

D R . K A M A L A . E L L I O T

The Top 10 Things You Should
Know Before Choosing Your

Audiologist



A&E AUDIOLOGY &
HEARING AID CENTER

Welcome Letter from Dr. Elliot

Dear Friend,

If you're reading this, then you're likely on the search for hearing treatment options or a hearing healthcare professional for yourself or a loved one. You may find that there are multiple options along the way, but just like every ear is different, every hearing healthcare professional, or audiologist, is different. Each one has their own goal, and it's important to make sure the professional you choose operates in line with your needs.

If you're looking for information on hearing treatment options, you may be wondering at what age a person should first have their hearing evaluated. The American Academy of Audiology recommends everyone have a screening by age 50. This may seem early, but, like every health condition, early identification and treatment are the gold standard for improving outcomes. We have helped thousands of people boost their hearing clarity and improve their quality of life. When you're ready to do the same, give us a call.

At A&E Audiology & Hearing Aid Center, our goal is to help you restore your hearing clarity and eliminate the sense of isolation that hearing loss can cause. We offer the most advanced and effective audiological treatments available today, plus we take a compassionate approach to providing top-notch hearing care and treatment. To achieve our vision and to help you choose the right audiologist, we put this report together: "The Top 10 Things You Should Know Before Choosing Your Audiologist."

To Your Healthy Hearing,

Dr. Kamal A. Elliot



P.S. When you are ready, I urge you to schedule your complimentary hearing assessment and treatment consultation, valued at \$249, by calling 717-510-1160 or visiting www.HaveBetterHearing.com.

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① Do They Have Extensive Experience?

An audiologist is a specially trained hearing healthcare professional who provides a thorough diagnostic evaluation of your hearing and offers comprehensive treatment plans aimed at restoring hearing clarity. They differ from other hearing healthcare professionals in that they are university trained and carry a minimum of a Master's degree.

All audiologists are hearing specialists, but only 1% of hearing specialists belong to Excellence in Audiology, an organization that treats hearing problems and teaches audiologists across the country how to maintain and improve their practice. Our audiologists are proud to be a part of Excellence in Audiology and believe that continual learning with other professionals helps us stay on top of the industry and maintain the best treatment options for our patients.

Any professional will have examples of their work, and an audiologist is no exception. Before making your choice, ask to see before-and-after pictures of their previous or current cases. That way, you can see real results and feel comfortable trusting them with your treatment. We know all ears are different, but in the 16,000 lives and ears to which we have restored clarity since 2001, there's a good chance we've encountered a case similar to yours.



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Are They Award Winning?

When you are looking for an audiologist, it's important to take note of their credentials and medical affiliations. Look for certifications, degrees, and ties to any notable organizations or groups. If you find an audiologist who is a member of Excellence in Audiology, you can rest assured you're getting an audiologist of the highest caliber who insists on best practices (sometimes even setting the standards for best practices) for their patients.

It's also a good idea to check out any testimonials, patient reviews, and any awards they've won. At A&E Audiology & Hearing Aid Center, for example, we're proud to have received the following awards...



**Voted Lancaster's Favorite Hearing Specialist
2007-2016**



**Blue Ribbon Small Business Award
2015 & 2016**



**SCORE Award for Outstanding
Woman-Owned Small Business**

③ Do They Respect Your Time?

When you find an audiology office that leaves you feeling cared for and at ease, that doesn't mean you want to spend all your time there! In researching a new audiologist, therefore, consider how long a typical appointment time slot is and whether it leaves enough time for a thorough exam and any follow up questions you may have. When an office doesn't reserve enough time for each patient, appointments can end up running late. That translates to you having to stay in the waiting room for as long as an extra hour!

We appreciate being your hearing healthcare specialists of choice and want you to always feel respected, especially when it comes to the amount of time you spend in our office. With the busyness of everyday life, we know the last thing you want to do is spend hours in our waiting room. That's why we work hard to stay on schedule every day, so when you make an appointment with us, you can feel confident knowing you'll be seen on time.





Do They Offer Advanced Treatment Options?

The quality of the treatment options available at your potential hearing center matter as much as your audiologist's experience and knowledge! Medical science has made leaps and bounds in the field of audiology, so make sure your audiologist takes the time to incorporate new, proven treatments into the options they make available to you.

At A&E Audiology & Hearing Aid Center, we understand how hearing loss affects every area of your life. It can cause irritability, fatigue, stress and depression, leading to a decline in job performance, reduced physical health and distancing yourself from family and friends. That's why, in addition to fitting you with advanced, invisible hearing aids, we also offer treatments that focus on restoring your overall quality of life. The sooner you can hear clearly again, the sooner you can get back to doing the things you love.



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Do They Provide a Complimentary Hearing Assessment?

Most audiologists offer free consultations for new patients so that you can get expert advice about treatment needs and options before making this important investment. However, not all initial consults include the *comprehensive* hearing assessment offered by A&E Audiology and Hearing Centers.

While a typical hearing test involves playing sounds at different volumes and asking if and when you can hear them, this method doesn't provide the complete picture of your hearing profile. A real-world hearing evaluation by the A&E audiology team gathers more complex details beyond *what* you hear, including *how* and *why* you hear the way that you do. Our completely free hearing assessment obtains an extensive understanding of your hearing issues that allows us to recommend a custom-tailored hearing rehabilitation program that is right for you. Our goal is to improve your hearing volume, hearing clarity, and even your cognitive abilities.

Schedule your complimentary, no-obligation hearing assessment and treatment consultation today by calling our state-of-the-art hearing center in Lancaster, Lititz, or Willow Street, PA, at 717-510-1160. We look forward to meeting you!



⑥ Do They Have a Guarantee?

We have to make choices about our health care every day. No matter what audiologist you choose, your hearing needs deserve an exceptional experience delivered by an expert team of audiology professionals. One way to identify whether a hearing team will truly put your needs first is to ask whether they back up their treatment with any guarantees.

The team at A&E Audiology is so confident that you will love your hearing rehabilitation experience that we back all our services with a **100% Satisfaction Guarantee**. You read that correctly — we are committed to do what it takes to make you happy! Our Lancaster, Lititz, and Willow Street, PA, hearing center treatments come with a complete satisfaction guarantee on your service and prescription programming. If at any time you feel less than 100% satisfied with the care and service we provide for your hearing needs, let us know. We want you to have the best possible experience when you visit any of our hearing centers, and this is one more way we ensure that we deliver an unparalleled hearing care experience to every patient.



7 Do They Offer Same-Day Treatment?

Our lives seem busier than ever! Your decision to pursue hearing treatment shouldn't interrupt your entire schedule. When you arrive for your initial hearing assessment at a new hearing center, you shouldn't have to schedule yet another appointment before you can actually start treatment. After all, the sooner you start, the sooner you can enjoy the sounds of the world around you with improved clarity and understanding!

A&E Audiology & Hearing Aid Center offer same-day starts for hearing rehabilitation. That means, if you choose, you are welcome to begin your treatment journey on the same day as your free, complete hearing assessment and treatment consultation. It's that easy!





Do They Use Cutting-Edge NeuroTechnology™?

Most people think we hear with our ears, and while that's partially correct, the process of hearing actually happens in the brain. That's why the neuroscience behind modern treatments like NeuroTechnology™ is focused on the brain, cognition, and the potential risks associated with untreated hearing loss. Today's hearing loss treatments are far more than a simple amplifying device behind your ear, so if your audiologist thinks hearing first (not brain first) in their treatment plan, you are missing out on many long-term lifestyle benefits. NeuroTechnology™ is designed with cognitive aspects of hearing loss in mind and is aimed at:

- Restoring the loss of clarity
- Providing noise-cancelling filters for noisy background situations
- Enhancing soft-speech

Our audiologists at A&E Audiology & Hearing Center are NeuroTechnology™ specialists who understand the significant negative impacts of untreated hearing loss on your brain. You can schedule a free assessment at any of our Pennsylvania hearing centers to learn more about NeuroTechnology™.



NeuroTechnology™

9 Do They Care for Their Community and Beyond?

When you choose an audiology office, pay attention to whether they do anything to support their community as a whole. Community support can range from monetary donations to supporting local sports teams to providing free care and more. By opting for treatment with a community-minded audiologist, you don't only indirectly support your community yourself; you can also enjoy the added benefit of receiving treatment from a hearing care provider who genuinely cares about other people.



We are so grateful to our patients for nearly two decades of support and patronage of the A&E Audiology and Hearing Aid Center. Our very own Lancaster County was recently designated as the top charitable giving area for the entire state of Pennsylvania, and we are proud to be part of such a caring community.

Our established practice is your area's premier choice for audiology services, and we consider it a privilege to participate in the generous spirit of giving back to the community. In the words of Helen Keller, "blindness cuts us off from things, but deafness cuts us off from people." Because we believe that the gift of hearing is an essential component to a vibrant quality of life that everyone deserves, we embrace the opportunity to help local people in need. A&E Audiology is fortunate in being able to spread the gift we know best – the joy of hearing. That is why we donate a set of hearing aids to those with reduced resources for every set purchased in our office.

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Do They Offer Emergency Appointments?

While every patient is different, you may find that your journey of improved hearing can include an adjustment period for both your ears and brain. Even with an entirely customized experience for your hearing aid treatment, your hearing aid may require some adjustments along the way. Because of this, you should ask your prospective hearing center what their policy is for emergency appointments. How quickly will they be able to see you, and will there be any charge for adjustments?

At A&E Audiology & Hearing Aid Center, we never want you to experience unnecessary discomfort from your hearing aid or adaptive technology once you leave our office. If you are struggling with your new hearing aid or any other treatment, a member of our caring audiology team will provide a special emergency appointment at NO COST to you.



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BONUS: Do They Have Flexible Payment Options?

Even though this report was titled “The Top Ten Things You Should Know,” flexible payment options are simply too important to overlook when you’re seeking an audiologist. That’s why this question has been included here as a bonus question to ask while you do your research.

While you certainly should never prioritize cost over quality when it comes to your hearing, this doesn’t mean you shouldn’t seek out a hearing center that is willing to help you make quality treatment affordable. Ask your potential audiologist whether they offer flexible payment plans with low or even no interest. If you have health insurance, also ask whether they are in-network or whether they will file paperwork for out-of-network insurance companies for your convenience.



At A&E Audiology & Hearing Aid Center, we understand the importance of making care affordable. In addition to keeping our prices reasonable, we accept most insurance plans and also offer both 0% and low-interest monthly payment options through Wells Fargo. In this way, we help you spend less time worrying about cost and more time focusing on what really matters – your hearing rehabilitation.

Closing Letter from Dr. Elliot

Dear Friend,

I hope this report was informative! My goal was to share the many ways your local hearing health care provider can assist you with your different hearing needs. If you've already seen another audiologist, I encourage you to follow up with any new questions or concerns based on what you've learned today. Additionally — whether it's for your first consultation or for a second opinion — I invite you to take advantage of A&E Audiology and Hearing Center's complimentary hearing assessment and treatment consultation.

Our expert medical recommendations are based on years of experience, advanced diagnostics, and thorough customized analysis. The staff at A&E Audiology and Hearing Center is proud to have helped transform lives by restoring hearing clarity to thousands of people across Lancaster County. My mission is to continuously challenge myself and my staff to provide the best possible quality care, in a warm and compassionate environment.

We understand that there is much to consider when choosing an audiologist. In fact, I'm sure I could have doubled the length of this report. I'm confident though, that the information you now have will help you choose the right Pennsylvania audiologist for your hearing needs. More importantly, please know that my staff and I are available to answer your questions and to help you find the best options for you and your loved ones.

Sincerely,

Dr. Kamal A. Elliot

P.S. When you are ready, I invite you to schedule your complimentary hearing assessment and treatment consultation, valued at \$249, by calling 717-510-1160 or visiting www.HaveBetterHearing.com.





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