

ideal Health & Beauty

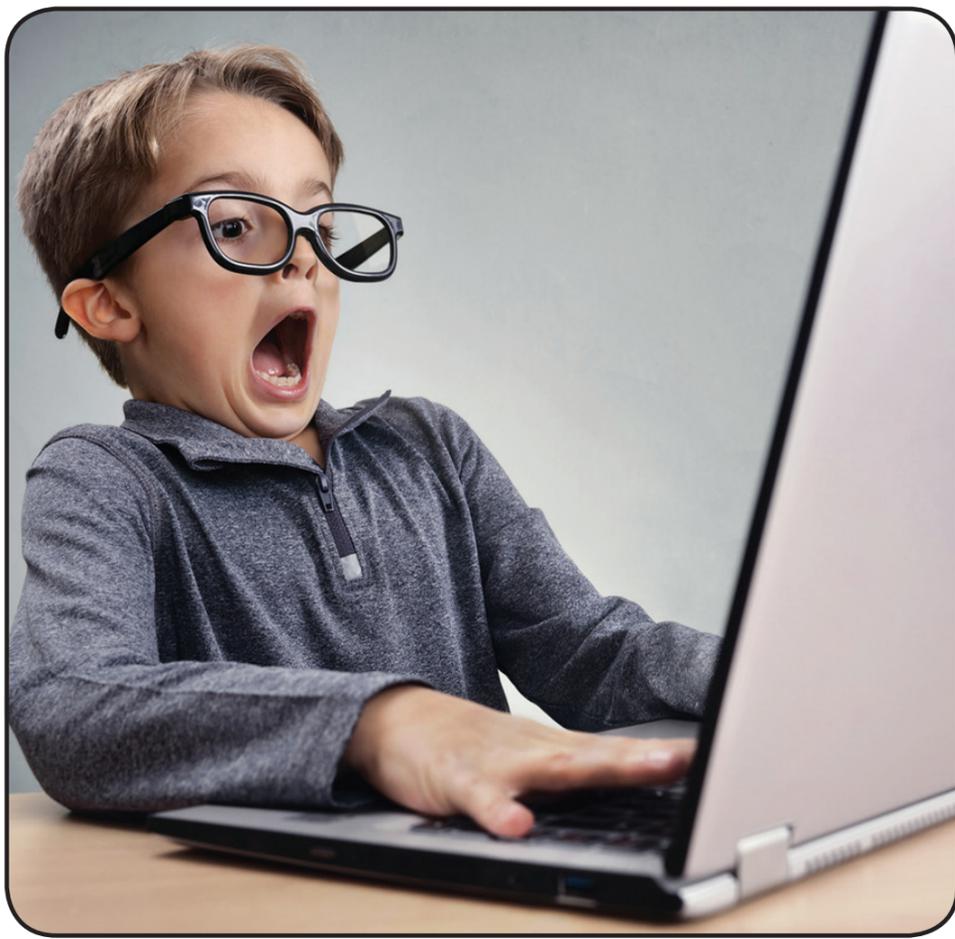
Noteworthy:

"Our Audiologists are not beholden to any specific manufacturer, which allows patients a greater variety of available options depending on their type and degree of hearing loss, lifestyle demands and budget." Dr. Megan Johnson with Johnson Audiology.

Every Wednesday..... Need to know information from Chattanooga Health & Beauty professionals.

The Shocking Truth about Private-Label Hearing Aids

Identifying the appropriate hearing healthcare provider and hearing aid can be a daunting task. Current advertisements, online articles, and newspaper promotions often serve to further confound the pressing issues. Patients seeking the best value for their hearing healthcare frequently question the range in pricing and available stores for hearing aids.



There are a few important distinctions that need to be made when making your selection:

(1) Basic amplifiers offer an overall boost for all sounds without regard to your hearing level at any specific pitch for either ear. They are generally sold in consumer retail centers or through mail order.

(2) Private label hearing aids come from reputable manufacturers, but the instruments are re-labeled and possess a proprietary computer chip which only allows it to be utilized by a specific franchise.

They are typically sold by hearing instrument specialists (HIS) or dispensers under labels such as Kirkland's Brand, Miracle Ear, Beltone, Audibel, Audigy, Zounds and Liberty to name a few. Buying a private label hearing aid means the devices may only be purchased, programmed and repaired by the private offices that sell them. A patient becomes tied to the franchise for the life of the hearing aid, because any adjustments must be performed by the proprietary software which is only released to the private franchise. Consequently, the patient is also unable to freely select the servicer of their hearing instruments when traveling, or relocating, or displeased with their care.

(3) Standard hearing aids come in a variety of styles, makes, and mod-

els. They are usually issued by an audiologist, which is a clinical doctor with a strong foundation in the physics of sound and hearing, tinnitus, hearing aid programming, and inner ear balance disorders.

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It is important to understand that manufacturers rarely issue their latest technology to the re-branded proprietary label when it is available. Additionally, they seldom distribute the exact model to the private label franchises. Therefore, the proprietary hearing aids often comes with lower or fewer technological features. Consequently, the proprietary labels available in the current hearing aid market make it difficult for a patient to do a direct comparison of available features and pricing even when they believe they are fully informed.

In order for the patient to receive the product and services that will

serve their hearing loss, lifestyle, and budget best, it is recommended that patients seek a licensed audiologist who is capable of working with several manufacturers. When seen at Johnson Audiology, you receive a thorough, professional assessment of your auditory function and needs, allowing for the best and most appropriate hearing instrument selection. The investment is services with an Audiologist proves to be a better value with consideration to patient success and satisfaction.

Johnson Audiology wants to empower

patients to be proactive with their hearing health to make the best informed decision about who and where to seek audiological care. Regrettably, many hearing aid sales centers utilize misleading terminology in daily advertisements with the intention of selling to consumers. At Johnson Audiology, our doctors of audiology are held to the highest ethical standards. We are committed to delivering personalized aural rehabilitation services and products to best meet your individual hearing and tinnitus needs.



The Audiologists at Johnson Audiology.

MORE INFORMATION



For more information about Johnson Audiology, to schedule a consultation, call 423-710-1432 or visit johnsonaudiology.com.