

# Why You Shouldn't Purchase Your Hearing Aids From Hearing Planet

If you're browsing the internet for hearing aid information, you're immediately confronted with Hearing Planet ads. The company saturates the internet with click-through ads. They are not authorities on hearing loss or hearing aids, but would like you to think that they are. **Here are five reasons why you should not purchase hearing aids from Hearing Planet:**



## 1. You're communicating with a salesman

Hearing Planet employs an online and telephone sales force to answer your questions and setup appointments. Their support personal don't know you and never physically meet you. They are not trained in assessment and evaluation of hearing loss. Once you provide them with your contact information, they are relentless in their attempts to contact you and schedule a hearing test appointment.

## 2. They wrote their own buyer's guide for consumers

Hearing Planet provides a free buyer's guide that they wrote. That's like a politician evaluating their salary and deciding they're underpaid and need a raise. There's a much better source for unbiased information. Read Sergei Kochkin's: [Your guide to buying hearing aids.](#) Dr. Kochkin is the equivalent of Ralph Nader to the hearing aid industry. He is the director of the Better Hearing Institute and publishes unbiased information on the hearing aids and the industry.

## 3. You are spending your money outside of your community

Hearing Planet is owned by Sonova Corporation located in Switzerland. The money that you pay Hearing Planet is not kept in your community. While Hearing Planet negotiates with a hearing care provider in your community to deliver your hearing aids, the provider receives only a small stipend or percentage to deliver and fit your

hearing aids. You don't actually pay the provider, you send a check or credit card information to Hearing Planet.

#### 4. Services are only covered for the first year

Hearing Planet unbundles their pricing. Bundling simply means that the cost of the hearing aids includes the product, *i.e. the devices you wear*, and the services for the life of the fitting. Hearing Planet providers are required to include **only the first year** of follow-up with the delivery of the your hearing aids. The average life of a hearing aid is 5-7 years. You will be required to pay for your own services after the first year. Cost for services typically are half of the total cost of the hearing aids. While the initial cost of the Hearing Planet hearing aid may be less, you will probably end up paying more when you include out of pocket expenses for services after the first year.

#### 5. You'll probably spend more money with Hearing Planet

**Hearing Planet pricing is not that great!** Recently we had a patient come to our office with pricing on the Unitron Latitude 4 hearing aid. We fit this routinely and know the product. Their out-of-pocket cost in our clinic was less than Hearing Planet's pricing. In addition, we bundled care and services for the hearing aids for as long as they owned their hearing aids.

You should never trust your hearing care to a stranger. Even if you think the initial cost of the hearing aid is less expensive online or through Hearing Planet, realize that hearing aids typically last 5-7 years. Your local hearing care provider can provide you with the same product for less money and include your follow-up and post fitting care for the life of the fitting. Finally, are you really comfortable sending thousands of dollars out of town to a stranger, or do you prefer to keep your money local, save money and receive better service.



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