

Lazy Hearing Professionals: Could that really be?

Choose Experts who use Real Ear verification systems

Is your service
as good as it could be?

When today we live in a world of precise exact measurements, especially where hearing tests and digital hearing aids are concerned, why can't so many hearing professionals use those amazing precise detail adjustments for our hearing? Because it takes more time and they can easily push a best fit button, a built in factory setting that sets the hearing aid to an average fit that should be pretty okay.

So whenever you have a chance to choose a hearing professional, choose one who you connect with, one who will listen to your needs and care to take an extra few minutes to at least attempt to make it better for you if he can. It may not be perfect yet, but at least working together you will get to the ultimate best smooth clear lis-

tening comfort sooner than later.

Hopefully that professional that you choose has those special verification and validation measurement systems that also verify that the measurements for your hearing prescription at each frequency are very close to being on track at each frequency db boost. This ensures that each of your hair cell nerve endings are being stimulated and your auditory cortex hearing center in the brain is being stimulated as well, receiving the newly replanted lost sounds that were once so important and enjoyable to you and can be once again through proper physical acoustical sound pressure physical therapy sort of speak.

THE Question is .. Is there any time when the best fit button comes in handy? Sure. Maybe when the patient is sensitive to sound and doesn't want to be over-whelmed at first.

Or maybe when it's Friday afternoon at 4:30 pm, and it's a holiday weekend, and everybody wants to go have some fun, including the patient, and come back for the more precise adjustments after a few weeks.

But in my experience and opinion, there is nothing wrong with at least trying to meet the patient's true hearing prescription and speech mapping; to at least give it a try and let them experience it, having them take notes of their progress and note the differences. More often than not it's a good thing and it means you will eventually get to your favorite end result much quicker.

And, knowing your professional is willing to take the time in the beginning sets my mind that I will be well taken care of long after the thirty day trial period.

But if I am just given the best fit prescription which takes 10 seconds for the computer to calculate and set, and my professional doesn't see me until after the 30 day trial period, it kinda makes

me wonder if you will ever get more than that. After all, you have been okay up to now, right? So it must be fine! Why fix something that's working and not broken?

But is it really as good as it could be?

It is true that hearing aid manufacturers are getting better at designing the first time best fit software. And, hearing aids do quite well now for their automatic adjustments. But just for safety's sake, it would not be a bad question to ask this while you're making your appointment with **"By the way, do you use an OtoWizard or Audio-scan or Real Ear Measurement?"** If you're talking to the secretary and she doesn't know, *ask her to find out!!!*

Anyway, good luck and happy hunting for your special professional!

Article by Dan Finlay, ACA Audioprosthologist who served the hearing impaired for 26 years and was recognized Nationally Board Certified Hearing Aid Specialist for over 15 years.

Turning hearing loss breakdowns into communication breakthroughs!

I personally pledge to you that you will own the successful results of your realistic expectations. We will personally assist you with all of your personalized Hearing Care needs. Your successful Hearing Care is what we live for. If we are going to do it well, then we

are committed to giving you our best and we feel honored to serve you and to have gained your trust!

How powerful to see the change in one's life as they once again start living. Hearing loss affects all aspects of your life, but on the flip side so does hearing improve-

ment. I look forward to getting to know you and witnessing your personal new hearing transformation.

Most are dedicating their life to serving you and we are excited to have the opportunity to participate and share in restoring the spontaneity, fun, and sounds of life

back into your life. We dedicate this special insert to you and your own personal hearing breakthrough.

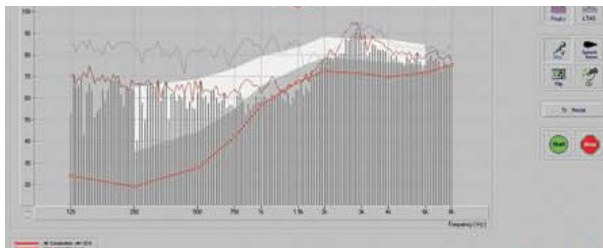
May the information herein cause a paradigm shift in the importance of better hearing right now in your life.

We personally invite you to come in and visit us about any hearing challenge.

Select Professionals Equipped with all the Best Hearing Technology!



Video Otoscopy or on camera Ear Inspection



32 Channels of Select Frequency Mapping for your precise hearing compensation

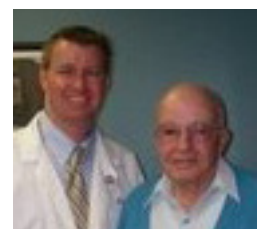
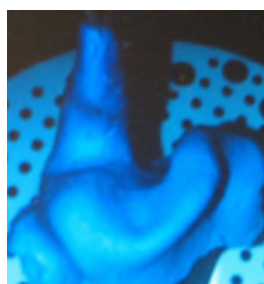
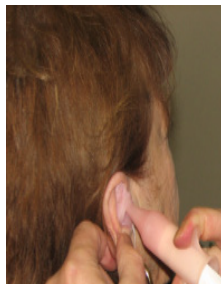


Testing for your Exact Hearing Sensitivity

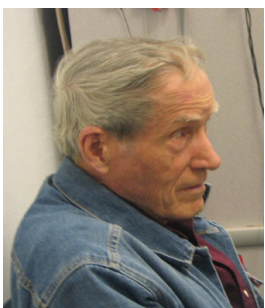


Easy check to insure peak performance

Precise Custom Fitting for Maximum seal & Comfort



If he can help my bad hearing I bet he can help yours!



With all this help.....

Now it looks like there may be hope for me after all!

...and yes the family would probably appreciate it too!

As for me, Life is just too precious to miss out on anymore!



Easy Care & Maintenance

Most hearing professionals welcome you to stop in and & have your hearing aid cleaned and may provide a free cleaning tool



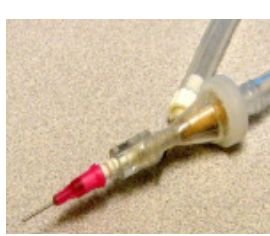
Insertion Lube



Vent Pick



Cleaning Brush



In Office Hearing Aid Vacuum



Cyntrifical Force Spin Doctor



Hearing Aid Battery Power Supply



Handy Key Chains for Storing Emergency Batteries

