

2010 literature review

With the wealth of information hearing care professionals have to share with their patients about the many products and services offered by manufacturers, **The Hearing Review** has compiled some of the best product brochures, catalogues, and other technical literature available to guide professionals and patients through the experience of finding the right products for the patient's individual needs. Descriptions presented herein were supplied by the participating manufacturers.

Blueprint OMS

Clinic management made easy. Blueprint OMS is more than an office management system. It is a foundation for managing and growing your business. A new release is now available with many new features, including Scheduling, Marketing, and Accounts Receivable enhancements. Visit our Web site to learn more about what Blueprint OMS can do for you and your practice. (877) 686-8410; www.blueprintsolutions.us



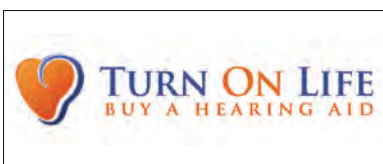
Comfort Audio

Comfort Audio is a Swedish company that, since 1994, has been developing and manufacturing hearing products for people with a hearing loss. Our products offer great flexibility and are developed for working life, school, public places, and private life. Comfort Audio was the first in the world to develop digital hearing products. Today, we offer a range of innovative products with features that are entirely unique in the industry, making us a technology leader. Contact us for sales literature and informational offerings. (847) 656-5450; www.comfortaudio.us



Buyahearingaid.com

Buyahearingaid.com could be connecting more customers looking for hearing aids to your practice. As



consumers come to buyahearingaid.com, they are discovering all the information they need to take the next step toward better hearing. At any given moment, these consumers are one click away from finding an exclusive hearing professional in their area who can help. For as little as 27 cents a day, that provider could be you. (972) 447-8275; www.buyahearingaid.com/welcome

E.A.R. Inc

E.A.R. Inc announces the new E.A.R. Sound Checker™ designed to protect hearing by easily checking surrounding decibel levels. The E.A.R. Sound Checker™ is a personal Sound Level Meter that indicates if sound levels are safe or dangerous and helps the user determine whether hearing protection should be worn. Just point the E.A.R. Sound Checker™ toward a sound source and press the button, and three LED Lights indicate decibel levels in the surrounding area. (800) 525-2690; www.earinc.com



Ear Technology Corp

Let us help you tell the Dry & Store story: what it is, how it works, and why Dry & Store is considered the pinnacle of hearing aid care. Whether you provide Dry & Store to your patients with new hearing aids or offer Dry & Store for purchase, this eye-catching brochure reinforces the importance of proper hearing aid maintenance as well as satisfaction that comes from making a wise purchase decision. (800) 327-8547; www.dryandstore.com



Grason-Stadler Inc

For over 60 years, Grason-Stadler has been "Setting the Clinical Standard in Audiometry," tympanometry, and hearing health care diagnostics. Far more than a tagline, it is embedded in our corporate DNA and is the driving force behind everything we do. (800) 700-2282; www.grason-stadler.com



Hansaton Acoustics

Hansaton Acoustics introduces the AQ Rechargeable Custom Hearing Instrument with a patented inductive charging system, a sealed case with no fragile battery door, no overcharging risk, no battery memory issues, no contacts to wear out, and a 5-year battery that operates 20 to 30 hours per charge—all in a strikingly elegant custom package. For posters, contact Hansaton. (888) 984-7432; www.hansaton-usa.com



AquaSeal Custom Floatable Swim Plugs mean you can swim, flip, do handstands and enjoy all types of water—even snow. AquaSeal Swim Plugs are colorful, they float, and they're comfortable. Call us now at AquaSeal 800-336-5719 to find out how we can custom design AquaSeal Swim Plugs to fit any ear.



You get in. The water doesn't.



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Introducing
a fresh and
innovative
approach to
better hearing



Qleaf is an advanced-technology modular CIC, optimally designed for people who seek a simple and discreet solution for their hearing loss.



Qleaf

Visit us at www.exsientusa.com or call 1-866-742-0808

Harris Communications

The 2011 *Harris Communications Equipment Catalog* is now available. This 112-page catalog offers an extensive line of the latest ALDs, including amplified phones, personal amplifiers, TV sound amplifiers, and loud alarm clocks. Need hearing care products? Call us about our hearing care products catalog with over 150 products for audiologists and hearing professionals. (800) 825-6758; www.harriscomm.com



HITEC

What ALDs do I show my customers? Which ALDs are used to complement my users' hearing aids? HITEC takes all the guesswork out of designing the perfect ALD program. Simplify your ALD delivery method by replacing your catalogs with this attractive yet simple inventory management tool. The ClearSounds waiting room display program focuses on the six top-selling ALDs in the market. Get your display, pick the products that suit your customers, and have HITEC train your front office now. For questions, contact Brad Dodson at (630) 321-2348 or e-mail brad.dodson@hitec.com; www.hitec.com.



HATIS Hearing

HATIS=Hearing Aid Telephone Interconnect System. HATIS



enables patients with severe to profound hearing losses to talk on the phone or listen to their MP3 or computer. HATIS is not a hearing aid. It is a device designed for hearing-impaired individuals to use directly with a hearing aid equipped with a telecoil (t-coil). HATIS products plug directly into the audio jack in virtually all communication and audio devices, such as cellular, cordless, and landline telephones; CD and MP3 players; computers; PDAs; stereos; televisions; and much more. Please contact us for our promotional materials. (770) 947-6362; www.hatishearing.com

Interacoustics

More than just a product...At Interacoustics, we design and manufacture equipment across the whole audiological spectrum. Our products range from small portable devices to full clinical instruments and can be found all over the world. Our Web site is full of useful information to support you in your buying decision. Please visit www.interacoustics-us.com for product brochures, user guides, educational materials, and so much more. At Interacoustics, we are here to support your buying decision. (800) 947-6334; www.interacoustics-us.com



Hearing HealthCare News

Hearing HealthCare News® helps subscribers plan their patient follow-up care with their Practice Development Program (PDP). The PDP is a collection of office management methods and advice, including office letters, marketing articles, and literature ideas. Subscribers using these protocols will experience increased patient activity, higher patient retention and referral rates, and less hearing aid returns. The core of the program is sending a quarterly newsletter. (800) 342-1643; www.hearinghealthnews.com



Oticon

Step into your waiting room and imagine your patient's first impression. Are you using this space as an opportunity to educate...or is it just a place to wait? A *VideoGuide to Better Hearing* covers a wide range of topics throughout the patient journey, educating current and future patients while they wait. This 20-minute video presentation is presented in neutral language and uses effective imagery that has been tested and proven to inspire patients to action. Contact your Inside Sales Representative at (800) 526-3921 to obtain your complimentary copy and to learn how you can further equip your waiting room. (800) 526-3921; www.oticonusa.com.



Rayovac

Looking for a risk-free way to introduce your patients to mercury-free hearing aid batteries? Rayovac supports ProLine Advanced Mercury Free with their Test the Best product guarantee program. The program invites your patients to try Rayovac's new product and compare the battery performance to the brand they typically use. If they are not satisfied with the performance of ProLine Advanced Mercury Free, Rayovac will refund their money. (800) 356-7422; www.thepowerofhearing.com



ReSound



ReSound's Lifestyle Sheet features three categories of listening environments: Quiet, Moderate, and Demanding. Having the patient describe the listening environments that they most commonly experience will help match them to the most appropriate technology features to meet their hearing needs. Once the patient has identified the single listening environment that best represents their lifestyle, present them with the corresponding product technology brochure to further assist their buying decision. (800) 248-4327; www.gnresound.com

Problem:

My Practice Doesn't Get Enough Quality Customers From The Internet.

Solution:

For Only .27 Cents A Day Potential Customers Searching For Hearing Aids In Your Area Can Discover Your Practice On An Optimized Web Site.

For Only .69 Cents A Day Your Practice Can Offer A Personalized Message To These Customers On A Customized Landing Page.

For Only \$1.37 A Day You Can Be Recognized As An Exclusive Referral Source For Hearing Aid Manufacturers, Along With The Ability To Create Custom Coupon Offers.

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Unitron

Unitron introduces Moxi™ 3G, the world's most advanced wireless 312 CRT. The Moxi 3G from Unitron is the only instrument in its class



with a built-in telecoil. And your clients can have the benefit of SmartFocus™, which puts the spotlight on speech in noisy environments even in an open-fit. All this and more in a small, discreet device that's hardly noticed. That's living life to the fullest. (800) 888-8882; www.hearinginnovation.com/moxi3g-hrp

Westone

Coming soon is the 2011 edition of the *Westone Custom-Fit Earpieces, Supplies and Music Products Catalog*. This extensive full-color catalog will feature all of the products and services offered to the hearing health care professional by Westone. From our wide variety of custom-fit earpieces, to our impression materials, even artwork to decorate your office walls, the Westone 2011 Catalog contains everything you need for your practice. (800) 525-5071; www.westone.com



Widex

Widex offers a 16-page article reprint of a new clinical study published in the *Journal of the American Academy of Audiology* demonstrating how the Zen Program (available in several Widex Mind series hearing instruments) has shown promise as a helpful sound-therapy tool in the fight against tinnitus. The Zen Program is a highly original and innovative feature. It is only available inside hearing instruments from Widex. The article reprint is available to order at www.widexPro.com or by calling (800) 221-0188.



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