



### **Merry Christmas and a Happy New Year!**

Whether you treasure the Christmas carols, holiday decorations, preparing age-old family recipes or the traditional gatherings with loved ones each year, we at Comprehensive Ear & Hearing of Zeeland wish you the best of what this season has to offer!

### **Share the Christmas spirit**

It is in that spirit of generosity that we invite you to partner with us in collecting canned goods for City on a Hill. We will accept donations of non-perishable foods through December to donate to this wonderful organization that works with 44 area ministries to help those in need, including providing food for the hungry.

### **The gift of hearing**

Do you know someone with untreated hearing loss who is in financial need? Thanks to the generous support of the Dettner Foundation, we are able to cover the \$250 application fee for anyone applying for hearing aids through the Starkey Hearing Foundation, which strives to bring the gift of hearing to those who cannot afford it. We've been able to help 25 people in our community through this program so far this year and we look forward to continuing that mission.

### **Pay it forward**

We can't tell you how much we appreciate your personal referrals of friends and family and your positive reviews online. The word is really getting out there about our services, and business is continuing to grow! We'd love it if you would leave us a review on Google at <http://bit.ly/GoogleCEHZ>.

When friends and family come in because of your referrals and purchase hearing aids during the month of December, you will receive a \$50 gift card. Please keep spreading the word!

### **We appreciate you!**

To thank you for being a loyal client, we will be serving coffee and cookies during December. Make sure you stop in to say "Hi", drop off your donations, and get a sweet cookie treat! We also have our battery sale going on in the month of December. Buy one box for \$30 get a box free.

### **Exciting new technology**

When you come in, please ask about the latest in hearing technology from Phonak and Starkey. New offerings include features that work with your phone to track your brain and body health along with improving your hearing.

Visit the "What's New" section of our website to learn more: [CompEarHear.com](http://CompEarHear.com). And don't forget to like us on Facebook, too! It's a great way to stay up to date on hearing news: [facebook.com/CompEarHearZeeland/](https://facebook.com/CompEarHearZeeland/).

Thank you for trusting us with your hearing health this year. We wish you and your family a joyful Christmas and a New Year filled with promise!

Carli & Cari

To better serve our clients, Carli and Cari make monthly visits to Freedom Village, Royal Park and Evergreen Commons. Please check with the centers for days and times.

Did you know that you can use your flexible spending account and medical savings account to purchase hearing aids? Now is the time to schedule a hearing test to use your 2019 contributions or plan for 2020.

Ask about our special pricing for Michigan Retired Teachers!

We have financing available for all hearing aid purchases.

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# What you need to know about Locked Hearing Aids

If you're new to the world of hearing aids, you may be overwhelmed by the different options available and the myriad places to purchase them.

Today's hearing aids are high-tech medical devices designed to address each person's specific hearing needs. Because of that, they are not a small investment.

While ensuring your hearing aid fits right and is adjusted appropriately are the most important factors, it's difficult not to consider price -- especially when big name national retailers offer what seem to be similar devices at a much lower cost. But as with many deals and bargains, you may be giving up some other benefits in exchange for that lower price. It's important to do your research.

## Don't get locked out of service

One of the common differences between big-name retailers and locally-owned providers is the fact that big name retailers, like Costco, Sam's Club, Beltone or Miracle Ear, often sell "locked" devices.

What does that mean? It means that while their hearing aids are likely made by the same manufacturer as those available at locally owned providers, the computer chip is locked so that only staff at those retailers can make any adjustments.

If you took it to an independent hearing professional, they would be unable to make any changes. If you move or you're traveling and are having issues but the retailer doesn't have a location there, you are out of luck.

If you're shopping for hearing aids at a national chain, make sure you ask if their products are locked so you know what your options are.

## Do your research

National retailers are selling hearing aids made by the same large manufacturers, but under their own private label. Because of that, it's difficult to find as much information on the product specifications as those from independent sources. And that makes an apples-to-apples comparison challenging when you're looking for the instrument that best meets your needs.

## Look for the latest technology

If you do some apples-to-apples comparisons, you might find that the hearing aids available at national retailers are missing some of the latest features and technology available in the marketplace.

That's because they are often older models than what is available at locally owned providers or have some of the more advanced features removed.

Your ability to hear can be crucial to your livelihood, health and welfare, relationships with friends and family and your overall quality of life. Make sure you seek out all the options to address your hearing loss.

## Look for a professional you can trust

The staff at Comprehensive Ear & Hearing take an individual approach, helping every patient find the right remedy to hearing loss at a budget that's right for them, including personalized fitting and calibration, education, advice and ongoing support.

**Don't miss  
half the story  
when you attend  
family  
gatherings, plays  
or church this  
Holiday Season!**

**Call (616) 772-1986  
now to schedule your free  
hearing test (\$150 value).**

**INVISIBLE\* hearing solutions now  
available with rechargeable batteries\*\***



livio



Picasso



Marvel

**Comprehensive Ear & Hearing is a Provider for MI retired  
teachers, BC/BS, Priority Health, State & Federal Employees.**

**Prices starting as low as \$900 each!**

Invisibility may vary based on your ear's anatomy. \*\*Available on select styles



## YOU can pay it forward...

Perhaps you, like many others, waited quite some time to seek help for your hearing loss. You probably have friends and relatives who also need help with their hearing. Please tell them about Comprehensive Ear & Hearing and let us help them too!

**How can you pay it forward?** During the months of November and December, take a couple referral cards and pass them on to others. The recipient will receive a **FREE** hearing screening and consultation (\$150 value). If they make an appointment soon, we'll have them hearing in time for Christmas. If they are new to our office and purchase hearing instruments, we will send you a \$50 gift card (normally \$25) as a thank you!

Once again, thank you for choosing us for your hearing health care. We hope you pay it forward with better hearing and an improved quality of life. We appreciate your business and loyalty. It means everything to us!



**Thank You!** You've voted **Comprehensive Ear & Hearing** and **Cari Marzolf** among the **Best of the Best** in the Holland Sentinel contest each year since 2010. We'd like to ask for your nomination and vote again this year. You'll find us in the **Health & Wellness** category under **Audiologist** (Cari) and again under **Hearing Aid Center**. Nominations run **January 5th - January 23rd** and voting will be announced after all nominations are in. You can nominate / vote once a day everyday. **We appreciate your continued confidence in us.**

Visit: [HollandSentinel.com/BestOf](http://HollandSentinel.com/BestOf)

### Hearing Loss Association of America

**Hearing Loss Association of America** (HLAA) is the nation's leading organization representing consumers with hearing loss. HLAA strives to give people the tools they need to live more successfully with hearing loss and to show them they do not have to face hearing loss alone.

The mission of HLAA is to open the world of communication to people with hearing loss by providing information, education, support and advocacy. "Our primary purpose is to educate ourselves, our families, friends, coworkers, teachers, hearing health care providers, industry, government, and others about hearing loss."

The Greater Grand Rapids HLAA Chapter is led by Gerid Adams from CaptionCall. Meetings are the 3rd Wednesday of the Month from 6:45-8:30 in the Grand Room at the Metro Health - University of Michigan Health, 2122 Health Dr SW, Wyoming, MI 49519. You can check them out at [www.theoakchapter.org/home](http://www.theoakchapter.org/home).

### CompEarHear.com/shop/

**Great News!** We've made it easier for you to stock up on batteries. Visit our website at [www.CompEarHear.com](http://www.CompEarHear.com) where you'll find batteries, hearing aid accessories, hearing protection, and gift ideas for the hearing impaired. When ordering from our website, shipping is free within the Continental US.

If you're looking for a gift for the hearing aid wearer in your life, we suggest a Zephyr Dry & Store. Storing hearing aids in a dryer overnight can help prevent hearing aid malfunction caused by moisture and debris and extend the life of hearing aids.

Go to [CompEarHear.com](http://CompEarHear.com) to check out our web store and enjoy 20% off your first purchase with code **Christmas20**.



Comprehensive  
**EAR & HEARING**  
of Zeeland

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STD PRSRT  
U.S. POSTAGE  
**PAID**  
Grand Rapids, MI  
Permit #793

Holiday Closings

Christmas - December 24th - 26th

New Year's - December 31st - January 1st



Carli Van Harken, HIS, Owner  
Cari Marzolf, Audiologist  
Deb Broemer, Brenda Sadler, Amy March

Carli, Cari and team invite you to stop in during the month of December to have a cup of coffee and a cookie to celebrate the Season!

We also hope you will join us in giving back to the community this Holiday Season. We will be collecting non-perishable food and toiletry donations for City on a Hill.



**Merry Christmas!**