

2011

# 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, catalogs, 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.

## Advanced Monitors Corporation



The Tele-View Video Otoscopes easily magnify and display ear pathology on any TV or computer, making it easier to diagnose ear problems while improving patient education and compliance. These feature-rich otoscopes include LED lights as well as focus, brightness, and zoom controls. The otoscope handles can store up to 3,000 jpg images, which can be easily uploaded to the patient's electronic medical record. [www.admon.com](http://www.admon.com); (877) 838-8367 x105



## Grason & Associates

Introducing Select Series Single Use Eartips. For use with newer style probes, the new Select Series of Single Use Eartips are now available. You select the manufacturer and eartip size for cost-effective testing. Complete size ranges accommodate the user with the convenience of single use. The Select Series eartips are available in kits or individual size packages of 100. [www.grasonassociates.com](http://www.grasonassociates.com); (603) 899-3089

## Ear Technology Corp

Let us help you tell the Dry & Store story: what it is, how it works, and why it is considered the pinnacle of hearing instrument 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 maintenance as well as your patient's satisfaction that comes from making a wise purchase decision. [www.dryandstore.com](http://www.dryandstore.com); (800) 327-8547



## Grason-Stadler Inc (GSI)

For over 60 years, Grason-Stadler (GSI) has been "Setting The Clinical Standard" in audiometry, tympanometry, and hearing health care diagnostics. Visit us online at [www.grason-stadler.com](http://www.grason-stadler.com) to view various brochures, datasheets, sales literature, and educational materials or call (800) 700-2282 to request additional information on any of these materials.



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## 2011 LITERATURE REVIEW

### HANSATON USA

Hansaton's AQ X-Mini rechargeable hearing instruments are no longer a niche market. AQ X-Mini's patented, inductive, digital charging algorithm yields 20 hours of operation per charge in a 5-year battery, while eliminating battery memory issues and risk of overcharging. An easy-to-use inductive charging station eliminates failure-prone electrical contacts, and the sealed battery compartment reduces moisture ingress and prevents insertion of the wrong battery. AQ X-Mini promises to be the most trouble-free hearing instrument on the market, with three levels of state-of-the-art digital processing. Recharge your practice with Hansaton! Call for consumer marketing assistance, lobby video posters, and more. [www.hansaton-usa.com](http://www.hansaton-usa.com); (888) 984-7432



### Hearing Healthcare News

*Hearing HealthCare News®* provides customized patient and physician newsletters. Subscribers also receive their Practice Development Program, a collection of proven patient marketing tools and techniques, including patient recall, battery club, electronic newsletter, and patient referral program. Subscribers using these tools experience increased patient activity, higher patient retention, more patient referrals, and fewer hearing aid returns. [www.hearinghealthnews.com](http://www.hearinghealthnews.com); (800) 342-1643



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*The Hearing Review* is the hands-on business magazine for hearing care professionals. It concentrates primarily on fitting techniques and technology, diagnostics, and hearing care products/services.



### Just Bekuz Products Co

In response to customer demand, Just Bekuz Products introduced the Micro Super Seal in July of this year. This trifold brochure not only explains how Super Seals will protect your clients' BTE hearing aids, it will advise them on how to choose between Micro, Mini, Standard, and Large. Please visit our website or call us for more detailed information. [www.just-bekuz.com](http://www.just-bekuz.com); (970) 834-2523



## MedRx Inc

MedRx Inc, a US-based global developer and manufacturer of PC-based diagnostic and hearing instrument fitting technologies, offers a new catalog. *The MedRx Hearing Healthcare Catalog* features their entire line of audiological, diagnostic, and video imaging equipment. Discover a new generation of powerful PC-based instrumentation for Audiometry, Real Ear Measurement, Live Speech Mapping, Hearing Instrument Testing, and Video Otoscopy. Call us now for your FREE Catalog at (888) 392-1234 or visit us at [www.medrx-usa.com](http://www.medrx-usa.com).



## Rayovac

Do you wish you had a hearing aid battery guide to give new hearing aid patients, existing patients, or even office staff? Rayovac offers a simple, yet comprehensive literature piece to provide information and address common concerns and questions. The brochure, titled *Hearing Aid Battery Guide: Your Questions Answered About Hearing Aid Batteries*, is available free of charge to ProLine customers! Call us today to place your order at (800) 356-7422 or visit [www.thepowerofhearing.com](http://www.thepowerofhearing.com).



## Oticon

Oticon Intiga Invites Consumers to "Live in the NOW." Oticon launches its newest advanced technology hearing solution with a traffic-building campaign designed to attract first-time users. The integrated campaign combines a full range of proven elements (TV commercial, ads, direct mail, inserts, point of sale materials) with new innovative elements (electronic banner ads, templates, social media postings) to strengthen the ability of hearing care professionals to engage and empower first-time users and accelerate their movement along the continuum to better hearing. [www.oticonusa.com](http://www.oticonusa.com); (800) 526-3921



## Sycle.net

Sycle.net is the number-one hearing care practice management software with over 4,300 practices utilizing the software every-day. Sycle.net's suite of office products includes Sycle.net Practice Management, Sycle Marketing Group, E-Claims, Sycle NOAH Sync, and QuickBooks Synchronization. [Sycle.net](http://Sycle.net); (888) 881-7925



## Phonak

Phonak is proud to introduce a new tool designed to guide the fitter through the hearing instrument selection process. *The Phonak Style and Selection Guide* will assist the fitter in explaining the audiogram using the speech spectrum and sound examples, accessing the client's needs, and discussing which level of technology is most appropriate based on the client's needs. Fitters and clients alike will love the simplicity and streamlined approach to hearing instrument selection. Ask your Phonak sales representative for one today. [www.phonak.com](http://www.phonak.com); (800) 777-7333



## Unitron

Moxi™ takes open-fit hearing instruments to new heights. Powered by the Era™ platform, the beautiful little canal receiver technology (CRT), with wireless across three technology levels, goes way beyond great looks.

Moxi's open-fit strategy combines proprietary technologies to deliver high-fidelity sound, making for beautiful listening too. Featuring Unitron's new blended automatic approach, Moxi is a natural listening experience made both effortless and elegant. [www.Unitron.com/us](http://www.Unitron.com/us); (800) 888-8882







## Westone Laboratories

This Stuff Is Free! You probably know that our earpiece order supplies (earpiece order forms and shipping boxes) are free, but did you know that we offer free marketing materials? Here is a list of some of the FREE items available to you:

- 91665-Westone Music Product Catalog
- 91660-The Musician's Earplug™ Brochure
- 91648-DefendEar™ Hearing Protection Products Brochure
- 49899-AquaNot™ Swim Plug Brochure
- 49946-Consumer Recreational Headset flyer
- 91701-4-Tier Brochure Stand (available only while supplies last)

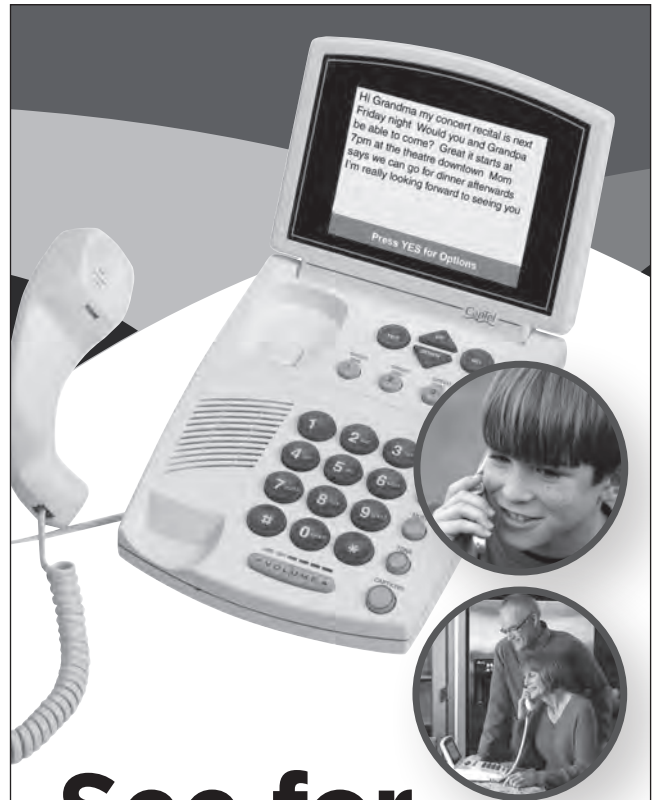
Give us a call and we'll be happy to help you take advantage of this FREE stuff! [westone.com](http://westone.com); (800) 525-5071

## Widex USA Inc

### NEW WIDEX CLEAR DISPENSER AND CONSUMER BROCHURES

Our new and informative CLEAR family brochures - including the CLEAR440/330/220 Dispenser Brochure, FUSION 440/330/220 Dispenser Brochure, CLEAR Family Product Overview and CLEAR330 and CLEAR220 Consumer Brochures - highlight unique Widex features and the three levels of CLEAR technology and benefits available to your patients.

For more information, or to order Widex marketing materials, please call 1-800-221-0188 or visit [widexpro.com](http://widexpro.com)



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