

# You Should Know

## BY COMPARISON...



### A Well-Informed Patient:

- ▶ Supports a local business you know and trust
- ▶ Service with compassion
- ▶ Evidence-based testing of specific needs
- ▶ Personalized prescriptions
- ▶ Ready access to kind professionals
- ▶ Ongoing counseling and sound advice
- ▶ Experience better quality of life for years

### *A Caring Relationship, For Life*



### Mass-Market Shoppers:

- ▶ Buy from a national chain store
- ▶ Minimal service and lack of engagement
- ▶ Minimal testing and limited selection
- ▶ One size fits most
- ▶ Pursue rotating salespeople or look online
- ▶ Try to figure out themselves with little support
- ▶ See no value and discard with frustration

### *Impersonal Transaction Completed*

Your pathway to better hearing is not a “one and done” encounter, it is a *personalized journey* we share over many years.

### With decades of professional service to our community, we know... *Better Hearing is Better Healthcare, with the potential to:*

- Improve brain stimulation and cognitive abilities
- Prevent, delay the onset or reduce the severity of dementia
- Reduce the risk of falls with sharper sensory awareness
- Enhance personal connections with family, friends and colleagues
- Decrease the risk of depression and social isolation
- Help you communicate effectively with all your healthcare providers



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