



PREFERRED AUDIOLOGY CARE
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YOU CAN BE SUCCESSFUL WITH HEARING AIDS!

Do your patients undergo testing without accepting recommended intervention or treatment that you prescribe?

Many patients that are diagnosed with permanent hearing loss are resistant to proper intervention or treatment. Only 25% of patients with permanent hearing loss actually seek help of hearing aids, when there is no surgery or medication to help treat their hearing loss.

An invisible Disability - Many patients with a gradual, progressive hearing loss don't understand the impact of their hearing loss and may not understand their own mental, social, and functional impact. It is important to measure, objectify, or quantify functional impact of hearing loss. Treat the hearing loss and treat the patient!

Patients' reasons for reluctance to use hearing aids - We have solutions for all of these objections

| Objections | Solutions |
|------------------------------|---|
| "Priorities" | We offer better patient education about hearing and their hearing loss. We stress the importance of better communication and sound awareness for safety reasons in daily life |
| "Cost" | We offer discount prices, and hearing aids at different price points, interest-free financing, we also accept most insurances |
| "Cosmetics" | Our new hearing aids are more discrete and some are even 100% invisible. Some of our hearing aids are smaller than most Bluetooth devices, some are the size of a dime. |
| "Stigma" | We know that hearing loss is more noticeable than hearing aids. Hearing aids can now also be used as everyday wireless communication devices like Bluetooth devices and can wirelessly connect to devices like cell phones, computers, and televisions and are fun to use |
| "Fear of the Unknown" | We have a try-before-you-buy policy. We believe in educating our patients to make their experience as easy and stress-free as possible so patients know what to expect. |
| "Reputation of hearing aids" | <ul style="list-style-type: none"> - We try our best facilitate a successful experience with our patients' hearing aids - We see dramatic changes in behavior observed in children and adults with hearing loss who obtain hearing aids. - We know it can change and improve someone's life. |