

YOUR PERSONALIZED BUYER'S GUIDE

SAMPLE GUIDE - EXAMPLE ONLY

Your Customized Complete Hearing Guide

A clear, independent review of your hearing situation, technology options, insurance path, and smartest next steps.

Prepared for

Bill M. (Sample)

Sample profile

Sample Date

Example

YOUR GUIDE SNAPSHOT



QUOTE RECEIVED

\$5,800



BUYING RISK

High

Act with care.



BEST PATH

**Prescription
Hearing Aids**

Recommended.



NEXT STEP

**Review Quote
+ Insurance**

Before committing.



LISTENING CHALLENGES

Difficulty understanding speech in noise, group conversations, and quick talkers. Fatigue and frustration in daily situations.



PRIMARY CONCERN

Making the right investment without overspending and ensuring the best chance of real-world hearing improvement.



GUIDE PURPOSE

Provide an objective, side-by-side evaluation of your options, insurance path, and the smartest next steps—so you can decide with confidence.



Independent guidance.

No manufacturer kickbacks. No clinic commissions. Just clarity.

Our only focus is helping you hear better and make the best decision for you.

2. Completed Intake + Decision Snapshot

A concise view of the information used to shape this guide.



PROFILE SUMMARY

Bill M. (Sample)



Age: 71



Location: Sample profile



Marital Status: Married



Hearing-Aid Buyer: First-time



Technology Comfort: Moderate



KEY INTAKE SUMMARY



Recent hearing test within the last month



Moderate high-frequency hearing loss in both ears



Quoted \$5,800 for premium rechargeable prescription hearing aids



Aetna Medicare Advantage with possible third-party hearing benefit



No purchase made yet



MAIN HEARING CHALLENGES

- Hearing his wife's voice clearly
- Restaurants with background noise
- Hearing in church
- Understanding TV dialogue
- Hearing grandkids
- Group conversations



LIFESTYLE SNAPSHOT

- Retired
- Active family life
- Weekly church attendance
- Dinners out 2–3 times per month
- TV most evenings
- Occasional community meetings



BIGGEST CONCERN

Overpaying / buying the wrong thing.



BUDGET COMFORT

\$2,500–\$4,000 feels comfortable; above \$5,000 needs clear justification.



INSURANCE COMPLEXITY

Moderate–high uncertainty about benefits and coverage details.



DECISION STYLE

Cautious but motivated to improve hearing and quality of life.



Why this matters: This sample profile suggests a strong candidate for prescription hearing aids, but the quote technology level, and insurance path should be clarified before purchase.

3. Your Hearing Situation at a Glance

This sample customer has already taken important steps: a hearing concern was recognized, a hearing test was completed, and a quote was received. Now the next need is clear answers before spending thousands with confidence - not confusion.



New to Hearing Aids

First-time buyer with no prior experience using hearing aids.



Speech Clarity Is the Core Need

Difficulty hearing speech in noise and with quick talkers affects daily life.



Insurance Path Is Unclear

Has some coverage possibilities but does not know how it will apply.



Premium Recommendation Needs Justification

\$5,800 premium quote needs a clear reason tied to real benefits.

Where Hearing Is Breaking Down



Wife's Voice

Hears her, but not clearly enough. Creates strain.



Restaurants

Background noise overwhelms conversations.



Church

Hard to follow sermons and group discussions.



Family Gatherings

Multiple people talking makes it difficult to keep up.



TV + Quick Talkers

Fast speech on TV and in person is easy to miss.



The main challenge is speech clarity in complex listening environments, not just volume. The pattern across settings suggests more than basic amplification may be needed, and a professionally fit prescription option with meaningful follow-up care may be worth clarifying.



Verity Summary

Your decision should not be rushed. You are likely a good candidate for prescription hearing aids, but the exact model, level, service package, trial terms, and insurance path should be clarified first.

4. What Your Answers Suggest

These results reflect your priorities, concerns, and situation.
Here is what they point to.



PRIMARY NEED

**Speech
Clarity**



LIFESTYLE LEVEL

Active



BUYING RISK

High



SUPPORT NEED

**Moderate-
High**

INTERPRETATION



1. Why basic OTC may fall short

OTC hearing aids are one-size-fits-most and not programmed to your specific hearing loss. They may struggle in noisy restaurants, group conversations, and real-world listening.



2. Why professional fitting matters

A precise fit to your hearing test, ear shape, and listening goals improves speech clarity, reduces listening fatigue, and helps you get the most from your investment.



3. Why first-time wearer support matters

Getting used to hearing aids takes time. Guidance, real-time adjustments, and encouragement from an expert help you stay on track and achieve better long-term results.



4. Why price should be judged against total value

Consider the full picture: technology level, fitting expertise, trial terms, warranty, ongoing care, and your insurance benefits.



MOST LIKELY BEST-FIT PROFILE

A well-fit prescription hearing aid at the appropriate technology level, with strong follow-up care, clear trial terms, and a price that makes sense after insurance options are reviewed.

WHAT NOT TO DO



Don't buy based on price alone.

Lowest cost today can be highest cost tomorrow if it doesn't fit your needs.



Don't assume premium is automatically necessary.

Match technology to your hearing loss and lifestyle, not a sales pitch.



Don't ignore follow-up care.

Adjustments and support are often the difference between struggling and thriving.

5. Recommended Buying Path + Technology Fit



Best current path:

Prescription hearing aids with a careful quote and insurance review.

	ENTRY / ESSENTIAL	MID / ADVANCED	PREMIUM
Best for	Mild to moderate hearing loss desiring straightforward performance and essential features at a lower price.	Moderate hearing loss and active lifestyles needing better speech clarity in noise and more automatic adjustment. Most important level to compare closely.	Challenging listening environments, frequent meetings, streaming needs, and all-day performance. Reasonable only if the provider can justify it clearly.
Likely pros	- Lower upfront cost - Covers basics (speech in quiet, amplification) - Simple to use	- Better speech in noise - More comfort in restaurants, church, and groups - Stronger mic and noise management - More connectivity options	- Best speech clarity in noise - Maximum customization and fine tuning - Best streaming and device connectivity - Future-ready features
Possible concern	- May still struggle in noise or groups - Fewer advanced features - Could lead to upgrade later = higher total cost	- Higher upfront cost - May include more features than he uses - Needs clear explanation of at-home and real-world value	- Highest cost - Diminishing returns if lifestyle needs are moderate - Must be clearly justified for his hearing and goals



Why OTC may not be the best first choice

- Bill has moderate high-frequency loss and struggles in noise—OTC devices are limited in power and customization.
- No insurance benefit is available for OTC.
- Risk of poor performance and frustration.
- Prescription hearing aids provide better outcomes, support, and future flexibility.



Why premium may or may not be necessary

- Premium is valuable for very noisy settings and heavy streaming needs.
- If his main challenges are clarity in restaurants, church, and family, Mid/Advanced may deliver 80–90% of the benefit for less cost.
- Only choose premium if the provider can clearly show why it matches his specific hearing needs and goals.



Verity take: Compare at least two paths before buying: the current clinic quote and the Aetna benefit route. **Compare total value, not price alone.**

6. Price and Insurance Reality Check

The \$5,800 quote may include your devices, fitting, follow-up visits, trial protection, warranty, and service—but many quotes do not separate these clearly. Before you decide, make sure you understand what is included, what is covered, and what you may still owe.



QUOTED PATH

The \$5,800 appears to be a bundled price for premium rechargeable receiver-in-canal prescription aids.

The exact value of each part of the bundle is unclear.



INSURANCE BENEFIT

Aetna Medicare Advantage may provide a hearing aid benefit.

Third-party hearing networks may apply.

Coverage amount and rules vary.



WHAT TO CLARIFY

- Exact brand and model
- Technology level
- Follow-up care included
- Trial and refund terms
- Warranty coverage
- Loss/damage coverage
- Your out-of-pocket cost



VERITY REMINDER

The real purchase is device + care + protection + provider access.

Total value matters more than the sticker price.

COMPARE BY TOTAL VALUE



DEVICE

What brand, model, and technology level are included?



FITTING

Are real-ear measurements and custom programming included?



FOLLOW-UP CARE

How many visits are included and for how long?



TRIAL + WARRANTY

What is the trial length and refund policy?
What does the warranty cover?



OUT-OF-POCKET COST

After insurance, what is my true out-of-pocket cost?



CAUTION: DON'T ASSUME

Many quotes look complete but leave out key details. If it's not in writing, it may not be included. Clarity today prevents regret tomorrow.

YOUR CUSTOMIZED COMPLETE HEARING GUIDE

7. Quote Review Checklist

Use this checklist to make sure every part of the \$5,800 quote is clear, complete, and right for you. Ask every question. Get every answer in writing.



DEVICE DETAILS

- ☐ Exact brand
- ☐ Exact model
- ☐ Technology level
- ☐ Rechargeable or battery
- ☐ Phone/app compatibility



SERVICE DETAILS

- ☐ Number of follow-up visits included
- ☐ Adjustments during trial
- ☐ Remote support availability
- ☐ Who handles adjustments
- ☐ Fit verification process



TRIAL + PROTECTION

- ☐ Trial length
- ☐ Full refund policy
- ☐ Restocking fees
- ☐ Warranty length
- ☐ Loss/damage coverage



INSURANCE + PRICE

- ☐ Aetna benefit coverage
- ☐ Provider restrictions
- ☐ Model restrictions
- ☐ Final out-of-pocket cost



Most important question

“Why is this specific technology level the best fit for my hearing loss and lifestyle?”



A trustworthy recommendation should become clearer—not foggier—when simple questions are asked.

8. Questions, Action Plan + Your Best Next Step



1. QUESTIONS TO ASK BEFORE YOU BUY

- Why this exact hearing aid?
- What would I lose by choosing a lower level?
- What real-world benefit does premium add?
- How should I expect these to perform in restaurants, church, and family gatherings?
- Who handles my follow-up care?
- Is the trial fully refundable?
- Would using my Aetna benefit actually save me money?



2. YOUR PERSONALIZED ACTION PLAN

1



Get Exact
Quote Details

2



Review
Aetna Benefit

3



Compare the
Two Paths

4



Decide Whether
Premium Is Justified

5



Do Not Buy Until
the Decision Feels Clear



3. RECOMMENDED NEXT STEP

Have your current quote and insurance path reviewed before you purchase.

This sample customer is close enough to a real decision that clarity now could prevent an expensive mistake.

