

“Doc” Richard Kaner

The Top 10 Things You Must Know Before Choosing Your *Audiologist*



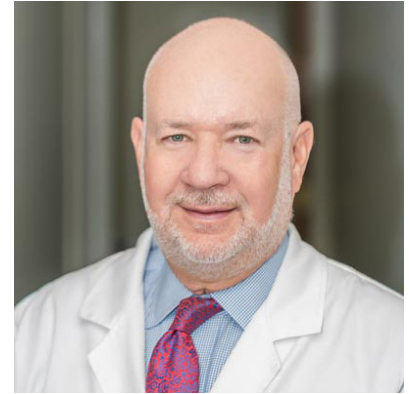
Brooklyn Audiology Associates

The Top 10 Things You Must Know Before Choosing Your *Audiologist!*

Welcome Letter from “Doc” Richard Kaner

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. In your search for finding the right hearing health care 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 Brooklyn Audiology Associates, our mission is to empower active aging. Our vision is changing lives, advancing the profession, and supporting those in need. 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, I put this report together: **“The Top 10 Things You Must Know Before Choosing Your Audiologist.”** This report offers vital information you should know about audiology and advice on what to ask when consulting with a potential audiologist.

It is our goal to help restore conversation and music to our patients’ everyday lives. We hope that this list serves as a helpful guide alongside your research and also supports you when asking questions of your potential audiologist. If you have follow-up questions, feel free to give our office a call. We’re here to help!

Sincerely,

“Doc” Richard Kaner, M.A., FAAA

P.S. When you are ready, call **718-395-4692** to request your complimentary **Richard Kaner-Approved Hearing Consultation** or visit our website at **www.HearingAidExperts.com**. Your no-obligation appointment includes a discussion of your goals and concerns, a thorough explanation of our process, a comprehensive treatment plan, and you will receive a free copy of Richard Kaner’s book, “Break Free Of Hearing Loss.”

If you are scheduling the exam for yourself, your spouse, or a parent, you may be wondering, at what age should you schedule the first evaluation? The American Academy of Audiology (AAA) recommends a hearing screening by the age of 50 in order to rule out possible problems that will be much harder to correct in later years. While many patients may think that 50 is too early, like every health condition, early identification and treatment are the gold standards 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 Understand That Hearing Loss Impacts Brain Function?

Most people think 'we hear with our ears', and while that is partially correct, the process of hearing actually happens at the level of the brain. Today's hearing loss treatments are far more than a simple 'amplifying' device behind your ear. The Neuroscience behind modern treatments is focused on the brain, cognition, and the comorbidities of untreated hearing loss (comorbidity is defined as a disorder that co-occurs/is correlated to hearing loss). If your audiologist thinks hearing first, and not brain-first in their treatment plan, you are missing out on many longterm lifestyle benefits. NeuroTechnology™ designed with cognitive aspects of hearing loss in mind is aimed at restoring the loss of clarity, providing noise-canceling filters for noisy background situations, and soft-speech enhancers that emphasize the speech of those soft speakers in your life.

When searching for your audiologist make sure you find a NeuroTechnology™ specialist who understands the significant negative impacts of untreated hearing loss on your brain. At Brooklyn Audiology Associates, our audiologists are proud to be a part of Excellence In Audiology and are committed to thinking brain-first in treatment plans, prescriptions, and protocols. Contact us today to see how our hearing care can help you!



2. Do They Have Extensive Experience?

Audiologists are specially-trained hearing health care professionals who undergo additional training in order to provide the most thorough diagnostic evaluation and to complete the most comprehensive treatment plans aimed at restoring hearing clarity. Audiologists also perform auditory rehabilitation that is likely to include the use of NeuroTechnology™ hearing devices that provide proper stimulation to the auditory system. This is a fancy way to describe how we normalize the way our brains process the incoming sounds in order to achieve maximum clarity, especially in background noise.

Our audiologists have helped over 40,000 people in the New York Metro since 1980! Your hearing health is paramount to us, and our team is passionate about helping as many people as possible to restore clarity to their sound experience, including you! Our audiologists are seasoned, well trained, and constantly continue their education. We always strive to keep up-to-date with the latest, most innovative ways to provide you with exemplary care that meets your unique hearing needs.



3. Do They Have Advanced Technology?

Audiology today differs a great deal from years past. Computer-designed NeuroTechnology™ and wireless technologies dramatically increase the precision with which we restore clarity and boost hearing ability. Scientific verification of your NeuroTechnology™ prescription, while in your ear (referred to as 'Real-Ear Measurements') maximize the precision of clarity restored. As an added incentive, today's NeuroTechnology™ devices are discrete and virtually undetectable to the user and others. In fact, a new category of hearing aids referred to as 'NeuroTechnology™' can offer the most discreet, cosmetically-pleasing option placed deep in your ear canal to make the entire treatment a well-kept secret!

At Brooklyn Audiology Associates, we take our responsibility to you and your hearing health seriously. We work diligently to stay on top of current trends and new innovations in audiology. That's why we keep up-to-date with advances in new technology with exceptional hearing aids that offer superior clarity and quality, and noise cancellation features. We carry the latest brands of hearing aids and we are proud to be Lyric Elite and Phonak 5-Star providers.

Additionally, we use an Otoscan 3D Laser Ear Scanner for high-quality laser scans of your ear canal, the Earigator-Cerumen Management system for a painless, non-invasive way to remove ear wax, and an Operating Microscope - a surgical level scope that gets a detailed view of the ear canal - for impacted cerumen, a foreign body in the ear, and tough to fit devices. Our Hi-Resolution Video Otoscopy is used to capture, view, and store digital images and perform an otoscopic examination.



4. Do They Offer A Complimentary Assessment?

Most audiologists offer complimentary 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.

Our team at Brooklyn Audiology Associates believes that you should be able to get to know your potential audiologist and explore your treatment options before committing to a schedule of payments for rehabilitation. That's why we offer a complimentary **Richard Kaner-Approved Hearing Consultation**, so you can learn about your options with no obligation!

Your complimentary appointment includes:

- Discussion of your goals and concerns
- Thorough explanation of our process
- Comprehensive treatment plan
- Free copy of Richard Kaner's book, "Break Free Of Hearing Loss"

Contact us today to get started on improving your hearing!



5. Are They Health & Safety Compliant?

We all expect our hearing health care professionals to use properly sterilized equipment when we go in for a checkup or consultation. Unfortunately, this is not always guaranteed. Protect your and your family's health by asking your potential audiologist about the practice's daily sterilization protocol. For example, do they sterilize all instruments to prevent contamination during the next appointment? Keep in mind that not immediately getting a satisfactory answer can be a red flag.

At Brooklyn Audiology Associates, providing healthy hearing is our top priority. In order to accomplish this, our team takes the overall health of our patients very seriously. That's why we follow strict hospital-grade sterilization standards for our office environment and all equipment. We adhere to all CDC regulations and even take our disinfection and sterilization methods a step further. When you visit our hearing centers, you can rest assured knowing that everything in our offices meets the highest level of sterilization standards. Visit our website to learn more!



6. Will They Help 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 hearing healthcare provider will give them the quick service they need if their hearing aids are not functioning properly. When researching potential providers, make sure to look for one who will see you right away if you have an emergency with your hearing aids.

If you have a hearing aid emergency, we will see you as soon as possible! We proudly offer convenient appointment hours so you can be sure we can see you right away or schedule an appointment time that works for your schedule.

In short, Brooklyn Audiology Associates is here for you!



7. Are They Award-Winning?

When you're considering a potential audiologist, ask if he or she has been awarded recognition for skill, expertise, or customer service. When a reputable organization or magazine takes the time to highlight a particular audiologist over all other providers, this signals that your potential audiologist is not only great but is actually one of the best in your area.

At Brooklyn Audiology Associates, we're proud to have provided high-quality hearing care to over 40,000 people in the New York Metro since 1980. With decades of experience, we have gained the expertise to be designated a Lyric Elite and Phonak 5-Star provider. This means that when you choose our audiologists for your hearing care, you're receiving the very best care and service available. We look forward to helping you!



8. Will They Respect Your Time?

When you make an appointment with an audiologist, you're setting aside time from your busy schedule to take care of yourself and your hearing. The last thing you want is to end up sitting in a waiting room after you've arrived on time, ready to be seen. An audiologist's office should recognize that you have other responsibilities and appointments to tend to and should implement flexibility for scheduling appointments. When looking for an audiologist, make sure they offer flexible hours and short wait times. With today's technology in a fast-paced world, this is a necessity for any successful practice to run efficiently.

When you visit Brooklyn Audiology Associates, if you're on time, we'll be on time! We have virtually no wait times at our office. We respect that you have other commitments outside of your hearing care appointment. That's why we set aside plenty of time for every appointment to ensure you're always receiving the highest quality of care. We also make sure there is plenty of time for us to answer any questions you may have. You will never have to wait or feel rushed to leave your appointment at our office. Additionally, if you choose, you are welcome to begin your treatment journey on the same day as your complimentary hearing consultation. It's that easy!



9. Do They Have Multiple Convenient Locations?

Let's face it, we all have busy lives! Between work, school, family duties, and extracurricular activities, there is little time left for things like audiology appointments. That's why convenience is an important factor to consider when on the hunt for a new audiologist. While you're researching, look for an audiologist who offers multiple convenient locations to make your hearing rehabilitation as easy for you as possible.

At Brooklyn Audiology Associates, we understand that you have a busy schedule. That's why we strive to provide high-quality AND convenient hearing care. When you choose us as your audiologists, you can look choose from three convenient office locations:

Bay Ridge Office

8502 4th Ave.
Brooklyn, NY 11209

Sheepshead Bay Office

1400 Avenue Z, Suite 203
Brooklyn, NY 11235

Brooklyn Heights Office

142 Joralemon Street, Suite 810
Brooklyn, NY 11201

Schedule an appointment at any of our locations today - we can't wait to help restore your hearing!



10. Can They Repair Your Device At The Office?

Hearing aids vastly improve the quality of people's lives, allowing them to communicate, engage, and enjoy the sounds they've been missing. But if a hearing aid user stops wearing their device due to an improper fit, dead battery, or needed repair, what use is it to them if they can't afford to see their audiologist?

At Brooklyn Audiology Associates, our belief that better hearing leads to a better life means we're all about helping everyone – both patients and non-patients. That's why we are happy to assist anyone who walks through our door, even if they are a patient from another practice and didn't purchase their hearing devices from us. If your hearing aid was not properly fitted, we can re-fit it for you and perform other repairs at any of our three convenient office locations. We are here for you!



BONUS: Do They Offer 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 other family members, the next questions typically are, “How much is this going to cost and how am I going to pay for this?”

At Brooklyn Audiology Associates, we want to make it easy for you to have access to high-quality hearing aid solutions without your treatment being overly burdensome to your finances. As a service to our patients, we are pleased to offer affordable payment options, through CareCredit (0% interest) and Allegro Leasing (which has low monthly payments). We also proudly offer a Treatment Plan, a subscription plan for all your hearing health care needs. Customized plans are available to meet your hearing, cognitive, and financial needs. With our Treatment Plan subscription program, we are able to provide to all patients suffering from hearing loss, the clarity they need, and the cognitive stimulation they require – all at an affordable set monthly price. It’s your access to hassle-free, affordable hearing health care. Guaranteed!



Closing Letter from “Doc” Richard Kaner

Dear Friend,

I hope this report has helped you learn more about audiology in general and potentially show you how Brooklyn Audiology Associates can help you, your spouse, parent, or other loved one.

To accomplish my mission of restoring hearing clarity, improving your quality of life, and providing the brain with proper auditory stimulation, I would be honored and grateful to meet and learn more about how I can potentially help boost your or your family member's hearing.

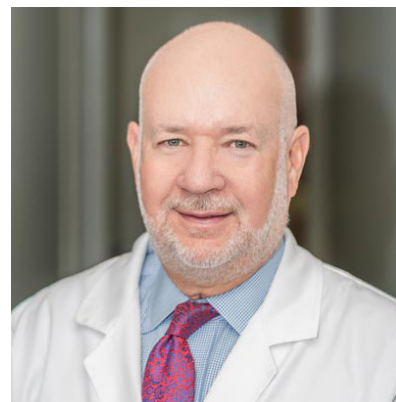
I simply want to answer your questions, address your concerns, and have you experience audiology at its very best. In fact, it may even be possible that your early hearing evaluation reveals that at this current time you do not even need a full treatment plan!

I will share with you my expert medical recommendation based on years of experience, advanced diagnostics, and thorough analysis. Obviously, there may be other things you should know before choosing your audiologist. In fact, I'm sure I could have easily doubled the length of this report! If you have questions, please feel free to go to **www.HearingAidExperts.com** for more information or contact us directly at 718-395-4692. We are always here to answer your questions!

Sincerely,

“Doc” Richard Kaner, M.A., FAAA

P.S. When you are ready to schedule your initial hearing consultation, simply call us at **718-395-4692** or go to **www.HearingAidExperts.com**. We certainly recommend you do your research, but ultimately, you have to trust and feel comfortable with the audiologist and the type of treatment you decide on.





www.HearingAidExperts.com
718-395-4692