



# Help Patients Hear in More Places With Telecoils AND Bluetooth

**Telecoils connect to assistive listening systems**

**Bluetooth connects to audio devices**

## **PATIENTS NEED BOTH TODAY**

Your patients want to hear wherever they go. And yet, many people miss out because their hearing care providers don't tell them about telecoils or demonstrate proper use. **Give your patients the best possible advantages** in dealing with their hearing loss by helping them easily connect to assistive listening systems in public venues.

## **EMPOWER YOUR PATIENTS**

Consider these actions to help your patients choose the best options for their hearing needs and lifestyle:

- Counsel patients on the telecoil option before fitting them with hearing aids.
- Demonstrate the use of telecoils by installing hearing loops in your practice's waiting and fitting rooms.
- **Tell patients about the benefits that both telecoils and Bluetooth technologies offer.**
- Add telecoil and hearing assistive technology information to your website.

**"I don't know how to say this more clearly: Telecoils in my hearing aids have made my life better, happier, easier, and more connected."**

Gael Hannan, author



The Americans with Disabilities Act (ADA) provides civil rights protections for people with hearing loss, including effective communication access.

**Your clients need telecoils in their hearing instruments to connect to the required public assistive listening technology.**

## Bluetooth Streaming

Bluetooth can stream audio from personal devices **but cannot yet connect your patients to public assistive listening systems**. Giving your patients both Bluetooth and telecoil capability lets them get the most benefits from their hearing instrument.

## Auracast Bluetooth: Promising, But NOT Ready for Prime Time

Auracast is being promoted as the next-generation assistive listening system, but the when, where, and how have yet to be determined. Broad adoption will require both venues and hearing aid users to upgrade equipment. Market saturation could take years, maybe even decades, to realize.

Auracast is expected to coexist with current assistive listening technology for the foreseeable future. In the meantime, consumers need Bluetooth and telecoils in their hearing instruments.

**“Auracast may be coming, but telecoils and hearing loop systems remain the proven assistive listening systems for hearing instrument users today.”**

Juliëtte Sterkens, AuD

## Mini Microphones: Not Always the Answer

Bluetooth mini microphones can help one-on-one and in small gatherings, but they can be expensive and don't serve people with hearing loss in large public venues. Imagine presenters speaking into multiple mini mics on a podium and afterward trying to return all the mics to the right owners!

## Give Your Patients Every Opportunity to Hear Well

Most people know little to nothing about telecoils and assistive listening systems. Your patients rely on you to provide the best hearing and lifestyle options. If your patients have telecoils and know how to use them, they can connect to hundreds of thousands of assistive listening systems worldwide: hearing loops, FM and IR.

## Everybody Wins

When you enhance the lives of your patients by helping them hear in more places, everyone benefits. You create patient loyalty and satisfaction, boosting your referrals and your business. Your patients receive better care and gain the ability to hear in more places, perform better in school or at work, and remain engaged with their community, family, and friends. That's a win-win!