

Scott DeWitt

Rotary Club of Centennial Classification



Background

- Born and raised in Grand Haven, MI (fun beach town in the summer...miserable in the winter!)



Education

- I spent four years at Michigan State University getting my degree in Communication Sciences and Disorders



- Go Green!

- ...Then I drove an hour north and spent another four years getting my Doctorate in Audiology at Central Michigan University

- Fire up Chips!



Fanhood



North Carolina

- My final year of grad school requires a year long residency – so we moved down to Mebane, NC
- I worked at Alamance Ear, Nose, & Throat working with patients ages 2 months – 103 years old



Moving to Colorado!

- At the end of our year in NC – I pushed for us to move to CO (May 2015)
- Why? Colorado is an adult playground!
 - Skiing/snowboarding, hiking, kayaking, camping...



- Rebecca and I were married in June of 2016 in Silverthorne, CO, and just celebrated our three year anniversary!



Welcome Benson!

- December 14th, 2018 (two and a half weeks early) we had our first child, Benson William DeWitt



Work Life

- Upon moving to Colorado, I was hired to work as an audiologist for a large chain of hearing clinics
- Incredibly valuable experience, BUT...
- I got a first hand look at what I liked about the industry (and my job) and what I didn't



- After 3.5 years as an employee, I knew it was time to open my own practice and work for myself
- I partnered with a fellow audiologist from MSU (also a Rotarian) to open this practice here in Centennial
- Our goal: To help people hear better by providing excellent care and being **transparent** about pricing

Hearing Loss

- 1 in 3 people over the age of 60 have hearing loss
- Hearing loss is the 3rd most common physical condition in adults over 65 (behind hypertension and arthritis)
- 1 in 8 teenagers has permanent noise induced hearing loss
- 95% of those with hearing loss can be treated with hearing aids

Hearing and the Brain

- Untreated hearing loss leads to a 30-40% faster decline in cognitive ability
- Adults 50+ with untreated hearing loss are more likely to develop short term memory problems than those with normal hearing
- Dementia (Johns Hopkins study, 2011)
 - Untreated mild loss – 2 times more likely to develop dementia
 - Untreated moderate loss – 3 times more likely to develop dementia
 - Untreated severe loss – 5 times more likely to develop dementia

Services We Offer

- Comprehensive Auditory Evaluation
- Hearing aid consultation, Fitting, Reprogramming, and Repair
- Cerumen Management (wax removal)
- Custom Ear-Molds (swim plugs, sleep plugs, hearing protection, in-ear monitors)
- Tinnitus Evaluation and Treatment
- BPPV Assessment and CRP Treatment (dizziness)

Bundled vs. Un-Bundled

- The traditional model for most hearing clinics is to offer a “bundled price” – devices and pre-paying for years of services, testing, follow up, all lumped into one up front price
 - “That’s how its always been done...”
 - Every patient pays the same amount (too much!)
 - Often times patients end up paying for things that they do not need
 - Patients often associate this cost with the cost of the hearing aids alone
 - The majority do not utilize the services they pre-pay for

Unbundled pricing

- We embrace an un-bundled pricing model
- More of an “a la carte” approach – let’s the patient choose what they want, greater transparency between cost of the devices vs. services
- Significantly lower up-front cost, as well as lower total cost
- Why?
 - Better hearing needs to be more accessible to those with less
 - Patients can get better technology for a lower entrance cost
 - Most patients don’t need unlimited services
 - Cost effective!

Cool Stuff!

- Invisible hearing aids
- Bluetooth connectivity
- Fitness and health tracking
- Tinnitus therapy
- Filtered ear plugs/custom earbuds

Thank you!
Questions?