

Audiologists who promote this technology have found they have patients who are happier because of the added benefits they're getting from their hearing aids. Some, such as Bill Diles, MA, in Sonoma County, CA or Carol Clifford, AuD, FAAA, here in Albuquerque, even bundle a room loop for TV watching with each pair of hearing aids they dispense. They report dramatically fewer hearing aid returns when they train their clients in the use of the telecoil and explain induction loops to them. They also loop an always running but otherwise silent TV in their waiting area and loop exam rooms.

Dr. Clifford often tells of a family that was so excited they could have movie night again when their TV room was looped after their daughter got new hearing aids. The daughter thought it was the coolest thing ever and plans on getting one for her dorm room when she goes off to college.

As a former retailer, I see this situation as an opportunity for hearing care providers to not only better serve their clients, but to improve their bottom line. Albuquerque has a local retailer named *All Things Said*, who stocks and sells loop systems and peripherals using this technology but, for most Americans, this equipment is available only on the Web or via catalog.

Dispensing offices can purchase induction-loop-related items for resale to clients from manufacturers and distributors such as Wireless Hearing Solutions, Pure Direct Sound and Oval Window Audio, all of whom can be accessed on the Internet. These sources can also provide guidance on how to find a local installer for room and whole house loops for those clients who do not feel technically able to do the installation themselves.

For those hearing care professionals who simply don't want to get that deeply involved in loop technology, we urge them to, at the very least, thoroughly discuss the benefits of telecoils and induction loops with their clients and give them a resource guide to such catalog/Internet retailers as Harris Communications or Weitbrecht Communications where they can purchase these invaluable adjuncts to their state-of-the-art digital hearing aids.

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Stephen O. Frazier is New Mexico State Coordinator of the Hearing Loss Association of America, www.hearingloss.org. Contact him at hlaabq@juno.com.



Phone (505) 881-8824 - ask for the HLA Specialist ● www.HLAAbq.com
P.O. Box 36792 ● Albuquerque, NM 87176