



The Southside Scene

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SOUTHSIDE HEARING CENTER RECEIVES NATIONAL AWARDS AND RECOGNITION

In September, our entire staff went to Las Vegas for a conference. In general, this conference has a lot to offer in terms of courses specific to each of our roles in the office; as well as networking opportunities, and a team bonding experience.

This year, however, was extra special, unbeknownst to us prior to the event! The office received two awards for Outstanding First Impression (practice level) and Outstanding Practice Achievement, and our own Kathy Brady received an award for Outstanding First Impression (individual level). It was an amazing experience to walk across the stage in front of an already elite group of audiology practices and receive these awards identifying us as top of the class.



WE ARE SO PROUD OF THE ACCOMPLISHMENTS OF OUR PRACTICE! ■

MIDDLE MANAGEMENT

It seems that everybody wants a piece of the pie these days. This includes the health insurance companies. Many of the insurances have signed on third party managers for hearing aid benefits. The pretense is to save the insurance company money, and allow those savings to trickle down to the consumer.

Our opinion of this maneuver is generally negative. A skeptic would typically say, "well of course we do not like it because we make less money." We actually have much more solid reasons behind not liking it.

1. The arrangement generally takes choice away from the consumer and the dispenser. Those choices usually influence how well your needs and lifestyle are supported. They usually only allow for limited products, typically low end, that are not necessarily appropriate for your lifestyle. What happens to products that do not suit your lifestyle? They sit in drawers. You may have spent less money, but that money is sitting in the drawer.
2. These arrangements frequently only allow you to work with particular providers. These providers may not even be audiologists. They limit who you can work with and the qualifications of the dispenser you work with. (That person may have been selling refrigerators previous to hearing aids. Refrigerators are not health care devices, hearing aids are!) They may also limit the number of visits you may have with the dispenser. This is far from beneficial. We strongly feel that you need a relationship with your provider to maximize your experience!
3. Because those that contract with the insurances agree to lower fees, the risk of going out of business increases. A business needs to be sustainable. If the business can barely make ends meet because of limited reimbursement, they will not be there for you in the very near future. (Or they cannot staff quality people and turnover is high.) Now you are stuck with a hearing aid you cannot use and nobody you trust to help you.
4. Some of these third party companies require the providers to sign agreements. Within the small print of the agreements, there can be a clause that states that if the third party company were to open their own storefront, any patient that was provided through our company now automatically becomes their patient. That means that we would be obligated to give them all of the patient information and records. NO NO NO NO NO! We would never agree

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QUOTE OF THE QUARTER

"Make today so awesome that yesterday gets jealous."

- author unknown

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MIDDLE MANAGEMENT *(Continued from page 1)*

to disclose our relationship with a patient!

5. Some of the third party managers are actually mail order hearing aids. There's nobody to instruct you, fit you, support you with the hearing aids. Imagine ordering a dental drill and being told to drill your own teeth. That is how we feel about this arrangement!

These third party managers generally go against everything we believe in. We believe in choice, quality, qualifications, relationships, and sustainability. You do not have to use their benefit. You do at least have that choice! ■



*Marena
playing
saxophone*

FAMILY UPDATES

Back to school has been as busy as typically promised. Sue's chauffeur service is in full gear hustling between gymnastics, dance, soccer, and girl scouts.

Tammy has been proudly attending the National Honor Society Induction for her daughter, and starting to think about the college process with the PSATs.

Kathy has been busy visiting colleges, helping her daughter complete college applications, and calmly awaiting the word from each.

Beth has been doing the same for a person that is like a daughter to her as well. Meanwhile her own children have been busy becoming independent adults, both near and far. ■



*Kira, dressed up for
Halloween*

WHO WORKS WHERE? SOME CLARIFICATION

It has recently come to our attention that many of our patients have had the impression that Dr. DeBruyne no longer goes to the Geneseo location. The impression might also suggest that Dr. Orlando only goes to one office or the other. We would like to debunk these impressions.

Both Dr. DeBruyne and Dr. Orlando travel to both offices. Dr. DeBruyne is in Geneseo 3 days per week, and Dr. Orlando is in Henrietta 3 days per week. The remainder of the days they switch.

The same is true for office staff. Both Kathy and Tammy switch offices as well. It allows for all of us to enjoy the patients of both offices, and be familiar with everybody! But it also allows you to see your favorite doctor at your favorite office. We hope this clears any misunderstandings. ■