

# 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Outdated!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.

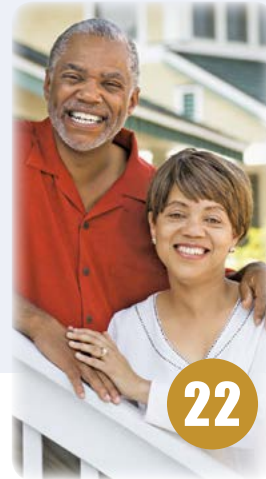
*If you checked any of the above statements, hearing devices may help you. Schedule a hearing test today to learn more.*

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

1

**555.456.7890**  
**soundadvice.com**

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soundadvicehc

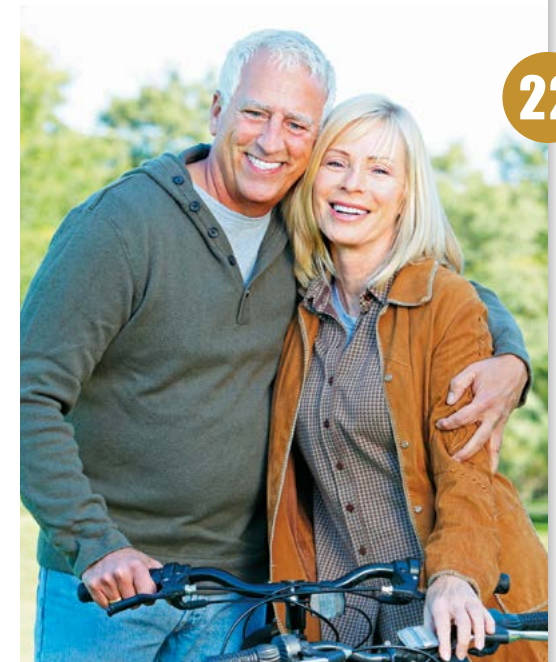
8

## Sample Brochure, Outside View

**Sound Advice**  
Hearing Aid Center

**Hear Better, Live Better**  
Your Quality of Life,  
Our Focus

5



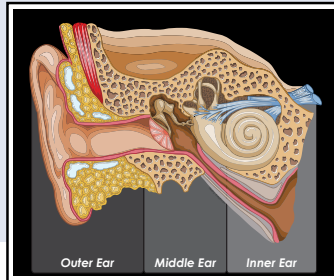
22

**555.456.7890**  
**soundadvice.com**

# Your Customized Practice Brochures

Numbers refer to modular content options listed on following pages.

12



## Our Professional Services

- 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.



Custom Fit



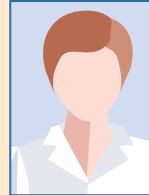
Receiver-in-the-Ear

Behind-the-Ear

11

3

## Our Caring Professionals



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

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Xxxxxx Yyyyyyyy, Au.D.,  
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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.

16

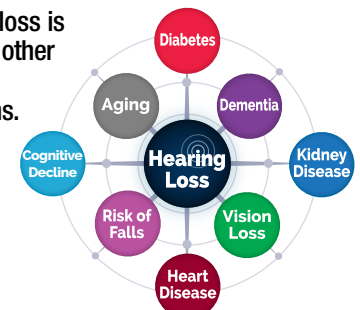
## Sample Brochure, Inside View

**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.



9



# Your Customized Practice Brochure Inserts

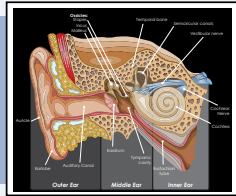
A versatile way to share more educational content

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 Plugs
- Hearing Aid Batteries and Supplies



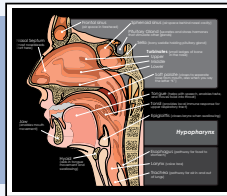
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soundadvicewebsite.com

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A

## 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



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B

### 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



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Did You Know?

## Business

D

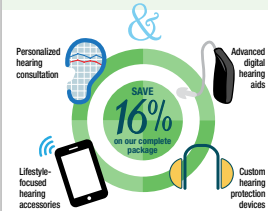
### Healthy Hearing is GOOD for BUSINESS.



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



Pay only for selected services with "Your Hearing Health, Your Choice" UNBUNDLED PRICING OPTION

Special Savings, Superb Service & Sound Advice



555.456.7890  
soundadvicewebsite.com

Your Hearing Health Savings Code: SA\_SAVE16

### 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.



123 Main Street  
Suite A  
Anywhere, IN 55555  
555.456.7890  
soundadvicewebsite.com

Call today and schedule your personalized consultation with:



Grace Macky, Au.D.  
Doctor of Audiology

To receive full benefits and maximum value, please provide this code at time of service: SA\_SAVE16

E

Alternate Business back

## Senior Living

F

### 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



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soundadvicewebsite.com

Your Hearing Health Savings Code: SAHC\_Dining

### 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.<sup>[1]</sup>

[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

G

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

1



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

2

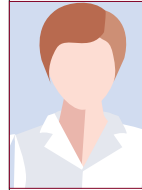
#### Our Professional Services

- 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

### Professional Biographies

3

#### Caring Professionals



**Dr. XXXXX, 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..

### Professional Affiliations

4



AMERICAN  
SPEECH-LANGUAGE-  
HEARING  
ASSOCIATION



AMERICAN ACADEMY OF AUDIOLOGY

### Mission Statement

5

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

### Why Choose an Audiologist?

6

#### 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.

### Accepted Insurance

7

- Blue Cross, Blue Shield
- Aetna

### Social Media Icons

8



# Your Customized Practice Brochures

## Modular Educational Content Choices

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options selected

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brochure

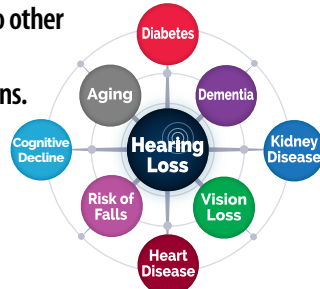
### Did You Know?

#### DID YOU KNOW?

9

Hearing loss is linked to other medical conditions.

Talk to our Doctors to learn more.



### 5 Minute Hearing Test

10

#### Take the 5 minute hearing test –

✓ Check all hearing health concerns that apply:

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- ☐ I avoid social situations that require me to participate in conversations.
- ☐ I avoid the movies or theater because I miss so much.
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- ☐ I have difficulty conversing on the telephone.
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If you checked any of the above statements, hearing devices may help you. Schedule a hearing test today to learn more.

### Hearing Aid Styles

11

#### 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.

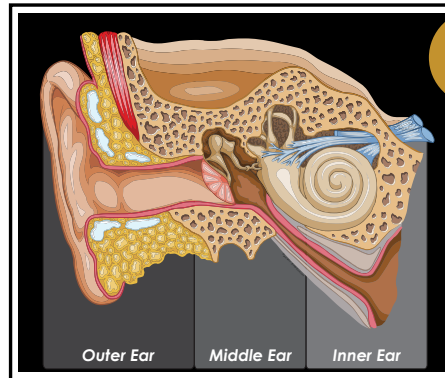
Receiver In-the-Ear



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



### 3 Core Ideas

14

#### 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.

### Consequences of Hearing Loss

15

#### 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



# Your Customized Practice Brochures

## Modular Educational Content Choices

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Approximate  
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depending on  
options selected

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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

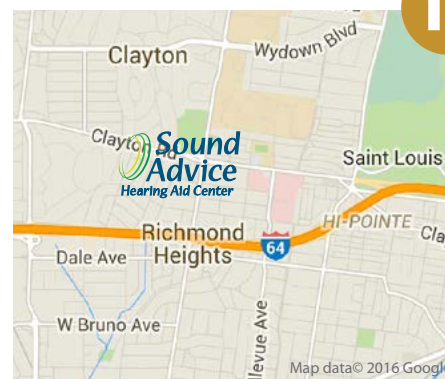
The family plays a critical role in helping to meet the emotional and psychological needs of your hearing-impaired family member. It is a role filled with understanding and support. Consider the following when speaking to someone with a hearing loss:

1. **Attract their attention.** There is little benefit in speaking if they do not realize you are talking to them.
2. **Always face the person.** They need to watch your face for clues. Lip movements and body gestures are an important part of their listening.
3. **Move closer.** Voices can fade around corners and across distances.
4. **Speak slowly and distinctly.** Louder is NOT better. Yelling will distort the words and hurt your throat.
5. **Wait and watch.** Stop when you see signs of uncertainty. Repeat yourself. Start again and watch to be sure that you are being understood.
6. **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.*

### Map

19



### 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**





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](mailto: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

*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!*

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](mailto:bruce@hdimpressions.com) • 314.276.7392

