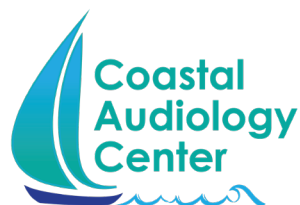




Standing Out From The Crowd

Different Versus Better



Objective: This white paper provides a brief description of why our practice stands out from the crowd and why customers choose us over the rest.



INTRODUCTION: WE DELIVER AWESOME SERVICE

Our patients are treated like royalty. Legendary customer service is a true focus of our practice. We go above and beyond to make you remember us.

Big-box retailers and other large companies are tough rivals for a smaller, independent practice like ours. However, it is nearly impossible for these big-box retailers to deliver an exceptional degree of individualized care and service like we do as we are in a persistent quest for low-price leadership and efficiency. We strive to create deep and lasting connections with our patients who are suffering the long-term effects of hearing loss, and that differentiates us from them. Our practice truly understands the delicate needs of the patient and/or their loved ones who are suffering from hearing loss.

We deliver awesome customer service through:

- Product Leadership
- Operational Excellence
- Customer Intimacy

As a leader in the industry, we make a deliberate choice to be the best we can be at all times, delivering the above three services with ease and making a conscious decision to offer unprecedented value through customer satisfaction, word-of-mouth referrals and an exceptional level of competence.

Our practice is set apart through the highest standards of personal guidance, expertise, patient satisfaction and a compelling patient experience. We form deep, long-standing patient relationships and a support system that is second to none, and because of that we have become a pillar of the community.



OUR STORY IS WORTH TELLING. WHAT YOU SHOULD KNOW ABOUT OUR PRACTICE.

Audiology practices today are in the midst of change in the way we deliver care to our patients. One of the reasons this practice is open today is because we recognize that hearing impairment is a disability with debilitating consequences. It not only interferes with your ability to be treated for other medical conditions, but it also hinders your ability to be social and engaged. In addition, hearing loss is now being linked to the mind-robbing disease of dementia.

This is just one of the reasons that we provide:

- Personalized Services
- A Treatment Plan Designed Around YOU
- Knowledgeable and Friendly Team Members
- A Warm, Inviting Environment

From the very beginning, our practice has vowed to have quality face time with our patients including motivational interviewing (including all the questions you need answered!), person-

alized counseling, and adequate time for your fitting and follow-up appointments. We spend as much time with you as needed depending upon your specific needs.

We Promptly Fix Problems – No technology or treatment plan is perfect from day one. Patients sometimes need to return to adjust their hearing technology to be the best that it can be for their own experience. We go the distance to adjust and fix and problems that may arise swiftly and efficiently.

We Are Honest - Honesty is our main policy!

We Are Always Evolving – Our practice continues to reinvent itself by implementing evolving technologies and presenting innovative methods, products, and solutions.

We Embrace Community Social Responsibility – Our practice gives back to the community every chance we get.

We Offer a Great Guarantee – We guarantee our products and our services and stand behind our guarantee 100%.

Standing out in a crowd is no easy task, but from day one you will see that we are different from the rest!



Here are 4 ways we put ourselves in your shoes:

1. We understand what it means to be empathetic.

We know that the attention should be focused entirely on our patient, and we understand and practice compassionate listening. Our team of seasoned professionals truly listen when the patient or their loved ones are speaking.

2. We obtain necessary details from our patients.

Our patients are seen as individuals with unique issues. We make it a point to consider and recall personal details, information that goes much further than knowing how to pronounce their name properly.

3. We make eye contact!

This may seem like an automatic thing to do, but it isn't always so. Eye contact

promotes trust, respect, and human connection. Especially in times of technology and screentime in some exam rooms. Eye contact with our patients and their loved ones is as important as the information we/you are communicating. We always look you in the eye, listen attentively, and provide our full attention.

4. We provide support.

It is important for our patients to know that they are not alone. It is natural to have questions after having received a diagnosis of hearing loss, tinnitus, etc., and we recognize that the situation is difficult. Our team members are happy to answer any additional questions you may have later on. We are accessible to you even after you leave the office.



May we command success by deserving it. Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.

WE FOCUS ON WHAT WE DO BEST.

The medical treatment of hearing loss and tinnitus is a journey that will bring you renewed confidence, lessen tinnitus in your ears (or head), reduce your chances of dementia and the number of 'senior moments' you are experiencing, keep you active thereby reducing your risk of falling and help you remain passionately independent as you age. So, thank you for choosing us. You can count on us to fully commit to your treatment on day 1 and focus on what we do best—treat your ears and your brain!

We know that you have choices, and we also know that when a patient first begins their journey they have lots of questions and are often confused by all the noise (pardon the pun!). Perhaps you have received junk mail about traditional hearing aids, or maybe you've even seen hearing aid amplifiers available over-the-counter. Rest assured, we will take the time to answer all of your questions so that you can best understand your treatment options, costs, and what is best for your hearing and your overall health.

A healthy brain means a healthy you! You already know that your brain is your biggest asset – it assists you in getting through every day, making good decisions, and keeps you healthy. Having a healthy brain as you age is not something to be taken for granted.

Taking good care of your brain helps you remain an active part of your life, your family, your

friends, your community and assures you the life you always wanted as you 'grew up'. It also helps you avoid what you never wanted to deal with (and would never wish upon anybody): cognitive decline and dementia.

A regularly scheduled hearing exam is critically important to getting an assessment of your cognitive health and in early detection of developing problems. **THE** most important key to preventing cognitive decline and dementia is having good hearing healthcare and following a few simple steps to self-care. We focus on what we do best—ensuring that your brain remains sharp and healthy.... for the rest of your life!



OUR PRACTICE IS DIFFERENT FROM THE REST.

We love this quote! It is at the forefront of everything that we do. At our practice, it is vital that everyone is happy, i.e., staff, patients, family

members, and we believe that when this is the case, success in treatment always follows.

Did you know that happiness is linked with greater health, longevity and wellbeing and contributes to positive outcomes in business and community endeavors? We are empowered to create the conditions for happiness to flourish, and we take great pride in that.

From the very start, we have felt that an important piece of achieving success with our treatment plans is being leaders with vision and passion. And because of this, we have seen exponential growth year after year. Our practice offers:

- Interaction with patients via social media and more.
- Collaborative experiences.
- Community generosity (not just money, but also time!).
- The tools needed to succeed.
- Clear and attractive choices and options.
- Payment plans.
- Transparency.
- We build your confidence!

Most importantly, we “catch it early, and treat it early”.

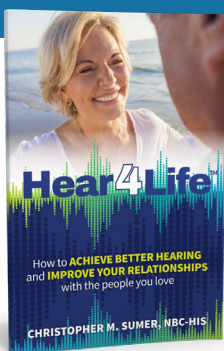
Early Treatment Improves Quality of Life

Pertinent studies all indicate that when hearing aids are appropriately fit, they will considerably improve quality of life, personal relationships, better psychological wellbeing, and higher incomes. Treating early will also reduce the risk of other health problems related to hearing loss including, but not limited to, diabetes, dementia, dizziness or balance issues, heart disease and falls.

Treating hearing loss when you are younger has significant advantages including:

- ✓ Having a better understanding of how your technology works.
- ✓ Lessened risk of social isolation and depression.
- ✓ Enhanced relationships with family and friends.
- ✓ Improvement in cognitive abilities.

The bottom line—if you feel that you or your loved one may have hearing loss, do not wait until it is too late!



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of Christopher Sumer's
Best Selling Book, “**HEAR4LIFE**”
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(760) 456-8945
317 N El Camino Real #501,
Encinitas, CA 92024

(760) 334-5181
445 S Escondido Blvd,
Escondido, CA 92025

CoastalAudiologyCenter.com