

Database letter–TLNS– Remove before printing

Dear <Patient Name>:

I'm getting in touch with patients, who've recently asked about "over-the-counter" (OTC) hearing aids or have expressed a general interest in low-cost hearing solutions.

I have fantastic news! <Clinic Name> has just become one of a select group of hearing healthcare clinics nationwide to offer the new Unitron Starter Hearing Aid. It's competitively priced with OTC devices, but is a far better option. Here's why:

When they become available, OTC hearing aids will be sold at retail locations to consumers with mild to moderate hearing loss. These aids will come with limited functionality and little or no access to service. By comparison, the **Unitron Starter Hearing Aid** offers you a number of significant advantages, including:

- An initial orientation session to familiarize you with the use and care of the hearing aids
- Unique upgradeable technology, meaning it can keep up with your changing needs over time (you don't have to buy new hearing aids!)
- Made by Unitron, one of the most trusted names in hearing healthcare for more than 50 years
- Available right now — why wait several months for OTC aids to arrive?



Want to learn more about the Unitron Starter Hearing Aid? I invite you to come in for a free, no-obligation consultation, so you can find out whether it's right for you. If you decide that it is, I can send you home with hearing aids the very same day.

Please call us today at <phone number> to schedule your appointment. I look forward to seeing you soon!

Warm regards,

<Provider Name>

<Title>

P.S. For a limited time, I'm pleased to offer you the Unitron Starter Hearing Aid at the discounted price of \$XXX per device. Call now to take advantage of this special offer!

*Discounted price valid through <Date>. May not be combined with any other discount or offer.