

## Why Choose a Hearing Professional?

The holidays are a time when many health issues bubble to the top.

People, experiencing stress or overactivity, may notice changes in themselves that give them pause. Or their family members, after not seeing them for a while, notice some significant declines they find concerning.

The changes could be in physical ability, overall mood, mental acuity or hearing loss. And all those can lead to even more serious problems if not addressed early.

Research shows that hearing loss, in particular, if left untreated can lead to social isolation, cognitive decline or even dementia.

That's why it's important to ask your patients about their hearing. And, if you think they can benefit from hearing aids, suggest they visit a hearing care professional.

Hearing aids are increasingly available in big box stores and online. This can be an appealing option for some who enjoy shopping from the comfort of their home or want to try to fix their hearing while running their everyday errands. And it's often at a lower price. But is it worth it?

Online shopping in general has a 30 percent return rate, and hearing aids are not a typical consumer product; they are high-tech medical devices that need to be fitted and adjusted to each person's specific hearing needs. Online, over-the-counter and big box retailers don't focus on making that personal service available.

At Comprehensive Ear & Hearing, we often see people who are dissatisfied with those purchases. Their hearing aids don't fit, don't work properly or won't stop whistling. Sometimes our hearing care professionals are able to assist them, but often their purchases are not compatible with the software used by professionals.

Because the hearing aid experience is unique to each person, it's important to have an audiologist or a hearing instrument specialist work with the hearing aid user. The benefits of using an in-person professional include:

- An accurate, personal needs assessment based on a professional screening and hearing test conducted in a soundproof room.
- Guidance on choosing the correct device suited to their hearing needs and lifestyle activities, including work and recreation.
- Product testing -- many professionals have sample devices to allow users to test the feel of them and experience the dramatic effect they can have on hearing ability.
- Extensive counseling on fitting and adapting to its use as well as realistic expectations of outcomes and strategies for long-term maintenance.
- Practical instruction on everyday use, including inserting and removing the device, cleaning and care and how to change the batteries.
- Follow-up care to ensure continued success and gauge any changes in hearing ability.
- Staff to help maneuver any applicable insurance benefits or other reimbursements.

Hearing care professionals can become true partners in their client's hearing needs, are happy to answer questions on hearing loss, provide updates to personalized treatments and stay abreast of technology advancements that might benefit their clients.

This patient-centered care is what we practice at Comprehensive Ear & Hearing. It's not available with online or over-the-counter sellers.

If you think any of your patients can benefit from hearing aids, please refer them to a hearing care professional. Most, including Comprehensive Ear & Hearing in Grand Haven and Zeeland, provide the initial screening for free. You can refer your patients to our Zeeland office by calling (616) 772-1986 or our Grand Haven office by calling (616) 847-3144.

Our state licensed audiologists and board certified hearing care providers will help your patients avoid the pitfalls of mail order hearing aids or big box alternatives. Their wellness and hearing health deserve the attention they'll find with us.

### Our Services Include:

- **Audiological testing** • **Hearing instruments** • **Custom sound & swim plugs**
- **Free hearing instrument trials** • **Free consultations**
- **Repairs and maintenance on all makes of hearing instruments**
- **Medical ear & hearing care and wax removal by ENT**
- **Medicare and most insurance accepted**
- **Medical flexible spending account eligible**



Terry DeGroot, M.D.

**Dr. Terry DeGroot is available at both Comprehensive Ear & Hearing locations for medical ear & hearing care including cerumen management.**

**If you have a patient with any of the following symptoms an appointment with Dr. DeGroot is recommended:**

- **Sudden hearing loss or noticeable change in hearing**
- **Ringing in the ears**
- **History of ear wax accumulation**

*We are grateful for opportunity to say thank you for the referrals and wish you the very best for the new year!*

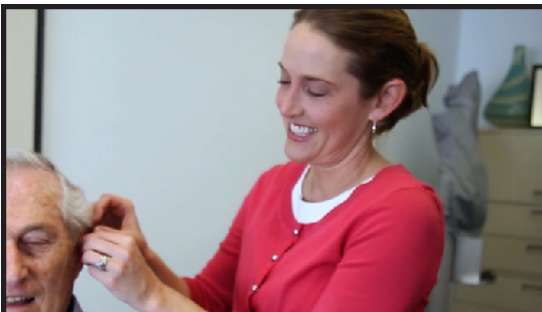
Merry Christmas

Comprehensive  
**EAR & HEARING**

Zeeland • Holland • Grand Haven

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**PAID**  
Grand Rapids, MI  
Permit #793



Carli Van Harken, HIS, Owner



Cari Marzolf, MA, CCC-A, Audiologist



Kristin Johnston, BA, BC-HIS, Owner

**We have two locations to serve you!**

300 S. State St., Suite 1  
Zeeland, MI 49464  
(616) 772-1986

1101 Columbus Ave.  
Grand Haven, MI 49417  
(616) 847-3144

[www.CompEarHear.com](http://www.CompEarHear.com)

Office Hours

Monday - Friday 8:30 am - 5:00 pm

*After hours appointments available by request.*

*Professional Services with a Caring Touch!*