

# Gulf Coast Audiology

Building strong connections with patients

## Challenges of the pandemic bring about positive changes

WHO WE ARE

OWNER & DOCTOR: Dr. Drianis Duran

DOCTOR OF AUDIOLOGY:  
Dr. Elizabeth “Lizzy” Burns

NATURE OF BUSINESS: Audiology

YEARS WITH THE COMPANY:  
Dr. Drianis Duran, 12; Dr. Elizabeth Burns, 1

YEARS IN SOUTHWEST FLORIDA:  
Dr. Drianis Duran, 20; Dr. Elizabeth Burns, 27

EDUCATION: Dr. Drianis Duran, Doctorate degree and Board Certified in Audiology; Dr. Elizabeth Burns, Doctorate degree and Board Certified in Audiology

HOMETOWN: Dr. Drianis Duran, born and raised in Añasco, Puerto Rico; Dr. Elizabeth Burns, LaBelle, Florida

**What do you say when people ask what you do?**

**Dr. Drianis Duran:** I tell them that as an audiologist, I treat hearing and balance. It is a shortened version of all that audiology encompasses, but in two words that everyone understands and/or can relate to.

**Dr. Elizabeth “Lizzy” Burns:** I try to keep it simple and relatable, so I tell them I am hearing and balance doctor.

**How did you come to start your practice?**

**Dr. Drianis Duran:** Having worked for both independent audiology practices and also in the corporate world, I felt I could better use my knowledge and experience becoming autonomous. This way I could build stronger connections with those in need of hearing care. I could see the outcome of my treatment. I could have access to the best products and resources to help my patients. I wouldn't have to limit my patients' options or my time, etc. I am grateful for my past job experiences; they helped me learn what I wanted and what I did not want in my own practice.

**Why should people in need of hearing care choose you over your competitors?**

**Dr. Drianis Duran:** First, our team: I have built a team of caring and smart individuals, each bringing



MILA BRIDGER/FLORIDA WEEKLY  
Leftside: Dr. Drianis Duran; Rightside: Dr. Elizabeth “Lizzy” Burns

a “tool kit” filled with ideas and experiences that add to our patients' experience with us. I am so proud of my team. Our patients are ours, not mine; they have access to every single one of the team members, and they know us all by name and we know them by name too. This way, every aspect of their experience with our practice is a positive one. Another reason: our commitment to improving the quality of life of those who seek our help. From my fellow audiologist, Dr. Lizzy Burns, who joined the practice last year, to our audiology assistant and our office receptionist, we all go home thinking of how this or that patient might be doing with

their new hearing device, or after their vertigo treatment. We all are very committed to delivering what our patients reach out to us for.

**Dr. Elizabeth “Lizzy” Burns:** We specialize in exceptional individualized patient centered care and provide an array of services that showcase our autonomy.

**What can patients expect new from Gulf Coast Audiology in 2021?**

A lot is changing in the way we care for our patients given COVID-19. Patients have been receptive to these new ways with so much gratitude. Our patients need us during this pandemic, and in an effort to deliver

the quality of care that they are used to from us (for those that have been with us) and they seek (new patients) and deserve, we have developed new protocols. And we have learned that there are effective ways to provide the same quality of care while keeping everyone safe and comfortable. Some of these include curbside services and telehealth. Patients have received these new ways with so much gratitude. We will continue to implement these in 2021 and develop even better ways to help our patients.

**How is running a successful practice different than what you thought it would be?**

**Dr. Drianis Duran:** Let me put it this way: Success does not come easy. I compare this experience with an iceberg; what the world sees is just the tip, but, boy, the size of that iceberg under the water is massive. That is how I see running a successful business. A lot happens behind closed doors and after the patients leave. There are hours of administrative work, training and meetings. Managing it all and being the orchestrator of my business takes a lot more than patient hours. But I would not change it for anything.

**What would you be doing if you weren't doing this?**

**Dr. Drianis Duran:** That's always a difficult question to answer. I have asked this to myself many times. I love what I do, but I would also be very happy doing something artistic or creative.

**Dr. Elizabeth “Lizzy” Burns:** I love what I do everyday, but if I had to choose a fantasy job, I'd be a country music singer!

**What is one thing most people probably don't know about your practice?**

**Dr. Drianis Duran:** They might be surprised that all of my employees are native Floridians, born and raised in the Sunshine State, and how helpful that is in so many ways. I am from Puerto Rico, I am passionate, but I am outnumbered! ■

# Audiologists Like No Other

We are an audiology practice dedicated to providing state-of-the-art hearing care and comprehensive vestibular evaluations. At Gulf Coast Audiology we welcome the opportunity to talk with you and to listen to your hearing needs. The decision to invest in better hearing is one of the most important you will ever make. Because of this, our goal is to provide you with compassionate care, the most current hearing aid technology, and professional service. When you visit Gulf Coast Audiology, you can expect expert assessments and customized treatment at every visit.

- Hearing Evaluations • Hearing Aids • Accessories & Repairs • Tinnitus Management

Dr. Drianis Duran

239-267-7888

8900 Gladiolus Dr. #201  
Fort Myers, FL 33908

www.gulfcoastaudiology.com

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## Gulf Coast Audiology

Experts In Hearing And Balance

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