

Why do hearing aids cost so much?

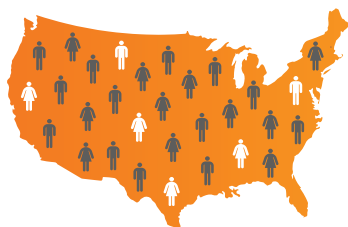


AFFORDABLE • DOCTOR DESIGNED • AUDIOLOGIST TESTED • FDA REGISTERED

MDHearingAid® 

Understanding the High, and Low, Prices of Hearing Aids

Nearly 30 million Americans suffer from hearing loss, yet over 24 million aren't doing anything about it. When asked



why they don't treat their hearing loss, price is often the primary answer. A 2016 report by the White House stated the average price of a *single* hearing aid is \$2,300. With most people needing a pair (driving that total up to nearly \$5,000), it's easy to see why so many people are putting off addressing their hearing loss.

So why is it that hearing aids still cost several thousands of dollars, when the cost of other electronics such as computers and flat screen TVs have come down in price over time? In this report, we'll look into what's driving these expensive prices and a new way to buy hearing aids that is saving people a lot of money.

What's Driving the High Cost?

Part of the answer is that a small group of manufacturers control the majority of the hearing aid market and can set the price. They mark up hearing aids anywhere from 200% to 400% depending on features, and they only sell to retail hearing clinics, never directly to you.

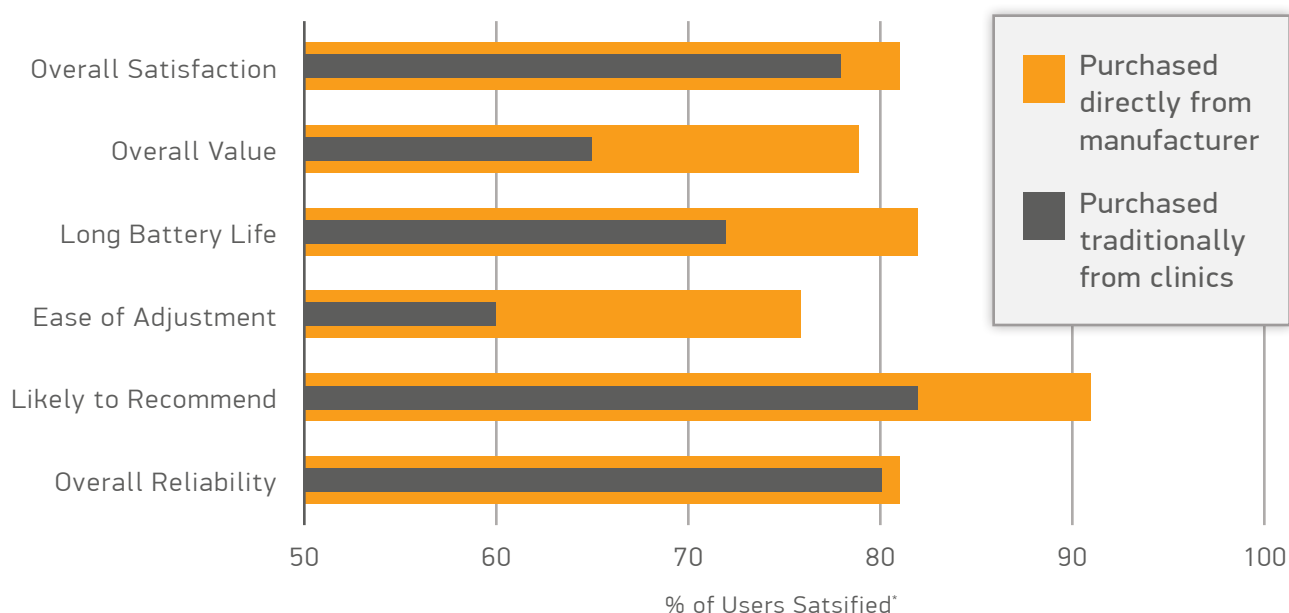
On top of the manufacturer's markup, retail clinics then charge you for the audiologist's or dispenser's time, expertise, rent, licenses, and profit—often thousands of dollars.

Not only are hearing aids expensive when bought this traditional way, but that price tag doesn't factor in the time, or hidden costs, required from you. Fitting appointments and follow-up adjustments can last anywhere from 30 minutes to an hour, not including your commute or time spent in a waiting room.

HEARING AID PRICE BY SALES MODEL



CUSTOMER SATISFACTION OF HEARING AIDS



A New Way to Buy Hearing Aids

Historically, consumers had few alternatives to get high-quality, medical-grade hearing aids at an affordable price. However, direct-to-consumer (online or mail order) distribution models are rapidly changing this.

Buying directly from the manufacturer can save customers up to 80% by removing the high overhead of an audiologist's clinic or big box store, the middleman markups, and the inflated prices associated with the traditional hearing aid sales model.

A study by The Better Hearing Institute reports that direct-to-consumer hearing aids are as beneficial as traditional, more expensive ones. Overall, users who bought directly from a manufacturer achieved higher satisfaction rates and are more likely to recommend their hearing aid brand to others than those who purchase traditionally dispensed aids from a retail clinic.

What Makes MDHearingAid Unique?

Since 2009, MDHearingAid has been leading the direct-to-consumer hearing aid market by providing **real, FDA-registered devices at an affordable price**. Our high-quality hearing aids accommodate mild to moderately-severe loss, addressing the needs of the majority of people with hearing loss.

Each MDHearingAid device ships directly to your door for free, arrives ready to wear, and comes with an assortment of tips and tubing so you can customize the fit. Easy-to-use controls allow you to adjust the volume and program settings for your hearing with the touch of a finger, so you can communicate in a variety of noise environments.

Eliminating the inconvenience of repeated appointments and long fittings empowers you to take charge of your hearing health, while saving money in the process.

*SOURCE: Kochkin, S. A comparison of consumer satisfaction, subjective benefit, and quality of life changes associated with traditional and direct-mail hearing aid use. Hearing Review. 2014;21(1):16-26.

The Priceless Benefits of Hearing

It is also important to remember the high cost that ignoring your hearing loss can have on your long-term health and overall quality of life.

Slow Cognitive Decline

Studies have linked untreated hearing loss to social isolation and numerous health conditions including **depression, anxiety, dementia, and Alzheimer's disease**. However, wearing hearing aids allows you to engage and slows cognitive decline, so your brain remains active and healthy.



Increase Safety

Untreated hearing loss can be hazardous to your personal safety, too. Driving, crossing the street, and other daily actions become more dangerous when you're unable to absorb all of the sensory input. Wearing hearing aids can increase your alertness and balance, **lowering the risk of an injury or death due to a fall**.

Better Quality of Life

Improving your hearing increases **your ability to communicate** with both loved ones and the outside world. The priceless benefits are endless—engaging at parties and restaurants again; enjoying TV and music; hearing the little things like birds singing, grandchildren giggling, or the cat purring on your lap.



What Does MDHearingAid Cost?

Rather than the average \$2,300 found in a clinic, our hearing aids range from \$200 to \$800 per ear, depending on your lifestyle and the types of noise environments you frequent. You also have the option of a low, monthly payment plan.

While the initial upfront costs of purchasing any hearing aid can be intimidating, the cost over the lifespan of the device is actually fairly minimal. Many of our first MDHearingAid customers have found that with proper care, their hearing aids have lasted more than six years and are still going strong.

Hear or Your Money Back

Unlike other direct-to-consumer hearing aid companies, MDHearingAid provides a dedicated team of hearing instrument specialists and an in-house audiologist to support and guide you every step of the way and throughout your lifetime as your hearing needs change.

Try our affordable, medical-grade hearing aids for yourself, worry-free for 45 days. Our risk-free, in-home trial and 100% money-back guarantee give you both peace of mind and time to make sure our hearing aids are right for you.

Your satisfaction is guaranteed.

Learn more about our hearing solutions.

MDHearingAid.com



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