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LEADING WOMEN IN BUSINESS | CEDAR RAPIDS/DES MOINES

Better Hearing, Better Life

This innovative Iowa doctor is fighting for better ways to help those with hearing loss.

"Hearing loss is the third most prevalent health condition, behind cardiovascular disease and arthritis, and it affects the entire population—parents, spouses, children, friends, neighbors, colleagues, employees... everyone," says Dr. Jessica Rhodes Dimmick, founder of Hearing Doctors of Iowa. An audiologist who studied for eight years for her clinical doctorate from the University of Kansas Medical Center, Dimmick diagnoses auditory disorders and manages hearing health so her patients have the right treatment plans on an ongoing basis. "I'm committed to the highest level of patient care, but I also want to find ways to make it accessible for more people, so no one is left behind."

On average, a person waits seven years to address their hearing problems. "Your hearing is a vital sense that connects you to your community. Left untreated or inadequately managed, hearing issues can place mental and economic well-being at risk," Dimmick says. Depression, dementia, inferior job performance, and lower earnings have all been linked to poor hearing health.

Fortunately, the stigmas around hearing loss are being torn down through education about its effects and the differences in patient care, "so when a person does finally seek help, they want an audiologist trained to diagnose and treat their hearing health, resulting in optimal care." That's where Dimmick's expertise and entrepreneurial mindset meet. "My mission is to inform patients that hearing healthcare is just like their medical healthcare: It's personal, specific to their needs, and ongoing. We're providing high-quality, customized, personal treatment to patients at every investment level, so everyone can get the best care possible. In reality, with an audiologist, there is a treatment solution for everyone."

SMALL-TOWN VALUES, BIG-CITY CARE

A small-town Midwest native, Dimmick's high standards have been honed at top-notch practices around the country. A member of many prestigious, national audiology organizations, she is also just one of four audiologists in the state of Iowa to be certified by the Tinnitus Practitioners Association. When she returned to the Midwest to set up her own practice, she saw a need for better hearing aid fittings and the optimization of sophisticated instruments critical for properly tackling hearing loss. With her extensive knowledge and Midwest ideal for personal service, she set out to build a business that provides those with auditory disorders better options for their care.



Hearing loss is a barrier to living the best life possible. Choosing the proper specialist in treating hearing loss will improve a patient's prognosis. "Equip yourself with the right professional, the right tools, and the right service, and you're in the right place," says Dr. Jessica Rhodes Dimmick. "My motto is 'better hearing, better life.' It's that simple."

Since opening 18 months ago, Hearing Doctors of Iowa's success has proven Dimmick right. "There is a better way, and our patients want it because they appreciate the importance of their hearing to their quality of life," says Dimmick. She's hired another doctor and three additional employees, added a second location, and expanded her clinic's offerings, especially for veterans. "Our patients want a high level of personal attention from their healthcare provider, one in which a doctor of audiology is caring for them and the same doctor sees them each visit."

Moving forward, Dimmick says, "Innovating to be at the forefront of hearing healthcare and delivering the best service to patients throughout greater Des Moines remain our priorities." This extends to being more active in legislation for retail OTC hearing aids, as well as improving veteran care, "advocating for those who need it most," she concludes.

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