

SOUTHSIDE HEARING CENTER

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YES! WE ARE STILL NEARBY!

It has been such a long time since we have shared a newsletter with you. As many of you know, our past two years have been quite a whirlwind of change. For those that are unaware of our changes, let us fill you in...

In July 2017, we relocated our Geneseo office to Lakeville. It was a bittersweet change that was forced as a result of the new partnership of UR with Noyes Hospital. We had been in Geneseo since 2001. We were one of the original occupants of the building in Geneseo. It was hard to leave the nest that we built.

Lakeville has become our new home, and hindsight suggests the force of the move did us a favor. Our patients have been very appreciative of the direct access from the parking lot to the office, without having to navigate the rest of the office building. Driving out of the parking lot is also much easier, without a complicated intersection to second guess. The highlight of the office, though, is the space. There's room to move! Everybody seems to love those features.

The Henrietta office also relocated in March 2018. It was an unexpected, unplanned move, that came as a result of the experience from Geneseo to Lakeville. With that move I saw lower expenses and better exposure to the general public. In Henrietta, I was starting to see the building we were in become engulfed by another entity. We were going to become strangled, with no exposure.

We have surpassed the one-year anniversary of that Henrietta move, and have not regretted it. Again, our patients are enjoying direct access to the office, and are not taking their lives into their own hands by trying to leave the parking lot with yet another tricky intersection. The coffee tables that drew so many into the office came with us, of course!

So, we are very settled into our new spaces and are enjoying them immensely. It seems as though not all have been aware of our moves, despite a variety of efforts to inform. Therefore, I thought it necessary to share this information again.

I have been thinking about all of our patients I have seen over the years, and the commitments I made to each of the communities when I opened the offices. (I still work with my very first patient I saw in Geneseo). I promised to be there for you in your journey to stay connected to your lives. I promised that we would not be a fly-by-night operation that would be gone the next day. We continue to keep that commitment...just in slightly different locations. Come find us again! ■

YES! YOU CAN STILL CHOOSE US: INSURANCE MISCONCEPTIONS

Navigating and understanding insurance benefits can be such a hassle, even when you know the language and the right questions to ask of the insurance companies.

When it comes to hearing test coverage and hearing aid benefits, it becomes far more challenging. Many of the health insurance plans have been partnering with third-party administrators (ie, TruHearing, Health Innovations or Epic) to help coordinate benefits for these services. We have been learning that even the customer service representatives at the insurance companies aren't totally clear on the answers to questions. We have therefore seen that patients have been ill-advised about their hearing test and hearing aid benefits.

At Southside Hearing Center, we perform and bill insurance for comprehensive **diagnostic** audiological evaluations, which help to discover and monitor any underlying medical causes to a hearing loss, tinnitus, balance disorders, speech/language disorders, or even neurological disorders. Most insurances will pay for a diagnostic audiological evaluation, with your out-of-pocket expense typically amounting to a specialist co-pay. **You can go to any provider that takes your insurance, not just one that participates with the third-party administrator**, who typically only pays for routine testing. Confusing, isn't it?

The third-party administrators also offer hearing aid "benefits", which sounds pretty enticing for the consumer who theoretically gets to save money. However, consumers are limited as to where they go to purchase their hearing aids, what choices they have as far as suiting their needs and lifestyles, the length of warranties and amount of services. Ultimately, as with many things, people end up spending more in the long run, just to save money initially.

We have never believed in limiting your choices or services, and therefore we do not subscribe to the third-party administrator models. Many of our patients have been given the impression that we cannot see you as we do not participate with the third party. **You the consumer, can choose not to use that "benefit". You can choose to work with us, and receive the benefit of choosing your care.**

Just to add another layer of complexity, a benefit administered by a third-party is not the same as a direct benefit through your health insurance. Many of the health insurance plans have hearing aid benefits either in part, or in full. Some will read as a percentage covered minus deductibles or co-insurances; or a set dollar amount. Some will indicate there is a capitated limit to what they will pay, and some may not allow you to upgrade beyond what they allow. The difference with these plans is that they are not limiting you to only certain providers. For the most part, if the audiologist is a participating provider for your insurance, you can go there. ■

ARE YOU A STATE EMPLOYEE WITH THE EMPIRE PLAN (a United Healthcare product)?

Remember, you have a \$1500 per ear (\$3000 per pair) benefit available every 48 months. Have you been putting off getting hearing aids? If you've never worn them or if your hearing aids are more than 4 years old, it's time to get new aids! You can get hearing aids that cost you nothing, or you can upgrade and put the \$3000 benefit toward higher-level hearing aids. ■

TECHNOLOGY UPDATE

Rechargeable hearing aids are all the rage. Their history has been very rocky, and we have been quite reluctant to encourage them. We are becoming more confident in what's available lately, after a few years of assessing the good and the bad. Contact us to see if they are right for you! ■

INTRODUCING CARRIE



Welcome Carrie Reeg! She joined us in mid-March. You will meet Carrie in both offices, Lakeville and Henrietta.

Carrie is the mother of two beautiful young ladies, ages 16 & 19. She is an animal lover and owns two goofy dogs and two cats, along with a bunch of reptiles and amphibians that her daughter has brought into the family. Carrie enjoys spending time with her girls, her very large family and her significant other. They all like to hike, camp, fish....pretty much do anything outside in nature! Carrie's hobbies include drawing, painting, and re-furbishing furniture. She has worked in customer relations and education for her entire career, and looks forward to meeting and getting to know each one of you soon! ■

FAMILY UPDATES

All of our family members are plugging along.

Sue's girls are growing faster than the weeds these days. They are 13 and 11 and involved in everything under the sun. They have enjoyed successful academic careers so far, with 3 marking periods of high honor roll for Marena; and Kira achieving multiple honors including membership in the Mock Newbury Club at school (a select literary club.) ■

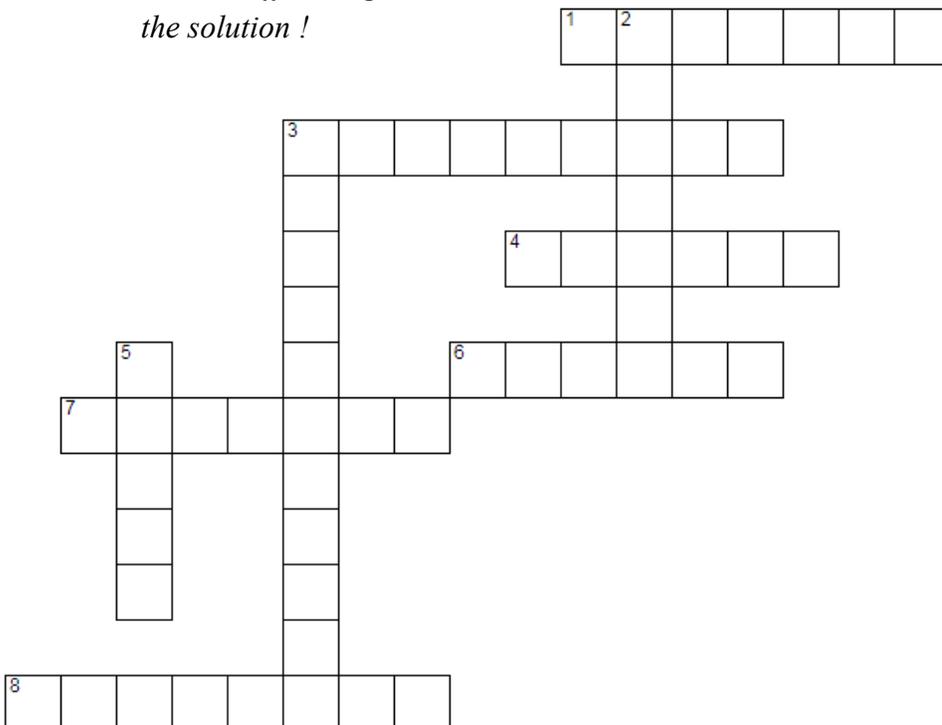


Above: Marena and Kira enjoy some down time at Niagara Falls (left) and Myrtle Beach (right)

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CROSSWORD PUZZLE

*Come to either office to get
 the solution !*



- ACROSS:**
- 1 medical term for ear wax
 - 3 graph portraying one's hearing levels
 - 4 our newest team member at Southside Hearing
 - 6 our Lakeville office is on _____ Drive
 - 7 snail-shaped organ of the inner ear
 - 8 a ringing, buzzing, hissing or whooshing sound within one's ears

- DOWN:**
- 2 the tympanic membrane is commonly known as this (2 words)
 - 3 the profession of Drs. Sue & Beth
 - 5 a set dollar amount that insurance often stipulates one to pay when visiting a doctor's office