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hearing systems

THE Independent

HearBuy Newsletter No: 10

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- Starkey Labs
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"I said, it's the only hearing aid
covered by your insurance."

What a success!



The 2nd annual HearBuy Conference held on 8th and 9th September 2006 was hailed by all those attending as being a great success and well worthwhile.

RHADs from over 160 member companies attended the two day conference at the new Nottingham Belfry Hotel. This brand new modern and stylish hotel was the perfect venue for such a conference. The agenda included top quality presentations and lectures on a range of diverse topics which included clinical research in brain processing and a new treatment for tinnitus to everything you need to now about using NOAH 3 planning for the future and even business coaching. Many of the presentations were selected for their practical applications with good take home information.

All the delegates agreed that there

was something of interest for everyone, no matter whether you had just started as an independent RHAD or you had an established business. Dr David Reed was presented with a Video Otoscope after winning the HearBuy Syncro2 promotion and Richard Moss won a LCD television in the day competition.

At the end of the first day, there was a gala dinner with a champagne reception where everyone was able to relax and meet new and old faces whilst being entertained by a card trick magician and an artist drawing cartoons of the delegates.

Everyone at HearBuy would like to express their thanks to all attending delegates for taking the time out of their businesses and to all those that assisted in making the whole programme such a resounding success.



Venue: Nottingham Belfry Hotel

(HearBuy)
Together in Independence

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Coming soon...

(HearBuy) Training Academy

**HearBuy is always looking to give added
value to its members, but added value that
members actually want and ask for,
because it is of value to them.**

Many organisations arrange courses and training, but these
are not always pertinent or seen as value for money. We
receive a lot of feedback from our members following their
attendance at various meetings around the country and
have listened to what they say is good and not so good.

As a result, HearBuy is proud to announce that we have set
up the HearBuy Training Academy which will be running
multi-faceted training courses on a wide range of topics
which our members have said would be of value to both
themselves and their businesses.

**Best news of all is that these training
courses will be FREE to Supporting
HearBuy Members.**

*The courses will be multi-topical and engaging
and commence early in 2007. Amongst the topics
to be covered will be:*

- Physiology of Deafness
- Aid Selection for Maximum Benefit
- Troubleshooting with Digital Aids
- Industrial Testing & Hearing Protection
- Client Satisfaction through Practical Rehabilitation
- Improved clinical practice using video otoscopy
- Advantages of using injected silicone impression materials
- Safe Otoscopy & Impression Taking
- Hearing Aid Maintenance & Repair
- Computer Skills for Audiologists
- How to use Questionnaires & Fine Tuning Guides
- Cross infection control in the practice and in homes
- Business book-keeping, VAT issues and de minimus rules
- Planning your marketing strategy
 - what can you afford
 - how much should you spend
- Wax management clinics
- Health Professionals Council
 - How to prepare
- How to tender for local NHS contracts

All courses will attract HAC CPD and BSHAA CUE points
and a full itinerary with dates will be published shortly. **If
there is a subject matter that you would like included in
the NEW HEARBUY ACADEMY contact Ian Goodfellow
at IanGoodfellow@hearbuy.co.uk or call 0870-7566999.**

HearBuy is proud to announce the first HearBuy Training
Academy will be held at the Nottingham Belfry Hotel on:
28thFebruary/1st March 2007. **Anyone wishing to book a
place should do so by calling Ian Goodfellow on 0870-
7566999 Places are limited and we expect the courses
to be over-subscribed, so call NOW.**

VO Awarded for HearBuy Promotion

As a result of HearBuy's
Syncro 2 promotion at last
years inaugural conference,
Ian Goodfellow the founder of
HearBuy, was delighted to
present a Sometech ST-104
Video Otoscope to Dr. David
Reed of Reeds Hearing Care
Ltd, Swindon. Dr Reed's
practice managed to achieve
the penultimate number of
Oticon Syncro 2's in order to
be awarded the high quality
VO which normally retails at
£2250+VAT. Multi functional
and compactly designed the
ST-104 features include a
1-16 frame display,

detachable scope head, and
true colour high image quality
of 470,000 pixels amongst
others.

Dr Reed said 'I like the idea of
being encouraged to use
premier products with the
reward being improving
clinical practice'.

**Anyone interested in a
Sometech ST-104 should
contact oto-tech on 0870
756 6888 who exclusively
supply the product in the UK.**



Hearing for Life Come and talk to us Campaign Update



The Hearing for Life Campaign
has now completed its first stage
and the results have been
assessed. In addition, findings
from a PR company and a market
research study commissioned by
HearBuy were presented at a
series of regional meetings for
Hearing for Life partners around
the country in September.

Following thorough assessment and evaluation of all the
information gathered to date and in association with the
wishes of the HFL partners, the second stage of the
campaign is now being planned ready for roll-out very
shortly.

There are a few geographical areas which are still
available for any HearBuy member who has not yet
become a HFL partner. **If you are interested and
want further details, contact: Scott Peters at
HearBuy on 0870 756 6999.**

Industry News Updates

- **Going Going SOLD :-** In a surprise announcement on 2nd
October 2006, Phonak stated that it had bought G N Resound
for an amazing sum of £1.4 billion prompting a drop in Phonak's
shares as investors worried about the hefty price tag. G N
Resound was put up for sale by its parent company GN Store
Nord and Phonak and William Demant (who own Oticon) were
the two most likely purchasers. The Independent has been
following the story as first reported in issue 6 when GN Store
Nord reported that the Metrix hearing aid had not performed as
well as expected. Issue 8 reported the closure of Resound's
Cork manufacturing centre and Issue 9 reported they had sold
all their shares in Amplivox + Ultratone.
- **Amplifon** are now the official new owners of Amplivox+Ultratone
who also trade under the names of Sietech, Hearing Health,
Ingrams and Active Life UK. It all seems very quiet at the
moment and we wait to see what happens.
To keep up to date, check out:
<http://www.amplifon.com/wps/wcm/connect/SiteCompanyCom/en/>
- **David Ormerod Hearing Centres** require a new Sales Director
as a result of David Chalmer (former M.D. of Phonak UK)
resigning from the company. This announcement has come
shortly after the appointment of Julie Booth (former M.D. of
Siemens UK) as M.D. at Ormerods
- **Lord Warner (Minister of State (Reform), Dept. of Health)**
announced on 25th July 2006, the following on behalf of the
government. "I am pleased to announce today that as part of the
second phase of the procurement of diagnostics from the
independent sector, I have decided that an additional 300,000
patient pathways will be procured. That will start to produce
services in the form of assessments, fitting and follow-up for
people with hearing difficulties from the early part of 2007" Is this
the start of voucher introduction? Watch this space.

Correct at time of going to press

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Adam Shulberg RHAD FSHAA
MD, Cubex Ltd

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Snapshots of the 2nd **HearBuy** Annual Conference
...can you spot who was there?

Kind thanks to Audio Infos magazine for supplying some of the images

New opportunity with Tinnitus Therapy



HearBuy are happy to announce their new partnership with Tinnitus Care Ltd. The Tinnitus Phase-Out system offers an opportunity for hearing aid dispensers to add a new technology offering help to this large group of patients many of whom will also be helped by the fitting of hearing aids.

The Phase-Out system has been extensively researched in the US and the UK and has a proven ability to reduce the perception of tinnitus in two out of every three patients

treated. Using phase shift technology the system is safe, non invasive and comfortable for the patient. Unlike tinnitus maskers that have to be worn all the time the Phase –Out system is used in the comfort of the patients’ home for just 30 minutes up to three times a week. In a US study 42% of patients reported continuing residual inhibition ranging from 1 hour to 7 days after treatment (average 2 days) whilst no patients had residual inhibition during their control weeks.

The patient is sound typed for frequency and volume of the tinnitus using proprietary software and then listens to his own tinnitus, phase shifted



by 60 every 10 seconds for 30 minutes. Sound typing is performed again. If after a series of three or more trial treatments the patient is helped he then has the opportunity to purchase or rent his own home treatment device.

- Choy D New York Academy of Medicine Symposium Feb 2004**
- Noik E VIIIth International Tinnitus Seminar, Pau France Sept 2005
- Lipmann R American Academy of Otolaryngology Toronto Sept. 2006

For further information contact **Walter Solomon on 08450 660033 or at wsolomon@tinnituscare.net**

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Jerry Hatfield-Berrang
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Classified Advertisements

This is a regular column for HearBuy members to advertise free of charge to all R.H.A.D.s in the country, any item for sale, job opportunities or news update. Simply call Ian Goodfellow at Hearbuy on: **0870 7566999**

For details of training courses, including Industrial Testing and CPD,
visit www.seabrookaudiology.co.uk or ring Angela Rendell on 01452 863470



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