

THE TOP 8 REASONS

Hearing Care Professionals verify EVERY patient fitting

1



Verification is best practice as recommended by major professional bodies including AAA, IHS, ASHA, CAA and ADA.

2



Verification DOUBLES* the perceived dollar value of fitting services by clinicians in the eyes of patients.

3



Verification results in higher patient satisfaction, lower returns and fewer repeat visits.**

4



Major institutions do verification as standard practice from the 1000+ VA centers to leading hospitals and universities.

5



Research shows that between 64% and 74%*** of first fits are off NAL targets by 10dB or more across one or more frequencies, particularly high frequencies.

6



Patient feedback is a poor indicator of hearing aid fitting excellence. Patients have no reference point and typically require significant time to acclimatize to amplification.

7



Verification in the ear measures the actual hearing aid OUTPUT delivered at the EARDRUM using SPEECH. There is no more accurate way to ensure patients get the best possible hearing experience for their unique loss.

8



Verification assures patients of personalized hearing aid fit and functioning. Standard verification tests hearing aid performance across soft, average and loud speech plus MPO settings. Advanced verification includes tests for specialized patient needs.

“Why are we still lecturing that using coupler and real ear measures somehow separates ‘good’ from ‘poor’ practices? Shouldn’t we have progressed far beyond this?”

~ Michael Valente PhD, Professor, Washington University School of Medicine, St. Louis MO (2017 webinar)

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