

10 THINGS

YOU MUST KNOW
BEFORE CHOOSING AN
AUDIOLOGIST



Introductory Letter From Dr. Cardano

If you are reading this report, chances are 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. Too many people either postpone treating their hearing loss for too long or choose a solution based on very limited information or advertising hype – and they pay the price. They and their family either suffer the effects of untreated hearing loss, which worsen over time, or they end up with compromised care – getting some help but still suffering with problems and frustration they should not have. I don't want you to make either of those mistakes.

This particular report, '10 Things You Must Know Before Choosing an Audiologist', was written as a helpful guide for you and your family as you begin the journey toward proper medical treatment of hearing loss and / or tinnitus. My goal is to help you ask intelligent questions you so that can make the right choice for you.

I have devoted my professional life to helping individuals with hearing loss improve and maintain their hearing clarity and brain health so that they can live the life they want to live - enjoying relationships with their families and friends for the long term. After years of working with patients and researching the factors that make for successful hearing loss and tinnitus treatment, I've summarized the top ten most important questions to understand before choosing a local audiologist for you or a loved one's hearing loss or tinnitus treatment.

So, take notes and put this important information to use to ensure that you get the best possible treatment for your hearing loss and/or tinnitus!

Yours In Hearing and Cognitive Health,



Lawrence Cardano, Au.D.

Dr. Lawrence Cardano, Au.D.

Director

Hearing Center of Long Island



To learn more about your hearing loss or tinnitus or to schedule a treatment consultation go to www.HearingCenterofLI.com or call (516) 405-6845

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Are They Really A Dedicated A Specialist?

Tools have never solved a problem. They must be selected and used with expertise to get the best results. Audiology equipment and hearing devices are just tools. They are simply a conduit for education, talent, experience, and knowledge. But when the best tools are in the hands of the best audiologists, life changing results can happen.

All hearing specialists must be licensed by the state in which they practice. However, you should find an audiologist who has devoted their professional life for many years to helping those with hearing loss and who have the highest level of education, experience and certification by the American Board of Audiology. Also look for audiologists who have taken the next step to 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 dedicated specialist:

- American Board of Audiology Certified®
- Excellence in Audiology Member
- Doctor of Audiology degree
- Incorporates Cognitive Screenings in testing protocols
- Offers Comprehensive Hearing and Cognitive Treatment Programs; not just traditional hearing aids
- Updates treatment technology over time with no increase in monthly cost



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

For years, the field of hearing care has received a bad reputation for its focus on the sale of traditional hearing aids by 'sales people'. It is not hard to open up shop on a shoe-string budget and call yourself a 'hearing aid dispenser'.

When deciding who you will trust with the hearing health care for you or a loved one, I recommend you understand the treatment philosophy and purpose of the founder or director of the practice. Take the time to research his/her office, treatment team, website, location, and online testimonials, reviews and videos of comments by patients. During your research, be on the lookout for a stand-a-lone location or a medical setting that was founded many years ago and has helped thousands of individuals in your community.

Medical-based practices that are focused on providing you the best hearing health care for the long term - rather than "making sales" - 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 medical-based offices include many free reports, books, videos and educational opportunities to learn more about you or a loved ones' condition. **Remember, the more educated you are about the effects of hearing loss and proper treatment, the more successful your treatment is likely to be for the long term.**

Sales-based offices will focus instead on the makes, models, and prices of their traditional hearing devices. Rather than healthcare professionals who make recommendations based on careful diagnosis and what will provide the best possible results, you can think of these providers as 'widget salesmen'. You are likely to find phrases like 'FREE Test-Drive', 'FREE Demo', or 'Try Before You Buy' in their sales materials and advertising.

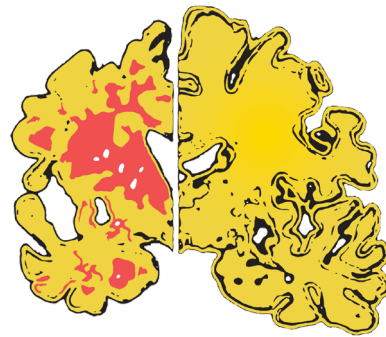


Do They Think Brain Health First?

We don't actually 'hear' with our ears. Our ears are just a receptor of sound, which is then transferred to our auditory nerve, and finally into our brain, where many processes necessary for understanding speech take place. The ability to distinguish similar sounds from each other, to recognize words and understand speech, to focus on one voice when there is background noise, to keep up with rapid speech, to remember the beginning of a sentence you are listening to by the time you get to the end, are all things that are affected by the way your hearing loss treatment affects the way your brain functions. Your audiologist needs to do what is necessary to monitor your cognitive function and address these issues – not just give you hearing aids.

While words like Dementia, cognitive decline, cognitive overload, progressive degenerative disorders and auditory system damage might seem scary, rest assured a hearing healthcare 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'.



Brain With Hearing Loss Brain With Normal Hearing

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™ processes, 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)

Do They Provide Extensive Pre-Appointment Education?

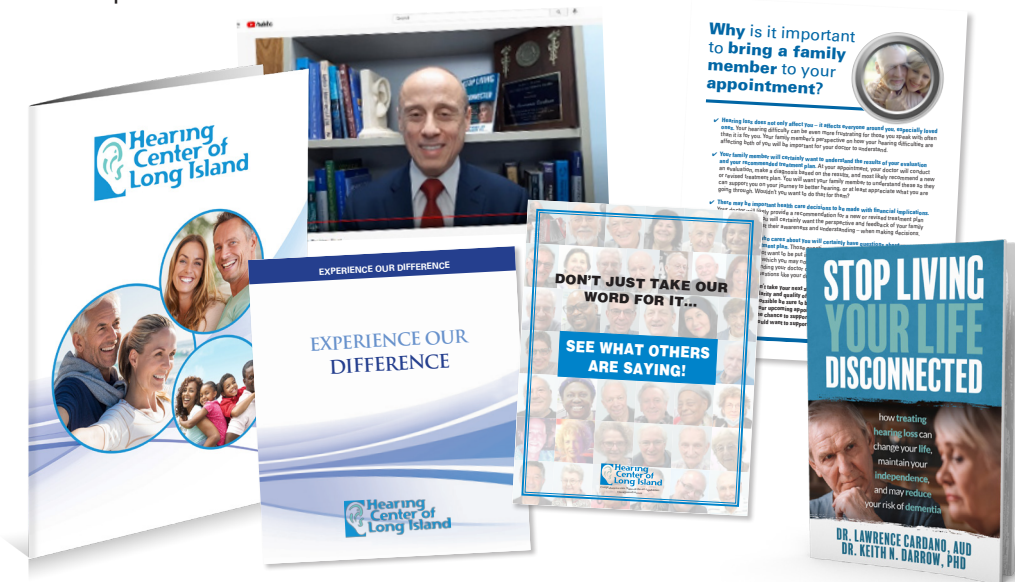
Most traditional hearing aid sales offices will be in a hurry to get you right in for a “FREE Hearing Test”. This is so they have the first chance to ‘sell’ you on their traditional hearing aid.

Find a medical-based practice that 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 things you should expect prior to your appointment:

1. 7-14 day delay before your appointment to review all materials sent to you
2. A book or publication by the practice owner or director
3. A description of what is included in their comprehensive treatment program
4. Online presentations or educational materials
5. The cost of their all-inclusive monthly treatment plan
6. A complete explanation of what to expect during your first appointment

It won't take you long to differentiate which office is focused on learning about you and your symptoms and concerns – and giving you the information you need to understand your evaluation and potential treatment plan as opposed to those trying to get you in the office as soon as possible.



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Do They Offer Comprehensive Guarantees - Not Just A “Return Period”?

No matter which hearing specialist you choose, ultimately you are beginning a relationship with them. Since hearing loss is a progressive, degenerative condition, this will be a long-term relationship to provide effective treatment for your or a loved one’s hearing loss or tinnitus. As with any relationship, it should be based upon trust. There should be 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 is a “traditional hearing aid return period.” This is NOT a comprehensive guarantee, this is a law required of 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 hearing care practice 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?
3. Do they guarantee your hearing and tinnitus treatment is fully-covered with no additional fees during your treatment program – including no fee for replacement of lost devices?
4. Do they guarantee that if your hearing loss or tinnitus progresses enough that it requires a new prescription – or if current technology improves enough to make a significant difference for you - you will get that new prescription and technology without increased monthly fees?
5. Do they guarantee that your monthly cost of treatment will never increase due to rising costs or inflation?



Now those are guarantees!

Are They Using The Latest Technology And Techniques?

Modern hearing loss diagnosis and treatment differs a great deal from years past and it is continually evolving. Audiologists who are committed to using the most advance technology AND techniques will be able to more accurately diagnose, treat, and improve your hearing and cognitive functions. Be on the lookout for a hearing specialist with modern technology and office vibe as opposed to those who are satisfied with technology and techniques that might be “standard” but are not but not the most advanced and effective.

Be sure that your hearing specialist uses the following:

- Speech in Noise Testing to determine your ability to hear in noise
- Cognitive Screening with Cognivue® Equipment – the only FDA cleared cognitive function screening technology.
- NeuroTechnology™ based treatment technology to focus on restoring optimum stimulation to the auditory system. Rather than just making sounds louder, treatment technology should be designed to restore the following four abilities that are compromised by hearing loss:
 1. Orientation: helping the brain to use both ears to localize sound in the environment
 2. Recognition: helping the brain to recognize and identify speech sounds
 3. Focus: helping the brain focus on speech amidst background noise
 4. Separation: helping the brain separate the voice you want to hear from other sounds.
- Pre and Post Treatment Testing to prove your results both in the testing booth and in background noise
- Real-Ear Measurements and Speech Mapping to objectively measure the benefit of your new treatment and verify that you are getting the accurate auditory stimulation.
- BrainHQ Brain Training Program for ongoing memory and processing speed improvement



Do They Offer A Comprehensive Treatment Membership?

Long gone are the days of spending thousands of dollars upfront on traditional hearing aids, don't do it!

Hearing loss is the third most common chronic condition affecting seniors in our community. Like any chronic condition - such as diabetes - 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 medical treatment. Moreover, you can expect that about every 3-4 years changes in your hearing clarity, wear and tear on your current devices, and improvements in hearing technology will make it necessary to upgrade to new technology to ensure you are getting the best results and not living with difficulties you should not be having.

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 upfront and allows you to upgrade your technology at least every 4 years with no increase in your monthly cost.

An All-Inclusive Treatment Membership should cover everything you need to properly treat your hearing and /or tinnitus, including:

1. Your prescribed hearing technology
2. Any repairs done on or off site – including loaner devices with the latest technology if you need to be without your devices while they are being repaired.
3. Any supplies, accessories, or batteries you'll need
4. Replacement of lost or damaged devices at no cost
5. All of your office visits and annual evaluations
6. Yearly Cognitive/Dementia Risk Screenings
7. And other benefits offered such as:
 - a. Early access to educational events
 - b. Special New Release education materials
 - c. BrainHQ proven brain training
8. A price lock guarantee so you don't have to worry about cost increases in the future

**NO
ADDITIONAL
FEES OR COST
INCREASES**

Can You Start Treatment the Day of Your Consultation?

By the time most people get to visiting an audiologist about their hearing loss, they and their family know they have a problem and they have suffered with it long enough. Once you begin treatment you should expect an acclimation period of 30-60 days during which your brain will gradually get acclimated to the new auditory stimulation and your audiologist should be making adjustments to assure that your acclimation is as comfortable and efficient as possible. Dragging the process out unnecessarily - by requiring you to wait for another appointment after your consultation to begin treatment - postpones your acclimation period and prolongs the time you and your family need to deal with the frustration caused by hearing loss.

Your hearing care provider should respect your time and realize that it is valuable. If your audiologist will start treatment on day one – unless there are extenuating circumstances – they are showing that they are willing to make the extra effort to respect your time, to avoid unnecessary delays, to maximize the time you have with better hearing, and to minimize the time you and your loved ones spend with the frustration of hearing loss.



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 look for:

1. Extensive Pre-Appointment Information – on the phone and in the mail and online to ensure that you know what to expect at your visit and can get the most from it.
2. A great look, feel, and smell to the office
3. A big thank You
4. A treat or drink to welcome you to the office
5. A patient care coordinator who will walk to your treatment room, introduce you to your doctor and ensure that your doctor understands the symptoms and concerns you have reported on the phone.
6. They should get to know you, the person
7. They understand your symptoms and desired outcome
8. 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.

Do They Have A Great Reputation?

“Trust; but Verify!”

Trust between doctor and patient is of critical importance in the treatment of any chronic condition, but especially in hearing healthcare. With the internet today, it is extremely easy to pull up ratings, reviews, and testimonials from other patients. Simply go to Google, Facebook or Healthy Hearing, and search for audiology reviews in your area. I would recommend choosing a hearing health care specialist with a significant number of 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.

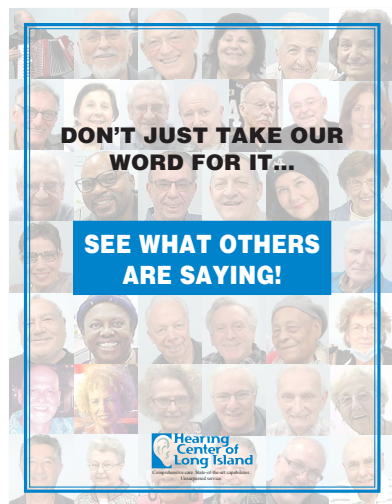
You should also find a hearing healthcare practice that has a significant number of video testimonials. Video comments by patients let you see real people talking about their experience. It also tells you that these patients thought enough about the hearing care practice they are getting treatment at to allow the world to see them talking about their experience there. The practice should have videos on their website and on their YouTube channel full of real-life patients on giving their own personal testimonial about that hearing health care practice.

So, remember, trust that your research has fulfilled the first nine questions of this report, but don't hesitate to find out what real patients are saying.

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YouTube



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Healthy Hearing



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BONUS: Will They Make The Best Treatment Affordable?

I realize this report is titled the 'Top 10 Things You Must Know Before Choosing an Audiologist,' 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 questions is typically:

"Is this comprehensive treatment plan affordable?" The goal of your hearing health care specialist should be to provide the best possible long-term treatment – without compromise – in a way that is as affordable as possible.

There has been no greater pain in my years as an audiologist than having to turn a patient away or seeing a patient forced to accept less than optimum treatment for their hearing loss or tinnitus 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, on a program called TreatmentFi™. 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 TreatmentFi™ Program from Synchrony® Bank.

Ask Your Hearing Specialist if They Offer:

TreatmentFi™
Never Deny Another Patient

Closing Letter From Dr. Cardano

Dear Hearing Loss or Tinnitus Researcher,

With this report, I hope I have helped you avoid the two most common mistakes people make in the treatment of their hearing loss, which I mentioned in the introduction:

- 1) postponing treatment of your hearing loss for too long or
- 2) choosing a provider and a solution based on very limited information or advertising hype.

By understanding what constitutes optimum hearing health care and what to look for in a hearing care provider, you can avoid the disappointment, frustration and regret that too many people experience when treating their hearing loss.

If you'd like to learn more about the medical treatment of hearing loss, Tinnitus, and the associated cognitive decline please request a copy of my Best-Selling book or **subscribe to my YouTube Channel at www.WatchDrLarry.com**

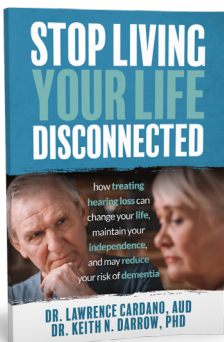
Yours in Hearing and Cognitive Health,

Lawrence Cardano, Au.D.

Dr. Lawrence Cardano, Au.D.

Director

Hearing Center of Long Island



For a FREE Copy of Dr. Cardano's

**"STOP LIVING YOUR LIFE DISCONNECTED:
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may reduce your risk of dementia"**

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