

Igniting the Spark

I realized there was a **gap in services** while working in a hearing clinic in another community; **clients** were driving from over an hour away to see me. I **opened** Highland Hearing Clinic in Antigonish in 1997 and then **expanded** to Port Hawkesbury in 2001. We now **serve** the community of Inverness twice per month as well. Basically, we go where we are **needed!**

Words of Wisdom

Take **baby steps** in the beginning. Start off with a small **team**, a small **salary** and a minimal **investment** until you **survive** those **first five** years. Then **add** more **resources** and **assets** to your business **gradually** as you can **afford** it.



Why the Strait Area

Working in this region, we **love** finding a **common thread** between ourselves and our clients. The more **experience** I gain in this **community**, the more I see **connections** between my clients (i.e., siblings), or even **children** of my clients from 15-20 years ago. I'm **happy** to report that the **baby boomers** of today **don't wait** as long as their parents did to **address** a hearing problem!

#ChamberFamily

Knowing that there is an organization that has my back is **comforting**. It's nice to know that the Chamber is **available** if you have any **questions** about running a business or just want to **bounce ideas** off someone who **understands** what it is like.

Highland Hearing
Clinic Owner,
Sheri MacGregor,
Audiologist



Achieving that Wow Factor

My **passion** is taking a person from the hearing **test** to the hearing **solution**.

We **get to know** our clients and **ensure** that they're **happy** with the hearing solution. I **love** that we are an **independent** clinic, not **tied** to a hearing aid manufacturer. That means we can **choose** from **different** brands of **hearing devices** and be very sure our **clients** have the **opportunity** to obtain hearing **technology** which suits their specific **needs** and **budget**.

Hopes and Dreams

I plan to take more time to work **ON the business** instead of **IN the business**. It's hard to **juggle** seeing clients full time plus **running** the organization. Now that we've built a **great team** of staff,

I know our **clients** are in **excellent hands**, so I can **focus** on my **business growth**.

Highland Hearing

Clinic Limited