

# Using Google Maps in Your Professional Hearing Health Care Practice

## Introduction

The new Google Maps “Assistive Hearing Loop” feature is good for professional hearing health care practices and entire communities.



## Inform Your Patients

Having hearing loss requires patients to think about how they will hear wherever they go. Hearing loops can help them hear better in different locations — but when they are planning their day out and about, how will your patients know where hearing loops are?

Using the HLAA Google Maps tools [www.hearingloss.org/hearing-loop-toolkit](http://www.hearingloss.org/hearing-loop-toolkit)

1. Show patients how to **find hearing loops** using Google Maps in their community or when they are traveling.
2. Encourage patients to give **Google reviews** and upload **photos** to locations they visit.



“I wish this place had a hearing loop!  
It doesn’t meet ADA Standards.”



“I love the hearing loop. I can sit  
wherever I wish.”

3. **Inform patients on your social media, websites, or blog posts** about Google Maps to help them find public places to connect to their hearing instruments.

## Towards a More Accessible World

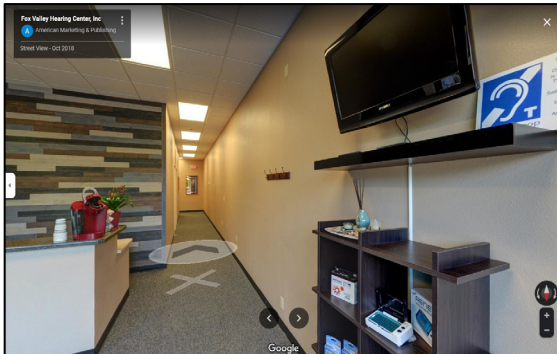
Patients need activated telecoils to benefit from hearing loops found on Google Maps. However, patients don’t always have telecoils in their hearing instruments and don’t know to ask for them. Worse, manufacturers do not always include telecoils in their products, so it’s important that professionals help influence manufacturers’ decisions. Professionals can:

1. **When possible, order hearing aids with telecoils** for patients. This sends a message to the manufacturers that they should continue to include telecoils in their instruments.
2. Encourage hearing aid and cochlear implant **manufacturers to promote Google Maps** and telecoils in their marketing and educational materials.

## Set Your Practice Apart

You can easily promote communication access in your patient's neighborhoods.

1. Empowering patients to hear in more places. You can give your patients the best ability to hear in large venues and at service counters.
2. If your practice offers a hearing loop, market this in your **Google Business Profile**:
  - a. Check the hearing loop attribute and turn it to YES.
  - b. Upload photos of your hearing loop in your business profile.
  - c. Include the hearing loop in your Google indoor Street View.
3. In your community
  - a. Personally use hearing loops, and then give **Google reviews** and upload **photos** in Google Maps.



### Google Business Profile

Business information

About Contact Location Hours **More**

From the business  
Add

Accessibility  
Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services.

Has assistive hearing loop	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Has wheelchair accessible elevator	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Has wheelchair accessible entrance	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Has wheelchair accessible parking lot	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Has wheelchair accessible restroom	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Has wheelchair accessible seating	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

**Save** Cancel

Google Street View for  
Fox Valley Hearing Center, Inc.,  
Neenah, WI

- b. If a location needs a hearing loop, write a **Google review** and ask for a **hearing loop**.
4. When writing **letters of support** for places considering a hearing loop, include the value of being listed in Google Maps as being hearing accessible.
  5. Create a list of local hearing loop equipped locations and refer patients to these places.
  6. Include hearing loops and Google Maps information in other patient handouts.