I’m an audiologist from Illinois and I’ve created a nationwide hearing health initiative that I’d like to launch from Illinois with your help! The initiative is called <http://www.thinkhearing.org> and its goal is to be a long-term, nationwide, hearing health initiative focused on hearing education, prevention and awareness *targeting a demographic that has not been focused on in the past (20-60 yr old’s).*  To promote this initiative, I’ve created short engaging whiteboarding videos, each having a call to action to be proactive and get a hearing health check as a part of their personal wellness plan. Currently, five videos are made but the plan is to have about thirty covering everything related to hearing.  The platform to get these videos out to the public and back to my website will be social media (Pinterest, Instagram, Twitter and FB), blogging sites, medical associations and health care corporations. However, before I can launch any social media campaign I need to get Audiologists into my locator, so this seldom marketed too group can find a place to go.

Help Illinois to be the state that leads the pack in this first of its kind nationwide hearing health initiative.  Go to <http://www.thinkhearing.org> and become a subscriber.  Add another dimension to your existing marketing plan, gaining access to a different patient population. Start creating a pipeline for future business and increase your database. Be a part of the change to bring awareness to the population and our profession. Be the first to sign up for your preferred zip codes and you will be the TOP providerlisted for as long as you are a subscriber!

GO thinkhearing.org Illinois!!!!  Together we can succeed!

Amy Jackson