



# **THE TOP 10 THINGS YOU MUST KNOW BEFORE CHOOSING YOUR AUDILOGIST**

## Opening Letter From Catherine A. Worth, M.Sc, FAAA

Dear Friend,

At Capital Hearing Care, our team goes above and beyond to provide you with top-notch hearing care that allows you to enjoy the sounds of the world. For every patient, uncompromised quality is our primary goal. As a Santa Fe, NM, hearing care provider, helping people restore music and conversation to their lives is my passion. Thousands of patients have trusted us with their hearing health, and we look forward to providing you with the same excellence.

With our advanced in-office technologies, we are proud to offer you comfort and convenience with our hearing aids, hearing assessments, and tinnitus treatment options. If you or a loved one has suffered from a sense of isolation due to hearing loss, tinnitus, or cognitive decline, our compassionate team is here to help you find the right solution to reconnect you with your loved ones and the world around you.

Ultimately, you should do your research when choosing your hearing care provider. To help you make your decision, I wrote this report, "The Top 10 Things to Know Before Choosing Your Hearing Healthcare Provider." In this report, you will find the ten most critical things to know and what to ask your potential new provider before you commit to a hearing care plan. If you have any questions as you read this report, don't hesitate to call our hearing center and ask! We are here to support you.

To Your Hearing Clarity,

A handwritten signature in black ink that reads "Catherine Worth". The signature is written in a cursive, flowing style.

Catherine A. Worth, M.Sc, FAAA

P.S. If you are looking for a solution to your hearing loss, call (505) 557-3829 to reach our Santa Fe office and schedule your Complimentary New Patient Consultation to find out how Capital Hearing Care can help you.



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1. Do They Have

## Extensive Experience?

When selecting your new hearing care provider, their experience should be at the top of your list. Extensive experience means that they have already seen a wide variety of hearing loss cases, making it more likely that they have treated a case similar to yours. That foresight means that they can predict any complications or risks during treatment and that your treatment recommendation is the best one for your situation.

Our experts have transformed thousands

of lives in Santa Fe and beyond since 1978! Our hearing care expert, Catherine Worth, is highly trained in hearing loss care and tinnitus treatment and brings years of experience to our patients every day. Her background, experience, and knowledge provide the understanding necessary to help your or your loved one's hearing impairment. Our team offers comprehensive, personalized treatment plans and identifies each patients' unique hearing profile — this personalization ensures that each treatment is comfortable and successful.





2. Do They

## Link Brain Function & Hearing?

Most people think we hear with our ears, and while that is partially correct, hearing happens at the level of the brain. Today's hearing loss treatments are far more than a simple amplifying device behind your ear. The neuroscience behind modern therapies is focused on the brain, cognition, and the effects untreated hearing loss can have on the rest of your body. If your hearing healthcare provider thinks hearing-first and not brain-first in their

treatment plan, you miss out on many long-term lifestyle benefits.

Capital Hearing Care uses NeuroTechnology™, designed with cognitive aspects of hearing loss in mind and aimed at restoring clarity, providing noise-canceling filters for noisy background situations, and soft-speech enhancers that emphasize the speech of those soft-speakers in your life. When searching for your hearing healthcare provider, make sure you find a NeuroTechnology™ specialist who understands the significant negative impacts untreated hearing loss can have on your brain.

3. Are They an

## Authority in Their Field?

A great hearing healthcare provider will understand the importance of staying current with recent scientific research in their field and applying the most recent knowledge to their practice. Additionally, having experts on their team who are involved with associations and medical centers means that they are abreast of new diagnostic and treatment options.

Capital Hearing Care is a trusted authority in the audiology field. Our team includes experts with groundbreaking achievements and who use cutting-edge treatments. Our expert

worked with the first cochlear implant team in New Mexico! In addition, our team has the following experience:

- Former director of Audiology Lovelace Medical Center.
- Former president of New Mexico Speech-Language and Hearing Association.
- Former president of Albuquerque Speech and Audiology Professionals.
- Founder of a successful audiology practice in Albuquerque.
- First hearing care provider in New Mexico to conduct intraoperative monitoring during brain surgery.



4. Is There a

## Free Consultation?

Most hearing care providers offer free consultations for new patients to provide expert advice about their treatment needs and options. This helps to prepare them before they invest in their hearing care. On your first appointment, make sure that your questions are thoroughly answered and that you have all of your concerns addressed regarding treatment options. You're taking a big step when you start your journey to hearing health — your potential provider should make you feel welcome!

At Capital Hearing Care, we offer a complimentary new patient consultation

to address your unique hearing needs. After learning more about you, we can recommend a customized hearing treatment plan that improves your hearing volume, clarity, and cognition.

During your New Patient Consultation, we will:

- Discuss Your Goals
- Perform a Thorough Hearing Assessment
- Provide a Custom Treatment Plan
- Start Treatment If Desired

Contact us to get started on restoring your healthy hearing today!





**5. Do They Provide a**

**Satisfaction Guarantee?**

A commitment to improving your hearing health is a big decision, both in time and finances. It is essential to know that your provider will stand behind their treatment recommendations and the devices they fit you with. Check to see if your potential new provider offers a trial period for devices to make sure that you are completely satisfied. If they don't provide any sort of trial or

guarantee, it may be a sign that you will not be well taken care of throughout your hearing restoration journey.

At Capital Hearing Care, we guarantee that you will be able to hear better after treatment. That's why we offer a satisfaction guarantee over the course of your treatment. We will always try our best to resolve anything with which you are not satisfied. You can contact our office at any time with questions or to schedule a follow-up appointment.



6. Do They Offer

## Same-Day Consultations?

Many people trying to see a hearing healthcare provider want to get in as soon as possible. You shouldn't have to sit around waiting to restore your hearing health. Furthermore, delaying treatment in some cases can lead to permanent hearing loss or other complications. Be sure that your potential new provider can get you in for a same-day consultation to make treatment fast and convenient for you.

At Capital Hearing Care, you can find comfort in knowing that your hearing needs are a priority. You won't have to wait weeks or months just to find out that your journey to clear hearing can't start for several weeks. We are happy to get you in the doors the same day you call to make an appointment! This is just another way we go above and beyond to support your healthiest hearing.





#### 7. Can You

### Get Started at Your First Appointment?

When you're looking for a new hearing care provider, it's a good idea to inquire if they offer convenient appointment times, treatment options that match your schedule and if you can start treatment the same day as your first appointment. Your potential new provider should understand that first-time patients want to start restoring their hearing immediately when they come in for their consultation.

Capital Hearing Care offers convenient appointment times and same-day treatment starts, so you don't have to wait to work on getting clearer hearing. Once you've had your initial consultation, we will discuss your treatment options and begin treatment that same day if you would like to.

8. Are They

## Award-Winning?

A good hearing care provider is appreciated by their patients. A record of winning awards is an excellent sign that you're making the right choice for your hearing needs. When you talk to your potential new provider, see if they have won any awards in your community (or beyond).

Capital Hearing Care strives for top-notch customer service and the best

possible care. The staff at Capital Hearing Care is proud to have been bestowed the Fellowship of the Association Award by the New Mexico Speech and Hearing Association and an award for Distinguished Service. Additionally, Catherine Worth's Audiology practice was voted best in city. We are deeply appreciative of the recognition we've received from our community.





9. Is There

## Emergency Access?

Although today's technologically advanced hearing aids offer many benefits and boast a high success rate, there are times when you may have an issue with yours that requires immediate attention. Those who fully rely on their hearing aids need to know that their hearing healthcare provider will give them the quick service they need if

their hearing aids are not functioning properly. When researching potential providers, make sure to look for one who will see you right away if you have an emergency with your hearing aids.

If you have a hearing aid emergency, Capital Hearing Care will see you as soon as possible. We proudly offer convenient appointments on weekdays, same-day after-hours appointments, plus Saturdays by appointment to be sure we can see you right away or schedule an appointment time that works for your schedule.



**10. Will They**

**Respect Your Time?**

When you go to a hearing appointment, you don't want to sit around waiting to be seen, especially if you were respectful enough to be on time. It is challenging for many busy patients to find time to make and keep an appointment, and you should never have to wait. If you value your time, ask your potential new provider about their wait times, and search online to find out what the office's waiting room reputation is.

At Capital Hearing Care, our goal is to make you comfortable, and while we hope you enjoy your time at our office, we don't want to keep you waiting. We know that your time is valuable, and our team respects that and works hard to keep our appointment schedule running smoothly. When you come to see us, you can trust that your appointment will begin on time and that you will have ample time to speak with our expert to have all of your concerns addressed and all of your questions answered.

11. Do They Provide

## Flexible Payment Options?

I realize this report is supposed to be the “Top 10 Things You Must Know Before Choosing Your Hearing Healthcare Provider,” but I couldn’t leave out some payment tips to look for when choosing a professional. Once you are comfortable and have chosen the right provider for you, your parent, your spouse, or another family member, the next question typically is, “How much is this going to cost, and how am I going to pay for it?”

Restoring your hearing clarity is our goal, and at Capital Hearing Care, we believe that everyone deserves clear hearing regardless of financial status. We work closely with you to understand your hearing needs as well as your financial needs. We proudly offer flexible payments to assist you in paying for your hearing health care. Ask for more details at your initial consultation!



## Closing Letter From Catherine A. Worth, M.Sc, FAAA

Dear Friend,

I hope that this report has helped you learn more about audiology and shown you how Capital Hearing Care can help you, your spouse, your parent, or another loved one. To accomplish our team's mission of restoring hearing clarity, treating tinnitus patients, and improving quality of life, I would be honored to meet and learn more about how our team can help boost your or your family member's hearing.

We are here to answer your questions, address your concerns, and have you experience audiology at its very best!

We will share our expert medical recommendations based on our years of experience, advanced diagnostics, and thorough analysis. Our pride is in restoring hearing clarity and transforming lives. Of course, there may be other things you should know before choosing your audiologist. In fact, I'm sure I could have easily doubled the length of this report!

To Your Hearing Clarity,

A handwritten signature in black ink that reads "Catherine Worth". The signature is written in a cursive, flowing style.

Catherine A. Worth, M.Sc, FAAA

P.S. When you are ready, call (505) 557-3829 to reach our Santa Fe office to schedule your Complimentary New Patient Consultation to determine if you can benefit from hearing aids or other treatments. At that time, we will review your treatment options and answer any questions you may have about audiology or our office in general.

