

Dr. Lawrence Cardano, Au.D.

The Top 10 Things You Must
Know Before Choosing Your
Audiologist



Hearing Center of Long Island

Welcome Letter from Dr. Lawrence Cardano, Au.D.

Dear Friend,

If you are researching audiologists and different types of hearing treatment options for yourself, your spouse, or a loved one, then you are in the right place! Just like every ear is different, audiology practices are different, too. In your search for finding the right hearing healthcare professional, you will most likely find there are several options available, but it is important to know that all hearing loss treatment options are not created equal.

At Hearing Center of Long Island, our mission is to give the gift of sound to as many people as possible. Our vision is changing lives, advancing the profession, and supporting our community. There is no better reward than seeing how happy our patients are after we boost their hearing clarity. To achieve our vision, and to help you choose the right audiologist, we put this report together: **“The Top 10 Things You Must Know Before Choosing Your Audiologist.”**



Sincerely,

A handwritten signature in black ink that reads "Dr. Larry". The signature is written in a cursive, flowing style.

Dr. Lawrence Cardano, Au.D.

P.S. When you are ready, we urge you to schedule your complimentary hearing assessment, by calling 516-405-6845. If you are scheduling the exam for yourself, your spouse, or a parent, you may be wondering, at what age you should you schedule the first evaluation? The American Academy of Audiology recommends a screening by the age of 50 to rule out possible problems that will be much harder to correct in later years. While many patients think age 50 is too early, like every health condition, early identification and early treatment is the gold standard for improving outcomes. We have helped thousands of people of all different ages boost their hearing clarity and improve their quality of life. Again, when you are ready to learn more about your options with us, we are 'hear' for you.

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1. Do They Have Extensive Experience?

Audiologists are specially trained hearing health care professionals who take on several extra years of training to provide the most thorough diagnostic evaluation and to complete the most comprehensive treatment plans aimed at restoring hearing clarity. This level of education provides the experience necessary to offer high-quality care using the most advanced treatment options. When looking for an audiologist, make sure you find one who has extensive experience so you can be sure your hearing health is in qualified hands.

At Hearing Center of Long Island, our doctors have undergone extensive training, and are Board Certified by the American Board of Audiology, which requires an additional 60 hours of continuing education annually. With this level of expertise, you can be sure you're receiving the highest level of care when you choose Hearing Center of Long Island.



2. Does Their Treatment Focus on More Than Just Hearing Aids?

Your potential audiologist should understand the effect that hearing loss can have on your overall enjoyment of life and offer a hearing rehabilitation program that does far more than fit you with a customized hearing aid. Their goal should be to help you restore access to the activities you love so you don't need to feel isolated from the sounds of the world any longer. When choosing an audiologist, look for one who takes a holistic approach to treatment.

At Hearing Center of Long Island, we offer more than just hearing aids. Our goal is to restore your quality of life and give you the gift of sound. We offer comprehensive care with a personal touch you won't find anywhere else. Our patient-centric approach to hearing healthcare means we will work closely with you to discover where you are having the most difficulty, then we will collaborate with you to determine the best treatment plan for your needs.

We also understand that ongoing counseling, periodic adjustments, and regular hearing aid maintenance are all integral to your overall satisfaction and hearing rehabilitation. Our expert team is committed to being there for you for all your needs and developing a long-term partnership so you can achieve all your hearing goals and more!



3. Do They Have Advanced Technology?

Audiology today differs a great deal from years past. Computer-designed hearing devices and wireless technologies dramatically increase the precision with which we restore clarity and boost hearing ability. Scientific verification of your hearing aid prescription, while in your ear (referred to as 'Real Ear Measurements') maximize the precision of clarity restored. As an added incentive, today's hearing aids are discreet and virtually undetectable to the user and others. In fact, modern-day hearing aids can offer the most discreet, cosmetically-pleasing option placed deep in your ear canal to make the entire treatment a well-kept secret! When looking for an audiologist, be sure to look for one who uses the most advanced technology so you can be sure you're receiving the updated treatment you need.

Our doctors' level of expertise allows them to be able to specifically discern which treatment options provide the most benefit to patients, and which ones don't. Ultimately, you get the best treatment available when you choose Hearing Center of Long Island and our board-certified audiologists.



4. Do They Offer a Free Hearing Assessment?

Most audiologists offer free consultations for new patients so that you and your family can get expert advice about treatment needs, options, and timing before making this important investment. During your first evaluation and consultation, be sure your questions are being answered, concerns addressed, and you are being educated about all your treatment options. The audiologist should provide you with a customized treatment plan as well.

Call our friendly office at 516.405.6845 to schedule your **FREE, no-obligation Dr. Cardano Real-Life Hearing Assessment** today! Your new patient appointment includes an extensive hearing screening, communication assessment, environment analysis, a customized treatment plan, and a **FREE Bonus - a copy of Dr. Cardano's book, co-authored with Dr. Darrow, Ph.D. "Stop Living Your Life Disconnected."** At Hearing Center of Long Island, we are here for you!



5. Will They Optimize Hearing Aids for Non-Patients for Free?

When you rely on your hearing aids, there may come a time when yours need an adjustment while you're away from home or an inconvenient distance from your audiologist's office. In this case, it's helpful for audiologists to have a policy that focuses on helping everyone, whether or not they're a patient. When choosing a new audiologist, it's important to look for one who services everyone. This shows that the doctor is committed to helping as many people as possible and that includes you!

At Hearing Center of Long Island, **we offer same-day hearing aid service for everyone, whether you're our patient or not.** Everyone is also welcome to take advantage of our free clinics and services.

Free Walk-In Clinic & Hearing Aid Service - Those who are experiencing issues with their hearing aids are welcome to come in for a complimentary **hearing aid adjustment and hearing analysis every week-day from 1-2 PM.**

FREE computer analysis and correction of your hearing aid problems. Our audiologists will perform a **computer analysis** of your hearing aid. This will help us assess your target amplification to determine how well your hearing aid is performing for you. We will make the appropriate adjustments, including reprogramming, if necessary, and provide you with a printed report of our findings.

Call today to schedule your new patient appointment or come into our complimentary clinic for help - we can't wait to meet you!



6. Do They Offer a Guarantee?

No matter which audiologist you choose, ultimately you are not making a small investment – in both time and finances. It is important to know that your audiologist is going to stand behind their medical treatment plan, and the best way for them to do this is by offering a guarantee.

At Hearing Center of Long Island, we offer a **60-Day, No-Obligation Guarantee** on all our hearing aids, beginning on the day you receive your hearing aid. Our guarantee covers your services, batteries, and any adjustments, plus you can return your hearing aids within 60 days and receive a full refund with no restocking fee!

If you are unsatisfied with the hearing care and service we provide you for your hearing needs at any time, please let us know and we will work together to better serve you!



6. Do They Care for Your Community?

When choosing a hearing healthcare provider, pay attention to whether the practice does anything to support the surrounding community as a whole. Community support can range from monetary donations for local sports teams, to providing free care to low-income residents, and more. By opting for treatment with a community-minded practice, you indirectly support activities and non-profit organizations in your local area, and also enjoy the added benefit of receiving treatment from a hearing healthcare provider who genuinely cares about other people.

Our team at Hearing Center of Long Island loves to help our community as much as we enjoy taking care of our patients! That's why we frequently share our time and our resources with a variety of charitable causes and community outreach programs, as with Dr. Cardano's work as a founding member of the board of directors for the Lions Lend an Ear program. Through this program, as part of the Nassau County chapter of Lions Clubs International, Dr. Cardano volunteers his time and expertise to benefit hearing-impaired individuals in need.

At Hearing Center of Long Island, we appreciate the support of our community and believe in giving back whenever possible.



7. Do They Respect Your Time?

In today's world, everyone is busy! Making the decision to get treatment for your hearing loss shouldn't interrupt your entire schedule, which is why doctors should implement flexibility for scheduling appointments. When looking for an audiologist, make sure they offer flexible hours, short wait times, and same-day starts. With today's technology in a fast-paced world, this is a necessity for any successful practice to run efficiently.

At Long Island Hearing Center, we're committed to providing the highest quality care to our patients AND we want to make the treatment process as convenient for you as possible. We never want your busy schedule to deter you from seeing our specialists. That's why we offer convenient appointment times with same-day treatment starts to accommodate even the most hectic lifestyles. We also keep appointments running on time so you can count on being seen at your actual appointment time.



8. Can You Start Treatment the Same Day of Your Consultation?

Some audiologists make you wait weeks or even months before you can be seen for your initial appointment, much less begin treatment. When you make the decision to explore your hearing loss treatment options, having to wait that long can be a hassle. The time you must wait for your treatment can also be an indication of how available your doctor will be if any problems or emergencies arise during your treatment. Avoid all these issues by opting for a hearing healthcare office with an accessible schedule and reasonable wait times for appointments and treatments.

Hearing Center of Long Island is pleased to be able to offer convenient appointment times to all our patients. In addition, we also provide the option to begin treatment on the same day as your initial evaluation. By offering same-day treatment starts, we put your scheduling needs ahead of our own – and we save you money by eliminating the cost of a second appointment! If you are ready to explore your hearing loss treatment options, we are ready for you!



9. Will They See You in an Emergency?

Although today's technologically-advanced hearing aids offer many benefits and boast a high success rate, there are times when you may have an issue with yours that requires immediate attention. Those who fully rely on their hearing aids need to know that their audiologist will give them the quick service they need if their hearing aids are not functioning properly. When researching potential audiologists, make sure to look for one who will see you right away if you have an emergency with your hearing aids.

At Hearing Center of Long Island, **all our hearing aids are backed by a 60-day, no-obligation guarantee, plus we offer same-day hearing aid service for everyone, whether you're our patient or not.** Everyone is also welcome to take advantage of our free clinics and services.

Free Walk-In Clinic & Hearing Aid Service - Those who are experiencing issues with their hearing aids are welcome to come in for a complimentary **hearing aid adjustment and hearing analysis every week-day from 1-2 PM.**

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In short, Hearing Center of Long Island is here for you!



10. Do They Accept Most Insurances with Flexible Financing?

We realize this report is supposed to be the “Top 10 Things You Must Know Before Choosing Your Audiologist,” but we couldn’t leave out some payment tips to look for when choosing an audiologist. Once you are comfortable and you know specifically which audiologist you want to treat you, your spouse, your parent or another family member, the next question typically is, “How much is this going to cost, and how am I going to pay for this?”

Hearing Center of Long Island works closely with all our patients so we can understand your hearing needs AND your financial needs. Treating your hearing loss in our top priority, and we never want anyone to sacrifice their hearing for financial reasons. That’s why keep our prices fair, accept most insuranc-es, and we even offer affordable monthly payment options through TreatmentFi™.



Closing Letter from Dr. Lawrence Cardano, Au.D.

Dear Friend,

We hope this report has helped you learn more about audiology in general and potentially shown you how our team at Hearing Center of Long Island can help you, your spouse, parent, or other 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 tell you 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 audiology at it's very best. In fact, it may even be possible that your early hearing evaluation may reveal at that current time you do not even need a full treatment plan!

We will share with you our expert medical recommendation based on our years of experience, advanced diagnostics, and thorough analysis. We take great pride in restoring hearing clarity and transforming lives every day.

If you have questions, please feel free to call our friendly office at 516.405.8485. We are always here to answer your questions.

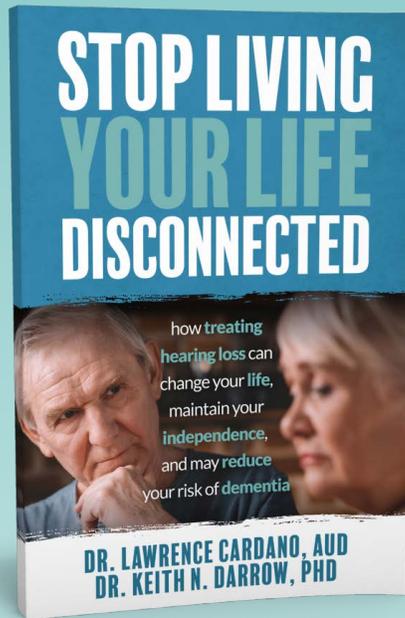
Sincerely,



Dr. Lawrence Cardano, Au.D.

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To request a **FREE** copy of Dr. Cardano's co-authored book with Dr. Darrow, Ph.D., visit www.HCLIBookoffer.com



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