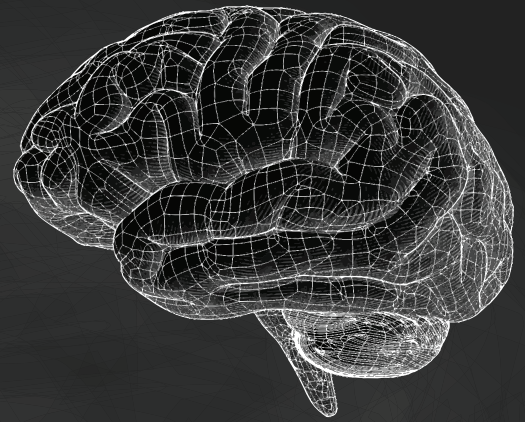


# Straight Talk...

## ON MEDICALLY TREATING YOUR HEARING LOSS



### YOUR QUESTIONS ANSWERED



By Dr. Keith N. Darrow, PhD, CCC-A  
Harvard and M.I.T. Trained Neuroscientist

Being a trained Neuroscientist and Clinical Audiologist for nearly 20 years, I have come to learn, first-hand, the impact that the medical treatment of hearing loss has on patients – starting at Day 1! I also know that some patients are hesitant and try to rationalize not starting treatment of their medical condition. Below are the three most common statements patient's make:

#### REASON

# #1

### "IT'S TOO GOOD TO BE TRUE!"

The medical treatment of hearing loss has significant, **positive**, implications for your cognitive (brain) and overall health. While this may seem 'too good to be true' – it isn't. Science has found that the treatment of hearing loss is the single most modifiable factor for the prevention of Dementia; the treatment of hearing loss can significantly improve cognitive function; the treatment of hearing loss can dramatically reduce your risk of falls, etc., etc., The list goes on! We see these benefits in nearly every patient we work with.

Our centers have recently expanded and we have brought in more highly-trained hearing health care specialists, to offer you more flexibility to work around your schedule. Our focus is on you – and your health care. We are so confident in our ability to treat your hearing loss and cognitive deprivation that your **SATISFACTION IS GUARANTEED**. If you're not completely thrilled with how your treatment is impacting your overall quality of life and with the exceptional service you receive in our office, simply say so within 45 days we will refund all your money. No questions asked. We wouldn't have it any other way.



#### REASON

# #2

### "WE'RE NOT READY TO MAKE ANY MAJOR PURCHASES"

Actually, a lot of people say this to our hearing specialists. We understand that the process can seem overwhelming – being diagnosed with significant hearing loss (**a progressive and degenerative disorder**) can do that to you! But it is critical to begin medical treatment at first diagnosis, as continuing to deprive your brain of the proper stimulation leaves you at significant risk

Over

of auditory and cognitive deprivation. That is why we have made arrangements to begin treatment right away – and your FIRST MONTHLY PAYMENT starts the process, without any lengthy credit approval process or financial hoops to jump through. You will start to enjoy the benefits of becoming a patient in our office **immediately**. We pride ourselves in being able to offer multiple options for our patients to afford treatment. As a doctor, my priority is your health; and my team of Patient Care Coordinators will help work out a financial plan that works best for you and your family.



We appreciate our patients and the referrals they send our way; and you too can start enjoying the benefits of “Joining the Family Hearing Aid Center family” right away. You can be on your way to improved hearing with significant improvements in cognitive function, right now! Our patients tell us the hardest part of audiology treatment was taking the first step and getting started. After the initial appointment, the benefits of improved hearing, clarity and cognitive function will last a lifetime. Your investment in hearing health care can easily be one of the best decisions you ever make for you or your loved one.

### REASON #3

## “WE’D RATHER NOT SPEND THIS AMOUNT RIGHT NOW”

And you don’t have to! We have worked hard to make sure that every patient can begin treatment **and** manage any associated costs. While it is unfortunate that **most** insurance plans do not offer any benefits, we offer a variety of ways to offset any costs. How much you will have to pay out of pocket depends on several factors, including the NeuroTechnology™ recommended, the procedures involved, and, of course, the specifics of your insurance policy (unfortunately **most** insurance companies do not cover the cost). One way many of our patients pay for their treatment is by utilizing creative benefits. For example, using their Flexible Spending Account (FSA), financing at 0%, using tax returns, and even using the cost towards their medical expenses benefit on their tax returns.



The investment in hearing and cognitive health care is such a great investment in your health, your brain, your family and you... that it will literally pay for itself 1000x times over - it just does not make sense to wait.

Your next step – visit our website at **www.familyhearingaidcenter.com** and make the commitment to a better, healthier you – live that long, active, fulfilling life you and your family worked so hard for.

Thank you,

*Dr. Keith Darrow*

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