

TIPS FOR AFFORDING HEARING AIDS

At Nashua Hearing Group, Inc. (NHG) we understand that cost matters. In a nutshell, we will do whatever we can to help make hearing aids affordable to you. For us the first decision to make is not about cost, but how best to treat your hearing loss. A person with a hearing loss has a health problem that cuts them off from the world around them – from family and friends. We want to help you solve this problem and allow you to get back to normal communication again. If we offer you a hearing aid, it's because we believe you are missing a lot - far more than you may realize. One would never ignore poor vision – we always treat this with eyeglasses or cataract surgery – why ignore poor hearing?

Once we have agreed that treating your hearing loss is important, then it's our job to work together to find you an affordable, high quality hearing aid that fits well. In the end, it's not about how much you spend, but about getting the best VALUE for your dollar. At Nashua Hearing Group, we promise to put your interests above our own, and to do our very best for you.

Okay, I understand that a hearing aid may be right for me, but why are they SO expensive?

Hearing aids aren't just loudspeakers – they are very sophisticated microcomputers – that's why today's hearing aids work so much better than aids from just a few years ago. Hearing aids come in a wide variety of technology levels and prices, the higher the technology level, the more expensive the hearing aid. Some patients will need all that technology (and cost), while others will not – we will help guide you to the best aid for your needs.

What about buying online or from a big chain?—I've heard it's cheaper?!

We love online buying....for some things. But as I'm sure you know, you get what you pay for. Hearing aids are complex medical devices that are custom fit to your ear and your hearing loss. Imagine trying to buy yourself a pacemaker or a hip joint online! Also, successfully wearing a hearing aid requires training and service that you won't get online or from a big box store. We will work hard to make sure that you have exactly the right aid for your hearing needs and that it fits and is adjusted properly. We are your team-mates, and our goal is to solve your hearing and communication problems, not just sell you a hearing aid. You can't get that online.

But your office is small and "high end" – wouldn't a chain store be cheaper?

You might be surprised to hear that we are VERY competitive in our prices. In fact, a popular online source sells a particular model of hearing aids starting at \$1600; NHG sells the same aid for \$900 AND includes warranties and in-office services. We work with other hearing aid dispensers to get our hearing aids from manufacturers at lower cost, so we can keep the cost to you as low as possible. We believe we offer a perfect combination of outstanding quality and knowledge, compassionate service and competitive prices that cannot be beat.

Okay, so I understand. But do I have to go top of the line? Are there cheaper aids that will work too?

Great question. We will discuss with you a full range of hearing aid devices that will work for you. We won't sell you something that is more than you need, but we also won't sell you a cheap aid that won't work for you just to make a sale. Our approach is simple - We will offer you the same choices we would want for ourselves, or for our family.

But that may be more than I want to spend all at one time – is there some way to pay over time?

Absolutely. We accept the usual cash and check, but also Credit Card and Flex or Health Savings accounts that you may have with your employer. Banks often offer financing, and many of our patients have had success with TD Bank as they are able to accommodate many patient budgets and have convenient business hours. Speak with your audiologist about possible agencies available for funding.