

THE PROVEN PROCESS

FOR SUCCESS WITH
YOUR HEARING AIDS



How We Assure Your Satisfaction

Building trust over 4 decades... satisfaction is the key

Hearing Health Center has earned a reputation as the Chicago area's most trusted audiology practice.

We've accomplished that by our unrelenting dedication to finding the right solution, and ensuring the satisfaction of every patient, since 1984.

We have a deep sense of responsibility for the hearing and cognitive health of every individual. We will always go the extra mile to ensure your trust and nurture our relationship.

This booklet explains how our dedication to our patients makes us different, and why you should learn about our proven process for satisfaction before you make any investment in your most precious sense of hearing.

"Every time I see a new patient I say, 'I know you really don't want to be here—I realize that if there's a list of people you want to get to know, I'm around the bottom'.

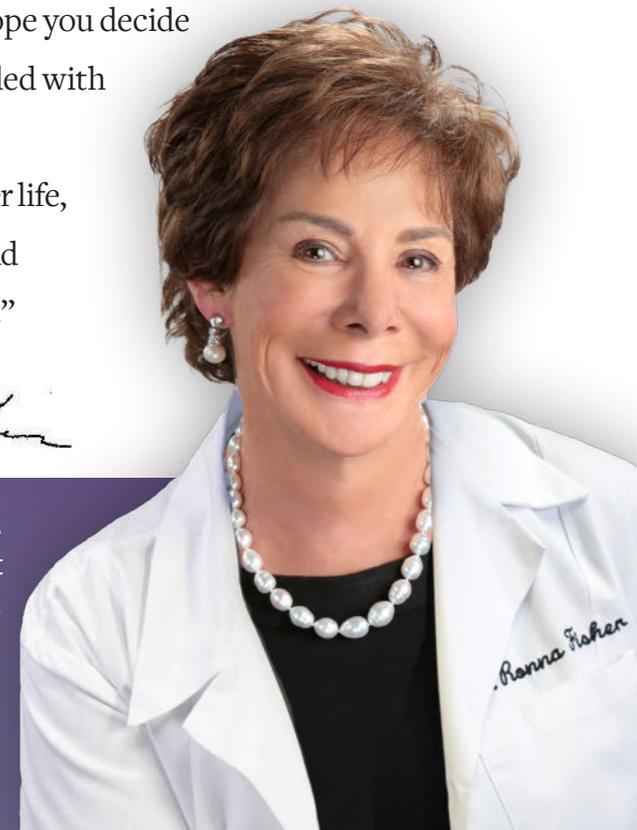
The number 1 reason people put off getting a hearing test, and seeking help, is 'my hearing isn't that bad...I can get by.' The number 2 reason is vanity and stigma. Most people still think hearing aids are big, ugly, and visible. And they still think 'hearing aids = old'. We now know that delaying the detection and early treatment of decreased hearing ability risks permanent brain damage, loss of cognitive functioning, and can affect your heart and increase your risk of falling.

So, I'm very glad you've taken the first step by looking at this booklet, and sincerely hope you decide to join us on a journey filled with newfound experiences.

The destination is a better life, improved relationships and sustained independence."



Dr. Ronna Fisher, Au.D.
Founder and President
Hearing Health Center, Inc.



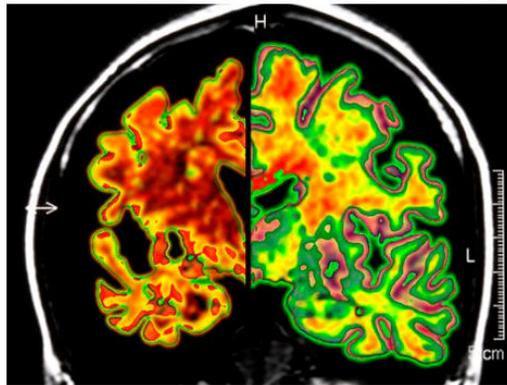
Why it matters who you see...

It takes eight years of study to become a doctor of audiology.

The “beep” test alone is only an indication of if there is a hearing problem, and how bad it is. To accurately test, diagnose the cause of the problem, and effectively treat it, requires extensive knowledge of neuroanatomy, physiology of the auditory and vestibular (balance) systems, and brain processing.

Doctors of Audiology complete over 1800 hours of supervised patient care prior to actually seeing patients.

Clinical tests at the leading medical schools are discovering more each year about the importance of hearing to your cognitive function and overall health.



Brain with hearing problem Brain with normal hearing

It's a proven fact your risk of dementia increases 40 percent with every 10 percent decrease in your hearing. Hearing problems are a serious medical condition that also affect your heart, your mental state, balance and falls risk as well as cognition. Early detection and treatment is critical to both preventing and correcting many of these risks.

Hearing Health Center's board certified doctors have the training and experience to relate your hearing to every aspect of your health.
After all, it's our middle name.

It's not about the piece of plastic...

Was it the laser or the ophthalmologist that improved your vision?



Was it the valve or the heart surgeon that saved your life?

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

The hearing aid itself has little bearing on success with amplification or patient satisfaction. The knowledge, skill, expertise, guidance and exceptional care of the provider is the most important factor in achieving successful outcomes and patient fulfillment and satisfaction.

Verification...

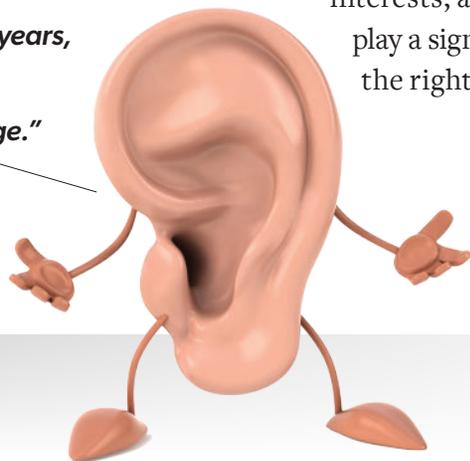
We want to ensure that your brain is getting just the right amount of sound stimulation you need at all the important pitches.

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.

More about your brain... You don't hear with your ears!

Your ears are just an appendage to collect sound and send the signals to your brain. It's your brain that processes, deciphers, and makes sense of the information it gets. So our proven process entails much more than just making the sound louder. Louder doesn't = clearer. That's why we spend so much time learning about your family history, your health and medical history, assessing your communication skills, and performing comprehensive diagnostic tests. We want to learn about your relationships, your work, your interests, and your lifestyle. They all play a significant role in determining the right solution for you.

*"All these years,
and now
I'm just an
appendage."*



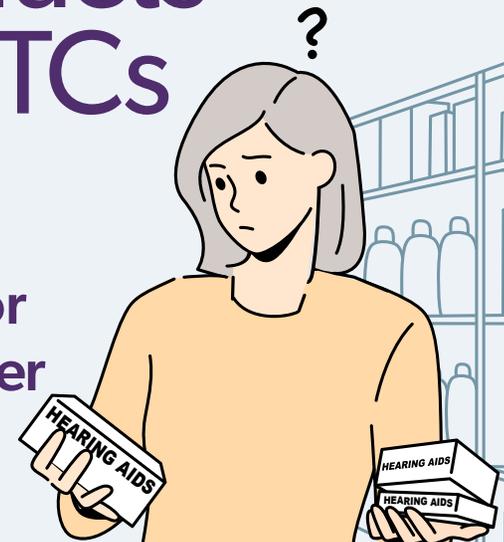
That's why we
spend so much
time learning
all about you.

Your relationships...

Your family and your friends are the most important people in your life.

Those are the voices you want to hear. 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.

Get the facts about OTCs before going to a retailer or drug store for Over-The-Counter hearing aids.



Who can they help?

The good news: Like eyeglasses from the drugstore, OTC's can help some people. OTC's are designed for mild/moderate hearing loss at a "reasonable" price. You can walk into a retail establishment or drugstore and purchase them without a hearing exam or seeking help from a hearing professional. For those that have been in denial about their hearing ("it's not that bad") or are concerned about vanity ("I don't want to look old"), OTC's can be an easy, commitment free way to see if amplification works.

Who can they hurt?

The bad news: Bypassing a professional examination and advice can be risky. Serious medical issues, such as infections, bone deterioration, tumors, and even excessive ear wax, will not be detected. Tinnitus (ringing in your ears), and balance problems won't be addressed. You will get a "one size fits all" ready-to-wear hearing aid. It is not programmed, adjusted, or fine-tuned for your personal needs and brain's processing ability.

Affordable hearing devices (now OTC's), have always been available at HHC. Fisher Foundation for Hearing Care will provide free hearing care, treatment and hearing aids to all qualified applicants.

Eureka! The solution is... No one solution is right for everyone.

There is no "one size fits all."

The hearing device that helped your friend may be totally wrong for you. That is why HHC is one of the only practices that works closely with every hearing aid manufacturer. Our doctors are 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.



**Voted Best Practice in
Chicago and Suburbs -
3 years in a row!**



**State of Illinois
Outstanding Audiology
Services Award!**



We absolutely love what we do... Your stories bring us joy.

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 smack of a solidly hit golf shot, swish 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 or poker club, and enrolling in a class is music to our ears.

We live for stories, relationships formed or reawakened, and the intimacies shared hearing marriage proposals and an infant's first words.

Sometimes you just want/need more... We Have It!

Even with the best hearing aids, some situations and environments are especially challenging.

Watching TV, Theater, Movies, Religious Services

Foreign accents, weak sound quality, music and action in the background, and poor enunciation can interfere with your hearing ability. Many large auditoriums, theaters, and venues are *looped*. Press a button on your hearing aids and hear every word directly in your ears. TV boxes – plug the tiny box into the audio out on your TV and every voice is delivered through your hearing aids into your ears.

• Sleep

Husband/wife snore? Live by the El or the airport? Trying to nap on the plane with a baby crying? Noise interferes with our sleep. Your brain needs quiet environments for the best quality sleep. Customized sleep earmolds are comfortable, decrease the noise around you, and even prevent fights and save marriages.

• Protection

Your ability to communicate is dependent on your capacity to hear and understand the spoken word. Protecting your most precious sense is vital. Even everyday sounds you don't think are harmful (traffic, hair dryer, ambulance, vacuum cleaner, loud TV, restaurants, music), degrade your hearing ability. And the effects are cumulative, permanent, and irreversible. Customized and filtered hearing protection is available for nearly every profession and activity.

**Musicians | Football players | Dispatchers | Pilots | Newscasters
Hunters | Air Pods | Receptionists | Equestrians**

• Comfort

Earbuds hurt, fall out, or just don't fit right? Think of your dentist taking impressions of your mouth for night guards and crowns. We take impressions of your ear canals for customized earmolds. They provide a perfect and comfortable fit for any device worn in your ears.

OUR COMMITMENT TO YOU

- To provide new, and exciting, experiences
- To help you maintain and renew the important relationships in your life
- To help you continue to do the activities you love
- To keep in touch and communicate with you regularly.
- To be by your side on your hearing journey for life

THE HEARING HEALTH CENTER GUARANTEE

- We guarantee you a life changing experience
- We guarantee you "above and beyond" service
- We guarantee you unique and customized solutions for your hearing, lifestyle, and brain processing challenges
- We guarantee you the best quality care **YOU DESERVE IT!**



The sounds of life and the voices of those you love are too precious to ever miss. We make sure every voice is heard.

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