

# Latest Technology, Old Fashion Care

## Report on ConsumerReports

By Pat Fournier BC-HIS

Lots of folks use ConsumerReports as a sort of bible in order to make informed consumer purchases. I especially like the tables and scores that ConsumerReports uses.

However, for hearing aids, ConsumerReports I didn't use the table and score format. Instead, ConsumerReports suggested people take five steps when shopping for hearing aids. By the way, these steps point out why we stand out as the best place to buy hearing aids in Montana.

Here are the five steps recommended by ConsumerReports.

- **Select a provider.** The biggest single factor of consumer satisfaction is the competence of the provider. It's not the brand or the model of the hearing aid. Almost all hearing aids today are digitally programmed. The expertise of the clinician is the *most* important factor for a proper fitting. I have a background in computer science which helps me wring out the most effectiveness possible for a given digital hearing aid. Walt and I both have years of experience fitting thousands of ears.
- **Understand the product.** We strive to educate our clients to fully understand what capabilities each hearing aid can offer so that each person can get the most from it. We tell you what features each hearing aid has. We do educational seminars.
- **Get a thorough evaluation.** We do very complete hearing exams. We focus on hearing through noise. This is the most problematic situation that our patients experience.

- **Be a smart buyer.** We often advertise "dare to compare". ConsumerReports suggest you choose a dispenser who carries more than one brand. We are the only place in North Central Montana to carry seven brands of hearing aids. Our after the purchase service is the best. People don't often know that our prices are the best too. We are competitive with internet and big box stores.
- **Practice and follow up.** You have to get used to amplification. For some new wearers, extra sound can be too much. We know this and program the aids for this phenomenon. Also, as you learn to hear better, we reintroduce you to extra features you may want down the road. And, we send you a birthday card for a free pack of batteries on your birthday. We want you to come in so we can check everything out at least once a year so that the hearing aids are working up to specs.



"Latest Technology, Old Fashioned Care" that says it all. Invite your friends to check us out. We'll work as hard for them as we do for you.

## Free Service

By Mike Michel HAS

Have you ever heard of getting **free service forever** after you pay for an item? Can you think of anything you can get and go back for adjustments, cleaning, retesting for years and not have to cough up more money?

Well, at The Hearing Place it happens. Here, we not only provide you with the best professional service, top of the line products, and competitive prices, we service what we sell. Any service we can do in house is **free**, for as long as you own it! That is what we call "Old Fashioned Care".

We are constantly asked "What do I owe you?" when we service hearing aids. The answer is: it's just part of our commitment to you. We want you to hear the very best you can. Keeping your hearing aids in top notch working order is part of what we do.

## Patient Testimonials

### A note from Charlotte of Lewistown

"Thank you so much for fixing my Mom's hearing aid and sending extra batteries. I was so elated to not be having to think about buying a new one! When you are in town in the near future could you possibly stop by her room she needs an adjustment."

### Ken from Fort Shaw

"Couldn't ask for better service. Been treated marvelously by Pat and Sue. I bought a pair of hearing aids from someone else. I was unable to get them programmed properly until I came to Pat"

### A note from Pat from Chester

"Hi Pat and Sue

Thanks for the extra effort you extended to us for our unscheduled appointment last Monday. You are both great and your service is unbeatable."