



# **HEARING SOLUTIONS SIG**

**Sun City Texas Computer Club**

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**Computer Club Membership entitles you to attend any  
Club Special Interest Group.**



# **“Understanding Bluetooth and Unbundled Hearing Aid Pricing”**

*By Phillip Zamora, Hear-It-All-Inc.*

# Types of Bluetooth



## MFi (Made for iPhone)

The very first and most common type of Bluetooth connection available in hearing devices. MFi uses low energy Bluetooth to connect to Apple devices. Most hearing aids have this option.



Life sounds brilliant.

## Traditional Bluetooth

Traditional Bluetooth hearing aids can connect to most any device that uses BT. Using traditional Bluetooth can drain the battery of both the device and hearing aid.



## Low level Bluetooth

Low level Bluetooth utilizes the traditional connection method at a low level giving the hearing aids better battery life.

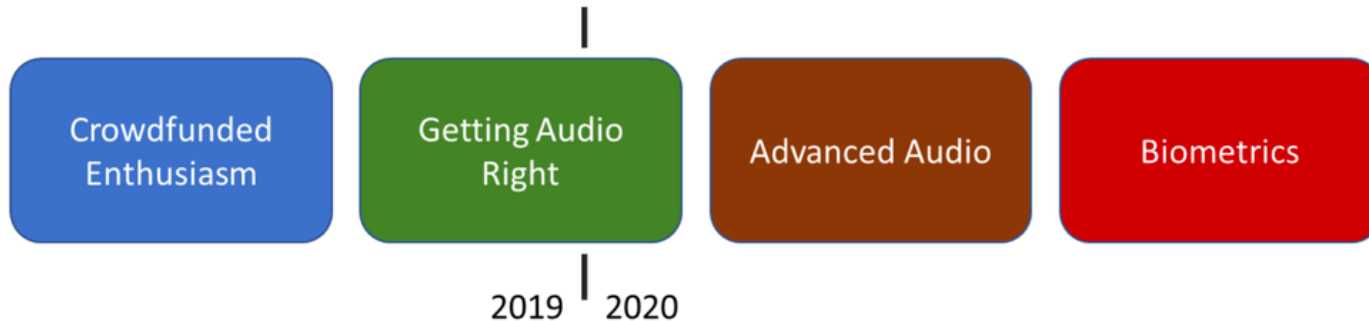
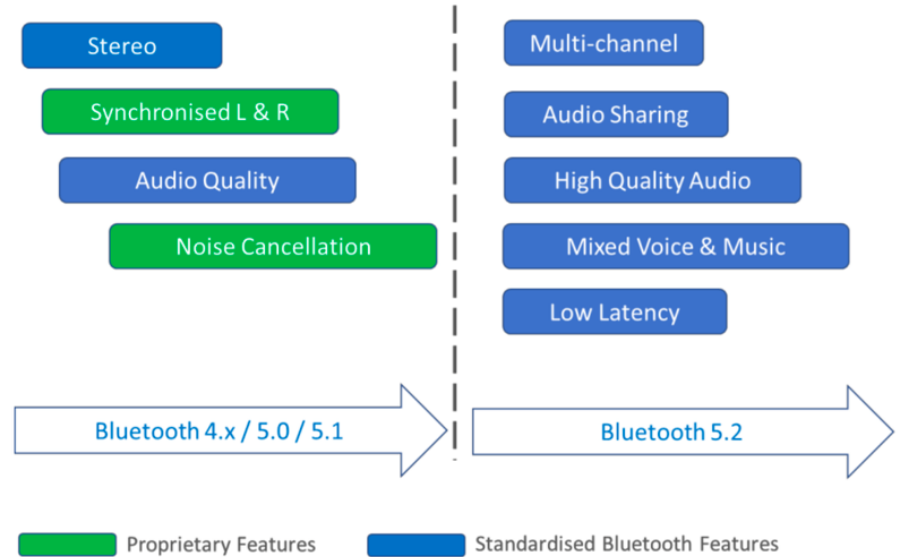


# Bluetooth 5.2

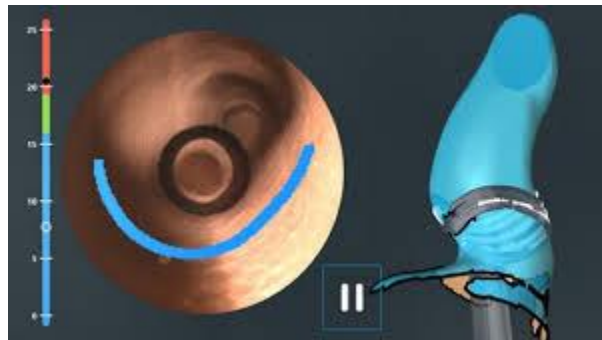
Newly announced Bluetooth 5.2 is making its way into hearing aids and will soon be the industry standard for streaming.

Benefits will include:

- Higher quality audio
- Less latency (delay)
- Multichannel connectivity with multiple accessories/devices



# New technology in custom hearing aids



**Hear It All is 1 of 2 clinics in the Austin area who has a digital ear scanner!**

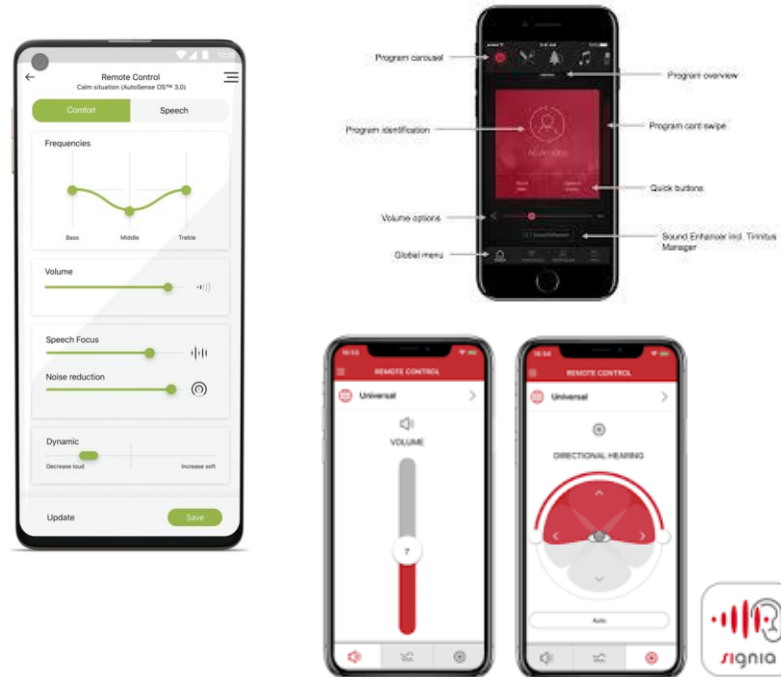


Impressions are a thing of the past. Otoscan uses lasers to scan the ear canal which reduces the discomfort of traditional ear impressions and produces a more accurate product such as custom hearing aids or ear molds.



**Direct bluetooth streaming is now available in custom hearing aids as small as a CIC!**

# Hearing Aid Apps



An application is available for any manufacturer, this gives you control over your hearing aids without having to touch them. Some have more features than others depending on the manufacturer.

## Features include:

- **Volume control**
- **Speech focus**
- **Noise reduction**
- **GPS locator**
- **Sound balance**
- **Manually change environmental programs**
- **Mute/unmute**
- **Tinnitus control**
- **Remote adjustment control**

# Remote Programming

Several manufacturers now offer remote programming through the hearing aid applications. This allows the user to connect with their healthcare provider from wherever they are and receive fine tuning adjustments.



## Pros of remote programming

- You can get adjustments from the comfort of your home or when you travel.
- Saves time, and you are able to see the provider with video and hear with audio.

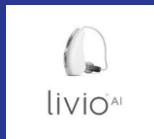
## Cons of remote programming

- The problem may be physical (ear wax, receiver malfunction, etc).
- Must have good wifi connection.

# Exciting new technology!



- Integrated sensors track body and brain health as well as send fall alerts.
- Geotag locations to automatically switch to preferred mode.



Signia  perience

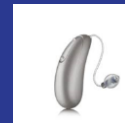
- OVP (own voice processing) activates when it senses your voice and reduces it for comfort.
- Built in acoustic motion sensors to change according to your movement.
- Tinnitus notch therapy helps reduce tinnitus.



- Newly announced Phonak Marvel technology inside a custom hearing aid.



- Direct Bluetooth connection with custom devices including CIC.
- 30 hr battery life with Quattro RIC model.



- Rechargeable direct to any device Bluetooth hearing aid with T-coil.
- True hands free technology, answer phone calls with the hearing aid even when it's in the other room.



# Accessories



TV connectors stream Dolby digital sound directly from the TV to both of your hearing aids, no wires required.

Partner Mics allow you hear better by streaming a person's voice directly into your hearing aids.

Roger devices reduces background noise while enhancing speech in a crowd.

Remote controls help you change programs or volume with ease.

# Lithium ion Rechargeable

The new industry standard



Most of the hearing aids being sold today are rechargeable L-ion. There are many advantages to using a rechargeable hearing aid as opposed to one with disposable batteries.

## **Advantages include:**

- With no battery door the hearing aid is sealed better for moist conditions, this helps the hearing aid last longer.
- The battery lasts 5-6 years at full capacity and is replaced before the warranty expires.
- Some chargers have built in batteries as well, taking them on a 3-5 day trip will not require plugging them in.
- Very easy to charge, no more fumbling with batteries!
- Automatic on and off.



# Purchasing Hearing aids

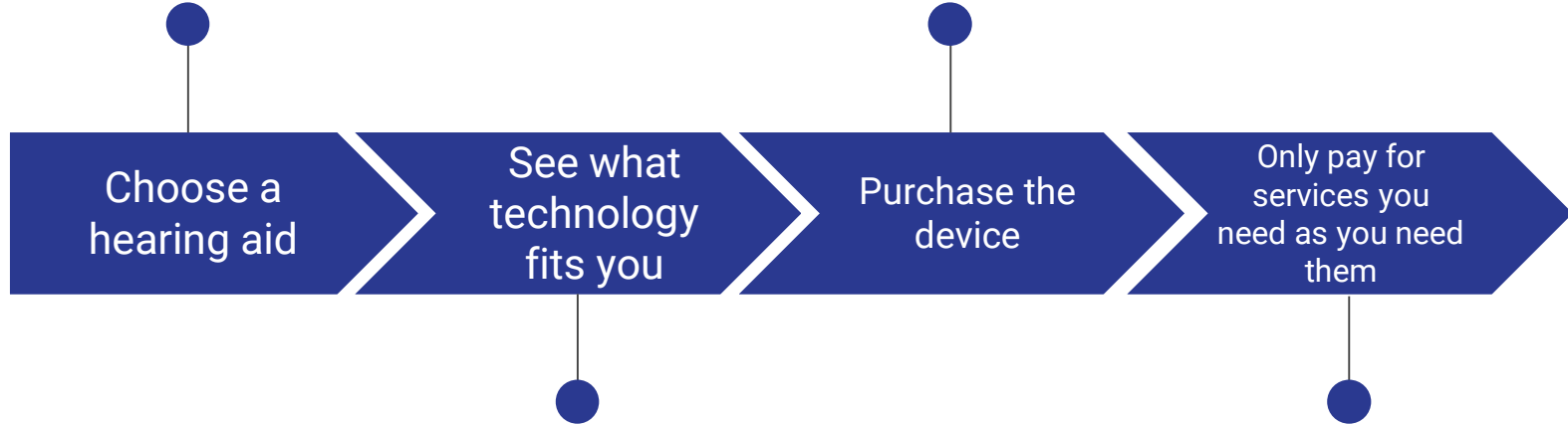
You have a choice

The Unbundled Model & Subscription model

# Unbundled Model

Always ask for an at home trial before purchase.

The purchase of any technology will be less.



Try any technology level without having to purchase.

Paying as you need can save you thousands.

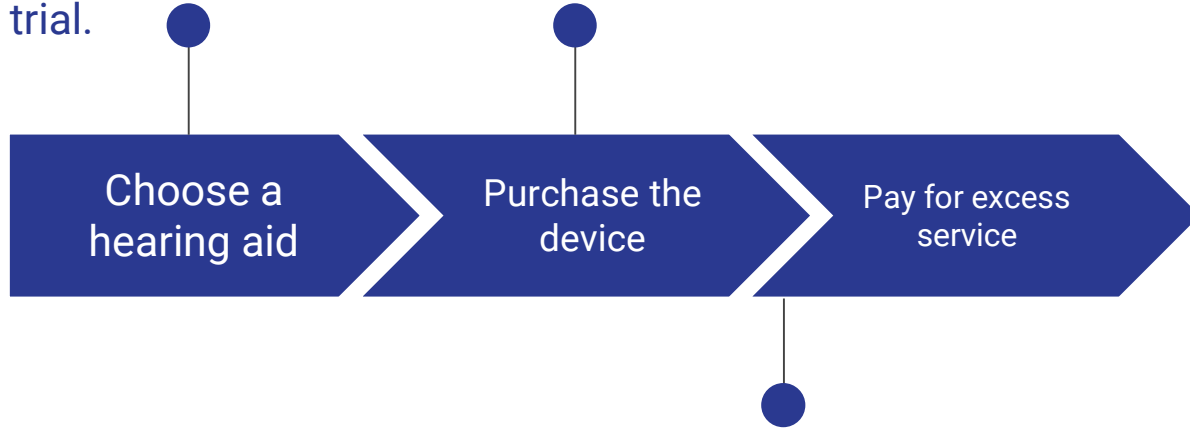
## Service prices include:

- \$0 Cleaning & Check
- \$40 Adjustment Appointment
- \$20 Remote Adjustment
- \$20 Ear Cleaning

# Traditional Model

Purchase the hearing aids  
and service with no choice.

May or may not get a  
home trial.



*Traditional Price:*

**\$5,590/Pair**

*Unbundled Price:*

**\$2,798/Pair**



Always ask for an at home trial before purchase.

Payments are for 36 months, unlimited service is included.

This method locks in your trade in value, and keeps you in the latest hearing aids.



Try a technology level and move up or down from there.

After 36 months you can either keep your hearing aids (paid off) or trade them in for the newest technology and keep your monthly payments.

- In house payments
- No interest
- No balloon payment
- Hearing aid cost + Aftercare cost

# Thank You!

For any additional questions:

Call (512) 357 8000

Email: [phillip@hearitall.us](mailto:phillip@hearitall.us)



Phillip Zamora HIS, COO

12701 W. State Hwy 29, Suite 3, Liberty Hill, TX 78642    [www.hearitall.us](http://www.hearitall.us)

