

TruHearing®

A win-win solution.

Roger LaRose, MA, F-AAA relies on TruHearing® to be a cornerstone to his practice.

Since graduating in 1976 with a master's degree in speech pathology and audiology, LaRose has owned all or part of 180 offices in many cities and markets across the US. After the COVID pandemic started, LaRose had the idea of starting a primarily mobile practice in New Mexico aimed at helping people who were unable to visit a hearing health provider in person:

"Mobile sets us apart. New Mexico is the fifth largest state with a population of only 2 million people, and it's one of the poorest states. A lot of New Mexico is higher elevation, and many COVID patients ended up on oxygen and they're just not ambulatory. So, there's tremendous need here."

Enabling a level of trust with patients.

With TruHearing, LaRose can focus on helping people hear better rather than marketing or retail. He shared, "At

my prior practice, it cost about \$1,000 to get a patient in the chair. When you've got a marketing-based practice, your trust level with patients is poor. Everything must be perfect. If you remove that from the equation, you get a whole new appreciation of what providers could be and the relationship we should have with our patients. You can have a lot softer, more comfortable, more personal approach with the patient."

By having an established relationship between the patient, their insurance, and TruHearing, patients are already more at ease at the start of their appointment. LaRose explains, "It's easy to get them to be comfortable. I explain the 60-day trial and the 3-year warranty. I tell them I could put three hearing aids in front of them and they may not know the difference, but their insurance wants them to have the very best possible outcome. Their insurance cares about them and TruHearing cares about them."

"Our relationship with TruHearing has been wonderful. Rock solid. It's the cornerstone of our practice."



Roger LaRose, MA, F-AAA

Roger LaRose Audiology
New Mexico

Roger LaRose, along with his son and a third provider, serves patients across the state of New Mexico through a mobile practice and three brick-and-mortar clinics in Santa Fe, Albuquerque, and El Paso, Texas.

“We explain to patients why they’re lucky to have TruHearing, the benefits that gives them, and that they’re paying less than wholesale prices for devices that are essentially the best in the world.”

LaRose went on to share, “I would tell anybody that’s doing this that they have to do the arithmetic and see what the cost of a patient is, and then look at it going forward. To imagine, ‘Here’s a person coming in, who trusts me, and it’s not because I’ve got a big sign out front or the fanciest waiting room. They trust me because I’m connected with people they trust.’”

Third parties are the future.

From the inception of this practice, LaRose knew he wanted to focus on working with third parties. He shared, “In 1978, I knew third party was the future. And here we are in 2023 and it exactly is. Of the other third parties we work with, TruHearing is by far the easiest. It has the least amount of paperwork.”

By removing some of the administrative burden and the sales environment, LaRose has rediscovered the joy of practicing. He shared, “I’m only working with third parties and my practice is about 90% TruHearing. If your cousin came in and wanted to give me \$8,000 for a set of hearing aids, I wouldn’t do it. It’s just not the relationship I want to have with my patients. For me, this is all about helping people and being on the same side of the desk with them. This is the most fun I’ve had practicing in 48 years.”



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.