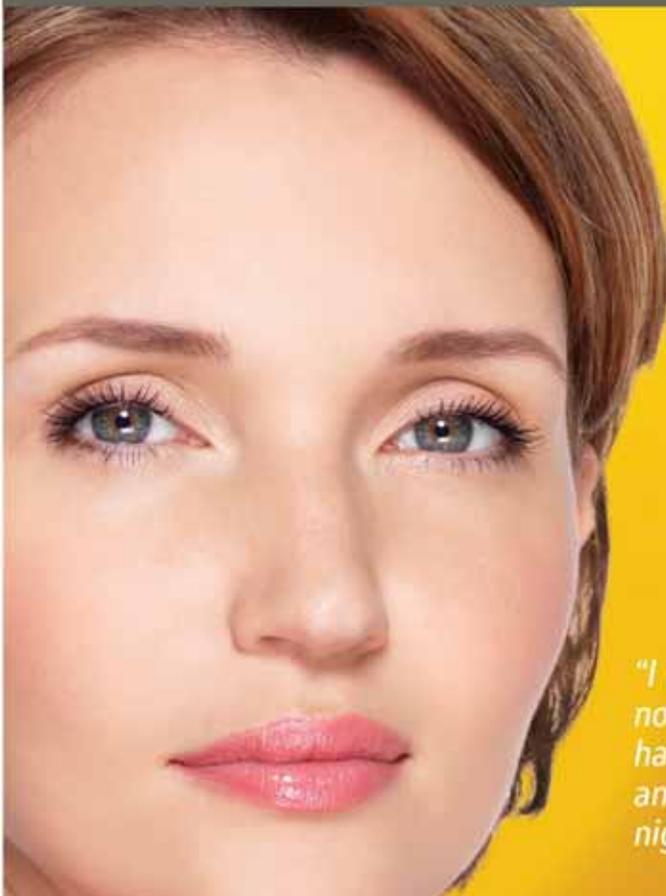


Why do so many people complain about their hearing aids?

- They don't have the features required to adequately address the hearing issues. The wrong ones were prescribed to begin with.
- The aids were fitted by someone who doesn't have the commitment, equipment or expertise to ensure they CAN perform their best. Modern digital hearing aids work best when the audiologist uses accurate audiological evaluations, speech understanding tests, loudness mapping, RealEar Measurements and other advanced tests to adjust them. Without those procedures, the provider could be relying upon less accurate methods and even trial and error, which may result in underperforming aids and additional costs.

FACTS

-)) Many people who purchase hearing aids find they have to go back many times for re-adjustments and they still don't "work right".
-)) Many new hearing aids are "back in the drawer" and not used within 6 months of purchase.
-)) Only a small fraction of over 36 million hearing-impaired people in the US buy hearing aids because of their poor reputation, expense and lack of insurance coverage.



HEARING AIDS DON'T LIVE UP TO THEIR POTENTIAL

There is an urgent need for doctors and patients to understand why hearing aids don't work right, and how that can put your health at risk. Accurate information means better decision-making.

"I have had hearing aids for over 40 years, and none of them worked this well. The difference between having my hearing aids adjusted by a hearing aid dealer and an audiologist with the right equipment is like night and day."

How do I ensure that I will get the hearing care I deserve?

To make sure you are getting excellent hearing care and hearing aids that help you hear better in all life situations, keep these things in mind:

- Insist on being seen by a Doctor of Audiology. They have an earned doctorate degree in a university and years of clinical experience and training to accurately fit hearing aids. Look for an Au.D. or Ph.D. behind their names. Consumers may be surprised to learn that the minimum educational requirements for a licensed hearing aid technician to enter their trade is a high school diploma and a one year apprenticeship.
- Ask providers if they do real ear measurements (REM) for every patient, as well as speech testing, loudness mapping and other technologies to fine-tune hearing aids. Every step of the comprehensive fitting process helps fine-tune the hearing experience. Many patients are shocked at how many different steps we take to ensure they hear their best.
- Ask sales people at Costco, Audibel, Miracle Ear, Beltone and other chain stores if their hearing aids are "locked". Locked hearing aids mean you cannot change providers if you are not satisfied.

A NEW APPROACH TO BETTER HEARING ... AND HEARING AIDS

There are standout differences between the old way of adjusting hearing aids, and the current state-of-the-art. The new way starts with seeing a true Doctor of Audiology with years of clinical experience and training. Equally important, the audiologist uses advanced technologies to adjust the hearing aids so they will work to your complete satisfaction.

"I was thrilled to be able to hear better, and no one could even tell I was wearing new hearing aids."

