

# HEAR HEAR!

## NEWSLETTER FOR PROFESSIONAL HEARING SOLUTIONS

Welcome to the first ever newsletter for Professional Hearing Solutions! Having never undertaken a newsletter project like this one, I will be looking for feedback as to how helpful or useful it is.

### **BRIDGE REPAIR**

The important reason for getting this newsletter out now is the bridge repair. We are scheduled for construction on Route 96 between Plastermill and Brace Road to replace the bridge going over the railroad tracks. The construction began on March 3rd. There will be detours posted with additional signage indicating the route to 'PHOENIX MILLS PLAZA', but leave yourself a little extra time to get to your appointment. If you are concerned about an alternate route to get to the office during the construction, please call and we will be more than happy to route you around the construction.

### **ANNIVERSARY CELEBRATION**

This April marks our third year in business here in Victor. During that month... all our patients who come into the office will have a chance to win some prizes, including dinner for 2, gift certificate to the grocery store, manicure, massage, and more. If you purchase hearing aids during the month of April, you will get a free year's supply of batteries and take advantage of some special savings we have planned! So schedule your visit now!

### **NEW PRODUCTS**

As everyone knows, the technology of hearing care is changing every day. There are always new products coming out and upgrades to current products. GN ReSound has come out with a new line of thin tube/receiver in the ear hearing device which is state of the art. The great news with this product is it comes in 3 levels of technology so it can fit just about any budget. If you have been waiting, looking for the perfect product to get started... here it is.

The side benefit of this new release is the newer software they have designed which incorporates upgrades for current GN ReSound hearing aids. They have updated their feedback and noise reduction algorithms in all their products, so if you currently have a GN ReSound product, be sure to come in for your check up and have your hearing aid programmed with these upgrades.

### **FYI**

This part of the newsletter is little pieces of information that you might not know or answers to questions that I have had. This time we are going to address referrals. Hearing loss is the second most common health ailment in society today. That means there are A LOT of people who suffer with hearing loss. About 60% of people with a documented, aidable hearing loss do not use or own hearing aids. Which means there are people you know who are struggling with hearing in many situations. If you have had a good experience here at Professional Hearing Solutions, encourage your friends and family to get help for their hearing loss... there are many different solutions for all kinds of losses and budgets.

Our referral program is one of the best in the area... we value our patients referrals over any other kind of referral, and to thank you for your confidence in our service and care, we provide you with a battery club, dinner for 2 at Otto Tomotto's, \$ 200.00 credit towards your next purchase of hearing aids. So if you know of someone who would benefit from our services... SEND THEM IN!

Last but not least, I would like to include a 'patient' profile. Focus on one patient who has a special story to tell. We will be including pictures and information so if you know of someone or you have a story, let me know. A copy of this newsletter can be found on our web site at [professionalhearingsolutions.com](http://professionalhearingsolutions.com). Any comments or suggestions about this publication are welcome!