



A partner to rely on.

Dawn L. Bowerman, MBA, MS used TruHearing® to start and grow her practice.

Dawn, a licensed hearing aid dispenser in New York had worked with TruHearing at another practice. She decided a partnership would be key to opening her own practice, dB Hearing Center, in 2018:

“There was no out-of-pocket cost for me to open my practice. Literally zero dollars. It’s because I partnered with TruHearing. They sent me leads for home visits and I didn’t need to keep inventory [because product is ordered through TruHearing]. How could I have gone wrong? I got an office during my second year in business and from there we grew to four locations. I owe it all to TruHearing.”

Focusing on what matters—patients.

With TruHearing, dB Hearing Center focuses less on trying to sell hearing aids and more on helping people hear better. Dawn says, “I almost always get the one-time close, which is phenomenal in any industry. I think one of the

things that attributes to that is TruHearing’s call center staff informing our patients of the expectations.”

In addition to patients being informed and ready to purchase, there’s also far less administrative burden. Dawn shares, “It’s just easy. I have no administrative burden. With TruHearing, there are no billing issues and that’s huge. Sometimes, I send private pay patients to TruHearing because I don’t want months of arguing over billing.”

TruHearing provides a win-win solution.

While being able to focus more on patients, TruHearing also enables Dawn to give her patients a cost-effective way to treat their hearing loss—providing a win-win solution for both dB Hearing Center and its patients. Dawn states, “I always tell patients, ‘You get these for a lesser price than I can get them.’”

“TruHearing is probably 98% of my business. I couldn’t have done this if it wasn’t for them.”



Dawn L. Bowerman, MBA, MS
dB Hearing Center
Williamsville, Orchard Park, Penfield,
& Fairport, NY

dB Hearing Center, owned and operated by Dawn, serves the residents of Western New York with four locations, and options for home visits and teleaudiology.

“I truly don’t have anything negative to say about TruHearing. It’s just been such a great experience out of all the third parties I work with. TruHearing is steps above all of them.”

And TruHearing gives dB Hearing Center peace of mind. Dawn shares, “I wish I could make more people understand that even if I sell something for \$4,000 without going through TruHearing, I might make more, but not really if you look at everything else involved. TruHearing is an all-in-one solution. Everything I’m looking for is there.”

Dawn shared several examples of TruHearing being a one-stop shop, such as not paying for advertising, not needing to keep an inventory, not worrying about having a supply of money in case of returns, and TruHearing offering patients enough security to purchase with perks like a money back guarantee.

Steps above other third parties.

Compared to other third parties, Dawn finds TruHearing to be the most headache free. “I have a few other third

parties I work with, and let me tell you, TruHearing is the easiest. I put an order in, I get the order. With some of the other third parties, I put the order in and three or four weeks later, I’m struggling to get the order. And it’s a lot of time and effort. TruHearing is just streamlined.”

In addition to a smooth ordering process, Dawn shared that TruHearing stands out in other areas such as the quality of hearing aids, cost, provider portal ease of use, exchange policy, manufacturer communication, and perhaps most of all, customer service. She says, “Customer service is stellar. TruHearing is good about calling you back if you have problems. With other third parties, you can’t even get a person on the line.”



Learn how TruHearing can support your practice at

1-855-286-0550



60% of referrals

are first-time hearing aid wearers, letting you tap into a whole new market.



100% of referrals

have a hearing aid benefit or discount program, giving them a high propensity to order.



\$0 cost to you

no cost to join our network, no patient acquisition costs, no marketing expenses.