

Gulf Coast Audiology

Enhancing patients' lives with gracious, professional, personalized care

Everyone on the team makes an important impact

WHO WE ARE

OWNER & DOCTOR OF AUDIOLOGY:
Dr. Drianis Duran
YEARS WITH THE COMPANY: 13
YEARS IN SOUTHWEST FLORIDA: 21
NATURE OF BUSINESS: Audiology
EDUCATION: Doctorate Degree
and Board Certified in Audiology
HOMETOWN: Born and raised
in Añasco, Puerto Rico

What do you typically tell people when they ask you what you do?

Because many people are unaware of the depth of care an audiologist provides, I emphasize that I am a doctor that specializes in treating hearing and balance. It is very abbreviated, given the extent of what we do, but it gives a succinct answer that is relatable.

How have you integrated new technology into your business?

New technology is very important in the hearing health industry. Today's hearing aids offer rechargeable options, easier connection to personal devices, and the ability to adjust devices remotely. The new telehealth options (working very well for patients who would prefer not to travel for appointments) coupled with today's highly technological hearing aids, cellphones and computers, enable us to work with some of our patients as though they were sitting right in front of us. We have also partnered with companies that supply captioned phones for the hearing impaired to give them better access to over-the-phone communication, which has become so needed these days. Advances in technology have made it easier than ever for our patients to connect to us, their friends and family and the devices they use on a daily basis.

How have you been able to cultivate such a loyal customer base?

When I see patients I have been treating for more than a decade, my heart fills with joy as I realize that



VANDY MAJOR/FLORIDA WEEKLY

Dr. Drianis Duran, Au.D.

loyalty is what keeps them coming year after year. Dr. Elizabeth Burns and I work closely with our team to make sure every person who comes to us receives gracious, professional, personalized care. We reach out to make sure they are doing well after we see them and quickly adjust to any issues they might be having. As a team, we understand that all of us make the experience for our patients positive and enhance their lives in many ways. The joy we get in improving our patients'

lives and the expertise we offer is apparent every day. We're honored that we have earned their trust.

What do you do to keep your employees motivated?

A positive and safe work environment goes a long way. We also trust our team of professionals to provide the best in care. As their leader, I approach them regularly to make sure they are still comfortable with their roles and I remind them

of how important what they do is for those we serve, of how what they do directly impacts someone's quality of life. These are smart individuals that know their skills are respected and supported. Every success story is shared and staff acknowledged for the part they play. The emphasis is always on teamwork and the care of those we serve. We feel like a family because we spend so much time together.

What are your strategic marketing goals for 2022?

Our marketing strategy is always based on finding the people who need us most: those with untreated hearing loss or hearing loss that has not been addressed properly, and those struggling with tinnitus or balance issues. Then, the focus is on educating them as to what their options are. We explain the importance of continued care, and the fact that hearing is a health issue and not a simple matter addressed by amplification alone. We will also continue to partner with local general care physicians. When they need to refer patients to an audiologist, we want Gulf Coast Audiology to be first on their list.

What is one thing most people don't know about your company?

That Gulf Coast Audiology was not even in my wildest dreams when I began my career in the year 2000 (or for some years after that). Gulf Coast Audiology was born from that innate need to provide the best care for my patients without having the interests of others impact the quality of patient care. I did have great mentors and good jobs. In my first years, I learned that I could do more for those I serve if I had some of the freedoms that come with being "the boss." So, Gulf Coast Audiology was born and has grown to what it is today. And although being a business owner was never a main goal for me, it has been one of the best decisions I have ever made, and one I have never regretted. ■

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

