



Top 10 Things You Must Know Before Choosing Your Audiologist

By Dr. Keith Darrow, PhD



www.IntermountainAudiology.com

Introductory Letter from Dr. Darrow

Dear Friend,

If you are researching audiologists 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, audiology 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.

At Hearing & Balance Centers of New England, 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:

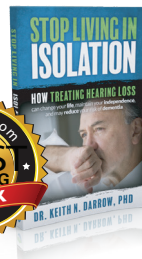
“The Top 10 Things You Must Know before Choosing Your Audiologist.”

Sincerely,

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



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



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DR. DARROW'S
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“STOP LIVING IN ISOLATION”**

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P.S. When you are ready, I urge you to schedule your initial evaluation, complimentary consultation, and written report; valued at \$249, by calling 1.702.957.1365 or go to www.IntermountainAudiology.com.

If you are scheduling the exam for yourself, your spouse, or a parent, you may be wondering, at what age you should 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.

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NUMBER

1

Are They a Specialist?

Audiologists are specially trained hearing health care specialists that take on several extra years of training in order to provide the most thorough diagnostic evaluation and to complete the most comprehensive treatment plans aimed at restoring hearing clarity. Audiologists 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. All audiologists are hearing specialists, but only 1% of hearing specialists belong to Excellence in Audiology. Only approved audiology specialists can belong to the Excellence in Audiology movement.

Excellence in Audiology doesn't just treat hearing problems; we also teach audiologists across the country how to become better audiologists. In fact, Dr. Darrow shares his knowledge and teaches hundreds of audiologists throughout the world. By teaching and interacting with many audiologists, 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.



NUMBER
2

Do They Have a Medical Office (or a sales office)?

In the audiology world it is not hard to open up shop on a shoe-string budget and call yourself a specialist. When you are searching for an audiologist make sure you understand the clinicians credentials and medical affiliations. Often times, smaller offices with limited staff and Audiology providers are somewhat limited in their service offerings and stability.

If you find an audiologist 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.

Excellence in Audiology has locations across the country with Audiologists of the highest caliber that insist on best practice (sometimes even setting the standards for best-practices) for their patients and loves ones.

We Have Hearing Clinic Locations in 4 States!



NUMBER
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 audiologist 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 audiologist make sure you find a NeuroTechnology™ specialist that understands the significant negative impacts of untreated hearing loss on your brain. You can visit www.ExcellenceInAudiology.org to find a local audiologist who has been recognized for their commitment to thinking brain first in treatment plans, prescriptions, and protocols.



NUMBER
4

Do They Provide the First Visit Free of Charge?

Most audiologists 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 audiologist should include a comprehensive written report during the evaluation at no-charge.

Call your nearest Excellence in Audiology Office to schedule your FREE Evaluation, complimentary consultation, and comprehensive written report (a \$249 Value) right away.



During your initial consultation you will also get a choice of Dr. Darrow's books "The Consumer's Guide To Brain Hearing" or "Stop Saying 'What?'" , at no charge.

NUMBER

5

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

No matter which audiologist 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 audiologist is going to stand behind their medical treatment plan. Every Excellence in Audiology provider offers multiple guarantees.

In addition to our ClarityRestored™ 100% Money-Back Guarantee, we offer lifetime guarantee on our service and prescription programming.

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.



NUMBER
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!

In fact, since Dr. Darrow teaches and interacts with hundreds of audiologists throughout the world. He masterminds with them and is constantly discussing new treatment options. At the same time, he specifically discerns which treatment options provide the most benefit to patients, and which ones don't. Ultimately, you get the best treatment available when you choose an Excellence in Audiology approved Audiologist.

*At Intermountain Audiology,
we are constantly
staying up-to-date with
education, technology
and treatment options.*



NUMBER
7

Does Their Quoted Fee Include Supplies?

Each audiology office has its own fee schedules, and specialists often charge differently for procedures. All audiologists 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 audiologist 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 Excellence in Audiology 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. Fortunately, many Excellence in Audiology approved clinics provide all NeuroTechnology™ cleanings, parts, and even batteries at little or no charge!



NUMBER

8

Do They Charge for Follow-up and 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). Excellence in Audiology 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 audiologist 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 Audiologist shares with you, then you should have no additional costs for customizations, even if it's an 'emergency'.



NUMBER

9

Do They Make You Feel Special and Comfortable?

Regardless if you are reading this report for your own treatment, for a spouse or another family member, when you meet with your audiologist, you should be made to feel comfortable and in a welcoming environment. Each Audiology practice affiliated with Excellence In Audiology understands 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 partner offices in the Excellence in Audiology network 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.



NUMBER

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 audiology reviews and ratings with your town. At the time of this report, Excellence In Audiology practices across the country have amassed over 1000+ five-star reviews on Google, Facebook and HealthyHearing.com. No other network even comes close to this number of reviews. In fact, most of our offices have other providers in their area that have either no ratings, or many poor ratings.

And don't be shy about asking for references – and go directly to the source! You have the right to call any Audiologist office and ask for a list of references. Each Excellence In Audiology office has 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.

Finally, you should make sure your audiologist is a member of the ExcellenceInAudiology.org movement and has a great rating with them. Being a member of ExcellenceInAudiology.org shows you that the audiologist takes pride in providing great customer service and treats patients the way they should be treated.



BONUS: Are They Flexible with 11 Payment Options?

We realize this report is supposed to be the “Top 10 Things You Must Know Before Choosing Your Audiologist,” but we couldn’t leave out some payment tips to look for when choosing an audiologist. Once you are comfortable and you know specifically which audiologist 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?”

Each Excellence In Audiology practice works closely with the patient to understand their hearing needs and their financial needs. Treating your hearing loss is 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 local Excellence In Audiology hearing health care provider 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. We love giving back to our local community by providing low-cost treatment and hearing aids to hundreds of patients in communities across the country through our network of non-profit organizations affiliated with Excellence In Audiology. Obviously, there may be other things you should know before choosing your audiologist. In fact, I am sure I could have easily doubled the length of this report. If you have questions, please feel free to go to ExcellenceInAudiology.org for a list of local Audiologist or to even contact me directly.

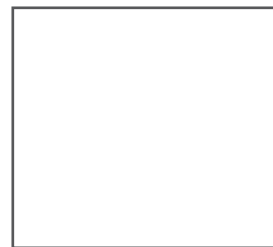
We are always here to answer your questions.

Sincerely,

Dr. Keith Darrow

P.S. When you are ready to schedule your initial evaluation and consultation with comprehensive written report (a \$249 value), simply call your nearest Excellence in Audiology clinic or go to www.IntermountainAudiology.com.

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



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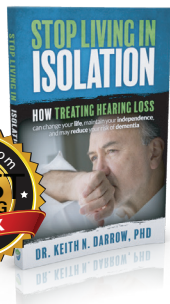


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