

TruHearing®

Consistency is key.

Gregory Newman, BC-HIS relies on TruHearing® to be a consistent support to his practice.

Newman, a hearing instrument specialist in Virginia, spent several years working at a traditional brick and mortar hearing center before deciding to open a mobile practice in 2019. His goal was to reach patients who had a hard time coming to a clinic and may otherwise not have an opportunity to get hearing aids. Newman shared “After going mobile, one of the things I keyed in on was ‘How do I make hearing aid fittings a little easier for my clients?’ And not just logistically but financially. A lot of practices don’t take insurance. I wanted to approach it differently and work with insurance entities to help people with their hearing. TruHearing was the third party I heard of most in 2019 and it’s been a consistent relationship. Consistency is what I’m looking for.”

Enabling patient-centric care.

With TruHearing, Newman can focus on what matters most—helping his clients hear better. Newman said, “I’m very client centric in my practice. I had a client that fell on hard times. She wanted hearing aids but ran into problems with financing. I asked TruHearing if they could help take care of her. TruHearing helped her along the process, kept me updated, and the client was thrilled we were able to get her into hearing aids instead of being left without anything.”

Additionally, Newman shared that there’s a transparency to the process that means he’s not wondering what to expect. An example includes TruHearing putting patient

“I’m able to help patients utilize their benefits to be able to get into hearing aids, and people are thrilled about that.”



Gregory Newman, BC-HIS

Good to Hear, LLC
Hampton, VA

Good to Hear, owned and operated by Newman, serves the residents of the Hampton Roads area of Virginia through a mobile practice, partnerships with senior living centers, and testing locations throughout the city.

“Something that stands out with TruHearing is the transparency of the process and the smoothness of it from beginning to end.”

notes online, “If I have questions, I always try to check the notes section to see what’s going on with that particular client.”

TruHearing also ensures Newman’s patients get their new hearing aids in a timely manner and have access to additional care and support. He shared, “When I place an order, the shipment’s typically within seven days. So, clients aren’t having to wait six weeks to get their hearing aids. I can usually get them their hearing aids in a week or two. And TruHearing purchases include a year of follow-up visits which they like not having to worry about.”

TruHearing’s simple process values your time.

Newman didn’t want to spend unnecessary time doing administrative tasks that should be simple because it would detract from the time he could spend focusing

on patients. He said, “You never know with insurance companies and third parties when it comes to navigating claims or starting hearing aid orders. It can get tricky. And that’s why I looked at TruHearing because some of my colleagues said the process is very easy. I decided to give it a shot and that’s how it’s been. The process has been good.”

Part of that includes not spending excessive amounts of time on hold or trying to get ahold of someone in case of a question. “I’m all about customer service. If the customer service is falling apart then I’m not going to last very long. And with TruHearing, I’m generally getting someone to answer the phone quickly and that’s great.”



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.