

### Open for Business > Hearing of America LLC

**Owner:** Jerry Zhou, Ph.D.

**Type of business:** In-home hearing care service

**Number of employees:** One

**Contact Information:**

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**Tell us what your business does.**

In the comfort of their homes, I offer customized hearing care services and solutions to people who are hard of hearing and/or have tinnitus (ringing in the ear). I provide the best hearing instruments to fit their needs, lifestyle and budget, accompanied by a proven three-phase aural rehabilitation program. For tinnitus patients, I conduct a customized Tinnitus Sound Therapy program, utilizing a new type of tinnitus relief instrument with advanced sound technology.

**Why are you launching it now?**

After obtaining my master's degree in electrical engineering and a doctoral degree in communication disorders, I worked with three manufacturers over the past 12 years on developing and manufacturing hearing aids. I had

been thinking of using my knowledge to help the hearing impaired directly. Early this year, my position was eliminated due to cost reduction so I decided to seize the opportunity to start my own business.

**Where did you get the idea for your business?**

When I started seeing my first patients, I immediately realized that, for elderly people, making trips to and from a clinic was a big obstacle. Aural rehabilitation is really a process, not an event of just purchasing hearing devices; it requires many follow-ups. I adapted my business to provide in-home services. The flexible schedule of my elderly clients works well with my busy schedule, making it a win-win solution.

**How did you develop your business plan?**

I read books by Guy Kawasaki on writing a business plan. Compiling and revising the plan forced me to think through all the details and adapt to the business process and different patient needs.

**How are you financing your business?**

Because the Hearing

of America is my business partner, I could use their business system and advertising power to start my business. My in-home services cover the areas that their offices cannot cover yet so we complement each other. Consequently, I do not incur insurmountable start-up costs and other expenses.

**How do you see current economic conditions affecting your business?**

The key is that I am providing patients needed service at a great value, so they are willing to invest in their hearing health to gain significant improvement in their lives.

**What makes your business unique?**

In-home hearing care

service is unique because hearing care professionals always practice in an office setting. However, for an in-home service you need to have state-of-the-art ultra miniature audiometric equipment and a computerized hearing-instrument fitting system, as well as office personnel for support. Also, there has to be a willingness of the professional to go out in all weather to provide the patient with superior service, something I wholeheartedly possess.

**What will tell you the business is successful?**

Quantitatively, I use KPIs (Key Performance Indicators) to monitor my business and guide me in day-to-day operations. Qualitatively, I know success when my patients appreciate my products and services and recommend my business to others. I know if I focus on satisfying my patients, in the end, the profits will be taken care of. This is my recipe for success.



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**Business owner** Jerry Zhou conducts a hearing evaluation of Jim Ehrhart in the patient's home