to rent or purchase. (This is not an investment, but rather an expense. There is nothing but a monthly liability to transfer to the next practice owner.)

(A note about Sycle pricing: If you are willing to commit to a long term contract with Sycle, they offer a 1 year rental option of \$1,549 per clinic or a 2 year contract price of \$2,899 per clinic. Of course, in the event that you want to leave Sycle early, you cannot just walk away from those contract commitments without paying a penalty.)

+ (The analogy of home ownership above does not include significant additional expenses that Sycle and TIMS charge to customers for inflated Electronic Billing through a mandatory requirement to use Emdeon as a clearinghouse.

Sycle adds additional fees for physician report writing through CounselEar [approx. \$52 per month], electronic document storage [\$30 per month] (All included at no charge with HearForm) and Mailing Services [approx. \$1.00 per letter, including postage, mailed on your behalf]. Those middleman fees can add up to thousands more.)

Now, it's not so bad to pay homeowner association fees or rent if you absolutely love where you're living. However, do you really get more by paying **much** more for Sycle and TIMS?

Please see the following pages for feature comparisons.

* HearForm license is for 2 computers
(add computers for a **one time** fee of \$199 each.)
TIMS license for 3 to 6 users
Sycle licenses each office location separately





HearForm



Cycle



TIMS

Feature

NOAH 3 Compatible?



NOAH 4 Compatible?



You own the software and it cannot be disabled by the software provider?



TIMS will remotely disable your software, making it unusable if you fail to pay the mandatory \$800 annual support fee. It is very difficult to get your data out of TIMS if you decide to seek greener pastures. Our many former TIMS clients have told us that they have to start fresh with an updated version of NOAH, losing their previously entered NOAH data.

Sycle users are simply renting the use of Sycle.net's web based software. When you leave Sycle, you can save some of your data, but do not own any software. The data you can bring with you from Sycle is in the Excel format. While the Admin section allows you to export much of your data, some information like Physician and Provider Lists do not offer an export option. HearForm can help you transfer that data anyway, but we wish Sycle made it easier for those who have made the decision to move forward.

HearForm customers purchase and own HearForm outright. You do not need the internet to use HearForm. You control the software completely. If you ever want to move to a different system; HearForm allows you to save ALL of your data, in any number of modern formats. We actually help our customers in the unlikely event that they choose to leave. In part, because in most cases, after trying the competition, they will come back to HearForm.

William Schenck from Fullerton, CA thought it would be nice to try a database in "the cloud" being offered as a free 1 year promotion from a major HA supplier. After trying our competitor's software, Bill wrote us to say... "My staff is nearly at rebellion level at this point. The online site-based features of this type of system have proven to be something I can live without. I am anxious to get my practice back to HearForm. Can you help us transfer our data back?"



HearForm



Cycle



TIMS

Feature

Choose your own Clearinghouse for Electronic Claims?



Both **Cycle** and **TIMS** require that you submit through their **ONLY** option (Emdeon, at a significantly higher per claim price.)

HearForm allows you to select from any clearinghouse that accepts the *Print Image Format*, saving you many thousands of dollars over time. You'll have lower set-up and monthly fees because you have a choice.

TIMS
Set-up Fee (Unknown)

Cycle
Set-up fee **\$500** plus \$75 per clinician enrollment fee

HearForm
Set-up Fee **\$199** for all users and locations using the same EIN

Pricing for 150 claims per month...

TIMS
Monthly Fee: **\$112.50** plus **\$25** per month per detachable client.

TIMS once said that they make more profit from their customer's claim fees than they do from selling their software. That is likely why they do not want you to choose a less expensive clearinghouse.

Cycle
Monthly Fee: **\$97.50** per clinic

(Based upon Cycle's \$39 per month, per clinic minimum charge and \$.39 per claim.) As seen on Cycle's Internet Price Sheet... <https://www.cycle.net/ElectronicClaimsPriceSheet.pdf> (Link good as of 2-4-2015)

HearForm
Monthly Fee: **\$40.00** for all clinics and clinicians combined... through Optum or similar clearinghouse.
\$0.00 Through Office Ally, if the majority of claims are not sent to Medicare.

Instant Synchronization between multiple office locations?



(From TIMS website) "Utilizing a high speed Internet connection, **TIMS** safely and securely insures data at all locations stay current with other office locations."

However, the synchronization is done only every few hours. This creates a **delay** problem for offices that want to see appointments and other patient information in "real-time." TIMS Cannot use Microsoft's Terminal Services to connect your offices.

Cycle's data is updated **instantly**.

HearForm's data is updated **instantly**.

Feature

Financial Module works with or Without QuickBooks?



TIMS does not have a full financial module, but rather uses QuickBooks for most of its financial features.

Sycle has only very basic generic purchase forms that are not fully customizable. After 11 years in business, Sycle finally added a repair form. Financials are not a priority for Sycle.

HearForm has its own powerful Financial Module and can also send that data to QuickBooks, dramatically reducing double entry.

HearForm includes very professional looking Purchase Agreements, Repair Forms, Delivery Receipts, Sales Commissions, Return for Credit Forms, CMS-1500 with PQRS and SuperBills.

Create PDF Acrobat Documents of ANY Form or Letter without PDF software?



TIMS - Must use separate PDF software

Sycle - Only a very small number of documents can be generated as PDFs.

HearForm - The included Adobe Engine can create PDFs of **any** HearForm Document (thousands.) Each of those documents can be instantly e-mailed to Physicians, Payers, Schools and Patients. Faxing is instant with an online Faxing Option, such as www.myfax.com. Any document can instantly be archived in each patient's paperless option folder.

"Paperless" Office - Electronic Document Storage of Images, Sounds, Movies, PDFs, Dictation, Word, Excel, Scans, etc...?



TIMS - According to TIMS website on 8/3/2014... "In addition to the storage of the standard NOAH audiograms and notes, you can also store any scanned document or any picture taken with a standard web camera. Quickly snap a photo of your patient right in the standard patient input screen.

TIMS Audiology Software uses industry standard interfaces to enable a variety of scanners to be used. All electronic documents are available from any computer attached to the central computer server."

Sycle - Yes, but limited and slow to upload/download large documents. This option, called "E-Docs" is an **extra \$30 per month** per office (for up to 20 Gig.)

HearForm - **Included and powerful...**store all of these document types and more...up to 8 terabytes in file size. Go Green (and Organized) with less clutter.



HearForm



Cycle



TIMS

Feature

Mail Merge Letters?



Only **HearForm** allows you to add **unlimited** highly customizable letters. We have (350) letter templates compared to Sycle's 8 letters.

Insert merge fields from any field in HearForm to create custom letters for any occasion. With HearForm, you are not at the mercy of another company that makes many of your mailing choices (and charges you for that lack of freedom.)

With your permission, HearForm instantly sends your data file to E.S.C.O. where they will mail your letters for FREE (including postage as of 8/3/2013.) These E.S.C.O. letters include...

- Warranty Expiration
- Time for a new test
- Time for new hearing aids
- Birthdays

Click a button and HearForm converts your data into an Excel file and automatically attached to the E.S.C.O. email. Click send for an inexpensive marketing tool.

Sycle Eight (8) letters are available in Sycle.net. Sycle charges 69 cents PLUS postage (per letter) for the same type of service.

Manufacturer Order Forms?



HearForm has highly customizable supplier forms...

- New Order
- Earmold
- Repair
- Loss and Damage
- Return/Credit

Sycle offers only basic generic forms.

Patient Signature Pad Scanner Ready?



Sycle does not offer this option.

TIMS uses the Topaz signature pad.

HearForm uses the **IPAD or iPhone**
Using FileMaker Go 11, HearForm captures signatures right to the patient record.

Accounts Receivables Included?



TIMS - Must use QuickBooks

Sycle - Generic Plain looking Statements

HearForm - Yes and all documents are fully customizable to reflect your professional image.

Connect from Remote Offices with Terminal Services or Citrix?



Works on Windows and MAC computers?





HearForm



Cycle



TIMS

Feature

Works with Windows both 32 bit & 64 bit computers?



Stock, Loaners and Demo Inventory?



Print Dozens of Label Styles?



Referral Reports Subcategorized by Multiple Sources?



Sycle - Like most of Sycle's reports, each subcategory must be displayed in a separate report. For Example: You can list a referral report showing Main Categories, but cannot also display all of the subcategories in the same report.

Battery Club?



Can Reside on Your Computer?



Important. Even though **TIMS** resides on your computer, it "Phones Home" (to Montana) to make sure that you are current with your annual \$1,320.00 mandatory support fee (per location.)

Query, Find or Search by any Criteria?



Sycle's Search "feature" is extremely limited. You can only search the handful of fields that Sycle feels are important.

HearForm lets you search any field or any combination of fields using advanced operators. This allows you to target your marketing to a select group of patients (saving a lot on postage and printing costs.)

Unlimited Customizable Reports?



Add unlimited Custom Forms and Audiograms?



Built in Physician Referral Reports (Quick-Entry SOAP Notes style)?



Sycle.net does not have an Audiogram module, but rather just a basic entry area and no graphing. Sycle requires that you spend an additional \$52 per month - per location (every month) for www.CounselEar.com. That adds up pretty quick.

FAX directly to Patients and Physicians using MyFax or E-Fax, etc.?



Integrated Telemarketing Module?



How to Telemarket with **Sycle**...
1. Export entire database to Excel
2. Clean up the list manually
3. Have your telemarketer call from the Excel list.

HearForm has an awesome integrated telemarketing module saving you time and money.

Feature

Quick Entry Chart Note Buttons?



Cycle's are very basic, but deserve a check mark for at least having something.

HearForm creates chart notes in a click with 40 customizable buttons.

Searchable Chart Notes?



Search millions of notes in seconds for just the words you're looking for with **HearForm**.

Unlimited Personal Letters to Patients?



Apple © iPad and iPhone Ready?



Cycle can be accessed through the iPad and iPhone using a web browser. Cycle does NOT have an APP for the iPad or iPhone, but rather simply uses a browser the way that someone might access any site.

HearForm's database engine, FileMaker, is owned by **Apple Computer** and is specifically designed for use on those platforms. See... <http://www.filemaker.com/products/filemaker-go/whats-new.html>

HearForm's engine doesn't just "work" on the iPad (like any web page might,) it was created by the SAME Company! (Apple) The App we use is significantly more powerful than a browser page.

You'll love moving from room to room with your whole database in your hand. Audiograms, entry forms, scheduling and almost any other part of HearForm at your fingertips.

Unlocked for the Business Owner allowing complete customization?



Yes, Yes, Yes! HearForm is the only software in the Hearing Healthcare industry that offers this feature. This is one of the three most popular reasons our customers choose HearForm. (The others are overall cost and the fact that HearForm was designed by hearing healthcare practitioners.)

TEXT, E-Mail, FAX and Postal Mail Patient Appointment Reminders directly from the Scheduler?



This feature is absolutely loved by our users! It takes literally less than 5 seconds for an e-mail to be sent from our schedule. Simply click one button and then "Send."

Step by Step directions from the patient's front door to your front door are instantly added to your letters and e-mails.

Sort or Arrange Lists by any combination of Categories?



Cycle - Cycle allows for sorting and arranging of reports and patient lists based on **very limited choices**. You cannot choose from just any field, only those very few choices that Cycle offers.

HearForm allows you to sort or arrange by **ANY** field or **Combination** of fields.



HearForm



Cycle



TIMS

Feature

Developed By Audiologists, ENT's and Dispensers?



TIMS - Previously "Online Claims Audiology" was created by Tom Robbins of Shepherd, MT. Tom sold the company to *Computers Unlimited* approximately 15 years ago. According to their web site, TIMS also makes software for the Industrial Gas Distributor and Welding Supply industry; The DME & HME Provider and Specialty Pharmacy industry.

Sycle - From Sycle's website... <http://www.sycle.net/about.php#> "How did Sycle get started? Like most dot coms...on the back of a napkin in a San Francisco café... Ozone Advertising (now called Ozone Online and owned by Sycle's President, Ridge Sampson) was the original advertising agency for Sonus ten years ago. Ozone renamed them (Sonus was originally called Healthcare Capital Corporation) branded them and produced all their advertising for the first couple of years. Ridge had learned, from Ozone's advertising experience in the hearing care industry, Audiologists (no offense intended) are reluctant marketers. Fast forward to August of 2001. Ridge was having coffee in San Francisco with Randy Drullinger, one of the founders of Sonus. Randy was explaining a service he was using that allowed customers to create snail mail campaigns by uploading lists online...

For the next several months Ridge and Ozone CTO, Sean Shoffstall, (who became Sycle's CTO) met every morning at another coffee shop, North Beach's Café Roma, to sketch out Sycle. Sean would code the morning's efforts for the next day. One Sycle customer led to another and the rest is history."

Note: Although the **vast majority** of Sycle.net was designed by the CTO and marketing team mentioned above, Sycle did have an **"Aud. and dispenser on their dev team" for a period of time, but according to LinkedIn, she has left the company.**

HearForm - HearForm was initially developed by Michael Huskey in San Diego, CA. (CA license # HA1599) Michael owned and operated three offices in the San Diego area and created HearForm to meet the day to day needs of organization within his offices. Michael has personally dispensed more than 7,000 hearing instruments and performed over 15,000 hearing evaluations. He knows what it's like to manage 10 employees and run multiple hearing aid offices. More importantly, Michael has continued to provide tech support for HearForm customers and hears everyday the suggestions of those who actually use the software. Michael's 32+years in the hearing healthcare industry and his willingness to make significant changes to the software, based upon the great ideas of other hearing care professionals, makes HearForm a truly client focused application.

HearForm employees that provide tech support have grown up in the hearing aid business and understand the unique needs of its customers.

Nila and Byron grew up in the Hearing Aid Business. Nila began taking computer classes at the University of Oregon in 1980 (before computers were even popular) and has used HearForm for more than 20 years. She has been an important part of our development team. Byron, with a Bachelor's degree in Communications, has extensive computer skills on both the Mac and Windows. Byron has been providing HearForm customers technical support for over 12 years.

Before coming to HearForm in 2008, Katrina served as the Office Manager for a multi-practice hearing care professional for 12 years.

Andrew Fallon, Au.D. has been an integral part of HearForm's development team since February, 2006. Additionally, Dr. Fallon's Bachelor's degree in Computer Science, along with his 10 years experience of practicing in an ENT office have added real world knowledge and practical solutions to our software.