

It's an opportunity every day to either meet people or serve people who you already know.

And they're struggling with something that's very important in their lives.

And it's not just a hearing loss but it's the way hearing loss impacts their lives.

It changes their relationships and it changes them. And that's pretty important stuff.

I actually started as a high school English teacher and spent most of my career in business and management.

And more recently got to a point in my life where I wanted to find a way to give back, and find a way to help. And this has been an excellent place to do that.

We have a patient who was fitted with his first pair of hearing aids within the last year or so.

He had gone through life as a musician — enjoying music, playing music.

And so his was a case where we were able to work with him throughout our fitting process.

In his case he kind of wanted to experience everything that the hearing aid and the technology could do for him.

We have a handle on the technology. We know how to use it. We're trained.

And not only that we're trained, but that we care about the results.

And it's that combination that really kind of comes together in a patient relationship.

It's an amazing combination of hearing science, technology and interpersonal.