

Hearing Aid Services of Hollywood

Preferred Patient Program

Newsletter

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of Hollywood
Preferred Patient
Program Newsletter
7083 Hollywood Blvd., # 302
Hollywood, CA 90028
(323) 463-7109
Fax: (323) 463-7707
Web site: lahearing.com



Jeff Grama's Corner

Welcome

We welcome Hearing Aid Services of Hollywood's 62nd anniversary with the first edition of the *Preferred Patient Program* Newsletter. We recently established the *Preferred Patient Program* to thank all of you who have been so loyal to us over the years. Our success depends on the continued support of our patients and their referrals. From the bottom of my heart, thank you.

During the months of September and October 2001, we surveyed everyone who visited our office to determine how we could better serve our patients. The result of the input we received is our *Preferred Patient Program*.

We believe we've created a program you're going to like. I invite you to read about it and call us with your comments and suggestions. It is our hope you'll take full advantage of the benefits we offer and, thus, maximize the performance you receive from your hearing aids.

On behalf of Dana and my wife, Susan, I again would like to say thank you.

Sincerely,

Jeff Grama

Jeff Grama, M.A., Audiologist

Preferred Patient Program Offers You Many Benefits

We're pleased to offer you the following benefits:

Preferred appointment times — We will work more intensively than ever to ensure you are seen by me at a time convenient for you.

A free package of batteries three times a year — All you are required to do is stop by the office and see Dana or me and we'll gladly provide you with your batteries.

A personalized kit of cleaning tools and brushes — All of these will be supplied in a conveniently sized attractive carrying case.

Special discounts on selected hearing aid models — These discounts will only be available to *Preferred Patient Program* members, with one exception. The exception is that we will allow program members to refer up to three patients a year who will, then, be eligible to receive these discounts. Thus, your family members and friends will also experience the valuable benefits of our program.

Special demonstrations of new hearing products for our Preferred Patients — Only those products we have carefully evaluated will be presented.

Preferred Patient Program Newsletter — In future issues, we'll feature announcements of new hearing aid technology, highlight news of

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our practice and provide reviews and critiques of the various hearing aid technologies offered by leading manufacturers. We will also provide you with valuable tips to help you improve the performance of your hearing instruments.

Other features and benefits will be added to the ***Preferred Patient Program*** as time goes on. New components of the program will be announced in future issues of this newsletter.

We are excited to offer you this special program. We hope that your participation proves to be beneficial.

Tip of the Month

Q. How do I persuade a person with a hearing loss to seek help?

A. It is best to emphasize the lifestyle improvements that he will have when the hearing loss has been corrected. Explain how hearing aids have helped you. Avoid discussing the person's hearing loss when you are angry or frustrated with him after you have repeated yourself over and over. Criticizing someone by pointing out a physical disability only discourages him from admitting the problem and seeking help for it. Positive feedback elicits positive results.

Kaiser & Other HMO Patients: We Can Still Serve You

Several of our patients have contacted us with the concern that they can no longer use our services because a Health Maintenance Organization has directed them elsewhere. In most cases, the HMO has a vested interest in sending them to the HMO's designated hearing center. Yet, typically, there is no financial advantage for a patient to go there. Although this center may promote special discounts on hearing aids, our everyday prices are usually equal to or below their discount offers. Therefore, in most situations, there is no reason for you to sacrifice the personal attention, knowledge and expertise you receive at Hearing Aid Services of Hollywood.

If you are being directed by your HMO to a designated hearing provider, contact our office. Set up an appointment, bring in a copy of your insurance benefits and we'll review them with you. Chances are we'll be able to continue providing you with services and you'll be able to enjoy the benefits of our ***Preferred Patient Program***.

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**For information on
how to join the
Preferred Patient
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office or visit us
today!**

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Hearing Aid Services of Hollywood Preferred Patient Program Coupon

Present this coupon and receive

\$250 off

on the purchase of a digital hearing aid.

\$500 off

on the purchase of 2! This offer is good for 60 days.