



How To **Choose A Hearing Care Specialist** In Your Area

By Dr. Keith Darrow, PhD
Harvard and MIT Trained Neuroscientist



Introduction letter by Vladimir Gutierrez, BC-HIS

Dear Hearing Loss or Tinnitus Researcher,

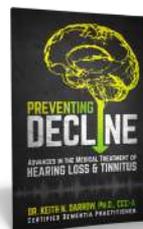
If you are reading this report, chances are high that you or a loved one are experiencing the symptoms of hearing loss or Tinnitus. I applaud you for doing your research, and educating yourself prior to making such an important medical decision. This particular report, 'How To Choose A Hearing Care Specialist In Your Area,' was written by Dr. Keith Darrow, PhD as a helpful guide for you and your family as you begin the journey toward the medical treatment of hearing loss and Tinnitus.

In order to become part of his group "Excellent in Audiology", I have trained directly with Dr. Darrow, to offer my patients an award-winning hearing loss treatment program focused on supporting brain function. This allows me to improve the lives and protect the brain health of our aging generations so that they may live, engage, and interact with their families, friends, and loved ones for many years to come. Dr. Darrow's specific specialty, and doctoral degree from a joint Harvard Medical and M.I.T. program, is in Speech and Hearing Bioscience. This focus on neuroscience allows him to provide patients or family members like yourself the medical education and treatment of hearing loss, tinnitus, and the associated cognitive decline.

After interacting with hundreds of thousands of patients and family members throughout the world on his national speaking, media, and education tour, Dr. Darrow has summarized the top ten most important questions to understand before choosing a local hearing care specialist for you or a loved ones' hearing loss or tinnitus treatment.

Yours in Hearing and Cognitive Health,

Vladimir Gutierrez, BC-HIS
Co-founder of Mt Hood Hearing
Tinnitus Care Provider by IHS
NCCDP Dementia Care Certified



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NUMBER

1

Are They a Specialist?

Tools have never created the skill. They're simply a conduit teaming with education, talent, experience, and knowledge. Audiology tools have never made a specialist, but when the best tools are in the hands of the best professionals, magic happens.

All hearing specialists should be licensed by the state in which they practice, but not all hearing specialists have taken the next steps to become nationally Board-Certified and become members of the Excellence in Audiology network. This organization of hearing health care specialists have both the state-of-the-art tools and proven knowledge to do more than sell you a traditional hearing aid – their comprehensive hearing and cognitive treatment programs improve your hearing and cognitive function so you can maintain your independence longer – that independence is priceless!

In order to be a part of this network, a hearing specialist must be thoroughly tested to demonstrate their knowledge of the audiology system, clinical skills, and judgment. In addition to finding a local Excellence in Audiology specialist, you might consider a specialist who understands

the hearing and brain connection as 'hearing loss' was recently named the single most modifiable risk factor for the prevention of the mind-robbing disease of Dementia.

Signs of a qualified specialist:

- Board-Certified
- Excellence in Audiology Member
- Certified Dementia Practitioner
- Certified Tinnitus Care Provider
- Incorporates Cognitive Screenings into testing protocols
- Offers Comprehensive Hearing and Cognitive Treatment Programs; not just traditional hearing aids
- Treatment Programs include ongoing aural rehabilitation and brain training exercises
- Treatment technology is updated over time; without additional fees!



NUMBER

2

Do They Have a Medical Office (or a sales office)?

For years, the profession of audiology has received a bad reputation for its focus on the sale of traditional hearing aids by former used-car salesmen. In the audiology world it is not hard to open up shop on a shoe-string budget and call yourself a 'hearing aid specialist'.

When determining your family's next hearing health care specialist, I recommend you understand the treatment philosophy and purpose of the founder or specialist. Take the time to research his/her office, board certification, affiliations, treatment team, website, location, and online reviews. During your research, be on the lookout for stand-a-lone location or a medical setting that was founded many years ago and has helped thousands of individuals in your community.

Scientific-based offices will focus on the signs and symptoms of hearing loss and tinnitus, the detrimental impact of un-treated and under-treated health conditions. You will notice that scientific-based offices include many free reports, books, videos and educational opportunities to learn more about you or a loved ones' condition. Remember, the educated patient is the best patient.

Sales-based offices will focus on the makes, models, and prices of their traditional hearing aid technologies. I often refer to these providers and offices as 'widget salesmen'. The word 'FREE Test-Drive', 'FREE Demo', or 'Try Before You Buy' will be on their sales materials and advertising.



NUMBER 3

Do They Think Brain Health First?

It might seem strange, but we don't actually 'hear' with our ears. The ears are just a receptor of sound, which is then transferred to our auditory nerve, and finally into our brain, where the speech understanding and cognitive process of deciphering sounds into words takes place. As a neuroscientist who holds a Ph.D. in Speech and Hearing Bioscience this is very easy for me to understand, but to many hearing specialists without formal training or membership in a community like the Excellence in Audiology network it is often overlooked.

While words like Dementia, cognitive decline, cognitive overload, progressive degenerative disorders and auditory system damage might seem scary, rest assured a hearing specialist and their team who thinks 'Brain Health First' will undoubtedly be using these words when discussing your hearing and Tinnitus symptoms with you. If your specialist is not using these words, or is focused on things like lifestyle charts, Bluetooth, rechargeable batteries and TV adapters you will know they are thinking 'hearing aids first' and not 'Brain Health First'.

Finding a local specialist who thinks 'Brain Health First' will make sure you and/or your loved one is not only improving your hearing, but also doing everything possible to reduce the increased risk of cognitive decline and Dementia associated with hearing loss and auditory system damage. Treatment options from a 'Brain Health First' specialist will include the most recent NeuroTechnology™ process, designed with the

cognitive (brain) aspects of hearing loss in mind, including restoring the ability to hear in noise, filtering out background sounds, and boosting the soft-speech details needed to understand those around you.

Questions to ask:

1. What cognitive screening protocols do you use in your office?

Answers should include: "Cognivue," "Word Recognition Testing," "Speech in Noise Testing"

2. Does your treatment plan include NeuroTechnology™?

Answers should include: Our treatment plans include NeuroTechnology™ (or treatment technology)



NUMBER
4

Do They Provide Pre-Appointment Education?

Most traditional hearing aid sales offices will be in a hurry to get you right in for a “FREE Hearing Test”. This is so they have the first chance to ‘sell’ you on their traditional hearing aid. My recommendation is to find a science-based office with a hearing health care specialist who goes out of their way to provide you pre-appointment education to help you and your family make the best decision on this major medical decision.

Some items I recommend requesting prior to your appointment:

1. 7-10 day delay before your appointment to review all materials sent to you
2. Any online presentations or educational materials available
3. What is included in their comprehensive treatment program
4. The cost of their all-inclusive monthly treatment plan
5. What to expect during your first appointment
It won't take you long to differentiate which office is focused on providing you education and conversation as opposed to those looking to get you in as soon as possible.



NUMBER
5

Do They Offer Guarantees? If So, What Are They?

No matter which hearing specialist you choose, ultimately you are beginning a relationship with them. A relationship based upon a significant investment of both time and money to solve you or a loved ones' hearing loss or Tinnitus.

As with any relationship, it should be based upon trust and a guarantee that you will experience the outcome you are looking for. The most common attempt at a guarantee in the field of hearing health care and audiology is a "traditional hearing aid return period." This is NOT a guarantee, this is a law required by every hearing health care specialist who is selling a traditional hearing aid widget.

When I speak of a 'guarantee' I am referring to the commitment of the founder, or owner, or hearing health care specialist you choose.

1. Do they guarantee your ability to hear will be restored to its potential?

2. Do they guarantee if you are unhappy at any point during the adaptation period you will part ways as friends and not spend a single penny for treatment received so far?
3. Do they guarantee your hearing and tinnitus treatment is fully covered with no additional fees during your treatment program?
4. Do they guarantee that if at any time during your four-year treatment plan that your hearing loss or Tinnitus progresses severely enough that it requires a new prescription you will get that new prescription without increased monthly fees?
5. Do they guarantee that your monthly cost of treatment will never increase due to rising costs or inflation?



NUMBER
6

Are They Using the Latest Treatment Options Available?

Modern hearing loss assessments and treatment differs a great deal from years past. With the evolution of computer-designed technologies, hearing specialists with the proper equipment will be able to more accurately assess, treat, and improve your hearing and cognitive functions.

Be on the lookout for a hearing specialist with modern technology and a professional office vibe, as opposed to someone who is stuck with antiquated technologies that will hold you back from living your best and healthiest life.

Modern technologies that should be used by a hearing specialist include:

- Speech in Noise Testing to determine your ability to hear in noise
- Otoacoustic Emissions equipment to assess cochlear function
- Cognitive Screening with Cognivue™ Equipment
- 3D Direct-Ear Scanning for accurate custom fittings
- NeuroTechnology™ based treatment technology to focus on restoring stimulation to the auditory system, improving hearing and reducing Tinnitus
- Pre and Post Treatment Testing to prove your results both in the testing booth and in background noise
- Advanced Real-Ear Equipment to objectively measure the benefit of your new treatment
- Live-Speech Mapping to verify you are hearing the spoken language
- BrainHQ Brain Training Program for ongoing memory and processing speed improvements
- Periodic professional dehumidifying of hearing aids using Redux equipment to prevent sound clarity reduction caused by moisture.



NUMBER

7

Do They Offer A Comprehensive Treatment Membership?

Long gone are the days of spending thousands of dollars upfront on traditional hearing aids!

Hearing loss is the third most common chronic condition affecting seniors in our community.

Like any major medical condition, the treatment of hearing loss, tinnitus, the associated cognitive impacts are not a one and done purchase of a hearing aid widget, but rather an ongoing monthly medical treatment. When you are searching for a hearing health care specialist, I recommend you find one who has a monthly treatment program or membership that allows you to begin treatment without investing thousands of dollars on day one.

An All-Inclusive Treatment Membership should include everything you need to properly treat your hearing and Tinnitus, including:

1. Your prescribed hearing technology
2. Any supplies, accessories, or batteries you'll need
3. Coverage for loss or damage at a low deductible
4. All of your office visits and annual evaluations
5. Yearly Cognitive/Dementia Risk Screenings
6. Monitored BrainHQ exercises
7. A price lock guarantee so you don't have to worry about price increases in the future



NUMBER
8

Do They Make You Feel Special And Comfortable?

Regardless, if you are reading this report for your own hearing loss or Tinnitus treatment, for a spouse, or another family member you are the most important part of the health care practice.

The best hearing health care specialists, practices, and teams would be wise to remember that without the patient they would not have careers. As I've traveled the country speaking, educating, and working with private practices I continue to teach based upon the principles of Disney Magic, the Ritz Carlton Gold Standard, and the Empathy found at the Cleveland Clinic. When you walk into your new hearing health care specialist's office, you should be made to feel comfortable and welcomed. Empathy, Compassion, and Understanding are very important to the healing process.

Here are some things I recommend you should receive:

1. Pre-Appointment Information
2. Welcome Gift
3. A Great look, feel, and smell to the office
4. A Big Thank You
5. Treat or Drink
6. Walked to Your Treatment Room
7. They should get to know you the person
8. Understand your symptoms and desired outcome
9. A Fond Farewell to Return

If you'd like the feedback of others prior to booking an appointment, try visiting their online views or video testimonials to learn more about what to expect at your appointment.



NUMBER

9

Do They Have Same-Day Consultations And Treatment?

If your hearing healthcare provider's office respects your time and money, they should offer same-day consultations and treatments. After all, making a second trip after receiving your treatment plan can be an inconvenience in today's busy world.

If you prefer to start treatment that same day, then you should be able to do so. When looking for hearing care, it's in your best interest to make sure that your potential provider can provide this service to you.

When you arrive for your initial appointment with a specialist, you should not have to schedule yet another appointment before you can actually start treatment. After all, the sooner you start, the sooner you can enjoy the sounds of the world around you with improved clarity and understanding!



NUMBER
10

Do They Have a Great Reputation?

“Trust; but Verify!”

When it comes to choosing a hearing health care specialist, I prefer no other phrase.

With the internet today, it is extremely easy to pull up ratings, reviews, and testimonials from other patients. Simply go to Google, Facebook, HealthyHearing, or Yelp and search for audiology reviews in your town. I would recommend choosing the hearing health care specialist with some of the most reviews at the highest rating. This gives me comfort in knowing that they are busy enough to get the most reviews, and great enough to earn that high 5-star reputation.

At the time of writing this report, every Excellence in Audiology member-clinic has the most 5-Star reviews in their city. No other network of hearing health care specialists even comes close to this number of reviews.

In addition, with the growth of YouTube, many practices now have a YouTube channel full of real-life patients on video giving their own personal testimonial about the hearing health care specialist and office. So, remember, trust that your research has fulfilled the first nine questions of this report, but don't hesitate to verify with real patient review, testimonials and references.



BONUS: Do They Offer Low-Monthly Payment Options?

I realize this report is titled the 'How To Choose A Hearing Care Specialist In Your Area,' but I couldn't leave out some tips on making sure your choice of hearing health care specialist never allows a treatment decision to become a financial decision.

Once you are comfortable knowing the answers to the Top-10 questions and have chosen a hearing health care specialist to treat you, your spouse, or your loved one, the next question is typically:

"Is this comprehensive treatment plan affordable?"

When it comes to affordability, there was no greater pain in my years as an audiologist than having to turn a patient away due to their financial situation. Luckily, the top hearing health care specialists in the country have now joined a financial program backed by Synchrony® Bank, the leader in patient financing. This program ensures that top hearing health care providers around the country can ensure that a treatment decision never becomes a financial decision.

Benefits of Subscription Based Hearing Healthcare:

- Avoid the Large Upfront Cost of Traditional Hearing Aids.
- Low Monthly Subscription Plans for the Medical Treatment of Hearing Loss and Tinnitus
- All-Inclusive Coverage for your Hearing and Tinnitus Treatment Needs
- Price Lock Guarantee so Your Treatment Costs Won't Increase Over Time
- No Patient is Denied the Care they Need due to Bad Credit/No Credit

Remember to ask your local hearing health care specialist if they offer the Advanced Lease Program from Synchrony® Bank.



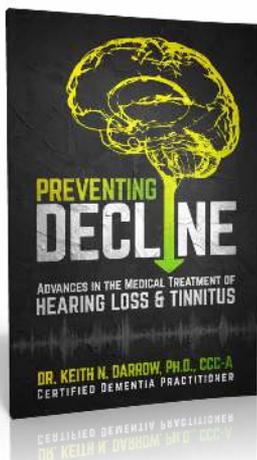
Closing letter by Vladimir Gutierrez, BC-HIS

Dear Friend,

I hope this report has helped you learn more about hearing healthcare in general and has potentially shown you how Mt Hood Hearing can help you, your spouse, your parent, or another loved one. To accomplish our mission of restoring hearing clarity, improving quality of life, and providing the brain with proper auditory stimulation, we would be honored and grateful to meet and learn more about how we can potentially help boost your or your family member's hearing. We simply want to answer your questions, address your concerns, and have you experience hearing care at its very best.

We will share with you our expert scientific-based recommendation backed by our years of experience, advanced equipment, and thorough analysis. Our utmost pride is in restoring hearing clarity and transforming lives every day. We love giving back to our local community by providing low-cost treatment for hearing loss to patients throughout our area.

Obviously, there may be other things you should know before choosing your hearing healthcare provider. If you have questions, please feel free to call us at (971) 983-8341. You may also visit our website at www.MtHoodHearing.com.



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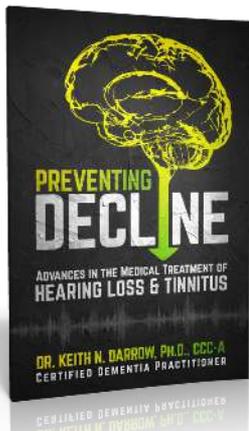
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