

# THE Independent

HearBuy Newsletter No: 14

## In this issue:

- 0% Interest
- HearBuy Membership Portfolios
- Oticon launch Epoq
- Sold out again
- HearBuy Conference
- Phonak Partnership Program

## Manufacturers supporting HearBuy:

- Acoustic Technology
- Auriplex
- Bernafon
- Oticon
- Oto-Tech
- Phonak
- Puretone
- Siemens
- Sonic Innovations
- Starkey
- Tinnitus Care
- Unitron



# 0% + 100%

INTEREST SUPPORT

## To go Independent!

If you've ever toyed with the idea of working for yourself, being your own boss and reaping the profits of your own hard work, but have always been put off with the initial start up costs involved then think again because HearBuy is here to help.

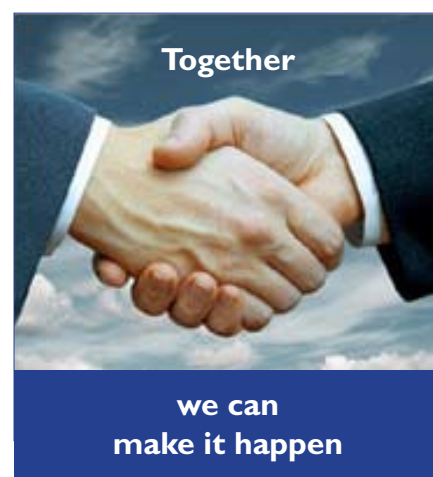
HearBuy is continually supporting the independent hearing healthcare professional, and in our endeavour to assist RHAD's to become independent dispensers we have arranged facilities to aid dispensers with the daunting initial expense of capital equipment.

As a result HearBuy is now able to offer **start up packages with either 12 or 24 month INTEREST FREE payments!** These packages can include audiometers, video oto-scopes, NOAH software, NOAH links, hipro's, PC's, laptops and even advanced impression taking equipment packages.

This offer is open to individuals setting out as an independent hearing aid dispenser and would be linked to hearing aid purchases via HearBuy. However, don't forget this will NOT tie you to a single manufacturer, but instead will leave you free to purchase across any mix of our 8 supporting manufacturers (as shown on the left).

For a no obligation quotation and in the strictest confidence please contact Ian Goodfellow on 0870 756 6999.

**"Now the door's open even wider to go it alone!"**



# (HearBuy)

Together in Independence

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# HearBuy Membership Portfolios

The new HearBuy Membership Portfolios with Silver, Gold & Platinum Membership Cards have now been dispatched to all members, and are already proving of great use.

The single source information Portfolios are membership level specific and in addition to containing the New membership cards include a full list of member benefits along with a personal & fully comprehensive Price List, which has manufacturer's list prices for direct comparison.

There is also information on retail finance and insurance, plus; complimentary Vouchers for HearBuy Training Academy Courses; Delivery Address Labels for members practices'; Invoice to HearBuy Labels and a Useful Contacts Telephone & Website List.

The portfolios bring together the main information an independent dispenser regularly requires into one place and have been designed for growth with interchangeable sleeves to enable updating of price lists as HearBuy continually negotiates ever increasing discounts with its supporting manufacturers.

If you are a HearBuy member and for some reason haven't received your membership portfolio then please contact us.



**'No more searching around for different manufacturers price lists, or calculating discount amounts, it's all there in black and white!'**



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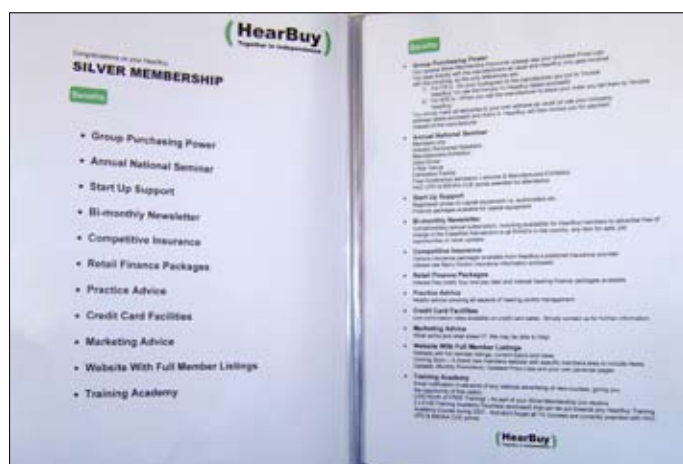
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**Did You Know:** The new Silver, Gold & Platinum levels of membership entitle HearBuy members to increased discounts & benefits with each higher level attained and are based on unit sales per annum. Even better though is the fact that the unit sales are not tied to one or even two manufacturers but can be spread across any mix of the 8 manufacturers supporting HearBuy! The levels have been brought in to incentivise both existing members to fully utilise HearBuy's group purchasing facility, and to entice prospective independent members with small, medium & large unit purchases to join – hence obtaining even better discounts for all members from increased unit purchases.



If you are an independent hearing aid dispenser or are contemplating becoming one and are interested in how HearBuy can help you, then please contact Ian Goodfellow on 0870 756 6999

# Oticon Launch the Epoq



Whilst we don't always centre on manufacturers products in the articles of this newsletter, we thought that the launch of Oticon's Epoq hearing aid - which took place at the Birmingham Hippodrome at the end of April - deserved a mention.

The first reason being that Epoq is the first hearing device with wireless binaural processing and the ability to connect wirelessly to mobile phones via Bluetooth!

With wireless binaural processing Epoq complies with the way the human auditory system works. Inputs from two ears preserve the stereo image so the brain can separate sounds and the user becomes better able to locate the origin of sounds. The direct result is a significantly improved sound quality and less fatigue and constraint when wearing hearing aids.

Not only this but along with mobile phones it also links wirelessly via Bluetooth with household audio & video devices using the Epoq Streamer (shown above), turning the hearing aids into wireless ear phones. Gone are the days of hearing aid users having to take off their hearing aid when using a mobile phone!

Secondly, Epoq is built on Oticon's new technological architecture RISE, which future generations of Oticon products will be based on. Additionally the company state that RISE "signals a paradigm shift as significant as the shift from analogue to digital platforms." Strong claims maybe but with processor speeds 100 times faster than previously seen, and with it's broadband technology Ear Stream allowing binaural processing to synchronise more than a thousand times per minute – complying exactly with the way the brain processes sound inputs from two ears - it's clear to see that RISE is far more than a new ultra-fast microchip.

Epoq is a premium product that is setting new standards in a range of areas. Most importantly what this means on a commercial basis is that supported with marketing and sales materials Oticon say it will help you the independent dispenser sell a premium product rather than a mid-priced product! So better business with Epoq!

Good times ahead then, because if true it can only be a matter of time before other manufacturers bring out similar or enhanced technology to compete.

Epoq is available via HearBuy from the end of May/beginning of June.



Oticon ♦ Epoq



**HearBuy were pleased to be included in Oticon's Epoq introductory launch offer that took place on launch day in Birmingham as an isolated one off promotion. Attending dispensers were given a timed ten minutes to place their orders at a specially discounted price.**



# Put These Dates In Your Diary Or You May Miss Out!

We're already half way through 2007 and as you can see on your HearBuy Wall Planners (if you haven't got one we still have a few left) the **HearBuy Annual Conference** is fast approaching.

**Friday 21st & Saturday 22nd September** are the dates to put in your diary right now, as last years packed conference proved that if you forget and book late, then you will most definitely miss out on a room.



This years highly anticipated conference is again taking place at The Nottingham Belfry Hotel which proved extremely popular with members for it's décor, facilities, convenient motorway location and ample free car parking.

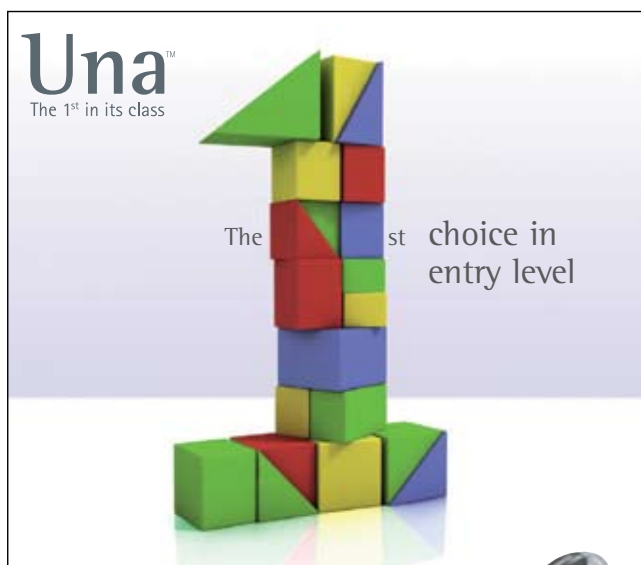


A fully comprehensive agenda is being compiled for the two day event which will include lectures with industry renowned speakers, manufacturers exhibition, calibration facility, a gala dinner and HAC CPD & BSHAA CUE points awarded for attendance.

We will be posting Conference Booking Application Forms out to all HearBuy members during July which will be included with your July statements. As always the HearBuy Conference is for members only and admission is free.

If you haven't applied to be a member of HearBuy yet and would like to attend the conference there is still time. Simply contact HearBuy on 0870 756 6999 for a membership application form.

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# Phonak Partnership Programme applicable via HearBuy



For any members who have signed up to the "Phonak Partnership Program", please remember that you are still entitled to the programs benefits regardless of whether you buy directly from Phonak or via HearBuy.

The discounts HearBuy can offer via the HearBuy membership levels could be very advantageous to you, so please contact Ian Goodfellow to find out more if you've signed up to the Phonak Partnership.

## 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

### Used Audiometers and Tympanometers for sale

Due to the end of a Government Contract we have a selection of portable diagnostic and clinical audiometers for sale as well as a number of Kamplex Audi-Tymp Tympanometers. All machines are checked for operation and are available with full 12 months calibration certificate if required (add around £100.00). Some paintwork chips are evident on many of the machines but this does not affect performance and they are priced accordingly. Items available and price ranges include:

Kamplex AA222 Audio-Traveller. Top of the range Diagnostic Audiometer and Tympanometer combined with carrying case. Superb condition. £2300.00 (calibrated)

Kamplex AD27 Portable Diagnostic Audiometers from £450 - £700

Kamplex AT24 Tymps £450 - £700

MAICO MA41 Portable diagnostic audiometers (great travelling machine) £350-550

Kamplex KC35 Clinical Audiometer. First class condition £1250.00 (calibrated)

Siemens SD50 Clinical Audiometer with HF audiometry facility (will need HF headset) £1100.00 (calibrated)

All prices are ex p&p and VAT.

For a complete list, or to request more information including photographs please email:

[gary@hearing-care-centre.co.uk](mailto:gary@hearing-care-centre.co.uk)  
or ring Gary Holland on 01661 823281

# Oticon ♦ Epoq



The new generation of wireless hearing devices that will alter the way people live... - not just the way they hear!

**Epoq** is built on a new wireless connectivity and sound processing architecture called RISE

**Epoq** utilizes high-speed wireless technology to have a binaurally fitted set of instruments work as one central processor to recreate a better stereophonic image

**Epoq** takes sound quality to natural fidelity with 10 kHz bandwidth and single-step processing

**Epoq** utilises Bluetooth and EarStream technologies to wirelessly and binaurally connect to modern communication devices such as mobile phones and MP3 players

**With true binaural processing, Oticon Epoq takes instrument performance to the next level and provides the user with long sought benefits.**



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**SIEMENS**

## 2nd Course Sells Out – AGAIN!

The second HearBuy Training Academy course based on Sales & Consultation Techniques took place at the end of May, which yet again sold out within days of being released to HearBuy members.



The highly requested one day course was industry specific, with the speaker Mike Yates having spent time with independent hearing aid audiologists investigating & understanding the goods and services

offered. Mike specialises in inspiring and motivating business owners to create and attain their business and lifestyle goals and to accelerate their business growth and success.

Some of the interactive topics on the day included:

- How to gain clarity on moving your prospective clients through the stages of a sale
- Understanding the common pitfalls that cause most sales to be lost
- How to handle objections assertively and effectively
- Techniques to improve your sales conversion rate
- Getting used to closing and closing techniques
- How to recognise objections as buying signals
- How to create a sales action plan
- How to outsell your competition

This was also the first of a series of modules on SALES, with two sales modules currently being planned per year. The idea is to provide members with ongoing training instead of the usual 'one off' course.

The next HearBuy Training Academy Course is currently being scheduled and will be emailed out to all HearBuy members shortly. Once received we must stress that you **BOOK EARLY** to avoid disappointment as places are limited and yet again we envisage demand to be high.



Mike Yates

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# wide open

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# Industry News Updates

- **A Resounding Mess** – that is what both GN Resound and Phonak must be thinking as Phonak's attempt to purchase GN Resound goes askew.

We have been reporting the saga since 'The Independent' issue 6 and in issue 10 we surmised the new buyer was likely to be the William Demant Group who own Oticon, Bernafon and Hidden Hearing. Indeed Demant did make a bid to purchase, which according to a recent report issued by their CEO, cost them almost £2.3 million pounds in their failed attempt.

However, the cost of preparing Phonak's whopping bid of £1.4 BILLION is as yet unknown, but must be much more than Demant. The massive offer price was of course, snapped up by GN Nord who own Resound. Unfortunately, at the 11th hour, the German Federal Cartel Organisation (FCO) have put a spanner in the works by stating that this sale would not be healthy in the German market due to significant consolidation of manufacturing companies and have refused to sanction the agreement. Phonak has lodged an appeal.

- **DOHC gets bigger** - David Ormerod Hearing Centres have recently acquired another small independent hearing aid dispensing chain called Ambicare who dispensed primarily from Gloucester, Yeovil, Bristol, Hereford, Evesham & Swindon. It was reported in an earlier issue (No 11) that DOHC had acquired Advanced Hearing Services Ltd and that DOHC themselves had allegedly sold a 49% stake of their business to Phonak.

- **John Lowe to leave RNID** – after 5 years as CEO of the RNID, Dr John Lowe will be leaving at the end of July this year for another lucrative post to lead the Charities Aid Foundation (CAF). He will be best remembered for continuing James Strachan's (former CEO) model of making digital aids available for everyone that needs hearing aids free of charge and instantly available from every NHS hearing aid clinic and in overseeing the failed PPP scheme.

- **HAC woes** - Due to the pressure of issuing the new 2007 dispenser identity cards, the HAC issued a notice on their website in April, not to bother them unless it was absolutely imperative because they were overwhelmed by 3% of dispensers not filling in their forms correctly or other administrative errors (not that the HAC ever make administrative errors!).

According to our calculations 3% of 1450 RHADS = 43.5 errors.

- **NEW MOVE** - After a long and distinguished career with Starkey Laboratories Ltd., Dr Michael Nolan has chosen to pursue opportunities elsewhere within the industry.



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