

## All Hearing Aids, All Here

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The struggle to research hearing aids is now as easy as a point and a click. Featuring unbiased information in an easy to understand format, AdviceOnHearingAids.com is an educational forum designed to help those with hearing loss find the best aid for their unique challenges. Audiologist owned and operated, AdviceOnHearingAids features information about the latest in hearing aid technology.

"The hearing aid industry has its own language, and that can be confusing to patients trying to understand hearing aids and hearing loss," says Dr. Kelly Calkins, audiologist and co-founder of AdviceOnHearingAids.com. "Hearing aid patients are younger and more technologically savvy today, and they want to understand what they are buying."

Until now, the only place a patient could go to find out about different hearing aids was a manufacturer's website. Information relayed through such sites tends to be one-sided. In contrast, AdviceOnHearingAids.com does not recommend any product over another and is purely informational. Patients and providers can interact and obtain unbiased information regarding all models of hearing aids as well as a variety of related topics.

Visitors looking for a hearing professional simply type in their zip code to find one in their area ranked as Advice Preferred Providers. Patients are also able to post reviews about professionals. To be listed on the site, a professional must hold all necessary accreditations and have no history of filed complaints.

Professionals listed on the site have access to the forum and often advise patients online. Listed professionals also write and post papers on the site regarding hearing aids and hearing loss, turning the portal into a rich information database. An added benefit for patients is the ability to get to know a provider before scheduling an appointment.

"Going into an office you nothing about can be a bit intimidating," Dr. Calkins says. "By having the professionals post papers and answer questions on the forum, patients have the chance to get to know them first."

AdviceOnHearingAids.com will help customers find the information they need in order to make an informed hearing aid purchase. As they go through this process, they need to keep in mind that everyone is unique and hears sound differently. What works well for one person, may not work well for another.

3220 Northlake Pkwy

Atlanta, GA 30345

[info@adviceonhearingaids.com](mailto:info@adviceonhearingaids.com)

866-854-6416

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