

True Story...

Your Attitude Determines Your Success

This week we are going to talk about what is most important to achieve a successful hearing aid fitting. As the title to this article suggests, your attitude will determine how well you do with hearing aids. There are several other factors that are important as well, but nothing affects the outcome as much as attitude. For the record, that goes for most things in life.



**Jeffrey Johnston, Board Member
of the Wisconsin Alliance of
Hearing Professionals**

Before a fitting I spend a good amount of time determining how a patient feels about the process of hearing better. Are they nervous, doubtful, anxious, excited, or hopeful? I do a very thorough hearing screening to first determine how well they can expect to do with hearing aids, then I counsel them accordingly. For people who wait a long time it can have an effect on how well the brain will understand speech once they get fitted for hearing aids.

If people will have the attitude that "I want to hear better" and "I am committed to do my part" then we will have a successful fitting.

I have been fitting people with hearing aids for over 23 years and the technology has improved tremendously. So if someone wants to hear better there is a good chance we will be able to help them. We have a low-price guarantee, different purchasing options such as 0% interest financing and several styles to choose from.

If your family keeps telling you to get a hearing screening, give us a call, it won't cost you anything to find out what's going on.

Selective Hearing Centers Patient Benefits

- Free Hearing Screenings
- Free hearing aid demonstrations
- Buy one-get-one free batteries for life
- Your choice several manufacturers
- Loss & damage coverage included
- Low price guarantee
- Referral program
- Extended service hours
- Mobile service
- Rechargeable aids available
- Same Day Fittings (See office)



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