



### WORDS FROM CEO Brett Bachmann



Ralph Waldo Emerson once said, "When summer opens, I see how fast it matures, and fear it will be short; but after the heat of July and August, I am reconciled, like one who has had his swing, to the cool of autumn". The heat of the Louisville summer has been brutal. So much so that I find myself looking forward to fall's cooling off. But if you've spent any time in Louisville, you know the weather changes on a dime.

Our school year begins on August 16<sup>th</sup>, bringing a sea of new faces full of wonder and excitement back to the Heuser Hearing & Language Academy hallways. The silence of the summer soon gives way to the sounds of the new school year. In the midst of it all, students and their parents will share both joy and anxiety in taking such a big step to their new hearing world of possibilities. I love this time of year!

Special thanks to WDRB's Keith Kaiser for featuring our school during his back to school week. We always enjoy working with Keith to showcase our school, teachers, staff and students.

The end of summer also brings the 10-day Kentucky State Fair, which begins August 17th. Join us at this year's Heuser Hearing Institute booth in the Health Horizons section for your free hearing screen and to learn facts about the new technology in hearing health care. These screenings provide vital information for patients to proactively combat their health care needs.

Finally, stay tuned for our annual HHLA Alumni Open House later this month. This is a day we honor our school, its history and most particularly our students – past and present. For more information, or to find out how you can participate, contact Debbie Woods at 502.515.3320.

Happy End of Summer!

*-Brett*

### ONLINE HEARING AIDS: WHAT'S THE SCOOP? Lisa Reedy, Au. D.



Like all other medical care, quality hearing care is expensive. While we at Heuser Hearing Institute understand the challenges related to the cost of hearing health care, we believe that building a relationship with a local provider who knows your needs will lead to the best outcomes in hearing care. We also understand that there are many options out there for hearing care, one of which is purchasing hearing aids online. As part of a team that feels a sense of responsibility to our patients, we believe it is important to make sure you are well educated so you can make the best decisions going forward. For that reason, we would like to relay some information for your consideration.

From time to time, you may see some variations when comparing local providers. One of the reasons is that different providers are paid at different rates, which translates to a difference in the cost of hearing aids. Additionally, providers are prohibited by law from discussing pricing with each other. Sharing pricing information can lead to price fixing, an illegal practice that is harmful to patients and can drive up prices and reduce competition. This is why you will see variations in price among local providers. Large differences in pricing for the same product typically only occur when shopping for hearing aids online. Hearing aids found online tend to be cheaper because you are usually paying for devices only, with no service. When devices are purchased online, you often still need to find a local provider who will service your instruments and pay them for their time and expertise. We have studied these situations and found that there is typically little to no savings for patients in the long run.

However, it is still your decision to proceed in the manner in which you are most comfortable, so we advise you to pose the following questions to any potential online hearing aid provider:

- Who will fit the hearing aids? This includes the physical fit as well as the programming.
- Can programming be adjusted after the initial fit? What are the procedures for doing so (e.g., do you return the hearing aids to the online company to be adjusted, leaving you without hearing aids temporarily, or will they send you programming equipment and require you to make your own adjustments? Or will you need to find a local provider and incur the additional expense of paying them for their time and expertise? Have you priced this option out by asking local providers what their fees are for services?)
- Real ear measurements ensure the hearing aids are performing at their peak function for your specific hearing loss and ear anatomy. How will this verification be completed in an online purchase?
- How long is the warranty?
- Does the warranty cover any kind of issue with the hearing aids or only selected issues?
- Is there a policy against loss and damage? If so, how much is the deductible?
- When a repair is needed, how will the hearing aids be serviced? If they must be sent in for repair, will you be offered loaner aids or will you be without hearing aids until yours are fixed?

There is additional information to consider. Hearing aid manufacturers have taken legal action against certain websites for selling their hearing aids illegally. But in the fast world of internet sales, by the time they shut down one site, another pops up in its place. Certain manufacturers have taken the additional step of refusing to honor warranties when devices were either purchased or sold illegally by an unlicensed entity. The website you purchase from won't share this information with you, meaning that if your devices ever need repairing and were sourced from a batch purchased and/or sold illegally by the website, the manufacturer will charge you personally for any and all repairs and may even confiscate the hearing aids.

We understand you are receiving information from multiple sources and hope you will add our voice to the mix. At Heuser, the majority of hearing aids purchased come with a three-year warranty and loss and damage coverage as well as services to fit, verify, clean and update programming on those hearing aids for three years. After that time, you have the option to pay for services on an as-needed basis, or you can opt to save money by purchasing a service contract for an additional one, three or five years. Heuser Hearing Institute thanks you for choosing us to assist you with your hearing health care.

### WDRB FEATURES HEUSER HEARING & LANGUAGE ACADEMY



On Tuesday, August 1st, Keith Kaiser of WDRB's morning show featured the Heuser Hearing & Language Academy! Topics of the 4-hour remote broadcast included:

- How to make hearing screens less frightening for kids
- Teaching tips for hearing impaired students
- Incorporating speech and language therapy in the classroom
- New technologies for teaching deaf and hard of hearing students

Segments featured our CEO, Brett Bachmann, along with a representative from the local UAW, education director Debbie Woods, teacher Katie Fromholt and audiologist Dr. Brandi McGraw. The UAW recently painted a child friendly Mickey Mouse hearing screen booth at the school that was featured during one of the segments. "All of the WDRB live segments gave an insider's look at all of the work the school does for our students and has done since 1948," said Brett Bachmann, CEO of Heuser Hearing Institute.



### HHLA SUMMER CAMP

Camp time at Heuser Hearing & Language Academy Camp is a blast! The annual camp is in its sixth year and once again took place at the downtown location the week of July 24-28th. The theme for this year's camp was "The Ocean," with past themes including, "Bugs," "Camping," and "The Jungle." The number of attendees varies each year, but approximately 40 kids attended this year.

Camp was led by HHLA's teacher, Katie Fromholt, education specialist for the last eight years. "We had an overwhelming amount of positive feedback from families on just how wonderful it is for siblings to be able to attend camp together with their deaf and hard of hearing siblings," says Katie. "It helps them relate to exactly what their family is going through." The camp not only attracts HHI families, but community and student volunteers help out as well.

### HHI AT THE STATE FAIR



HHI will once again be at this year's Kentucky State Fair August 17th – 27th. The HHI booth is being coordinated by audiologist assistant, Claire Miller, and manned by several members of the HHI staff and community volunteers. The booth will be located

in the Health Horizons section and include hearing screenings and information about clinical services and new hearing technology.

### SAVE THE DATE!

**Tuesday, October 3rd | 11:30am | Brown Hotel**  
Butterfly Society Annual Butterflies in Motion Luncheon

Contact Libby Parkinson for more information at [libbyparkinson@aol.com](mailto:libbyparkinson@aol.com).

### LISTEN UP! RECIPIENT



Our latest ListenUp recipient is Jerry Shelton, HHI patient since April. Jerry is trying out a new set of hearing aids.

### 2017 EVENTS

- August 16** | First Day of School
- August 17-24** | Heuser at KY State Fair
- August (TBD)** | Alumni Day

Lyndon Location  
417 Benjamin Lane  
Louisville, KY 40222

Dupont Location  
3900 Dupont Square South, Suite D  
Louisville, KY 40207

Downtown Campus  
111-117 East Kentucky St.  
Louisville, KY 40203