

Christopher Sumer, NBC-HIS

The Top 10 Things You Must Know Before Choosing Your *Hearing Care Provider*



Coastal Hearing Aid Center

Welcome Letter from Christopher Sumer, NBC-HIS

Dear Friend,

At Coastal Hearing Aid Center, we strive to go above and beyond in providing you with a hearing rehabilitation solution that lets you enjoy the sounds of the world around you. For every patient, uncompromised quality is our main goal when it comes to your care. As an Encinitas, CA, hearing specialist, helping people restore music, and conversation into their lives is my passion. Over 4,000 patients have trusted us with their hearing health, and we look forward to providing you with the same excellence!



With our cutting-edge in-office technologies, we are proud to offer you comfort and convenience with our hearing aids, hearing rehabilitation, and cognitive assessment options. If you or a loved one has suffered from a sense of isolation due to hearing loss or cognitive decline, our compassionate team can help you find the right solution to reconnect you with your loved ones and improve your cognitive function.

Ultimately, you should do your research when choosing your Encinitas hearing aid specialist. To help you, I wrote this report, **"The Top 10 Things to Know Before Choosing Your Hearing Care Provider."** In this report, you will find the 10 most crucial things to know, and what to ask, before you commit to a hearing rehabilitation plan. If any questions arise as you read this report, feel free to call our Encinitas hearing center to ask! We are here for you.

To Your Hearing Clarity,

Christopher Sumer, NBC-HIS

P.S. If you are looking for a solution to your hearing loss, then you are in the right place! Call **760-452-2013** to schedule your **Free Hearing Loss & Dementia Risk Assessment** and find out how Coastal Hearing Aid Center can help you.

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1. Do They Have Extensive Experience?

When you choose a new hearing care provider, their experience should be at the top of your list. Extensive experience means that the provider has already seen a wide variety of hearing loss cases and will likely have already treated a case similar to your own. That prior experience will allow them to predict any complications or risks. This foresight means that your treatment recommendation is the best one for your situation and it will be successful.

Christopher M. Sumer, our founder and Director of Operations, Research, and Principal Hearing Care Professional of Coastal Hearing Aid Center, is trained in hearing instrument sciences and hearing rehabilitation. In addition to his extensive training in hearing loss rehabilitation, his expertise includes national board certification in hearing instrument sciences. His background, experience, and knowledge provide the understanding necessary to help your or your loved one's hearing impairment.



2. Do They Offer a Guarantee?

A commitment to improving your hearing health is a big decision, both in terms of time and finances. It is important to know that your provider is going to stand behind their work and make sure that you are completely satisfied.

At Coastal Hearing Aid Center, we guarantee that you will be able to hear better after treatment. That's why we offer a 100% clarity guarantee on all hearing instruments and treatments performed. We will try our best to resolve anything you are not satisfied with or you get your money back! You can contact our office any time with questions and to schedule a follow-up appointment.

Additionally, you won't have to miss work to make an appointment with us; we offer flexible time slots to work with your busy schedule!



3. Do They Offer a Free New Patient Assessment?

Most hearing care providers offer free consultations for new patients in order to provide expert advice about treatment needs and options to prepare them to make an investment. On your first appointment, make sure that your questions are thoroughly answered and that you have all of your concerns addressed regarding treatment options.

At Coastal Hearing Aid Center, we offer a completely free hearing loss and dementia risk assessment to obtain a comprehensive understanding of your condition. We can then recommend a customized hearing treatment plan for you that improves your hearing volume, clarity, and your cognitive abilities.

During your Hearing Loss & Dementia Risk Assessment, we will:

- Discuss your goals
- Perform a hearing test
- Provide an in-depth consultation
- Customize a treatment plan for you

You will also receive a **free** copy of Christopher Sumer's book *Hear4Life™*!



4. Will They Service Your Device?

If you have hearing aids that need to be serviced, your new provider should be there to help. Regular hearing aid adjustments, frequent cleanings, and ongoing counseling are essential to your satisfaction with your hearing investment. A good hearing care provider will help you maintain a schedule for maintaining your devices to keep your hearing clear.

If your hearing aids need to be repaired or cleaned, just call our office. We offer these repairs to both patients and non-patients, as we believe everyone should have access to functional hearing aids. We will also test your hearing while you're wearing your hearing aids to ensure that they work properly and that your hearing is clear.

Our office will service and repair your hearing instruments often with a day's notice. If we find that your hearing device needs to be sent out for repair, we can expedite that service.



5. Are They Award-Winning?

A good hearing care provider is appreciated by their patients! A record of winning awards is a great sign that you're making the right choice for your hearing needs.

Coastal Hearing Aid Center strives for top-notch customer service and the best possible care. We are very proud to have received multiple awards for our practice. In the San Diego Union-Tribune, we were voted the area's Favorite Hearing Aid Store of 2019 and the Favorite Hearing Aid Store & Audiologist in 2020.



6. Do They Use Advanced Technology?

Many hearing care providers have the minimum equipment necessary to provide treatment, but to treat conditions most effectively, the best ones will go above and beyond, offering specific equipment for the latest, most advanced diagnostic and treatment services.

At Coastal Hearing Aid Center, we recognize that the field of audiology is constantly evolving and work hard to offer our patients the most advanced and effective treatments available. Whether your concerns are hearing loss, cognitive deficits, tinnitus, or anything else, rest assured that we use state-of-the-art assessments and treatment techniques to ensure the best possible outcome. We offer top-notch care using modern equipment, such as:

- **Otoscan** – a 3D ear scanner that allows us to create custom earmolds.
- **Cognivue** – a high-tech cognitive screening tool that allows us to identify early signs of dementia.
- **Video otoscope** – a device that takes a video of the ear canal for real-ear measurements and sound field verifications.



7. Do They Care for Your Community?

Before selecting your new provider, see if they support their community as a whole. Community support can range from monetary donations, supporting local sports and activities, teaming up with non-profit organizations, or even having their own community support effort. When a practice takes time to give back to their community, that can be a strong sign of compassion and responsibility

The importance of supporting the community and giving back is a fundamental value for Coastal Hearing Aid Center. Members of our experienced team regularly volunteer their time and resources to various charities and organizations, including:

- HearShare Foundation, a nonprofit that helps people in need receive hearing care
- Encinitas Chamber of Commerce and Encinitas Senior Center
- Rancho Santa Fe Country Club and Rancho Santa Fe Senior Center
- Additionally, our staff attends local assisted living facilities to help the residents



8. Will They Respect Your Time?

When you go to a hearing appointment, you don't want to sit and wait to be seen, especially if you were respectful enough to be on time. For many busy patients, it is challenging enough to bring themselves to make and keep an appointment. If you value your time, find out what the office's waiting room reputation is.

Our goal at Coastal Hearing Aid Center is to make you comfortable and hope that you enjoy your time at our office; we don't want to keep you waiting. We know that your time is valuable, and our team respects that and works hard to keep our appointment schedule running smoothly. When you come to see us, you can trust that your appointment will begin on time. We also offer flexible scheduling, including weekend appointments, for your convenience!



9. Do They Provide Advanced Care?

Helping someone restore their hearing clarity isn't just about amplifying sounds with regular hearing aids. There is a neurological component to hearing loss, and advanced care takes that into account. For one, dysfunction in the auditory cortex can lead to hearing loss, and stimulating that area can help restore hearing. In addition, losing your hearing can cause dementia and cognitive decline. Your new hearing care provider should take all of these factors into account when creating a treatment plan.

Coastal Hearing Aid Center focuses on the cognitive aspect that is comorbid with hearing loss and provides a Dementia Assessment with our free initial consultation. We use advanced technology to diagnose your condition, such as custom earmolds and real-ear measurements. We also offer computer designed NeuroTechnology™, which are devices that provide proper stimulation to the auditory system to normalize the way our brains process incoming sounds in order to achieve maximum clarity and provide noise-canceling filters, and soft-speech enhancers. NeuroTechnology™ offers discreet hearing aids to boost hearing ability and wireless technologies to dramatically increase the precision of hearing restoration.



10. Do They Offer Same-Day Appointments & Treatment Starts?

Some hearing care providers make you wait weeks or even months before you can be seen for your first appointment. When you are looking to explore your treatment options and start your hearing restoration journey, having to wait that long is a hassle. The amount of time you have to wait for your consultation is an indication of how available your doctor will be if any problems arise during your treatment.

Our team strives to address your needs in the most time-efficient way possible. After we run all necessary diagnostic tests and review treatment options during your assessment, you also have the choice to start your treatment that same day, so you don't have to spend extra time coming back for a second appointment! This is just another way that we make your care easy and convenient.



Bonus: Do They Provide Affordable Options?

We realize this report is supposed to be the “Top 10 Things You Must Know Before Choosing Your Hearing Care Provider,” but we couldn’t leave out some payment tips to look for when choosing a professional. Once you are comfortable and have chosen a specialist for you, your spouse, your parent, or another family member, the next question typically is, “How much is this going to cost and how am I going to pay for this?”

Treating your hearing loss is our first priority, and at Coastal Hearing Aid Center, we believe that everyone deserves clear hearing regardless of financial status. We work closely with you to understand your hearing needs as well as financial needs. We proudly offer credit plans through Allegro, support through our nonprofit HearShare, and a Hear4Life™ subscription plan with 0% interest financing. Ask for more details at your initial consultation!



Closing letter from Christopher Sumer, NBC-HIS

Dear Friend,

We hope that this report has helped you learn more about hearing care and shown you how our practice can help you, your spouse, parent, or another loved one. To accomplish our mission of restoring hearing clarity, improving quality of life, and providing the brain with proper auditory stimulation, we would be honored to meet and learn more about how we can potentially help boost you or your family member's hearing.

We are here to answer your questions, address your concerns and have you experience audiology at its very best. In fact, it may even be possible that your early hearing evaluation may reveal that you do not currently even need a full treatment plan!

We will share our expert medical recommendations based on our years of experience, advanced diagnostics, and thorough analysis. Our pride is in restoring hearing clarity and transforming lives. Obviously, there may be other things you should know before choosing your Hearing Care Professional. In fact, we're sure we could have easily doubled the length of this report.

To Your Hearing Clarity,

Christopher Sumer, NBC-HIS



P.S. When you are ready, call **760-452-2013** to schedule your **Free Hearing Loss & Dementia Risk Assessment** to determine if you can benefit from hearing aids or other treatments. At that time, we will review your treatment options and answer any questions you may have about audiology or our office in general.



www.CoastalHearingAidCenter.com
760-536-5592