

# "How-to ..." & case studies

The following short articles were written by the respective manufacturers/suppliers in order to provide *HR* readers with fast, effective information on a wide range of topics, including fitting, diagnostics, unique hearing aid applications, and marketing/business management concepts. These descriptions were provided by the participants upon request of *HR*. To learn more about these topics or the products/services featured in the tutorials, please contact the companies directly.

## BUSINESS MANAGEMENT

### How to Strengthen and Grow Your Business While Achieving Personal, Professional, and Financial Goals

Audigy Group is a Member-driven management company designed to support the nation's leading independent hearing care providers in strengthening and growing their businesses through its **best-practice-based marketing, finance, operations, human resources, and professional development services**.

Audigy Group's at-will partnerships with its Members enable them to achieve their personal, professional, and financial goals by enhancing leadership skills, focusing staff commitment to practice goals, and serving patients more consistently.

Audigy Group hosts **Guest Summits** around the country many times a year to communicate how its 130+ employees keep its Members independent in the face of aggressive online and retail competitors, as well as corporate consolidation.



#### For Information, contact:

Audigy Group  
Vancouver, Wash; (888) 356-0451  
[www.audigypro.com](http://www.audigypro.com)

# Introducing a revolution Wideband Tympanometry

WBT adds  
even more  
power to the  
Titan from  
Interacoustics

Wideband Tympanometry (WBT) from Interacoustics explores middle ear diagnostics from a whole new perspective.

With WBT, the 226Hz probe tone is replaced by a broadband click measuring frequencies from 226 Hz to 8000 Hz.

Differential Diagnostics will significantly improve from:

- Multiple tymps in one sweep
- Wideband (averaged) tympanogram
- Absorbance measurements with age specific norm data
- A new dimension in testing middle ear pathologies
- 3D mountains of insightful diagnostic data

Experience the change at  
[interacoustics.com/WBT](http://interacoustics.com/WBT)



View our new Wideband  
Tympanometry video



**Interacoustics**

ABR/OAE

Balance Assessment

Fitting Systems

Middle Ear Analyzers

Audiometers

Interacoustics is a world leading diagnostic solutions provider in the fields of hearing and balance assessment. We help the professional audiological world reach new milestones through continuous developments and a constant focus on integration and direct customer value.

Interacoustics USA 7625 Golden Triangle Drive Eden Prairie, MN 55344 T +1-800 947 6334 [info@interacoustics-us.com](mailto:info@interacoustics-us.com)

# HEAR HERE, HERE, HE

**FM+DEX**  
FOR FLEXIBLE  
STREAMING



**RC-DEX**  
FOR YOUR  
REMOTE  
CONTROL



**TV-DEX**  
FOR ENJOYING TV



DEX™ assistive listening devices open a whole new world of sound for hearing aid wearers.

They provide Widex hearing aid wearers with easy and convenient control, and an easy, direct, interference-free wireless communication link to consumer electronic devices.

At the heart of the DEX devices is our unique wireless technology, **WidexLink**.

**WidexLink** allows instant communication between hearing aids, direct connection to external audio devices, and coordination and synchronization of data between two hearing aids.

# RE, HERE AND HERE.



**M-DEX**  
FOR YOUR  
MOBILE  
PHONE



**PHONE-DEX**  
FOR EASY  
LANDLINE USE



**T-DEX**  
FOR BLUETOOTH  
MOBILE PHONES

WidexLink is designed specifically for the demands of hearing aids and DEX devices. It uses less power, is extremely fast and works to ensure there is no delay or drop-out of sound.

## DEX™

A WIRELESS WORLD

For more information call 1-800-221-0188 or visit [www.widexpro.com](http://www.widexpro.com)



## FITTING TIPS

### How to Take Control of the Fitting Process

**Control is everything.** You simply cannot rely on the hearing instrument itself or on patient comments to ensure you have complete control over fitting a hearing instrument properly. Neither method is sufficient for a quality outcome.

#### What Are Some Common “Lack of Control” Symptoms?

- **Asking “How does that sound?” too often.** The patient will feel that they are the authority and begin dictating the fitting. This often results in under-amplification and little or no patient benefit.
- **Using fitting software/first-fit alone.** Fitting software can only show *predictions* of hearing aid performance. First-fits or changes made in fitting software can't be considered results until they are *measured*. In this case, no one really has control.
- **Believing hearing instrument technology is above your understanding and beyond measurement.** A trained hearing healthcare professional fitting with objective measures is the most important component of a successful fitting process. The notion that instruments are so advanced as to be unmeasurable places control with the hearing instrument manufacturer and devalues your role.

**Take control by fitting with the facts.** Objective measurement is essential for the management of hearing instrument fitting and the care of your patient. It is



the key to patient satisfaction and the success of the patient's rehabilitation. With it, you control the outcome; without it, you don't.

**Audioscan Axiom® puts you in control.** Audioscan systems for real ear measurement, instrument verification, and its Speechmap® fitting environment provide the objective measurement you need to control the outcome for your patients. It is the best foundation for basing your professional counseling and guidance. It also is the best path to fewer returned products, better productivity, and better overall patient satisfaction — giving you peace of mind. Take control by visiting [axiomdemo.audioscan.com](http://axiomdemo.audioscan.com) today!



#### For Information, contact:

Audioscan  
Dorchester, Ontario; (800) 265-2093  
[www.audioscan.com](http://www.audioscan.com)

## MARKETING

### How to Increase Your Hearing Care Business by Utilizing Direct Mail Advertising

One of the best ways to make your phones ring and have an edge on your competition is through direct mail with Chicago Advertising & Marketing (CAM). Over 18 years of experience have made CAM a leader in direct mail for the hearing aid industry.

CAM will make sure your message gets out on time. We are known for our 48-Hour Turnaround, and our Lists have been proven to get the most qualified leads in the door.

Call 1-800-778-9300 and let one of our advertising experts walk you through step-by-step to create a successful direct mail campaign for you! We offer a FREE Market Analysis to our clients as well (please call for more details).

#### CAM offers:

- Large volume discounts to our clients.
- The “CAM Cycle” keeps the phones ringing on a weekly basis.
- The most updated list in the business!

Call us at 1-800-778-9300 to learn more about all of the other direct mail services we have to offer!

Visit us on the web at [www.campromotions.net](http://www.campromotions.net) to view our frequently updated Monthly Mailer Specials Page and to read our client testimonials.



#### For Information, contact:

Chicago Advertising and Marketing  
Chicago, Ill; (800) 778-9300  
[www.campromotions.net](http://www.campromotions.net)



# Uniting the Profession

62<sup>nd</sup> Annual IHS Convention & Expo  
September 12-14, 2013 | Washington, D.C.

The 62nd Annual IHS Convention & Expo promises to be an exciting event for hearing healthcare professionals from around the world, uniting our profession with the latest education, networking opportunities, industry and marketplace updates, and more. The profession is changing rapidly. Don't be left in the dust. Join your fellow colleagues in Uniting the Profession!

## KEYNOTE SPEAKER



Adventurer Jamie Clarke shares his tales of exploration and an enduring message of hope using the power of passion to achieve your dreams.

## VEGAS NIGHT PARTY



Shake up the evening Vegas-style for a night of music, entertainment, and casino fun. Keynote and party sponsored by Starkey Hearing Technologies.

## EARN UP TO 17 CEs



Learn from experts in the field at professional development sessions and optional pre-convention workshops.

**REGISTER TODAY @**

[www.ihinfo.org/convention](http://www.ihinfo.org/convention)



**SCAN THIS CODE  
TO LEARN MORE!**

Advanced  
*Pricing*

**\$449.<sup>00</sup>**

*Premier member price thru 7/19/13*

## PATIENT CARE

### How to Overcome the Telephone Barrier

Even with the best hearing aids, some people continue to struggle with using the telephone due to phone frequency limitations and the lack of visual cues found in normal face to face communication.

Now you can offer your patients a **free CaptionCall phone** to reinforce their hearing with captioned telephone conversations. Simply sign up as a CaptionCall Provider at [www.CaptionCallProvider.com](http://www.CaptionCallProvider.com).

There are no contracts to sign, no inventory to stock, and no affiliate obligations. It's all managed by CaptionCall—an FCC authorized Captioned Telephone Service provider. CaptionCall provides you with an active demo phone for your office and collateral for your patients. **All you need to do is tell your patients about it when you see a need.**

To receive a free CaptionCall phone, the FCC requires your patients to obtain a signed authorization from you (provided by CaptionCall), certifying that they have a hearing loss and would benefit from Captioned Telephone Service.

**After you submit their certification, CaptionCall contacts the patient to schedule their free delivery, installation, and hands-on training. There are no monthly fees or service charges—ever!**



#### For Information, contact:

CaptionCall  
Salt Lake City, Utah; (877) 557-2227  
[www.CaptionCallProvider.com](http://www.CaptionCallProvider.com)



As a CaptionCall Provider, you are welcome to use the FREE phone offer in your planned marketing activities. It's a great offer that gets you noticed. CaptionCall provides you with a variety of marketing support material to help.

The FREE offer is also a great way to re-engage your tested/not sold candidates. Plus, you can reduce no shows for service and annual checkup appointments with the free phone offer. To get started, visit [www.CaptionCallProvider.com](http://www.CaptionCallProvider.com) or call toll-free 1-877-557-2227.

## PATIENT EDUCATION

### How to Inspire Your Patients to Take Action

What's better, a high-gloss poster of a lifestyle setting with a user wearing a hearing aid or a riveting video of that same hearing aid wearer communicating properly for the first time?

Clear Digital Media (CDM) is confident that the answer is as obvious to everyone as it seems: Preconditioning patients truly is a remarkable tool to inspire action. **By providing custom educational and contextually relevant programming, you can create a visceral buying experience.**

A **well-crafted playlist of video content** designed to make patients feel comfortable (when they might be nervous), educated (especially if they are new to the process), and valued (a slide can very directly tell them that their participation in their own hearing care is valued and that their feelings matter) will draw them in and inspire them to take action now.

With the proliferation of new platforms like tablets and smart phones, we are consuming more digital media and content than ever before. We just don't respond to static brochures, tri-folds, or similar types of material the way we used to; there's a paradigm shift away from that.



Digital signage is timely and relevant and it addresses the patient when they are most receptive to hearing your message. It's a flexible medium that can change immediately or evolve organically to shifting marketing or branding plans.



#### For Information, contact:

Clear Digital Media, LLC  
Naperville, Ill; (877) 999-4483  
[www.cleardigitalmedia.net](http://www.cleardigitalmedia.net)





life: you have ways to help your patients hear it all.  
we have ways they can finance it all.



## HEARING AID RETAIL FINANCING

0% discount for  
standard contracts

Low fixed rate  
installment financing

Terms to 60 months

No interest programs

Web based system

Rapid decisioning process

**AllWell**<sup>SM</sup>  
A FINANCING PROGRAM BY **Allegro**  
Acceptance<sup>LLC</sup>

Contact us today! 800-533-0467  
[AllWellInfo@allegroacceptance.com](mailto:AllWellInfo@allegroacceptance.com)  
[www.allwellaa.com](http://www.allwellaa.com)



## ASSISTIVE DEVICES

### How to Help Your Patients Hear What They See on TV—And Love What They Hear!

That's what will happen when your patients use a Clear TV Audio Digimax RF system: Crystal clear, CD-quality sound delivered directly to your patients' ears via a stetho-style headset or neckloop receiver (for t-coil-equipped hearing aids).

The Clear TV Audio system is easy for your patients to set up and personalize their TV listening experience, with volume, balance, and tone controls on the receiver.

Clear TV Audio Digimax RF has the highest SNR on the market. True digital audio RF technology maintains transmission quality for distances up to 145 feet, and the 2.4 GHz transmission minimizes interference from other devices. Each transmitter base can connect with up to four receivers.

Ear Technology Corporation provides customer support, consumer literature, a 2-year warranty, and attractive margins for you, and will not compete with you on price.

It's a natural fit for your office to carry as you help your patients navigate the challenges of hearing loss with respect to relationships, lifestyle, and work and home environments.

Your patients will thank you for recommending Clear TV Audio, and your patients' families will be doubly thankful as they return to watching TV together. While we can't guarantee that everybody will like the same channel, at least there won't be any more battles over the volume control.



**EAR TECHNOLOGY CORPORATION**  
Helping people hear better, every day.

#### For Information, contact:

Ear Technology Corporation  
Johnson City, Tenn; (800) 327-8547  
[www.eartech.com](http://www.eartech.com)

## FITTING TIPS

### How to Add Value to Your Audiological Evaluations

Today's hearing healthcare professionals are faced with the challenges of increased patient workload, decreased reimbursement, and limited time. It is critical that every moment in an audiologic evaluation be focused on the diagnosis, explanation, and treatment plan for each patient. Many times, the treatment plan includes fitting hearing aids.

In order to add true value to the audiologic battery, evaluations that focus on patient difficulties and effective hearing aid fittings must be performed. With the GSI AudioStar Pro™, these types of value added tests may be seamlessly integrated into your routine—with very little additional time.

GSI has integrated evaluations that reflect recent trends in audiometry into the new AudioStar Pro clinical audiometer. With a touch of a button, you may access the QuickSIN and TEN (HL) test.

■ **The QuickSIN evaluates a patient's ability to understand speech in background noise.** This evaluation was designed to be performed in one minute and allow the examiner to quantify the patient's hearing in noise. The results provide useful information for counseling and selecting the most appropriate hearing aids or assistive listening devices.

■ **The TEN (Threshold Equalizing Noise) HL test was designed to identify**



**cochlear dead regions.** This advanced pure tone evaluation provides insight into counseling as well as gives the clinician the necessary tools for an effective hearing aid fitting.

To learn more about the value added and time saving features in the AudioStar Pro, visit [www.audiostarpro.com](http://www.audiostarpro.com)



#### For Information, contact:

Grason-Stadler Inc  
Eden Prairie, Minn; (800) 700-2282  
[www.grason-stadler.com](http://www.grason-stadler.com)

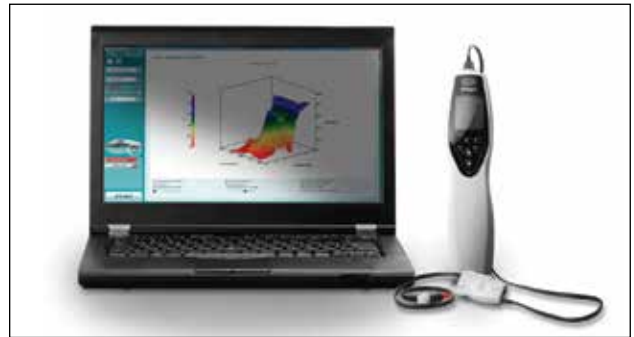
## HEARING TESTING

### How to Use Wide Band Tympanometry (Absorbance)

Interacoustics is proud to introduce a significant advancement in traditional middle ear diagnostics known as Wide Band Tympanometry (WBT)—or Absorbance.

This technology utilizes a complex wide band stimulus in contrast to typical single pure-tone carrier signals (ie, 226 Hz or 1000 Hz). The user has an option to run the test in conjunction with ear-canal pressure change or as a static measurement at ambient pressure that yields “Absorbance” data. This is a beneficial analytical tool in pre-post surgical conditions where pressure into the ear canal is prohibitive. The brilliant 3D color graphics provide a “mountain” of information with normative data comparisons that significantly improves the sensitivity and specificity of middle ear diagnosis. Consider that a pressurized WBT test is completed in approximately the same amount of time as traditional tympanometry, but the professional gains additional, significant quantitative data across a broad frequency range to support the clinical conclusions. Discover the “true” resonant frequency of the middle ear, and now you have a powerful new tool for your assessment battery—without additional testing.

The software includes 3 different graphical representations that include 3D Color Graphics, a set of 3 Traditional Tympanograms (ie, 226 Hz, Averaged Typ, Resonant Frequency Typ), or an Absorbance view. The Absorbance view provides a summary of the acoustical energy that is transferred through



the middle ear at peak compliance and at ambient pressure. It also includes “normative data by age” with middle-ear pathology example overlays.

Additional pathology descriptive documents are available by clicking on “more info” within the overlay examples. WBT is available now on the Titan Impedance instrument. For a more in-depth explanation, see the WBT Video at: [www.interacoustics.com/wbt](http://www.interacoustics.com/wbt).



#### For Information, contact:

Interacoustics  
Eden Prairie, Minn; (800) 947-6334  
[www.interacoustics-us.com](http://www.interacoustics-us.com)

## FITTING TIPS

### How to Unlock the Power of Personalization in Hearing Aid Fittings: Oticon Alta

**Oticon Alta** and the new quad core Inium signal processor bring a new processing power and fitting flexibility to help practitioners unlock the power of personalization. The three-step process involves patients at every stage of the fitting and integrates their sound quality preferences in a new way.

1) Initial Fitting begins with setting the Personal Profile, based on the audiogram and details, such as age and previous experience with amplification. The Preference Manager in Genie lets practitioners engage patients in comparing several personalization sound samples to answer four key questions. This helps practitioners to select the most appropriate personal profile and include this information in the initial programming.

2) Active Listening happens when patients leave the office. The **Alta Diary**—available in a paper version or smartphone App—helps them collect information and focus attention on situations that are important to them. The information obtained provides structure for their first experience, and helps shape the follow-up session.

3) Optimizing the fitting brings all of this information together. During a follow-up consultation, the patient's comments and information from the Alta Diary give an impression of their progress. Through a structured listening experience using sound samples in the **YouMatic Manager** in Genie, practitioners have a new opportunity to confirm or modify the Personal Profile settings.



The **Alta Personalization process** lets practitioners fit patients the way they need to hear, but also factor in how they want to hear. By optimizing both performance and aesthetic aspects of hearing, Alta sets the stage for greater satisfaction and acceptance.

To learn more, visit [MyOticon.com](http://MyOticon.com), click on the Products and Fitting Tools tab, and select Alta Personalization Process.



#### For Information, contact:

Oticon Inc  
Somerset, NJ; (800) 526-3921  
[www.oticonusa.com](http://www.oticonusa.com)

## HEARING TESTING

### How to Easily Create Custom Wordlists with the Symphony® TrackWizard Utility

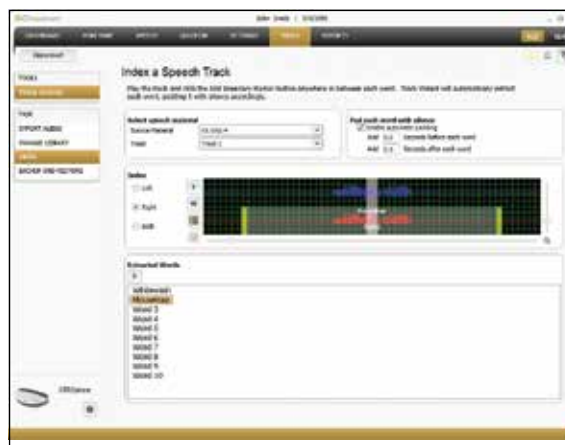
One of the many innovative features in our Symphony software suite is the TrackWizard®, which can be used to create custom wordlists from CD or other digital audio speech material.

The TrackWizard uses a stepwise approach, walking the user through locating the CD or audio track, selection of the calibration track, and then parsing of the track into word, phrase, or sentence units. Once a series of units have been highlighted in the track, the user can easily assemble the units into a list for their use. The final step is to then save the resulting lists for use in speech testing.

This screenshot from our new Symphony 2 software shows the indexing process. While playing the track, the user clicks a button to place a separator anywhere between the words (phrases, sentences), and the TrackWizard automatically trims and inserts the specified delay before and/or after the word. The process is quick and efficient, and you can go from a CD list to fully customized wordlists in just a few minutes.

Our TrackWizard is just another labor-saving feature of our Symphony software suite, helping you make the best use of your valuable time.

For more information on Symphony and our new OTOSphere® clinical audi-



ometer, please contact Otovation at 1-866-otovation or visit us on the web at [www.otovation.com](http://www.otovation.com).



#### For Information, contact:

Otovation, LLC  
King of Prussia, Pa; 1-866-otovation (686-8284)  
[www.otovation.com](http://www.otovation.com)

## BATTERIES

### How to Increase Your Efficiency by Using Rayovac's B-to-B Battery Ordering Website

In these busy times, everyone is looking for convenient and simple business tools to increase productivity. Rayovac, the leader in hearing aid battery technology, now provides another technical solution—a **business-to-business battery ordering website strictly for hearing professionals**.

This new online business tool not only makes ordering batteries easy, it also allows ProLine customers to take advantage of the programs and services they have come to expect from Rayovac.

■ **Easy to Access.** New and existing customers can easily get started by visiting Rayovac's website designed for hearing professionals, [www.thepowerofhearing.com](http://www.thepowerofhearing.com). After a simple registration, customers can access the ordering site any time.

■ **Convenient.** ProLine products are available 24 hours a day, 7 days a week through this new business tool. ProLine's professional Product Consultants are also readily available to answer any questions that customers may have.

■ **Comprehensive.** Customers have access to all of the ProLine programs when ordering online. Customized battery card imprints, quarterly promotions, and ProLine's 24-hour shipping guarantee are all included on the new site.

■ **Optimized and Secure.** Rayovac's website is optimized and secure for today's professionals. Customers can place orders on their desktop computers, laptops, tablets, and mobile phones for ultimate convenience, with peace of mind knowing the site is secure.

**Ready to get started?** Simply visit [www.thepowerofhearing.com](http://www.thepowerofhearing.com) today to register, or call 800-356-7422 to learn more.



#### For Information, contact:

Rayovac  
Madison, Wis; (800) 356-7422  
[www.thepowerofhearing.com](http://www.thepowerofhearing.com)







## Video Otoscope

The MedRx Video Otoscope sets the clinical standard for precise imagery and archiving. Its patented lens/probe design presents ultra-clear and crisp images that can be stored in NOAH™.

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.

*Log-in to our website and we'll send you the "Diseases of the Ear" poster for FREE.*  
[medrx-usa.com/poster](http://medrx-usa.com/poster)

## FITTING TIPS

### How to Maximize Fitting Comfort with Fewer Office Visits

Most hearing professionals will agree that the physical fit of a hearing aid could be the single most important variable of a successful hearing aid fitting. SeboTek has engineered a receiver and tip combination "Easy Click" that counteracts the most common issues professionals spend much of their time toward adjusting and counseling. The Easy Click system simply gives the professional the best physical fit solution available today focusing on comfort, sound quality, durability, and efficiency in the clinic.

**Occlusion Effect Management.** Easy-Click tips utilize an ultra-thin membrane positioned at the second bend of the ear canal. While retaining the true shape of the ear canal, Easy-Click tips also eliminate the occlusion effect for both open and sealed fittings.

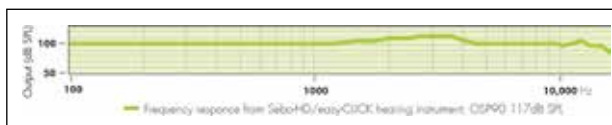
**Managing Difficult Canal Bends.** With **Multiple flex zones and 360° mobility**, Easy-Click tips adapt vertically and horizontally to canal bends adding additional comfort and feedback control in almost any fitting.

**Wax and Moisture Management.** Easy-Click incorporates a wax filter built into the tip and a second, nano-coated wax filter on the speaker housing to provide maximum protection and reliability.

Professionals can also enjoy the benefits of SeboTek's Easy-Click system with **one tiny receiver unit having the capacity to fit mild, moderate, and severe hearing loss**. The combination of Easy-Click's receiver and tip provides a superior acoustic experience that allows for industry leading **high frequency bandwidth extending to 14 kHz** (graph below shows frequency response from Sebo-HD/Easy-Click hearing aid; OSP90 117 dB SPL).



From the shape of the tip resembling an acoustic horn to the enlarged sound port, every facet of Easy-Click is engineered to naturally boost high frequency sounds that allow for a high definition sound experience.



**SEBOTeK**  
HEARING SYSTEMS

#### For Information, contact:

SeboTek  
Tulsa, Okla; (800) 388-9041  
[www.sebotek.com](http://www.sebotek.com)

**OTOSphere®**



### The full-featured audiometer that's also portable

#### Features & benefits:

- Air, bone, and speech testing with free-field
- Portable and convenient for on-the-go testing
- High-frequency testing available
- QuickSIN™ testing
- Custom reporting layout tool
- Real Ear Measurement option
- Extended warranty available



**Otovation®**

Innovating Hearing Diagnostics

1-866-otovation (686-8284)

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

## How to Set the Siemens Tinnitus Therapy Feature to Ease the Effects of Tinnitus

**Sound Therapy** for tinnitus is now available in all micon™ hearing instruments and can support a wide variety of recognized tinnitus treatment programs. In **Connexx 7**, the frequency shape of the noise can be adjusted precisely for the individual wearer and be used independently or in combination with the individual's amplification needs. While the output level of the therapy signal can be set in the software, it is also possible to give the wearer manual control over the therapy signal level via hearing instrument controls or a remote control.

The following are methods to set the "Noise" or "Noise+Microphone" signal for different treatment protocols:

■ **Tinnitus Retraining Therapy (TRT):** Use broadband noise in an ascending technique. Decrease all sliders to 0, and then increase the noise level until the wearer acknowledges the sound is mixed with their tinnitus. The goal is not for the therapy signal to cover the tinnitus, rather to find the mixing point and keep both sounds audible.

■ **Tinnitus Activities Treatment (TAT):** Set the therapy signal at an audible and comfortable level. Use one of the 4 preset noise types or a customized noise signal. The goal is not to completely mask the tinnitus or find a mixing point, but rather offer a comfortable noise that provides relief at a low volume level.

■ **Masking:** Choose a narrow band noise to match the frequency of the tinnitus.



Use an ascending technique; increase the signal until the wearer reports the noise covers the tinnitus. Adjust for partial or total masking as desired.

Note: In many cases, amplification alone will ease the wearer's tinnitus symptoms. "Noise" or "Noise+Microphone" modes can be activated in additional programs as desired. The therapy signal does not need to be activated in both hearing instruments for a binaural fit. The volume of the microphones and the volume of the therapy signal can be controlled independently by the wearer when desired.

# SIEMENS

### For Information, contact:

Siemens Hearing Instruments Inc  
Piscataway, NJ; (800) 766-4500  
[www.usa.siemens.com/hearing](http://www.usa.siemens.com/hearing)



## Insta-Mold® Featherweight Instant Silicones



## Save Time & Money

Create floatable custom swim plugs. For as low as **\$2.50** a pair, in just one office visit.

INSTA-MOLD PRODUCTS, INC. 1-800-523-4081 [WWW.INSTAMOLD.COM](http://WWW.INSTAMOLD.COM)



## PATIENT CARE

### How to Increase Patient Overall Satisfaction, Confidence Levels Through CapTel

After diagnosis, developing a **comprehensive approach** to addressing a patient's hearing loss is key to their health and happiness. The unique lifestyle of each individual must be considered when developing an overall strategy. Knowledge of all of the assistive devices available today is key to providing your patients with the best care possible.

While every situation presents its own set of challenges, patients frequently identify areas, such as talking on the telephone, as an ongoing problem, even after they have been fitted for hearing aids. Addressing this concern with patients up front is key to maintaining an active, healthy lifestyle for your patient.

**CapTel Captioned Telephones** show word-for-word captions of everything a caller says. Hearing care professionals have found that CapTel increases patient confidence over the phone, as users see real-time written confirmation as they listen. It reinforces that patients are hearing the caller's voice correctly. CapTel helps users stay connected with friends and family, but also makes it possible to contact their doctor.

In addition to being able to stay connected, **users report an increased satisfaction with their hearing healthcare provider**, as they are able to communicate effectively in more situations than just face-to-face settings.

**Programs are available to provide a CapTel phone FREE to patients who you certify.** There is no cost for the captioning service, and help is available for patient installations and training as well as 24-hour customer service with the push of a button.



**For Information, contact:**  
CapTel Captioned Telephone  
Madison, Wis; (800) 233-9130  
[www.CapTel.com](http://www.CapTel.com)

## FITTING TIPS

### How to Use the Unique Flex:trial Program to Break Through Patient Objections

It's an age-old challenge for hearing healthcare professionals: A large percentage of hearing-impaired individuals who clearly could benefit from amplification are reluctant to make a commitment. They balk for various reasons, including: misconceptions about hearing aids, a perceived lack of benefit to cost, and the all-too-familiar "my hearing isn't that bad" mindset.

#### How Can You Break Through These Flawed Thought Processes?

Unitron has developed a powerful groundbreaking solution: the Flex:trial™ program.

The Flex:trial program overcomes buyer reluctance by eliminating the upfront cost and commitment for a traditional hearing aid purchase. On the same day of their hearing evaluation, patients go home with Flex:trial hearing aids that are programmed to their hearing loss and desired level of technology. They wear the Flex:trial aids for a predetermined amount of time (typically 1-2 weeks) in all their familiar environments and situations.

At the end of the trial period, patients return their Flex:trial aids to you and decide whether they want to:

- 1) Continue their listening experience by purchasing Unitron hearing aids with settings transferred from the Flex:trial aids, or
- 2) Walk away without any cost or obligation.



Conventional trial programs require consumers to pay for the hearing aids in advance and then go through the process of obtaining a refund if they're not satisfied. **The Flex:trial program removes the barriers of upfront cost for patients—** and the fear of getting stuck with hearing aids that they are not satisfied with.

Flex:trial increases patient satisfaction, and offers business benefits to your clinic. For more information about this innovative business-building program available exclusively from Unitron, call your Unitron representative at (800) 888-8882.



**For Information, contact:**  
Unitron  
Plymouth, Minn; (800) 888-8882  
[www.unitron.com/us](http://www.unitron.com/us)

## How to Use Widex Zen Therapy: Tinnitus Treatment Simplified

Until now, tinnitus treatment approaches often fell short in addressing the problems that contribute to the distress experienced by people with tinnitus, such as hearing loss, sleep deprivation, maladaptive thoughts and behaviors, and excessive stress.

Available in many of the innovative hearing instruments from Widex, **Widex Zen Therapy (WZT)** gives hearing care professionals an easy to use and best-in-class ZEN program to help manage tinnitus. WZT is comprised of relaxing Zen fractal tones proven to help diminish the annoyance of tinnitus and a systematic program that contains education and counseling. With a variety of DVDs, Counseling Flipchart, take home materials, and worksheets, WZT is practical and effective.

### Easy to Use WZT

The WZT Overview and Checklist guide the professional through the three main steps: assessment, treatment plan, and follow-up.

**1) Assessment** determines tinnitus disturbance level.

**2) Treatment Plan** based on four quadrants (see diagram of quadrants):

a) **Widex Amplification** with low compression thresholds and broad frequency response minimizes auditory deprivation;

b) **Zen Fractal Tones** stimulate passive listening in contrast with silence and facilitate relaxation;

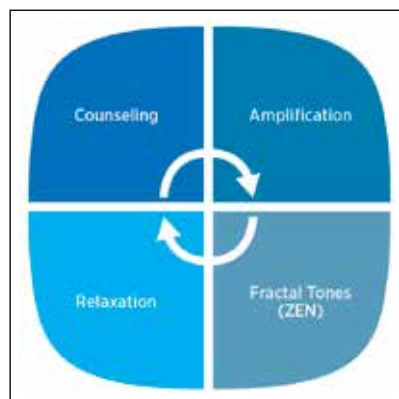
c) **Instructional and Adaptive Counseling** including Cognitive Behavioral Intervention enhances habituation; and

d) **Stress reduction and sleep improvement strategies** break the tinnitus-stress cycle.

**3) Follow-up**

a) **Individual response to WZT varies.** Some will notice immediate benefits while others may require several weeks to start noticing improvement.

b) **Use Tinnitus Handicap Scales** to verify and modify the treatment plan as needed.



### For Information, contact:

Widex

Long Island City, NY; (800) 221-0188

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



Inspire your customers to take action.

## Connecting patients, caregivers and communities

CDM is a digital signage platform that you can customize for your clinic and patients. It's a tool designed to improve patient experience and education while subtly introducing technology and services available from your clinic.

### HHN at initial location

**\$1,976.00**

24 Month Subscription\*  
incl. FREE Media Player  
and Basic Installation

### HHN at additional locations

**\$1,676.00**

24 Month Subscription\*  
incl. FREE Media Player  
and Basic Installation



Turn the TV in your waiting room into a powerful patient engagement tool.

630.321.2348 | [www.cleardigitalmedia.net](http://www.cleardigitalmedia.net)