

10

IMPORTANT FACTS YOU NEED TO KNOW BEFORE YOU BUY HEARING AIDS

By Dr. Noël Crosby - Audiologist



FACT #1: THERE IS A DIFFERENCE BETWEEN AN AUDIOLOGIST AND A HEARING AID SPECIALIST.

Audiologists are certified, licensed professionals who have obtained a master's degree or doctoral degree in the field of audiology. They are trained to diagnose and treat disorders of hearing and balance, which includes diagnosing the type and degree of hearing loss as well as fitting hearing aids. Hearing Aid Specialists, at a minimum, must be high school graduates, or in some states, possess two-year degrees. They are certified in how to perform a hearing test for the purpose of selling hearing aids.

At Advanced Hearing Solutions, Dr. Noël Crosby, Audiologist, performs all testing, recommends the appropriate solution and is involved with follow-up benefit verification testing. Licensed, professional support staff assists with the recommendation and fitting processes.

FACT #2: BEWARE THE FREE HEARING TEST! When you see an ad offering a "free hearing test," it is important to realize two things:

1. The business owner is promoting a free test to encourage you to come into his office to buy hearing aids from him! As a result, are you sure your "free" test results will be unbiased?

2. The free hearing test usually advertised is often nothing more than a hearing screening to determine whether or not there is a hearing loss, rather than a complete diagnostic hearing examination. A hearing screening does not determine the degree,

type or configuration of the hearing loss and a complete hearing examination (for a fee) is often recommended after this initial test.

By paying for a comprehensive, diagnostic hearing evaluation, not only will you have a thorough understanding of your type and level of hearing loss, you will also be able to take with you an audiogram depicting your loss, should you decide to purchase hearing aids elsewhere.

FACT #3: DO NOT SHOP FOR HEARING AIDS BY PRICE ALONE!

Extremely low priced hearing aids are often used as advertised incentives designed to encourage you to call and make an appointment. However, shopping by price alone is not an effective way to purchase a hearing aid! The correct hearing aid for you is determined by 1) your level of hearing loss, 2) the activity level of your lifestyle, 3) your cosmetic preferences and 4) your budget.

FACT #4: BEWARE INTERNET HEARING AID SALES!

If you are considering purchasing hearing aids online to save money, remember this before you purchase:

Your satisfaction with your hearing aid purchase depends on the skill and the follow up services of your audiologist...not on the hearing aid itself! Even the most expensive, name-brand hearing aid can fail to satisfy if it does not have the technologically advanced features you need to improve your ability to understand in difficult listening environ-

ments, if it is not programmed or fitted correctly, or if verification testing is not performed after fitting. In addition, hearing aids can require ongoing and frequent adjustments and cleaning.

The bottom line is this. You may sometimes save money up front by purchasing a hearing aid online, but significant additional charges will be accrued should you need any type of local service or additional programming over the lifetime of your hearing aid.

FACT #5: DON'T WAIT FOR YOUR HEARING TO WORSEN TO PURCHASE A HEARING AID.

A 1999 National Council on Aging study showed that "those with untreated hearing loss were more likely to report depression, anxiety and paranoia and were less likely to participate in organized social activities, compared to those who wear hearing aids. In addition there is some research that indicates that an ear that hasn't been stimulated due to untreated hearing loss can lose its ability to understand.

If you suspect that you are experiencing signs of hearing loss, see your audiologist right away. Early detection of hearing loss and the resulting use of hearing aids will ensure a higher level of satisfaction with your investment in hearing aids.

FACT #6: DON'T LIMIT OPTIONS WHEN CHOOSING THE BEST HEARING AID FOR YOUR HEARING LOSS AND LIFESTYLE.

Your hearing loss is unique; therefore the hearing aids your friend wears or your mother recommends may not be the right choice for you! Only your audiologist, after a thorough diagnostic hearing test and an in-depth discussion about the various listening environments in which you have trouble hearing, can make a proper hearing aid recommendation for you. That is why, as an educated consumer, it is in your best interest to choose an audiologist who offers a wide variety of hearing aid brands as opposed to a hearing professional who only sells one.

FACT #7: HEARING AIDS ARE NOT THE ONLY SOLUTION.

Assistive listening devices such as telephone amplifying devices, TV listening systems, personal listening systems and alerting devices can also help you hear better and communicate more effectively. In

addition, listeners and speakers alike can employ effective communication strategies and environmental management to improve one's ability to understand.

FACT #8: TAKE THE TIME YOU NEED TO MAKE THE BEST DECISION.

Do not let someone pressure you into making a decision you are not ready to make. Purchasing a hearing aid is a major investment and requires research and understanding.

FACT #9: YOUR SATISFACTION WITH HEARING AIDS REQUIRES COMMITMENT FROM YOU.

Getting used to hearing sounds that you may not have heard for awhile may take some time. The average adjustment period is usually 30-60 days. During this time, commit to wearing your hearing aids every day and to keep in touch with your audiologist if you feel your hearing aids need to be adjusted.

FACT #10: YOU HAVE THE RIGHT TO A 30-DAY TRIAL PERIOD IN THE STATE OF FLORIDA.

If you are not satisfied with your hearing aids, please return them to your audiologist for a refund.



5 GREAT REASONS TO CHOOSE DR. NOËL CROSBY AS YOUR AUDIOLOGIST!

REASON # 1:

Dr. Noël Crosby is an expert in her field!

For over 21 years, Dr. Noël Crosby has devoted her professional life as a licensed audiologist to helping people of all ages hear and understand more clearly. Her education in the field of audiology has been ongoing. After completing undergraduate requirements, she received her Bachelor and Master of Science degrees from Florida State University as well as her Doctorate in Audiology from the University of Florida, earning her the well-deserved titles of "audiologist" and "doctor."

This advanced education allows Dr. Crosby to differentiate herself from a hearing aid specialist. While hearing aid specialists have received training and are licensed to perform a hearing test for the purpose of selling hearing aids, an audiologist is trained to diagnose and treat disorders of hearing and balance, (including the diagnosis of hearing loss) as well as fitting hearing aids.

At Advanced Hearing Solutions, Dr. Crosby is very proud to apply the "team approach" to solving a patient's communication problems. Dr. Crosby performs all testing, recommends the appropriate solution and is involved with follow-up benefit verification testing, while her staff of licensed professionals assists with the recommendation process and the custom-fitting of hearing aids.

REASON #2:

Dr. Noël Crosby is passionate about her job!

Some people work their entire lives but never experience the excitement and motivation passion can bring to a profession. Those who are passionate love what they do, and it is that love of work that can make all the difference in how well one does his or her job. Dr. Crosby's "passion" can be demonstrated by reviewing some of her professional activities and accomplishments:

- Director of Audiology, The Silverstein Institute, 1991-1998
- Board Member for Deaf Service Center, Manatee/Sarasota, 1990-1998

- Founding member of Sarasota Chapter of Self Help for Hard of Hearing Persons (SHHH)
- University of Florida Distance Learning Committee, 2004-present
- Rotary Club of Englewood, 2007-2008
- Facilitator UF distance Learning Au.D program; Instructor UF Distance Learning Hearing Aid Class
- Member American Academy of Audiology, 1992-present
- Member Florida Academy of Audiology, 1997-present; VP for Membership; 1997-1998;
- FLAA President-elect/President, 2008-2010; 1999-2000
- FLASHA Marketing Committee/Chair, 1991-1995; VP Public Information/Resource Development, 1995-1997
- Presenter at various FLAA and FLASHA conventions and lecturer for local groups and clubs

REASON #3:

Dr. Noël Crosby is a leader respected by her peers!

Many of the accomplishments listed above also demonstrate that Dr. Noël Crosby is viewed as a leader by her peers. Twice she has been voted the *President of the Florida Academy of Audiology*, a position she currently holds! And she continues to be in demand to speak at various industry conventions and local groups and clubs.

REASON # 4:

Dr. Noël Crosby focuses on "on-going" customer service...through education, providing options and follow-up care.

Education: Dr. Noël Crosby believes that customer satisfaction is directly tied to how well the patient understands his/her hearing loss and the solutions that are available. That is why she has added a unique educational video to her website at www.advancedhearingsolutions.net. In only 20 minutes, the patient who is searching for solutions can take a 3-D tour of the ear, learn about the causes, types and consequences of untreated hearing loss and discover the advancements that have been made in hearing aid technology.

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Options: Everyone's hearing loss is unique and that is why it is best to choose an audiologist who offers a wide variety of hearing aid brands as opposed to a hearing professional who only sells one.

Dr. Noël Crosby fits hearing aids based on the individual's unique hearing loss, needs and pocket-book, and offers the most up-to-date hearing aids from Phonak, Oticon, Starkey, Unitron, Widex, Siemens, Rexton, ReSound, Sonic Innovations and many more. She and her team at Advanced Hearing Solutions also service other hearing aid brands such as Miracle Ear and Beltone is one of only two clinics in Sarasota County authorized to fit the new Lyric "completely invisible" hearing devices recently approved for consumer use. She also offers assistive listening devices such as telephone amplifying devices, TV listening systems, personal listening systems and alerting devices can also help you hear better and communicate more effectively.

Follow-up Care: Getting used to hearing sounds that haven't been heard for awhile may take some time. The average adjustment period is usually 30-60 days. During this time, Dr. Crosby partners with her patients, makes adjustments if necessary and helps them to get used to wearing their hearing aids every day.

REASON #5:

Dr. Noël Crosby gets results!

Perhaps Dr. Crosby's patients say it best! They are the beneficiaries of her team's skills: "For the very first time I can hear my granddaughter whisper to me!"

"Dr. Crosby, thank you for your professional care and concern for my hearing needs. While under your care, I never feel hurried. I feel like I am your primary concern. I can't say enough about my new Lyric hearing aids. They are the best! After wearing conventional hearing aids for 25 years, I feel normal and free again. No fuss, no batteries to change, no humidity concerns. They are awesome! Best of all, for the very first time, I can hear my granddaughter whisper to me."

- Debbie Ketola, Venice, FL

"Dr. Crosby's credentials and professionalism [are] a refreshing change!"

"After visiting a few hearing aid dealers and hearing their sales specialists, I decided to see Dr. Crosby. Her credentials and professionalism were a refreshing change, believe me! She fitted me with hearing aids that have greatly helped my severe hearing problem, and I would recommend her to anyone who wants an unbiased evaluation and professional care."

- D. Merrill Laux, Englewood, FL



A NOTE FROM DR. NOËL CROSBY:

Advanced Hearing Solutions was founded to help you hear, understand and communicate more effectively with those you love. It is our goal to give you an unbiased professional opinion about your hearing loss and the solutions that are available to you...not to sell you a particular brand of hearing aid...or even any hearing aid at all. No sales pitch! No gimmicks! No hidden agenda! No nonsense!

The staff at Advanced Hearing Solutions understands that buying hearing aids is more complex than making a simple purchase. Instead, you are making an investment in your hearing health and your quality of life.

To help you in the sometimes overwhelming process of investing in hearing aids, please review the 10 Important Facts You Need to Know Before You Buy Hearing Aids that are listed below.

For more information or to schedule an appointment for a hearing test, call 941-474-8393 today.

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