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HR WEBSITE REVIEW

With one click, hearing aid users and hearing care professionals can find a wealth of useful online information. Patients can learn about the latest hearing aid products, and hearing care professionals can research the best products and services for their clients. In this website guide, HR has invited several hearing care companies to describe their Internet offerings.



AUDiTEC Inc

For more than 40 years, AUDiTEC Inc (formerly AUDiTEC of St Louis) has been supplying audiologists with quality recorded hearing tests and associated materials. In these 40 years, AUDiTEC has expanded its inventory from six tests to over 200 items. AUDiTEC combines whatever tests one desires on one compact disc up to a total of 80 minutes. Headed by a certified audiologist with over 50 years of experience, AUDiTEC understand the needs of the audiologists and hearing care professionals. www.auditec.com



CaptionCall

Give your patients a little extra help using the telephone. Visit the CaptionCall site to learn more about this revolutionary new telephone. Sign up to participate in the CaptionCall co-op marketing program and to provide the CaptionCall phone and service for your patients absolutely free—that's no cost to you or your patients. Sign up to learn more about this exciting co-op marketing opportunity at www.CaptionCallPartner.com



Chicago Advertising & Marketing

Chicago Advertising & Marketing's website features client testimonials and samples of the company's effective direct mail pieces. Hearing care professionals can learn more about all of the services that CAM offers. Check back often, as new mailers are added frequently. The convenient "Quick Quote" form lets you request pricing information and zip code counts for a direct mail campaign. Be sure to go to the Contact Us page to sign up for Weekly Email Alerts so you don't miss out on special offers! www.campromotions.net



Dry & Store

We take drying seriously, so it took us some time to develop a passive dryer that we'd put our name on. We're calling it DryCaddy, and it's arriving Q1 2013. Read all about it at www.dryandstore.com where you'll also find videos, technical info, and a locator to help consumers find a local provider of the world's best drying products. Are you in it? www.dryandstore.com



Grason-Statler Inc

Visit our new micro website www.audiostarpro.com. This website highlights an interactive 360 degree module where you can explore the new AudioStar Pro's innovative design and new and familiar features and learn how this clinical audiometer can enhance your efficiency, productivity, and overall workflow in your practice. www.audiostarpro.com



Hansaton USA

Hansaton-usa.com is Hansaton's website for all hearing care professionals and their customers. Learn about the complete line of German-engineered award-winning BTE and ITE products, including the new rechargeable AQ Family. Access online order forms, technical information, Hansafit software, consumer marketing materials, online training tools, bill paying, web promotions, FAQs, recent news, and more. Call (888) 984-7432 or visit us online at www.hansaton-usa.com



Hearing Review

Drawing on the content and resources of the two leading magazines in the hearing industry, *The Hearing Review* is the single-stop website for the hearing industry. It brings users the latest news, product developments, and legal and regulatory updates. Subjects include coverage of industry trends, developments in instruments, patient counseling, industry events, and education. The website is also your online resource for all the digital archives of *HR Insider* newsletter, *Hearing Review*, and *Hearing Review Products*. www.HearingReview.com



MyOticon

MyOticon—Faster, Easier, and Better for Your Business. MyOticon is a virtual custom toolbox for Oticon business needs. It provides 24/7 account access to maximize practice efficiency and productivity. The new Dashboard gives a quick at-a-glance look at your account and activities. Easily organize, track, and process patient accounts and preferences; download consumer marketing materials; and obtain proprietary access to Oticon news and research. To access, contact your Oticon account manager. www.MyOticon.com



Rayovac

Recently updated, Rayovac's www.thepowerofhearing.com is designed to be a resource and business building tool for hearing care professionals. This new website features up-to-date hearing aid battery product information, business benchmarking tools, FAQs, marketing materials, videos, and much more. Thepowerofhearing.com also gives professionals the opportunity to place product orders or contact ProLine's dedicated Product Consultants. To learn more, visit this site or call us at (800) 356-7422. www.thepowerofhearing.com



Siemens Hearing Instruments Inc

Completely updated in August 2012, Siemens Hearing Instruments' website, www.usa.siemens.com/hearing, is easy to use on computers and mobile devices. It has information about Siemens' innovative hearing products, including invisible, waterproof, and rechargeable hearing instruments and wireless solutions that connect hearing aids to mobile phones, TVs, MP3 players, and other devices. Hearing care professionals can also find workflow tools and a link to mySiemens for online ordering and account management. www.usa.siemens.com/hearing



Widex USA Inc

The Widex Pro website is a one-stop shop to support hearing care professionals any time of day or night. Authorized professionals will find updated technical and ordering information for popular Widex product families and accessories, including Clear, Super, Menu, IIC, and the ZEN2GO tinnitus device. Widex Pro puts important business support and marketing tools within easy reach. www.widexpro.com



Video Otoscope

The MedRx Video Otoscope sets the clinical standard for precise imagery and archiving. Its patented lensprobe design presents ultra-clear and crisp images that can be stored in PACS[®].

The Otoscope is offered in two configurations – with a built-in LED light source or a powerful external light source.

-Both configurations are available with a USB video capture device.