

Resources

Additional information can be found on following websites that offer consumer friendly, accurate information:

American Academy of Audiology:
<http://www.howsyourhearing.org>

American Speech, Language, & Hearing Association:
<http://www.asha.org>

Better Hearing Institute:
<http://www.betterhearing.org>

Healthy Hearing
<http://www.healthyhearing.com>

Professional Hearing Services:
<http://www.professionalhearingervices.com>

Consumer Guideline to Purchasing Hearing Aids

Purchasing a hearing aid is a journey. On average an individual will wait 5-10 years before having their hearing evaluated by a professional. Currently, 36 million American's are living with hearing loss and the impact it has on their ability to enjoy the sounds of life.

You have taken an important step to improve the quality of your life by exploring the options available to improve your hearing. Once the decision to seek help occurs an appointment should be made for a complete medical evaluation of the ear including: otoscopy, comprehensive hearing test, and medical clearance by a physician and audiologist.

Should a hearing loss be identified, the audiologist will review the results and discuss situations where you are having difficulty. Your lifestyle, needs, and realistic expectations regarding the benefits you could receive through the use of hearing devices will be covered during a one hour hearing aid evaluation. The appointment is designed to educate the consumer of the technology, sizes, and cost to empower you to feel comfortable making a decision about the device that is right for you.

If you decide to purchase hearing aids, the audiologist will take impressions of the ears, measure the length of the ear, and determine the appropriate size of the device. You can select from a variety of colors and sizes that will best suit your lifestyle and personality. It takes approximately 1-2 weeks to receive your hearing device. The length of time will be dependent on the customization needed for your device.

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A one hour appointment will be scheduled to pick up your hearing aids. The audiologists will assist you in learning how to care for and use your new hearing aids. You will have time to practice insertion of the hearing aid and battery. The settings will be verified using speech mapping technology to ensure the devices are providing appropriate audibility of the speech signal. The highly flexible devices can be adjusted to address any concerns that you may have regarding sound quality and comfort. You should feel comfortable using your device by the time you leave the office.

Follow up visits are essential to ensuring the successful fitting of your hearing instrument. An appointment will be made for two weeks following the dispense to address any concerns that may have developed during this time. Programming adjustments can be made to address your concerns and improve satisfaction. You may return at anytime within the life of your hearing aid for in office follow up appointments if needed.

It is our mission to provide quality hearing healthcare. We believe that you should be able to communicate your needs and utilize the expertise of our audiologists and physicians to provide education, counseling, and solutions to improve your quality of life. We feel that these unique experiences can only be provided through face to face interaction with your healthcare provider. We strongly encourage you to seek the advice of these professionals as you embark upon your journey to better hearing.

The Better Hearing Institute Warns on Do-it-yourself Hearing Care

10/23/2011

The Better Hearing Institute (BHI) is warning consumers of the inherent risks associated with purchasing over-the-counter, one-size-fits-all hearing aids instead of consulting a hearing healthcare professional. Hearing loss is sometimes the symptom of a serious underlying medical problem. All 50 states require that consumers use a credentialed hearing care professional to purchase hearing aids.

BHI also points out that hearing devices that are purchased over-the-counter or Internet without the consultation of a hearing healthcare professional may result in the devices not being accurately customized to the specific hearing needs of the individual.

"Today's state-of-the-art hearing aids should be programmed to the individual's specific hearing loss requirements in order to provide good levels of benefit and customer satisfaction," says Sergei Kochkin, BHI's Executive Director. "The process requires a complete in-person hearing assessment in a sound booth; the training and skills of a credentialed hearing healthcare professional in order to prescriptively fit the hearing aids using sophisticated computer programs; and appropriate in-person follow-up and counseling. This is not possible when consumers purchase one-size-fits-all hearing aids over the Internet or elsewhere."

Complete release can be found at:

http://www.betterhearing.org/press/news/Internet_direct_mail_hearing_aids_pr10122011.cfm