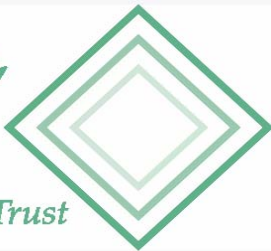


**Dr. Peggy L. Sheets,  
Audiologists, Inc.**



*Doctoral Hearing Care You Can Trust*

# The Hearing Well Newsletter

[www.peggysheets.com](http://www.peggysheets.com)

Fall - Winter 2005

## UPDATE UPDATE

**The Return of  
the CLINICS!!!**

We are bringing  
back the clinics  
for

**hearing aid  
clean &  
checks and  
re-tubes.**

The Clinic times  
will vary from  
week to week so  
you will need to  
**call the office  
to sign up  
for a clinic.**

**Clinics are  
held at the  
Nashua  
office!**



## A Note From Dr. Sheets

Frequently Asked Questions

### *Why did my hearing aid need repair?*

While there could be many different reasons for a hearing aid needing repair, the underlying reason will probably be moisture and wear and tear. Ear canals are very warm, moist environments. Hearing aids are electronic devices. Moisture is not good for electronics. Some electronic devices can be sealed to resist damage from moisture. Hearing aids have to have a place for sound to enter (microphone) and a place for sound to exit (receiver). If sound can get in, moisture (and earwax) can too. There's no way to prevent moisture from getting in because sound has to be able to get in and out. Using your dry aid kit is the best way to help prevent damage from moisture. Nothing lasts forever. Every hearing aid is going to need repair at some point. Coming in for regular clean and checks as well as performing regular maintenance yourself, will help limit repair frequency.

### *Why do hearing aids cost so much?*

Again, there are many reasons but I'll tell you the two biggest reasons as I see it. The primary reason (I think) has to do with economies of scale. Over 21 million Americans are candidates for hearing aids. Only 20% get help by wearing hearing aids. This very poor market penetration is the case all around the world. The cost of Research and Development for hearing aid technology is very high, yet total sales of hearing aids is very small. So, the cost of R&D is passed on in the cost of the device and because only 20% of the candidates purchase, the

cost per unit is high. Remember, hearing aids involve custom manufacturing and are not mass-produced such as televisions and other electronic devices.

Another factor contributing to the cost of a hearing aid has to do with the trial period. Hearing aid manufacturers are required to take hearing aids back for credit. Since manufacturers know they will incur the cost of manufacturing a certain number of devices that will then come back for credit, the unit cost is marked up to help offset losses. So, while the trial period seems like a nice option for the consumer, it is also responsible for higher prices. It is important to note that other Durable Medical Equipment (prosthetic limbs for example), do not have a "trial period". Hearing aids are the only such custom-made item to have a trial period. I hope you find this information helpful in addressing these common concerns regarding hearing aids.

### *Holiday Office Closings*

**November 24 - 25, 2005**

**December 23, 2005  
through  
January 2, 2006**

## *3rd Annual Patient Appreciation Day*

**We would like to thank you for your referrals and continued business!**

**Please join us on:**

**Friday—October 21, 2005**

**12:00PM—2:00PM**

**At the Crowne Plaza, Nashua —Hunt Room**

**Hors D'oeuvres \* Entertainment \* Raffles \* Gifts**

Please

RSVP

**603-880-0090**

**or**

**1-800-821-1477**

**(patients are welcome to invite one guest)**