

YOU DECIDE

Red or Green Flags in Purchasing Hearing Aids and Services

“Free” hearing testing is a true reality or a fiction?

A person who purchases a hearing aid product pays for the “free services” in a bundle. Those who choose not to purchase products have their free testing covered by someone else’s hearing aid purchase. No business offers all free services of free testing, free cleaning and checks and free batteries without someone paying a higher cost to cover the basic costs of the business.

A better cost control for hearing aid purchases is for everyone to pay only for their basic services or products they receive and not for everyone who is shopping for free services and cheap products. If everyone pays their own way you get a better value at a reasonable cost with your needs in mind.

Free hearing tests are not designed to provide a comprehensive audiology assessment of the hearing system for potential medical attention, referral or intervention. They represent a bare minimum requirement set by state law to only fit hearing aids.

Minimal information is never the “Best Practice” when seeking a comprehensive hearing rehabilitation plan. More knowledge leads to better purchasing decisions and better outcomes.

“Cheap” hearing aids are a true reality or a fiction?

Most often we get what we pay for and the hearing aid industry is a very small and highly technical field. A good hearing aid carries good costs and good benefits. A quality hearing aid investment can be expected to last 5 years. Those who purchase the lowest price end up replacing within 2 years.

You are only “Buying a Product” when you purchase hearing aids is a true reality or a fiction?

You may want to be thinking about the hearing health care professional as the critical link. “A hearing aid is only as good as the professional who evaluates the patient, chooses the best technology, and fits the hearing aid, perhaps most importantly, offers training and follow-up,” says the president of the American Academy of Audiology.

Hearing aid fittings can easily be “Purchased on the Internet” is a true reality or a fiction?

You can purchase many products from the internet including hearing aids but the professional services to fit and maintain the hearing aids may be the more critical element when purchasing any comprehensive health care service.

In many states by law there must be a face to face contact with the provider and the patient vs. a mail order or telephone sale. There are risks when a circumvention of federal and state laws is an option taken. The loss of personal and individual attention lessens the satisfaction and quality of the product. Better hearing is not a commodity.....better hearing is one-on-one, face-to-face custom fit to the individual.

As you consider all the free, cheap and easy solutions to your communication needs you may want to determine if this is a true reality or a fiction. The most expensive hearing aids are the ones that are in a drawer not being worn by anyone. In the long run you may be better off not searching for lowest price but for the best value and experienced audiology professional for your investment.