

Penny Wise, Pound Foolish

Sad Stories from the Front Desk

by Rin Ehrlich, B.S., Office Administrator

Everyone is hurting from the economic recession. We all need to watch our wallets carefully. (I just got out of college. Trust me- I understand!) But at what point can you be penny wise and pound foolish? When it comes to health care and hearing,

What are you REALLY spending your money on??

When you purchase hearing aids, is service for your hearing aids included? Is the instrument high-quality and chosen as the model and version best-tailored to YOUR hearing loss? Your hearing loss, like your finger print, is **unique**. Hearing aids are a special technology that should be tailored to fit your unique needs (not your friend's or neighbor's, or even the majority of other patients your doctor may see). They need to be serviced every 6 months for optimal performance.

Invest. It's about quality.

Hearing aids are an investment in your health. That's why you should do it right the first time! If you buy a product that costs \$1,800, but needs to be replaced

every year and breaks frequently, are you really saving over a product that costs \$3,000 and lasts 3 to 5 years?

Who is qualified?

A "hearing staff professional" is not an audiologist or licensed dispenser. I work at the front desk and can answer many of your questions, but I don't have a degree in audiology and you certainly wouldn't want ME to choose a hearing aid for you. (Regardless of how much fun you have chatting with Marguerite and myself up front.)

You matter. Your health matters.

We want you to have the best quality of life possible. If you can't hear, you may withdraw from life and social activities, become depressed or angry, and even have adverse effects on your health! (Stress, blood pressure, etc.) We at The Hearing Center want to see you hearing well, living well, and getting the most bang for your buck from specialists and support staff whom you can trust. We do this by providing service for years after you purchase your hearing aid, listening to your problems, and doing everything within our power to fix your problems and keep you from having a sad story of your own.

**Fremont Satellite Office is open and operational!!!
Appointments are available Tuesday and Thursdays.
Call for an appointment (510) 537-4211**

Are you in the market for a new television?

The Hearing Center is the first practice in the country to offer TV Ears 32" LCD television with built in wireless transmitter from TV Ears. Perfect for those with hearing, sight, memory, and/or dexterity problems. You have your choice of several receiver options, depending on your hearing and listening needs.

Bring in your own DVD and enjoy a demonstration of great sound and picture quality. Set up an appointment with Marguerite or Rin. Call for TV Ears special pricing that includes installation.



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