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bernafon
Innovative Hearing Solutions

Savia Art™ A masterful palette of innovation



Phonak is now unveiling the ultimate Digital Bionics masterpiece - Savia Art.

This exceptional high-end product brings unrivalled performance by effectively applying technology to maximize wearer satisfaction. Savia Art is founded on the advanced and still unique 10 world firsts introduced in Savia. In addition, it features breakthrough innovations such as:

- SoundRelax
- Self Learning
- NoWhistle Technology
- Canal Receiver Technology (CRT) micro model



www.phonak.co.uk

PHONAK
hearing systems

Preferred Insurance Providers

We are pleased to announce that Barry Fenton Insurance is HearBuy's preferred insurance provider and as such we have negotiated a preferential first years discount for all new Barry Fenton customers who are HearBuy members.

BARRY FENTON
INSURANCE BROKERS LIMITED

The company was initially established in 1972 and has over 10 years experience of the hearing healthcare profession. Some of their packages are BSHAA approved and cover professional fitting & treatment liability insurance, hearing aid insurance for patient's aids, in addition to parcels in transit, personal insurances and business package solutions for all dispensers. To view the discounts available please visit the member's area of the HearBuy website.

For further information of the packages on offer please contact Chris Stathers at Barry Fenton Insurance on 01724 878136.

THE Independent

HearBuy Newsletter No: 12

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- Phonak
- Puretone
- Siemens
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- Starkey
- Tinnitus Care
- Unitron



Fully Booked!

(HearBuy)
Training Academy



An exceptional demand for places at the first HearBuy Training Academy Course on the 28th Feb & 1st March 2007 has resulted in a complete sell

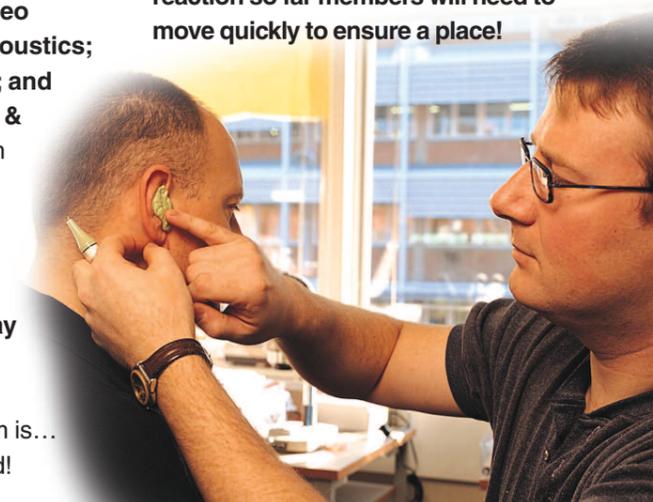
out within only hours of the course agenda being published.

The course which takes place at The Nottingham Belfry Hotel covers subjects on: **Advanced Video Oto-scopy; Ear-mould Acoustics; Essentials of Dispensing; and Hearing Aid Maintenance & Repair** has had such a high request for places that HearBuy have organised to repeat the course on two brand new dates - **Tuesday 27th & Wednesday 28th March 2007** with the same agenda, venue and speakers. The only problem is... this also is now fully booked!



Ian Goodfellow Director of HearBuy said 'Our aim for the Training Academy is to make each course as interesting, and relevant to our members as possible. As a result we thought there may be a high take up, but we never envisaged such a phenomenal response'.

Brand new courses and dates will be published shortly, but judging by the reaction so far members will need to move quickly to ensure a place!



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Together in Independence

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The Independent - Hearbuy newsletter is produced by EJR Associates Ltd. 01865-862455

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Industry News Updates

- HearBuy would like to apologise to any RHAD's who recently received HearBuy Newsletters and/or Wall Planners to old or wrong addresses. This problem has arisen due to the HAC's RHAD list still not being up to date after 11 months! It makes us wonder where your extra fees are going?
- Lord Warner resigns shortly after announcing 300,000 more patient pathways have to be sourced from the independent private sector. An announcement will be made shortly as to whom has been handed the reigns for this post and whether these pathways continue to be sourced.
- After reporting in an earlier issue last year that David Charmer had left David Ormerod Hearing Centres, it has now been announced that he has been appointed as International Business Development Manager for Widex A/S and will be based in both Denmark and the UK looking after key Widex accounts

Correct at time of going to press

Buy now Pay Later

Like it or not, interest free credit is being used by some national companies to help increase their sales, and with several millions of pounds being lent in 2006 for the purchase of hearing aids, it is inevitably having an effect on independent hearing aid dispensers who don't offer such finance.

Some of our members do already offer interest free credit, but for those that don't you are missing out on an opportunity to maximise return on your hard earned marketing & advertising spend, by removing one of the barriers faced by some of

your potential customers – **affordability.**

Approximately three years ago we introduced Financing First Ltd with Hitachi Finance to our members who offered a number of finance schemes to make the purchase of hearing aids more affordable. We are pleased to say that we still have this relationship, especially that they are now offering a 'Buy Now - Pay Later' product for HearBuy members.



Members News Updates for HearBuy Website

The member's area of the website is now receiving regular HearBuy news updates. These include new promotions, forthcoming events and general HearBuy news items which are being posted in real time to keep members immediately up to speed.



Also a facelift is planned for the website, not only on the front end of the site but especially in the member's area which will incorporate the new membership levels. This will then lead the way for extranet accounting facilities scheduled for later in the year. We'll be keeping members informed as this progresses.

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**

If you are not a **HearBuy** Member but you have your own independent hearing business
JOIN HEARBUY NOW
Call Ian Goodfellow or Scott Peters
on **0870 - 7566999**

'Buy Now - Pay Later' is used by furniture and electrical retailers to boost sales and is also familiar to the public. With the product offered by Financing First Ltd with Hitachi Finance, HearBuy members can now offer:

NO PAYMENT FOR 6 MONTHS

After which the customer has a choice, to either

- A) Settle at no cost *OR***
- B) Pay the hearing aid over 12 months (interest free)**

Bear in mind there is a cost to you, but it is less than the cost of interest free credit and you will be paid 7 days after delivery and fitting of the hearing aid.

If you want more details please email or phone HearBuy on **0870 756 6999** and we will get Steve Young from Financing First to contact you.

One final thought. If, by offering this type of finance scheme you can sell one extra hearing aid a week, then what kind of difference will it make to your profitability?



Destiny & Inspire OS.

A dynamic hearing instrument that actually *learns* and software that makes fitting faster and more accurate – enhancing the patient practitioner relationship and resulting in a better outcome, every time.

For further information please contact us on freephone 0500 262131 or visit our website www.starkey.co.uk



Up to 20% discount for Hearbuy members.