

**TruHearing Is a
Reliable Program
That Builds My Practice
at No Extra Cost**

Lee Oreskovich, HIS, finds that TruHearing is not only easier and faster to use than other managed care systems, but he also benefits greatly from the added patients he is able to bring into his practice at no extra marketing cost.

The TruHearing System is Faster and More Reliable Than Other Third-party Programs

Oreskovich had not worked with other managed care programs before joining TruHearing. In fact, his positive experience with TruHearing, led him to try other programs. However, he found that “TruHearing is the easiest of all the companies to work with. Overall, TruHearing is light years ahead because they take patient care seriously where others are doing it just to make more money.”

He also finds that the TruHearing online system is sleeker and saves time. “Other programs are still on a mail and fax system—which really slows the process down. TruHearing makes it easy.” Because of the reliability and speed of the TruHearing system, he can plan his schedule with a greater degree of certainty. “We know when we get a TruHearing patient, we can expect a certain date range when we’ll be able to fit them. With other programs, sometimes the paper trail gets lost.”

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Lee Oreskovich, HIS
*Custom Hearing Solutions,
Omaha and Lincoln, NE*

Custom Hearing Solutions is a privately-owned practice that serves rural and suburban areas throughout Omaha and Lincoln, NE, at two clinics and several outreach clinics throughout the state. Oreskovich also employs two office staff members.



TruHearing Patients Save Time Because They Come in Well Prepared

Oreskovich describes the typical TruHearing patient as a first-time user, well prepared, and highly motivated to purchase. He feels that low prices are the main reason TruHearing patients purchase nearly 95% of the time in his practice. "TruHearing takes the financial discussion out of our hands," he says. "And allows us to focus on what we should be focusing on: the hearing loss and fixing the problem. It's a no brainer."

"With other third-party programs," says Oreskovich. "They may tell the patient they have an insurance benefit, and the patient comes in thinking their hearing aids are free. Then, we have to deliver the news that there is still a cost—that their hearing aids are not free. Then there's sticker shock." With TruHearing it's completely different. He doesn't have to spend time explaining the program or correcting bad information about pricing. "TruHearing patients are more educated about what they are going to get. When patients come in from TruHearing, the information, benefits, and pricing is spot on."

TruHearing Gives Access to Patients Who Would Not Normally Purchase

TruHearing patients supplement Oreskovich's regular marketing efforts and add extra patients to his practice for free. In many cases, he's able to add patients to his practice that would not normally consider hearing aids. "We work with a lot of retirement communities, and there are people who need hearing aids but simply refuse to purchase them—normally because of the price. However, TruHearing has made it easy to refer those patients into the program so they can get a lower price. Then I'm able to get them into hearing aids they would not have been able to afford otherwise." He adds that he also receives regular referrals to his practice from his TruHearing patients, which build his patient base without adding to his marketing costs.

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If you are a new provider and have never worked with a managed care program before, I can only give you the greatest confidence that TruHearing is the smoothest of them all.

→ Learn how TruHearing can help supplement your practice with more patients who are ready to purchase. Call today: **855-286-0550**