



Top 10 Things You Must Know Before Choosing Your Hearing Care Professional

By Dr. Keith Darrow, PhD
Harvard and MIT Trained
Neuroscientist



Family Hearing Center

Hearing & Brain Centers

www.FamilyHearingAidCenter.com

Introductory Letter from Dr. Darrow

Dear Friend,

If you are researching Hearing Specialists and different types of hearing treatment options for yourself, your spouse, or a loved one, you are in the right place. Just like every ear is different, Hearing Professional practices are different too. In your search for finding the right hearing health care professional, you will most likely find there are several options available, but it is important to know that all hearing loss treatment options are not created equal.



Our mission is to Empower Active-Aging. Our vision is changing lives, advancing the profession, and supporting our community. There is no better reward than seeing how happy our patients are after we boost their hearing clarity – we call it ‘the hearing smile’ – every patient experiences it when we restore the clarity of hearing. To achieve our vision, and to help you choose the right audiologist, I put this report together:

I want you to be educated about your options and feel extremely comfortable with your specialist and choice of treatment. After reading this report, you can also browse our website or simply stop in any one of our locations to learn more about us.

“The Top 10 Things You Must Know before Choosing Your Hearing Care Professional.”

Sincerely,

Dr. Keith Darrow

Dr. Keith Darrow, PhD, CCC-A
Harvard and MIT Trained NeuroScientist

P.S. If you are scheduling the exam for yourself, your spouse, or a parent, you may be wondering, at what age you should you schedule the first evaluation? The American Academy of Audiology recommends a screening by the age of 50 in order to rule out possible problems that will be much harder to correct in later years. While many patients are surprised at 50 being too early, like every health condition, early identification and early treatment is the gold standard for improving outcomes. We have helped thousands of people of all different ages across the country boost their hearing clarity, and improve their quality of life. Again, when you are ready to learn more about your options with us, we are “hear” for you.

Table of Contents

Welcome Letter from Dr. Darrow 2

1. Are They a Specialist? 4

2. Do They Have a Medical Office (or a Sales Office)? 5

3. Do They Think Brain-first? 6

4. Do They Provide the First Visit Free of Charge? 7

5. Do They Offer Guarantees? If So, What Are They? 8

6. Are They Using the Latest Technology & Treatment Options Available? 9

7. Does Their Quoted Fee Include Supplies? 10

8. Do They Charge for Follow-Up & Emergency Appointments?11

9. Do They Make You Feel Special & Comfortable? 12

10. Do They Have a Great Reputation?..... 13

11. Are They Flexible with Payment Options? 14

Closing Letter from Dr. Darrow 15



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1

Are They a Specialist?

Hearing Professionals are specially trained hearing health care specialists that take on several extra years of training in order to provide the most thorough evaluation and to complete the most comprehensive treatment plans aimed at restoring hearing clarity. Specialists also perform auditory rehabilitation, that is likely to include the use of NeuroTechnology™ hearing devices that provide proper stimulation to the auditory system. This is a fancy way to describe how we normalize the way our brains process the incoming sounds in order to achieve maximum clarity, especially in background noise. Only approved audiology specialists can belong to the Excellence in Audiology movement.

We don't just treat hearing problems; we also teach Hearing Professionals across the country how to become better Professionals. In fact, Dr. Darrow shares his knowledge and teaches hundreds of Hearing Specialists throughout the world. By teaching and interacting with many specialists, we stay at the cutting edge with the best treatment options for our patients.

Another sign of a great specialist is they can show you a before and after of a similar case that they have previously helped. We know all ears are different, but in the 100,000+ lives and ears we have restored clarity to, we can show you a similar case to your specific hearing situation.

Below you will see what life looks like Before and After our treatments.



2

Do They Have a Medical Office (or a Sales Office)?

When you are searching for a specialist, make sure you understand the clinicians credentials and professional's affiliations.

If you find a Hearing Professional with the best credentials and an office that is inviting and in a medical setting, you have found a specialist who understands the importance of hearing health care and will be around for years to come to help you and your family best understand and address your hearing needs.

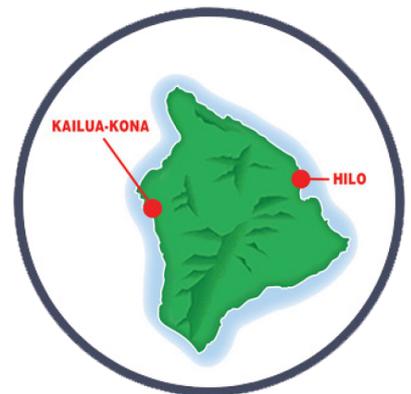
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3

Do They Think Brain-first?

Everybody thinks ‘we hear with our ears’, and while that is partially correct, the process of hearing actually happens at the level of the brain. Today’s hearing loss treatments are far more than a simple ‘amplifying’ device behind your ear. The Neuroscience behind modern treatments is focused on the brain, cognition, and the comorbidities of untreated hearing loss (comorbidity is defined as a disorder that co-occurs / is correlated to hearing loss). If your Hearing Professional thinks hearing first, and not Brain First in his/her treatment plan, you are missing out on many long-term lifestyle benefits. NeuroTechnology™ designed with cognitive aspects of hearing loss in mind, is aimed at restoring the loss of clarity, providing noise-cancelling filters for noisy background situations, and soft-speech enhancers that emphasize the speech of those soft-speakers in your life.

When searching for your specialist make sure you find a NeuroTechnology™ specialist that understands the significant negative impacts of untreated hearing loss on your brain.



4

Do They Provide the First Visit Free of Charge?

Most Hearing Professionals offer free consultations for new patients so that you and your family can get expert advice about treatment needs, options, and timing before making this important investment.

During your first evaluation and consultation be sure your questions are being answered, concerns addressed, and you are being educated about all of your treatment options. The specialist should include a comprehensive written report during the evaluation at no-charge.

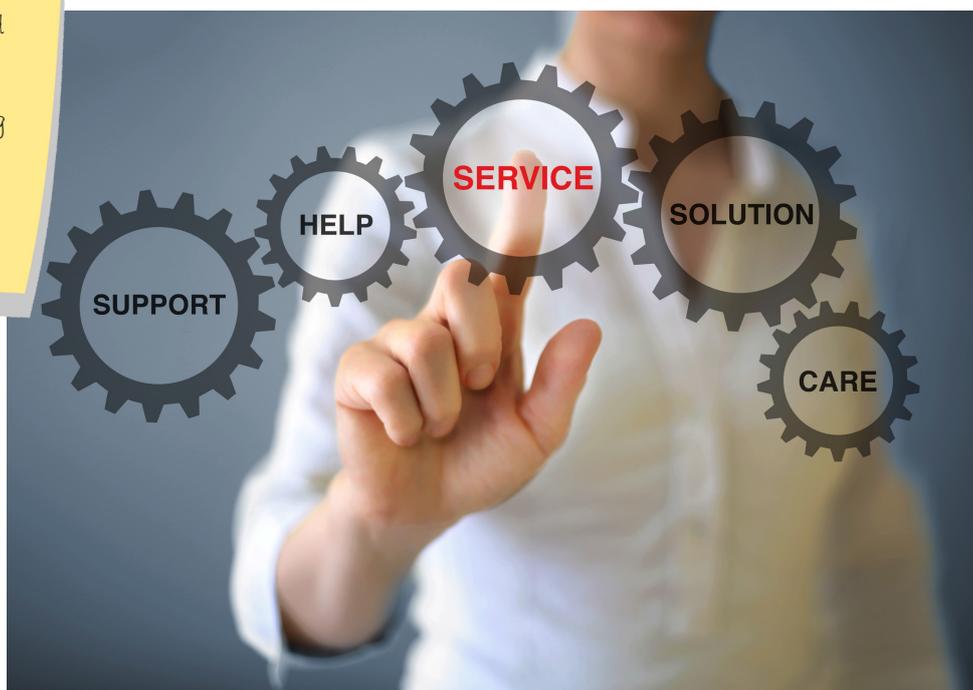


5

Do They Offer Guarantees? If So, What Are They?

No matter which specialist you choose, ultimately you are not making a small investment – in both time and finances. That being said, it is important to know that your specialist is going to stand behind their treatment plan.

During your first evaluation and initial consultation, ask for more details on both of our guarantees. Rest assured – your hearing health care is our priority, thus we stand by everything we do, for each patient.



6

Are They Using the Latest Technology & Treatment Options Available?

Audiology today differs a great deal from years past. Computer-designed NeuroTechnology™ and wireless technologies dramatically increase the precision with which we restore clarity and boost hearing ability. Scientific verification of your NeuroTechnology™ prescription, while in your ear (referred to as 'Real Ear Measurements') maximize the precision of clarity restored. As an added incentive, today's NeuroTechnology™ are discrete and virtually undetectable to the user and others. In fact, a new category of hearing aids, referred to as 'NeuroTechnology™' can offer the most discrete cosmetically pleasing option placed deep in your ear canal to make the entire treatment a well-kept secret!

We are constantly staying up-to-date with education, technology and treatment options.



7

Does Their Quoted Fee Include Supplies?

Each Hearing Professionals's office has its own fee schedules, and specialists often charge differently for procedures. All specialists should offer you a contract that clearly spells out the expenses for your spouse's treatment before it begins.

Throughout the audiology industry, it is common to find out about service/supply fees after you start treatment. Since you are reading this report, you can ask your specialist about what services/supplies cost and also if there are any other hidden fees you need to be aware of.

An important part to achieving restored clarity is keeping it that way. Each provider offers a simple, up-front, pricing schedule. Your NeuroTechnology™ will require regular maintenance (both at home, and at the office), they will require simple cleaning tools, and perhaps some simple at-home changing of tips and filters – thus you need to understand in the beginning what expected costs are.



8

Do They Charge for Follow-Up & Emergency Appointments?

Each time a patient embarks on the journey of improved hearing, there is an adaptation period for the user's ears and brain to adjust to. This period can take 30 days, and is individual to each patient. In addition to the complex cognitive changes that happen when restoring hearing clarity potential, patients' will notice significant improvement in some hearing situations, and perhaps not as much, in some other situations. This is common in the beginning process of hearing loss treatments. In addition, as your ear gets accustomed to wearing a NeuroTechnology™ some patients will notice some itching and an even slighter chance of some very minor discomfort (it's like wearing a new pair of shoes, or even a new pair of glasses). Our providers offer free customizations for NeuroTechnology™ prescription (i.e. changing the sound output to meet your hearing needs). While our providers offer these services at no charge within the adaptation and warranty periods it is important you ask about customization costs with your specialist before you start treatment.

Keep in mind; if your NeuroTechnology™ are broken or damaged due to non-compliance with care, protection, and maintenance, this may result in repair charges. As a simple rule - if you do your best to avoid breaking your NeuroTechnology™, follow the simple guidelines that your specialist shares with you, then you should have no additional costs for customizations, even if it's an 'emergency'



9

Do They Make You Feel Special & Comfortable?

Regardless if you are reading this report for your own treatment, for a spouse or another family member, when you meet with your specialist, you should be made to feel comfortable and in a welcoming environment. We understand the importance of hearing and the distress that can be involved with making the decision to treat one's hearing loss. That is why each of our offices must meet a very high standard for setting a welcoming and comfortable environment, including a welcoming staff, which will alleviate a person's feeling of anxiety or grief.

We believe every patient is special and must be made to feel that way every time they come to one of our offices in need of hearing health care.



10

Do They Have a Great Reputation?

With the Internet today, it is extremely easy to pull up ratings and reviews from patients. Simply go to Google and search for Hearing Professional reviews and ratings with your town.

And don't be shy about asking for references – and go directly to the source! You have the right to call any Hearing Specialist's office and ask for a list of references. We have a readily available list of references, including patients and local physicians that have volunteered to help advise patients as they first enter the (sometimes overwhelming) world of hearing loss and to help understand rehabilitation experiences from the first-person perspective.



11

Bonus: Are They Flexible with Payment Options?

We realize this report is supposed to be the “Top 10 Things You Must Know Before Choosing Your Hearing Care Professional,” but we couldn’t leave out some payment tips to look for when choosing an professional. Once you are comfortable and you know specifically which specialist you want to treat you, your spouse, your parent or other family member, the next question typically is, “How much is this going to cost and how am I going to pay for this?”

Our practice works closely with the patient to understand their hearing needs and their financial needs. Treating your hearing loss in our first priority, and many offices have developed options to help bring hearing loss treatment options within financial reach of each patient. Patients deserve options!



Closing Letter from Dr. Darrow

Dear Friend,

I hope this report has helped you learn more about audiology in general and potentially show you how your our health care providers can help you, your spouse, parent or other loved one. To accomplish our mission of restoring hearing clarity, improving quality of life and providing the brain with proper auditory stimulation, we would be honored and grateful to meet and learn more about how we can potentially help boost you or your family member's hearing.



We simply want to answer your questions, address your concerns, and have you experience Audiology at it's very best. In fact, it may even be possible that your early hearing evaluation may reveal that at current time you do not even need a full treatment plan!

We will share with you our expert medical recommendation based on our years of experience, advanced diagnostics, and thorough analysis. If we are not the right fit for you, that is okay and we will part as friends. While our awards and media networks we have been featured on, may seem impressive...

Our most pride is in restoring hearing clarity and transforming lives every day. Obviously, there may be other things you should know before choosing your Hearing Care Professional. In fact, I am sure I could have easily doubled the length of this report.

We are always here to answer your questions.

Sincerely,

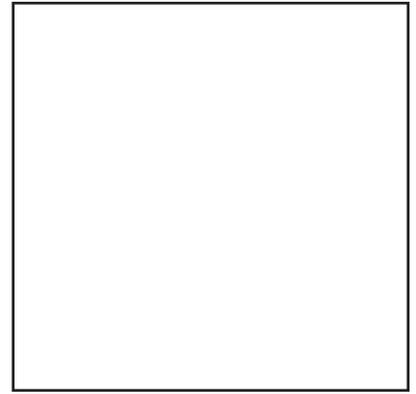
Dr. Keith Darrow

P.S. When you are ready to schedule your initial evaluation and consultation with comprehensive written report, visit www.familyhearingaidcenter.com.

I certainly recommend you do your research, but ultimately, you have to trust and feel comfortable with the hearing specialist and the type of treatment you decide on.



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