

The HHC Proven Process™



It's All About Your Brain

You do not actually hear with your ears. Your ears are merely an appendage to collect sound and send the signals to your brain. It's your brain that is processing, deciphering, and making sense of the information it receives. That's why we spend so much time learning all about *you*. Your family history, your health history, your medical history, surgeries, and medications are all vital in diagnosing and assessing your communication ability. We want to know about your relationships, your work, your interests and your lifestyle ...they all play a significant role in determining the right solution for you.



Our Degrees Are Very Advanced

The doctors at Hearing Health Center are knowledgeable about more than just your ears. We have extensive training in neuro-anatomy, the auditory system, physiology of the brain and the vestibular (balance) systems. Our education includes aural rehabilitation and brain re-training; all of which are vital for accurate diagnosis and successful treatment. We have completed over 1,800 hours of patient treatment to insure that we give you unparalleled care.

The number one reason for successful hearing treatment is the expertise of the hearing professional. You should have the best!



Your Relationships

Your family and friends are the most important people in your life. Those are the voices you want to be clear. Those are the voices you want to understand. That is why we ask you to bring a family member or friend with you to your appointment. Your communication ability doesn't just affect you...it affects everyone in your life. Those who are close to you often provide additional information and insight. We also use an important voice in your life to measure how accurately your brain processes speech.



We Studied Hard So You Don't Have To

The doctors at HHC are educated and trained to perform the most comprehensive, thorough and precise diagnostic hearing and balance examinations. We do not just test your hearing. Our diagnostic evaluations incorporate speech comprehension, cognitive function, brain processing, and verification.



Eureka! And the Solution Is...

No one solution is right for everyone. The hearing device that helped your friend may be totally wrong for you. That is why HHC is the only practice that works with every hearing aid manufacturer. Our doctors trained continuously on the technology and advancements of all hearing systems. We have the capability of choosing the manufacturer style, fit and technology that is right for you. That means we can optimize your clarity and speech understanding...without compromise.



And The Winner Is...

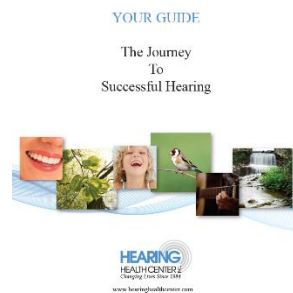
The facilities, service, care and qualifications of the doctors at HHC are so outstanding that Hearing Review magazine voted us Best Practice for three years in a row. HHC also received the State of Illinois Outstanding Audiology Service Award.



It's Not about the Piece of Plastic

Was it the laser or the ophthalmologist that improved your vision? Was it the heart surgeon or the valve that saved your life?

Even the most expensive, technologically advanced hearing devices will not help if the prescription is incorrect, they are not programmed and fine tuned appropriately for you, or your brain was not retrained to accept the sound. The doctors at HHC specialize in prescribing, fitting, customized programming, and retraining your brain.



We Wrote the Book

You can put on glasses and instantly have 20/20 vision again. It is not as seamless with hearing devices. Your brain has been deprived of sound stimulation for many years. It takes time and training to adapt to hearing sound again. That is why we wrote the comprehensive orientation booklet, *“Your Journey to Successful Communication.”* It describes the changes your brain will undergo, suggests a wearing schedule, and guides you through every step to insure your success. We have even included the ‘10 Commandments’ for your family and friends to follow and jokes to make you laugh.



Verification

We want to ensure that your brain is getting just the right amount of sound stimulation at all of the important pitches you need.

Using miniature microphones and state-of-the-art equipment, we measure all of the sound going from your ears to your brain. We want to verify and validate that your ability to hear, understand, and communicate is optimal at all times.



Service and Follow-Up Care

Our relationship does not end even after adjusting, fine-tuning (just for you), and making sure your hearing aids fit perfectly.

Hearing aids reside in a waxy, oily, moisture and debris-filled environment, all day...every day. Just like your teeth, your ears and your hearing aids need regular cleanings, checkups, and preventative maintenance every 6 months.

Annual monitoring of your hearing levels, speech comprehension and brain processing are critical to your hearing health and overall well-being. Even small changes require modifications and reprogramming of your hearing aids for optimal communication ability. Sudden or unusual deviations may signify the need for medical intervention.

The decision to invest in your hearing and in your future was not an easy decision to make. It took a lot of thought, soul searching, and a long time to finally move forward. Hearing aids are not a one-time transaction. They are a commitment to yourself and to a life-long relationship.



One Stop Shopping

No one ever wants (or think they need) hearing aids...until they get them and realize all of the sounds, voices and parts of conversations they were missing.

Hearing aids make your life and relationships so much easier and so much more enjoyable.

Suddenly, you cannot live without the very thing you did not want or think you needed.

Like everything worthwhile in life, hearing aids require care and maintenance. They must be cleaned, sanitized, and dried out from all of the perspiration, moisture, and debris they accumulate all day. They require batteries to function and protective covers to prevent wax from blocking the sound.

We want to make care and maintenance as hassle-free, seamless, and convenient as possible for you.

- **WALK IN HOURS** – in the neighborhood and want your hearing aids cleaned and checked before leaving for vacation? Emergency – your hearing aid suddenly stopped working. Put the battery in upside down and you cannot get it out?
No Problem! We have special “walk in” hours just for you.
- **CURBSIDE PICKUP** – Need batteries, sanitizer, or wax protectors? Want to drop off your hearing aids for cleaning? Do not feel like parking the car and coming upstairs?
No Problem! Just let us know when you will be outside and we will come to you.
- **IN THE MAIL** – Call us and we will send it. Most shipping (batteries, small accessories, etc. is free)

- **ONLINE ORDERING** – Go shopping on our website. Everything you need is right there.



And more...

Sometimes, even the best, most sophisticated hearing aids just cannot “do it all.” Some situations and environments are especially challenging. Sometimes, you just want more.

- **Watching TV, theater, movies, church/synagogue**– poor microphones, foreign accents, sirens and car crashes in the background and poor enunciation can interfere with your hearing ability.
- **On the phone** – It is much more difficult to understand and communicate without visual cues. Static, poor signals, soft voices, and foreign accents are especially challenging. Bluetooth (wireless communication) is available in most hearing aids today. Similar to the caller’s voice automatically going through the speakers when you get in your car, every phone call can be automatically routed directly through your hearing aids.

Advantages

1. Hands free – you do not need to hold a phone up to your ear. In fact, you do not really need the phone at all to hear the caller. Your phone can be in another room and you will hear great.
 2. You automatically hear the caller in both ears (not just one ear) directly through your hearing aids.
 3. The caller’s voice is coming through your hearing aids that are set, adjusted and programmed for your hearing levels and ability.
- **In Restaurants** - imagine being in an impossibly noisy restaurant, where you would normally have no clue what anyone was saying, and hearing every word. Tiny, lapel worn, remote (and wireless) microphones do just that.

Advantages

1. You hear every word in even the most difficult situations and places. You hear even better than someone whose hearing is normal!
2. You can hear and understand at a considerable distance.

3. You can hear and understand even without looking at or seeing the speaker.

Disadvantages - You have to overcome your embarrassment and /or reluctance to ask the speaker to wear the tiny remote microphone on his/her lapel.

Wake-up/Alerting/Alarm Aids – Have difficulty hearing the phone ring, doorbell, alarm clock, baby crying, smoke detector?

Advantages

1. You will never again miss an important meeting, phone call, or life-threatening alert.
2. Most are easy to install and/or use (vibrator under your pillow or mattress to wake you up)

Disadvantages - Some alarm/alerting devices can be challenging to install and use.



Solutions for the whole family...

Even if you do not have a hearing problem!

Not everyone we help has a hearing problem. There are many reasons to come see us.

- **Sleep** – Husband/wife snore? Live by the EI or train? Trying to nap on a plane with a crying baby? Comfortable, customized sleep ear molds prevent a lot of fights and even save marriages.
- **Protection** – Your maximum hearing capacity is present at birth. Every cacophonous environment, loud noise and exposure to sounds you do not even think of as harmful, degrades your hearing levels. Your ability to communicate is almost completely dependent on your capacity to hear and understand the spoken word. Protecting your most precious sense is vital. Customized and filtered hearing protection is available for nearly every profession and activity.

- Musicians
 - Dentists
 - Motorcycling
 - Concert Goers
 - Hunters
 - Skeet Shooting
- **Comfort** – Ear buds hurt, fall out, or do not fit right? Just as a dentist takes an impression of your mouth and teeth for night guards and crowns, customized ear molds, made from impressions taken of your ear canals, provide a perfect and comfortable fit for any device worn in the ear. Newscasters, pilots, football players and equestrians are just some of people who love wearing earpieces made especially for them.



We Absolutely Love What We Do

Every bird that sings, raindrop that falls on the roof, cat that purrs, and phone that rings is a sound of life. Every whisper, every child's voice, every giggle, and every laugh are too precious to miss.

Our joy and gratification comes from the stories you tell us. Your delight at hearing the bacon fry and sizzle, the whoosh of the basketball through the net, the sound of footsteps behind you, and the rattle of a doorknob make us smile. Renewing a dormant subscription to the theater, joining a bridge club, and enrolling in a class is music to our ears. We live for stories, relationships formed and renewed, intimacies shared, hearing first words and marriage proposals.

We know you did not want to come see us or ever meet us. But we are so glad you did.

We want to be a part of your journey and your newfound experiences.



Our Commitment to You

- To provide new and exciting experiences.
- To help you maintain and renew the important relationships in your life.
- To keep in touch and communicate regularly. We really do care about you.
- To be by your side on your hearing journey for life.



The #1 Reason for Patient Delight

Recent research revealed that the actual hearing aids (a computerized plastic device) have little bearing on successful utilization or patient satisfaction. The knowledge, skill, expertise, guidance and care of the provider is the most important factor in achieving a successful outcome and patient satisfaction.

The Hearing Health Center Guarantee:

- We guarantee you a life changing experience
- We guarantee you “above and beyond” service
- We guarantee customized and unique solutions for your brain and your unique challenges
- We guarantee the best quality care because you deserve the best!

**We invite you to experience the Hearing Health Center difference.
We make a difference in people’s lives...and we love it!**