

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 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.)

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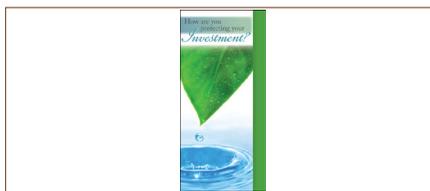
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Ear Technology Corporation

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



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



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ReSound

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(800) 700-2282; 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



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



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.



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



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. 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

Protects hearing Promotes happy

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untron. 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



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.

(800) 248-4327; 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.

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Unitron

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(800) 888-8882; 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.

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