

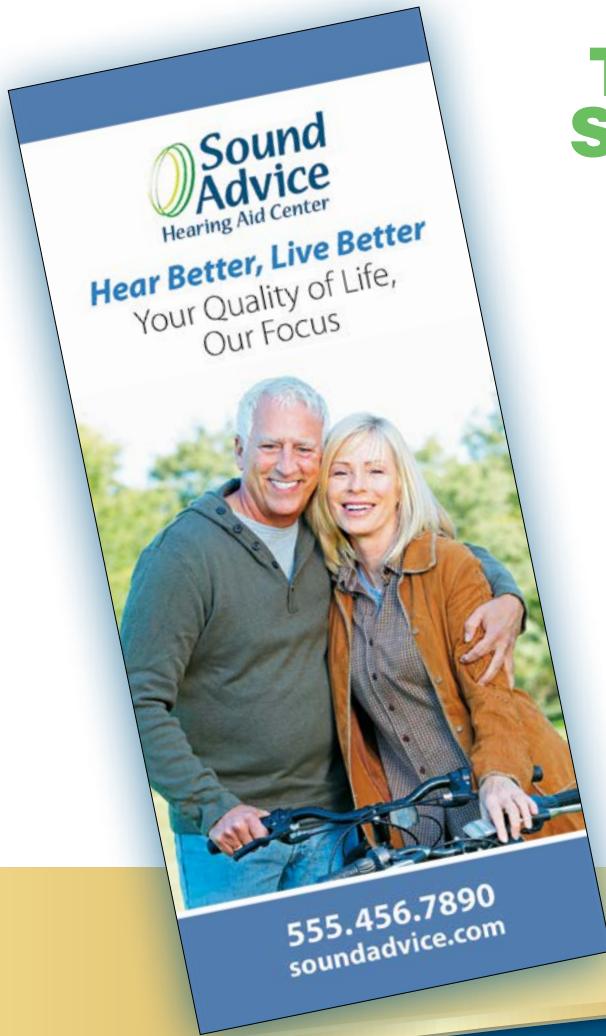
practice growth by design

Developed with hearing health experts, for hearing health experts

“OUTSMART, DON’T OUTSPEND”

with

TARGETED SOLUTIONS



Customized Practice Brochure

- Helpful Templates
- Modular Content
- Easy & Quick Design Process



Co-Creation @ Its Best™

Before



Don't Have?



Outdated!

After



TACTICAL DISPLAYS

Your Customized Practice Brochures

Numbers refer to
modular content
options listed
on following
pages.

22



Take the 5 Minute Hearing Test –

✓ *Check all hearing health
concerns that apply:*

- I have difficulty understanding speech in the presence of background noise or in a crowded restaurant.
- I avoid social situations that require me to participate in conversations.
- I avoid the movies or theater because I miss so much.
- I have greater difficulty understanding females and children.
- My family and friends complain that I am not hearing accurately.
- Others notice that I turn the volume on my television or radio too loud.
- I have difficulty conversing on the telephone.
- I ask others to repeat themselves often during conversations.

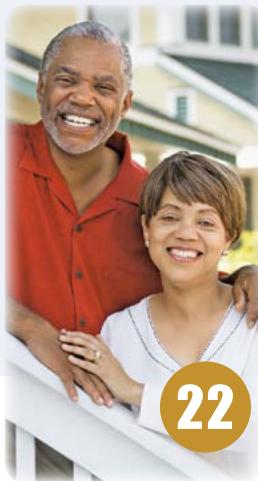
*If you checked any of the above statements,
hearing devices may help you. Schedule a
hearing test today to learn more.*

10

13

Let's talk about...

How
your
hearing
health
affects
your
quality
of life.



22

Sound
Advice
Hearing Aid Center

123 W Main St
Suite A
Anywhere, IN 55555

– CALL FOR YOUR APPOINTMENT –

8 AM–4 PM, Monday–Thursday
8 AM–Noon, Friday

555.456.7890
soundadvice.com

1

Find us on facebook at
soundadvicehc

8

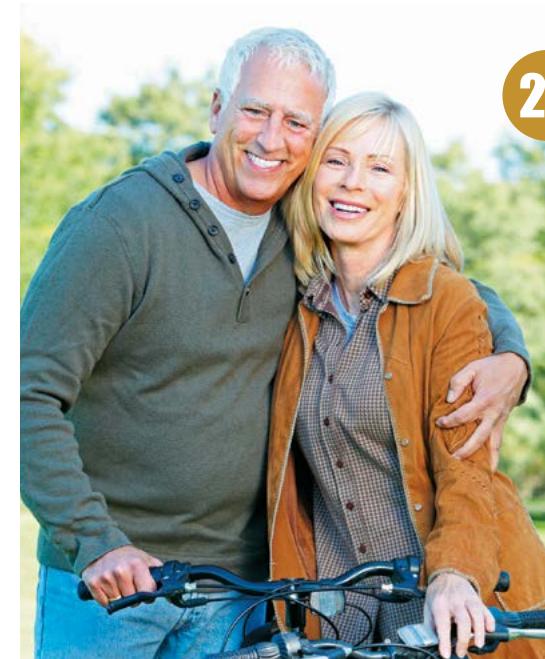
Sample Brochure, Outside View

Sound
Advice
Hearing Aid Center

Hear Better, Live Better

Your Quality of Life,
Our Focus

5



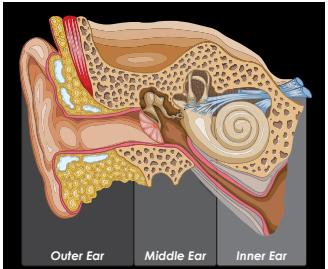
22

555.456.7890
soundadvice.com

Your Customized Practice Brochures

Numbers refer to
modular content
options listed
on following
pages.

12



Our Professional Services

2

- Comprehensive Hearing Evaluation and Diagnosis
- Fitting of Digital Hearing Aid Technology
- Multiple Hearing Aid Styles and Brands Offered in Various Price Ranges
- Routine Hearing Aid Maintenance
- Lifestyle-focused Hearing Aid Consultation
- Custom Noise Protection, Swim Plugs and Musician's Ear Plugs
- Hearing Aid Batteries and Supplies

Latest Hearing Aid Technology

Technological advances have resulted in a wide range of hearing aid styles. We will discuss the advantages of each, based on your individual hearing loss diagnosis.



11

3

Our Caring Professionals



Xxxxx Yyyyyyyy, Au.D., CCC-A, FAAA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet.



Xxxxx Yyyyyyyy, Au.D., CCC-A, FAAA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet.

4

What You Can Expect

When we recommend hearing aids we adhere to the following protocols:

Hearing Aid Evaluation and Selection is time spent determining communication needs and lifestyle.

Before the hearing aid fitting and orientation we perform an **Electroacoustic Analysis** on the hearing aid to ensure that all of the features are working correctly.

Hearing Aid Fitting and Orientation is time spent programming the hearing aid to meet the wearer's needs.

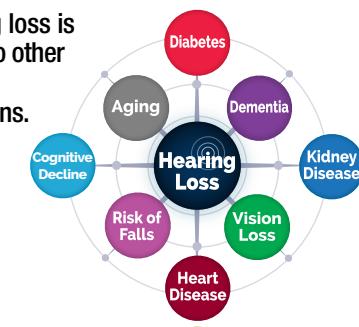
Speech Mapping Verification determines that the settings programmed into the hearing aid are appropriate.

Validation Measures are used to assess and document hearing aid benefit. Use of evidence-based tools compares the patient's difficulty in the unaided condition with their difficulty in the aided condition.

DID YOU KNOW?

Hearing loss is linked to other medical conditions.

Talk to our Doctors to learn more.



16

Your Customized Practice Brochure Inserts

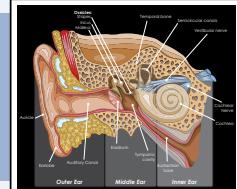
A versatile way
to share more
educational content

Mix & match
targeted
educational panels

3.5" x 8.5"
– printed on
upscale card
stock

Audiologist or Dispenser

THE ART OF HEARING



OUR PROFESSIONAL SERVICES INCLUDE:

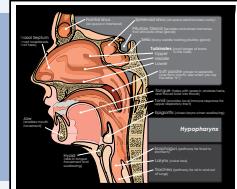
- Comprehensive Hearing Evaluation and Diagnosis
- Tinnitus Evaluation (ringing in the ears)
- Balance and Dizziness Testing
- Fitting of Digital Hearing Aid Technology
- Multiple Hearing Aid Styles and Brands Offered in Various Price Ranges
- Routine Hearing Aid Maintenance
- Lifestyle-Focused Hearing Aid Consultation
- Custom Noise Protection, Swim Plugs and Musician's Ear Pieces
- Hearing Aid Batteries and Supplies



555.456.7890
soundadvicewebsite.com

ENT

NOSE & THROAT ANATOMY



CONDITIONS TREATED INCLUDE:

- Tinnitus (ringing in the ears)
- Ear Infections
- Dizziness, Vertigo and Balance Disorders
- Hearing Loss
- Tonsil and Adenoid Disease
- Thyroid and Parathyroid Conditions
- Hoarseness and Other Voice Disorders
- Salivary Gland Disorders
- Head and Neck Tumors, Pediatric and Adult
- Snoring and Obstructive Sleep Apnea (OSA), Pediatric and Adult
- Nasal Conditions Such as Acute and Chronic Sinusitis, Allergies or Deviated Nasal Septum



555.456.7890 • soundadvicecenter.com

Business

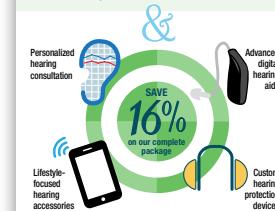
Healthy Hearing is GOOD for BUSINESS



A personalized wellness benefit for
BUSY PROFESSIONALS

QUALITY OF LIFE VALUE
for you, your family and friends

- Convenient professional access to expert care
- Free clean and check of any current hearing aids
- Free hearing aid evaluation and demonstration



Personalized hearing consultation
Advanced digital hearing aids
Lifestyle-focused hearing accessories
Custom hearing protection devices
Pay only for selected services with
"Your Hearing Health, Your Choice"
UNBUNDLED PRICING OPTION

Special Savings, Superb Service & Sound Advice



soundadvicewebsite.com

Your Hearing Health Savings Code: SA_SAVE16

Senior Living

Better Hearing, Better Community



Have a problem hearing
in the dining room?

Your CHOICE Is Clear...

- ? Struggle with louder dining room conditions
- ? Frequently ask people to repeat themselves
- ? Pretend to hear others
- ✓ Hear better despite background noise
- ✓ Enjoy meal times
- ✓ Join conversations
- ✓ Be more sociable

EXCLUSIVE OFFER:

- Free hearing evaluation (\$75 value)
- Free clean and check of current hearing aids
- Free hearing aid demo - up to 21 days
- Free meal ticket with hearing aid purchase



555.456.7890
soundadvicewebsite.com

Your Hearing Health Savings Code: SAHC_Dining

A

B

F

DID YOU KNOW?

Hearing loss is linked to other medical conditions.

HEAR THE FACTS
about how common hearing health conditions affect your quality of life:

- Presbycusis
- Tinnitus
- Noise-Induced Hearing Loss
- Sudden Hearing Loss
- Dizziness & Balance
- Meniere's Disease
- Serous Otitis Media
- Acoustic Neuroma



555.456.7890
soundadvicewebsite.com

Did You Know?

C

A Dollar\$ and Sense Decision

DID YOU KNOW?

- 34 million Americans suffer from hearing loss, with 60% in the workforce.
- Hearing loss severity can, on average, reduce personal income by \$14,000 per year.
- Hearing loss risk factors relate to many common medical conditions including aging, diabetes, heart disease, kidney disease and depression.



Save Time. Save Money.

Sound Advice
Hearing Aid Center
123 Main Street
Suite A
Anywhere, IN 55555
555.456.7890
soundadvicewebsite.com



Call today
and schedule
your personalized
consultation with:

To receive full benefits and maximum value, please
provide this code at time of service: SA_SAVE16

Alternate Business back

E

G

DID YOU KNOW...

Hearing loss can be linked to other medical conditions?



For those older than 60 years, the
risk of dementia is closely related to
the severity of hearing loss.^[1]

[1] Lin, et al: Hearing Loss and Incident Dementia. JAMA Neurology 2011

Hear Better, Live Better

Call today to schedule your personal consultation.

555.456.7890



123 Main Street, Suite A
Anywhere, IN 55555
soundadvicewebsite.com

To receive full benefits and maximum value, please
provide this code at time of service: SAHC_Dining

Alternate Senior back

Your Customized Practice Brochures

Modular Educational Content Choices

“Pick 10”
Approximate number needed, depending on options selected

Brochure content is shown approximately 40% smaller than it will appear on actual brochure

Contact Information



123 Main Street
Suite A
Anywhere, IN 55555

555.456.7890

fax: 555.456.7891
soundadvicewebsite.com

9-5 M-F
Saturdays
& Evenings
by appointment

Professional Services

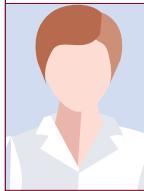
Our Professional Services

- Comprehensive hearing evaluation and diagnosis
- Fitting of digital hearing aid technology
- Multiple hearing aid styles and brands offered in various price ranges
- Routine hearing aid maintenance and repairs
- Lifestyle-focused hearing aid consultation
- Custom noise protection, swim plugs and musician's ear plugs
- Hearing aid batteries and supplies

1

Professional Biographies

Caring Professionals



Dr. XXXX, Au.D.

Doctor of Audiology

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus

diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent..

3

Why Choose an Audiologist?

Why Choose an Audiologist?

Audiologists are university-trained healthcare professionals. In fact, they are the only experts who are licensed to identify, evaluate, diagnose and treat hearing disorders. On the basis of their medical education, extensive training and best practices skill set, they are the most qualified to assess hearing loss.

Our personalized process includes fitting verification, expert programming, detailed usage guidance and practical counseling on an ongoing basis. We are deeply committed to providing caring professional service for you and your loved ones. Please accept our sincere thanks for the opportunity to be of service.

6

Professional Affiliations



AMERICAN
SPEECH-LANGUAGE-
HEARING
ASSOCIATION



FELLOW
American Academy of Audiology



ACREDITED
BUSINESS



ACADEMY OF
DOCTORS OF
AUDIOLOGY®



TAASLP)



American
Board of
Audiology
BOARD CERTIFIED IN AUDIOLOGY

AMERICAN ACADEMY OF AUDIOLOGY

4

Mission Statement

At Sound Advice, we are committed to offering the highest level of care in a warm and caring manner.

5

Social Media Icons



7

8

Your Customized Practice Brochures

Modular Educational Content Choices

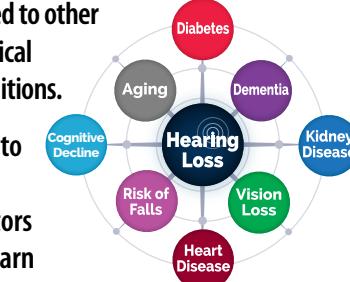
“Pick 10”
Approximate number needed, depending on options selected

Brochure content is shown approximately 40% smaller than it will appear on actual brochure

Did You Know?

DID YOU KNOW?

Hearing loss is linked to other medical conditions.



9

Hearing Aid Styles

Latest Hearing Aid Technologies

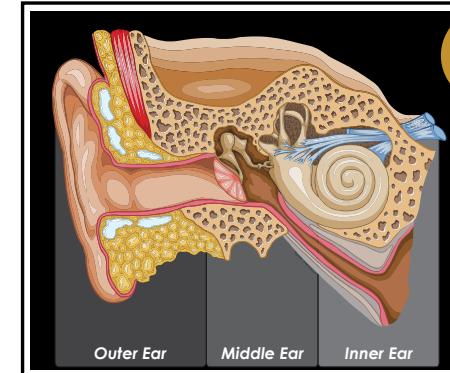
Technological advances have resulted in a wide range of hearing aid styles. We will discuss the advantages of each, based on your individual hearing loss diagnosis.

Receiver In-the-Ear



Traditional Behind-the-Ear

Ear Anatomy



12

Let's Talk

Experience Better Hearing with Your Name Here

Let's talk about...

How you can
More Fully Enjoy a Fun Day at the Park



13

3 Core Ideas

Your Hearing Health

Use it or lose it...



The stronger and more effective it will be, especially for understanding speech.

The sooner, the better...



With timely evaluation and proper fitting, hearing devices can produce better results.

Two is better than one...



When both ears hear better, your brain naturally processes sounds easier.

14

Consequences of Hearing Loss

Consequences of Hearing Loss

Studies have linked untreated hearing loss to:

- Irritability, negativism and anger
- Fatigue, tension, stress and depression
- Avoidance or withdrawal from social situations
- Reduced alertness and increased risk to personal safety
- Impaired memory and ability to learn new tasks
- Social rejection and loneliness
- Reduced job performance and earning power
- Diminished psychological and overall health

15

Your Customized Practice Brochures

Modular Educational Content Choices

“Pick 10”
Approximate number needed, depending on options selected

Brochure content is shown approximately 40% smaller than it will appear on actual brochure

Protocols

16

What You Can Expect

Sound Advice promises to provide hearing aid fittings based on the most current evidenced-based protocols. We follow the ethical guidelines of all the audiology professional affiliations. When we recommend hearing aids we adhere to the following protocol:

Hearing Aid Evaluation and Selection is the time spent determining communication needs and lifestyle.

Before the hearing aid fitting and orientation we perform an **Electroacoustic Analysis** on the hearing aid to ensure that all of the features are working correctly. **Hearing Aid Fitting and Orientation** is the time spent programming the hearing aid to meet the wearer's needs.

Speech Mapping Verification helps determine that the settings programmed into the hearing aid are appropriate based on clinical research and evidence.

Validation Measures are used to assess and document hearing aid benefit. We use evidence-based tools that compare the patient's reported difficulty in the unaided condition with their amount of difficulty in the aided condition.

Testimonials

17

Our Patients Say It Best

I think getting my hearing aids was the best thing I have ever done for myself!

—Susan W

I wish all my other doctors listened to me the way you do!

—Danielle E

Family's Role

18

The Family's Role & Hearing Loss

The family plays a critical role in helping to meet the emotional and psychological needs of your hearing-impaired family member. It is a role filled with understanding and support. Consider the following when speaking to someone with a hearing loss:

- Attract their attention.** There is little benefit in speaking if they do not realize you are talking to them.
- Always face the person.** They need to watch your face for clues. Lip movements and body gestures are an important part of their listening.
- Move closer.** Voices can fade around corners and across distances.
- Speak slowly and distinctly.** Louder is NOT better. Yelling will distort the words and hurt your throat.
- Wait and watch.** Stop when you see signs of uncertainty. Repeat yourself. Start again and watch to be sure that you are being understood.
- Save important talk for appropriate times.** Discuss important matters during ideal hearing conditions. Find a quiet, calm environment.

Your support and encouragement are as important as the hearing aid itself.

Circle of Life

20

Experience the Joy of Hearing in Your Circle of Life



Hearing Health Benefits Package

21

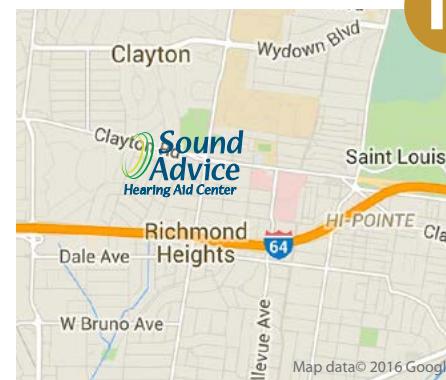
Hearing Health Benefits Package

Including:

- A caring focus on how better hearing improves our community's quality of life
- Trusted advice, for years to come, from a licensed Audiologist
- Personalized service from a locally owned and operated clinic
- Customized fitting and lifestyle-focused programming
- Free batteries for the life of your hearing device
- Unlimited cleaning and maintenance checks
- Manufacturer's loss and damage coverage (deductible applies)
- Free and convenient in-house repairs
- Manufacturer's repair warranty
- **30-day satisfaction guarantee**

Map

19





After reviewing
the prior pages,
please

- 1) Print out this page
- 2) Check selected content boxes
- 3) Fill in contact info
- 4) Scan & email to bruce@hdimpressions.com or Fax to **1.636.552.0239**

- Contact Information 1
- Professional Services 2
- Professional Biographies 3
- Professional Affiliations 4
- Mission Statement 5
- Why Choose an Audiologist 6
- Accepted Insurance 7
- Social Media Icons 8
- Did You Know? 9
- 5 Minute Hearing Test 10
- Hearing Aid Styles 11
- Ear Anatomy 12
- Let's Talk 13
- 3 Core Ideas 14
- Consequences of Hearing Loss 15

- Protocols 16
- Testimonials 17
- Family's Role 18
- Map 19
- Circle of Life 20
- Hearing Health Benefits 21
- Emotive Images 22
- Best Practices Care Images 23

PLUS AN INSERT Choose 2:

- Audiology or Dispenser A
- ENT B
- Did You Know? C
- Business D
- Business Back E
- Senior Living F
- Senior Back G

Name _____

Practice Name _____

Phone _____

E-mail _____

Web Site _____

Quantity (Higher quantities greatly reduce unit cost)

500

1000

2500

Get Started Now: Contact Bruce Essman

bruce@hdimpressions.com • 314.276.7392



Suggested number of content modules is 10, depending on options selected. This allows room for 3 emotive images including larger image on the front of brochure. Don't forget to include an insert!