

# LITERATURE REVIEW

2012

*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.



## CaptionCall

Use the Free CaptionCall phone offer to drive traffic into your practice. CaptionCall is the perfect loss leader solution for hearing care professionals to use in marketing activities such as direct mail, e-mail, newspaper, newsletter, and your Web site. It's simple, adds value, catches people's attention, and it's free. Visit [www.CaptionCallPartner.com](http://www.CaptionCallPartner.com) or call toll free (888) 557-2227 to sign up or learn more about this co-op marketing opportunity. (Marketing support materials provided by CaptionCall.)

(888) 557-2227; [www.CaptionCallPartner.com](http://www.CaptionCallPartner.com)

CAM

CHICAGO ADVERTISING & MARKETING

## Chicago Advertising & Marketing (CAM)

Question: What's the best part about having CAM manage all your marketing programs?

- A. Widest selection of the most effective mailers;
- B. World-class customer service;
- C. It's easy—CAM handles everything;
- D. Having your patient appointments filled;
- E. ALL OF THE ABOVE

E of course! You get all this and 17 years' experience dedicated to the hearing industry. CAM delivers the best results at the best, most competitive pricing. Call us or go online. Let us show you what a leader delivers.

(800) 778-9300; [www.campromotions.net](http://www.campromotions.net)



## Ear Technology Corporation

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.

(800) 327-8547; [www.dryandstore.com](http://www.dryandstore.com)



## Frye Electronics Inc

Frye Electronics has been building reliable instruments to test hearing aids for 39 years. Our newest instrument is the FP35 Touch—the only analyzer with the interactive touch panels, which makes it very easy to navigate and immediately choose the menu that you want to activate. The buyer can choose to get the real-ear measurement option and programs that provide the ANSI, IEC, and even the Indian standard. The Touch also has an Audiometer Option.

(800) 547-8209; [www.frye.com](http://www.frye.com)



Because family dinners can always use

**more flavor.**

## ReSound Verso™

Put your patients back into the world around them with more natural, comfortable sound.

### Adapts to any environment

Give patients the freedom to react and adjust to any sound—not just the loudest. With Verso™, your patients choose what's most important.

### Ability to focus

One of the joys of hearing is tuning out background noise. Verso™ classifies every situation so your patients are comfortable wherever they are.

### The world in balance

The Verso™ instruments work together to create a more natural sound experience, in a crowded restaurant or chatting at home.



Discover the full Verso experience at [gnresound.com/verso](http://gnresound.com/verso)

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## ReSound

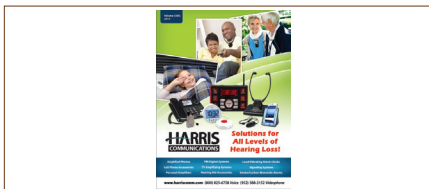
rediscover hearing



### Grason-Stadler Inc (GSI)

For over 60 years, Grason-Stadler (GSI) has been "Setting The Clinical Standard" in audiometry, tympanometry, and hearing 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.

(800) 700-2282; [www.grason-stadler.com](http://www.grason-stadler.com)



### Harris Communications—Your Source for ALDs

Do you want to know what assistive devices are available for hearing loss? Find out by requesting the 2013 *Harris Communications Equipment Catalog*. It is 120 pages filled with the latest products for people with hearing loss. Represented in the catalog are the major manufacturers of amplified phones, personal amplifiers, TV sound amplifiers, loud alarm clocks, and much more.

(800) 825-6758; [www.harriscomm.com](http://www.harriscomm.com)



### Interacoustics

At Interacoustics, we design and manufacture equipment across the whole audiological spectrum. But Interacoustics is more than just a product. We make it our business to keep in touch with those who use our equipment. And with more than 45 years of experience, you can be sure we have the insight required to make solutions that work for you. You will find full product information and brochures on our Web site.

(800) 947-6334; [www.interacoustics.com](http://www.interacoustics.com)



### MedRx Inc

MedRx Inc is a global developer and manufacturer of PC-based diagnostic and hearing instrument fitting equipment, specializing in compact advanced technologies for Audiometry, Real Ear Measurement, Live Speech Mapping, Hearing Instrument Testing, and Video Otoscopy. This new generation of powerful PC-based instrumentation seamlessly integrates testing and fitting with hearing aid fitting software to provide accurate and comprehensive results. To view the MedRx line, order our catalog or view it online.

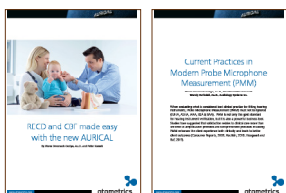
(888) 392-1234; [www.medrx-usa.com](http://www.medrx-usa.com).



### Oticon Inc

Enhance your patients' counseling experience and motivate them to action with eCaps Pro, Oticon's new interactive counseling app. You will appreciate the easy work flow, as you educate your patients on the causes and solutions for hearing loss and guide them to decisions that are right for them. Let eCaps Pro help you create customized counseling flows for different needs so you can personalize goals for each patient and maximize their satisfaction. To get started with eCaps Pro, contact us.

(800) 525-3921; [www.oticonusa.com](http://www.oticonusa.com)



### Otometrics

Otometrics is the world's leading manufacturer of hearing and balance instrumentation and software. Over the last 50 years, we have provided solutions ranging from newborn hearing screening applications and audiologic diagnostics to comprehensive hearing instrument fitting and balance testing. See videos, white papers, educational materials, live seminars, and much more at [www.otometrics.com/knowledge-center](http://www.otometrics.com/knowledge-center). You can also call us to request additional information, or find your local, exclusive distributor of MADSEN, AURICAL, and ICS on our Web site.

(800) 289-2150; [www.otometrics.com/knowledge-center](http://www.otometrics.com/knowledge-center)

# Protects hearing Promotes happy

## Meet Max

Want to satisfy your patients' desire for power and protect their long-term hearing health? Get to know Max. It's the Super Power that fights over-amplification, automatically and gradually, while every feature works towards the goal of maximizing speech intelligibility, without compromising awareness. Protect hearing health and promote happy with Max.

Call 800.888.8882 to get to know Max  
[unitron.com/meetmax](http://unitron.com/meetmax)



**unitron.** Hearing matters



### power one

power one brand demonstrates the width and breadth of their hearing device batteries in their new brochure entitled *A Portfolio You Can Count On in Any Economic Climate*. The brochure presents mercury-free batteries, rechargeable batteries and accessories, cochlear implant batteries, and more. This brochure touches on power one's stable, more predictable discharge curve, which delivers dependable energy extending to the very end of battery life.

(800) 468-2782 ext 203; [www.powerone-batteries.com](http://www.powerone-batteries.com)



### ReSound

Introducing the ReSound Verso™ Information Kit, including a variety of materials designed to showcase the benefits of this truly versatile hearing device. With ear-to-ear functionality and outstanding feedback controls, Verso delivers a comfortable listening experience with outstanding sound quality, even in background noise. Request your ReSound Verso Information Kit, including order forms, brochures, fitting guide, and product overview, by clicking on the "Get more info" banner at [gnresound.com/Verso](http://gnresound.com/Verso).

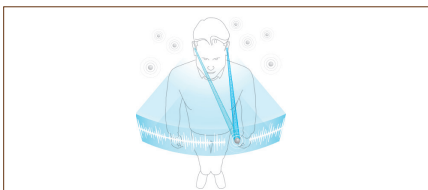
(800) 248-4327; [www.gnresound.com](http://www.gnresound.com)



### Solutionreach

Solutionreach revolutionized health care marketing. We pioneered patient text and e-mail messaging, and we continue to lead with our custom and comprehensive marketing platform to help your practice acquire, retain, educate, and reactivate patients. Using the latest text, e-mail, voice, video, Web, and social media tools, Solutionreach equips your practice with a high-tech solution that does not sacrifice high-touch personalization. And it's all backed by our unlimited live Revolutionary Support.

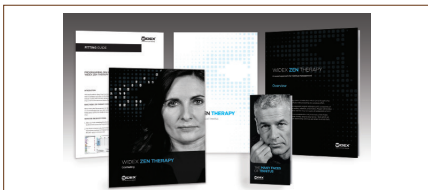
(866) 605-6867; [www.solutionreach.com](http://www.solutionreach.com)



### Unitron

Unitron now has a unique counseling tool to help hearing care professionals explain how SpeechZone™, available in Moxi™ Pro and Quantum™ Pro products, automatically "zones-in" on speech, helping clients enjoy clear conversations even in the most challenging listening environments. Whether it's speech from the front, side, or even in quiet situations, Pro with SpeechZone knows the direction of speech and delivers the most natural, clear sound in the industry. Contact us today for more information.

(800) 888-8882; [www.unitron.com/us](http://www.unitron.com/us)



### Widex USA Inc

New Widex Zen Therapy Dispenser & Consumer Materials: *WZT Manual* by Robert Sweetow provides a comprehensive approach with counseling and sound therapy strategies; a Dispenser Overview tool to easily guide the clinician through the WZT program; a counseling Flipchart; a WZT Fitting Guide; Evaluation and Treatment Plan Checklist; Consumer Brochure, including relaxation exercises; DVDs; and more.

For more information, or to order WZT materials, please contact us.

(800) 221-0188; [www.widexpro.com](http://www.widexpro.com)

**NEW!**

**Exclusive distribution  
of MADSEN, ICS and  
AURICAL**

Find your local partner at  
[www.otometrics.com](http://www.otometrics.com)



## Another step into the future of fitting: Introducing AURICAL HIT

Last year we launched the new AURICAL – a complete, modular fitting solution. AURICAL HIT is our latest addition. It sets new standards for ease-of-use featuring the **OnePosition** principle, a unique method of carrying out all measurements without having to reposition the hearing instrument. The innovative, vertical design means it has the smallest footprint of any directionality-enabled HIT box. The intuitive OTOSuite software integrates it all and supports the entire fitting process. FDA pending.

[www.futurefitting.com](http://www.futurefitting.com)

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