

Exciting News in Hearing Health Care!

Why Choose an AudigyCertified™ Hearing Care Professional?

**By Crystal Chalmers, Au.D.
Doctor of Audiology
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Did you know that the most exciting news in the field of hearing health care during the past three years isn't a hearing technology breakthrough, nor is it a software programming revelation.

No, the most exciting thing to happen in the last three years – perhaps even during my nearly 30 years in audiology -- is the formation of Audigy Group™, the largest member-owned association of independent hearing care professionals in the United States.

Purpose

AudigyGroup's purpose is to strategically select and certify the most elite practitioners in each market who exemplify the core values of the group's mission and vision in delivery of hearing and diagnostic services. Our shared mission is to deliver:

- Unsurpassed patient satisfaction
- Excellence through continued education
- Effective analysis and diagnosis of our patient's hearing difficulties or balance condition
- Customized technology solutions that effectively integrate speech comprehension back into our patient's lives
- Ongoing investment in the most advanced processes, procedures, and technology to ensure superior results for each patient

Elite Practices

Not every audiologist can qualify for membership in this elite, demanding association. Since its inception three years ago, AudigyGroup has interviewed over 5,000 of the 18,000 audiologists in the United States, and, to date, has selected only 250 to be members, of which I am one ... and the only one in the entire northeast part of California.

I am proud and honored to be part of such a prestigious group, because while AudigyGroup's membership may only comprise 2% of the professionals in our field, those professionals represent over 500 offices coast-to-coast in 40 states! And having been actively involved in the association's numerous training sessions, conferences, and events for the past two years, I can assure you that its members and staff are simply superb individuals who are committed to being the very best in their profession.

Raising the Bar in Hearing Care Excellence

So what does this all mean to you? By seeking out and insisting on being seen by an AudigyCertified™ professional you are guaranteed to receive the highest level of care available in the nation today. AudigyCertified™ practices provide to each of their patients the following core values:

- ▶ Experienced Professionals – AudigyCertified™ professionals are carefully selected based on their proven ability to provide the highest level of patient satisfaction.
- ▶ Expert Advice – As independent practitioners, AudigyCertified professionals provide advice and recommendations to their patients based solely on the patient's needs.
- ▶ Extraordinary Technology – AudigyGroup empowers its members to provide their patients with the very best technology solutions from a variety of the top manufacturers in the world.
- ▶ Excellent Service – Through continuous training and self improvement, the goal of every AudigyCertified professional and their staff is to fully and completely stand behind their expertise and technology ... every day, of every week, of every month ... all year long!
- ▶ Exceptional Value – AudigyCertified professionals understand that “value” is not measured by price alone. Rather, value is about how well we utilize our knowledge and experience to create a customized solution to meet our patient's hearing expectations for their unique lifestyle.

In closing, don't settle for anything but the best. Your hearing is too important! It affects your daily life, as well as the lives of your family and friends. Insist on seeing an AudigyCertified professional ... *because hearing is wonderful gift!*

About the writer: Crystal Chalmers, Au.D., is an AudigyCertified™ Doctor of Audiology, the owner of North State Audiological Services in Chico, and a member of AudigyGroup, the nation's largest member-owned association of independent hearing care professionals.

Since 2006, AudigyGroup has interviewed over 5,000 of the 18,000 audiologists in the United States, yet has selected only 250 to be members in this elite association. AudigyCertified™ is a trade-mark of AudigyGroup, LLC.

To learn more about Dr. Chalmers, her practice, and AudigyGroup visit online at www.nsaudiology.com or call (888) 844-7024