

THE Independent

HearBuy Newsletter No.17

In this issue

- WhyChoose HearBuy
- Plan Ahead
- Industry News Updates
- Sycle.net hits the UK
- Deaf Awareness
- Classified Ads

Manufacturers Supporting HearBuy

- Acoustic Technology
- Auriplex
- Bernafon
- GN Resound
- Oticon
- Oto-Tech
- PC Werth Ltd
- Phonak
- Puretone
- Siemens
- Sonic Innovations
- Starkey
- Tinnitus Care
- Unitron

Benefits of Membership - Why Choose HearBuy?

HearBuy is now the largest buying group for independent hearing aid dispensers in the UK. With a customer base of over 250 companies employing more than 350 dispensers, HearBuy together with your help, is now the largest single group of RHADs in the UK.

Now more than ever is the time to join forces; you as independents together, could be a massive influence to steer the market place and command the very best in prices and service from the manufacturers. We have now secured agreements with every manufacturer and distributor in the UK providing a full range of hearing aids, all available at very competitive prices.

To ensure benefit for all levels of independent business, we at HearBuy have introduced three categories of membership for purchasing. The aim is to incentivise both existing members to fully utilise HearBuy's group purchasing facility, and to entice prospective independent members to join, with small, medium & large unit purchases. Each membership level will be based on unit sales per annum, with increased discounts & benefits applicable with each higher level attained.



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Nottingham
NG5 4WN
T: 0870 7566999
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E: info@hearbuy.co.uk
W: www.hearbuy.co.uk

Silver membership is 1 – 50 hearing aids purchased a year.

Gold membership is 51 – 149 hearing aids purchased a year.

Platinum membership is 150+ hearing aids purchased a year.

We are growing year on year and discounts from manufacturers are reflected in this, Phonak discounts have just risen by 5% across the range. Every time the manufacturers raise their discounts to HearBuy, you benefit fully from that rise; we do not keep any of the extra discounts for ourselves - all the increases are passed on to you.

In addition to discounts, we now fund the HearBuy Training Academy. These are training courses on everything to do with practice management, from accounting to dispensing. Your membership level determines how many courses you can attend for free; any extra courses you may wish to attend will be charged on a cost basis only.



We also have deals in place for Retail Finance, Credit card machines, Practice insurance, Start up assistance and much more.

In short we are the total solution for all independent practice needs.

For further information contact; Ian Goodfellow FREE on 0800 195 2259



Can you spot the dot?



... probably not

That's because we've taken the industry's best hearing technology and made it close to invisible. The concept behind dot by ReSound is simple – to enable you to offer your clients vastly improved hearing in a compact hearing instrument that won't impact on their personal style.

This combination of minimal size, maximum hearing improvement, and multiple price points makes good business sense. By the way, the dot is on his neck!

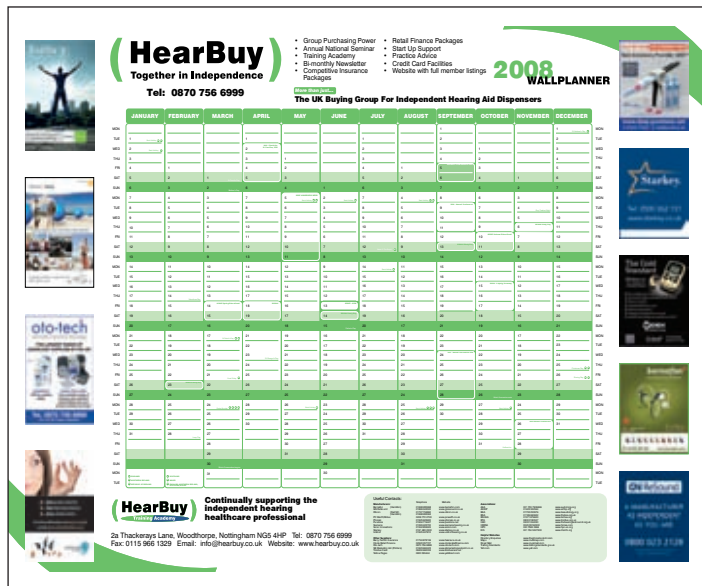
For more information about dot by ReSound, call your ReSound representative on 0800 023 2128 or visit www.dotbyresound.co.uk. We look forward to hearing from you.

GN ReSound - as independent as you are



... here it isn't

You need to Plan Ahead



The HearBuy 2008 Wall Planner

HearBuy has once again, produced its popular free Wall Planner for 2008 which is distributed to all HearBuy members and RHAD's.

Printed in full colour and A1 in size, the wall planner not only incorporates an easy to use calendar with national holidays, but more importantly, it will highlight the crucial dates on which all main industry related conferences take place.

We are always striving to help the independent hearing aid audiologist in which ever way we can. With this one glance solution, it provides an immediate overview of the years activities for dispensers to plan their schedules, holidays and even marketing; an example of which would be for 'Deaf Awareness Week' which is also included.

The HearBuy 2008 Wall Planners were posted to RHADs during December 2007. If you didn't receive yours or you need an additional wall planner, then please contact Ian Goodfellow at HearBuy on 0870 756 6999.

Industry News Updates

Dates for your Diary

AIHHP Spring Educational Meeting

14 - 15th March 2008

The Manchester Airport Hilton Hotel

The 20th American Academy of Audiologists Conference

2-5th April 2008

in Charlotte, North Carolina, USA .

BSHAA International Congress and 50th Anniversary

18 – 19th April 2008

Chesford Grange Hotel, Kenilworth, Near Warwick.

- Stop Press -

It is understood Amplifon have dispensed with the services of 40 of their RHAD's

HAC retention fee increase proposal

The Hearing Aid Council voted at their last meeting in February 2008 to apply to the Dept. of Business Enterprise and Regulatory Reform DBERR for an increase in the annual retention fee. The application is for the 2008 fee to rise to £695.00 per year for both Hearing Aid Dispensers and Employers.

This means an increase of £270 from the 2007 retention fee of £425 and is said by the HAC to be necessary, due to a significant increase in the number of serious complaints received by the HAC against dispensers that require investigation. They also state that part of the increase is to mitigate costs incurred after the HAC has been abolished e.g. closing the HAC offices, skeleton staff, sale of assets etc.

The proposed increase in the retention fee has not, as yet, been approved. If you have strong views concerning such a large proposed increase, you should immediately make your feelings clear and justified before a decision is made by writing to:

Mr Guy Horsington and Mr Duncan Lawson
Department for Business,
Enterprise & Regulatory Reform
1 Victoria Street
London SW1H 0ET

These are the gentlemen who run the offices of the government sponsoring body for the HAC at DBERR and with whom approval of this increase rests.

Information correct at time of going to press.

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

Epoq utilises 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.

For more information please contact Oticon UK on **01737 780 430** or email: **info@oticon.co.uk**

www.oticon.co.uk

oticon
PEOPLE FIRST

Sycle.net hits the UK



The HearBuy conference at The Nottingham Belfry last September saw the introduction of Sycle.net - The No.1 Hearing care practice Management System is to be rolled out in the U.K this spring.



Sycle in conjunction with HearBuy/Phonak will be holding 2 training courses.

March 10th 2008 sees the first course in Warrington accommodating the north of England.



Phonak UK, Warrington

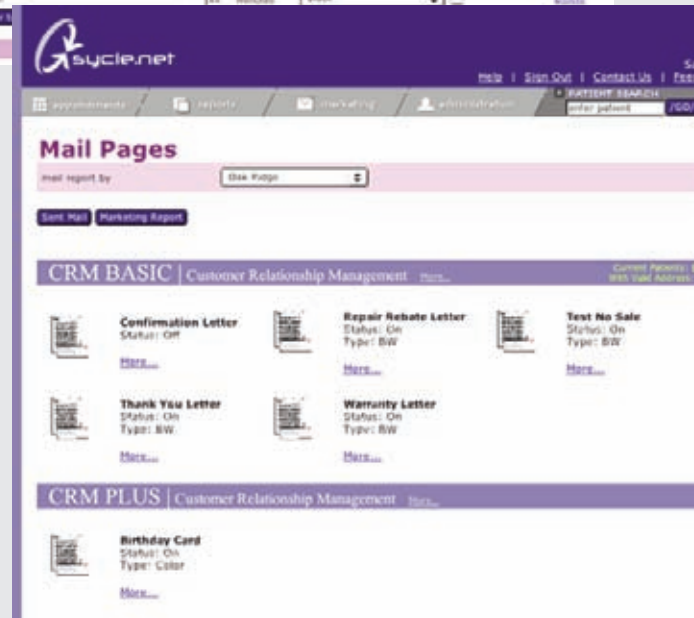
March 12th 2008 will be held at The Coventry Hilton taking care of the rest of the UK. This will also be the venue for this years' HearBuy Conference.



The Coventry Hilton Hotel

Sycle.net is all that the discerning and busy dispenser requires to manage their office, their staff, their marketing & above all, where their business is, on a day-to-day basis.

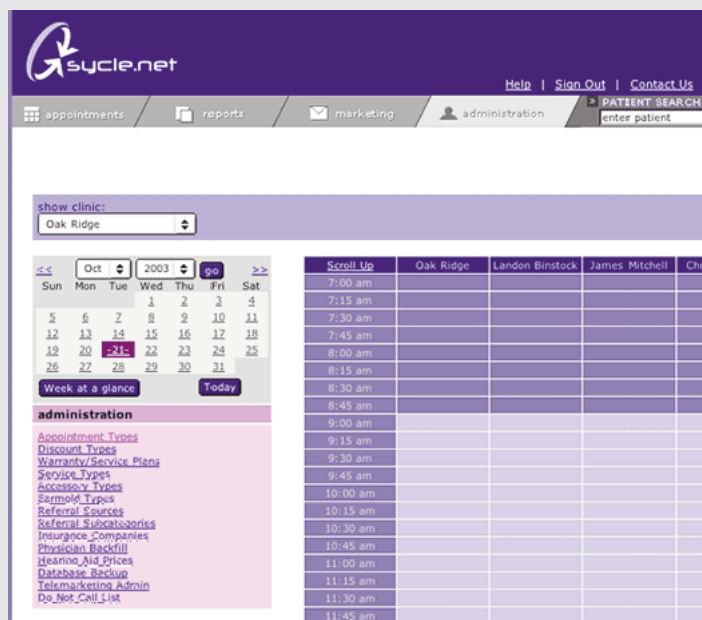
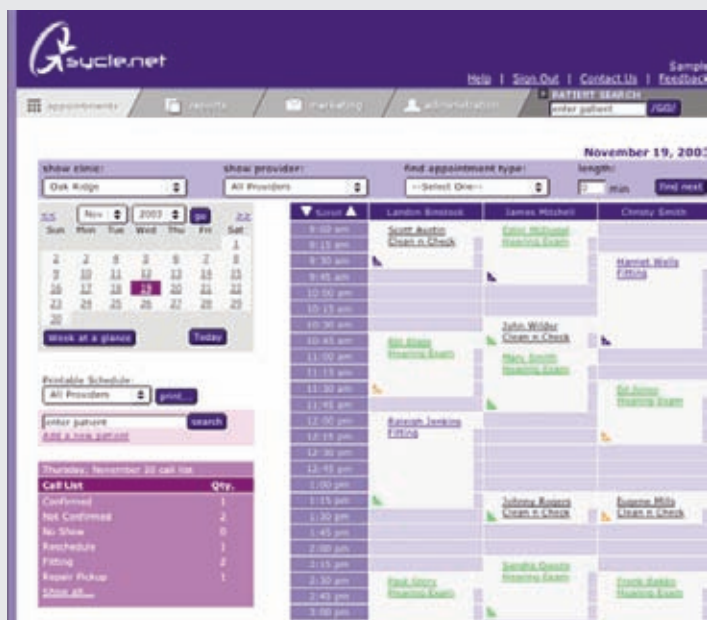
Imagine being able to access how many, of what kind and of how much at the click of your mouse. Whether you have one or multiple dispensaries, you can access Sycle whenever & wherever you are in the world.



Imagine being able to see who, where and what your business is doing at that moment in time including, how many aids sold, for how much, and what your future bookings are.

Freeing up yours and your staffs' time to do the thing you do best, dispensing and in turn increasing sales.

Sycle is a fantastic marketing tool too; letters are automatically generated with all the content you require. No need to painstakingly create that letter, it is all there - just print off when required and post - the rest is done for you.



You just need access to the Internet wherever you are in the world.
No need to install lengthy programs to run the software, therefore there are no IT costs to incur.

If you would like to attend one of these training courses, please contact HearBuy on 0870 756 6999 - Please hurry as places are limited.

For the many of you that have already put your names forward, your places are booked and you will be asked very soon (if you have not already been asked) which venue you would prefer to attend.

Truly interactive hearing

Experience Yuu™

Adapts automatically to the changing world of sound to deliver an exceptional listening experience in diverse situations.

Personalize Yuu

Clients can adjust speech enhancement and noise reduction to balance comfort and clarity.

Teach Yuu

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hearing

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intuitive
incomparable

inside & out



outperforms
out of sight
outstanding

Destiny RIC is the latest introduction from Starkey Laboratories to bring you a device that offers the convenience, comfort and discretion of a receiver-in-the-canal, plus the performance of nFusion Technology.



To learn more about Destiny RIC, please contact Starkey on Freephone 0500 262131, email: sales@starkey.co.uk or visit our website: www.starkey.co.uk

Classified Advertisements

This is a regular column for all HearBuy Members to advertise **FREE OF CHARGE** to all Registered Hearing Aid Dispensers.

Use this section to:

- sell any items or equipment you may have for sale
- advertise job opportunities within your business
- advertise services that may be of interest to other R.H.A.D.s

**To use this area, simply call
Ian Goodfellow at HearBuy on
0870 7566999**

WANTED

Does anyone have a second hand Tympanometer for sale?

If so contact: Mairi Macleod on

Tel 01463 22 50 60 or Mob 07900 930 112

or Email mairi@hearingaidtechnics.co.uk

AUDIOMETERS FOR SALE

Amplaid 137 (calibrated) for £400

GN Madsen Xeta (calibrated) for £600.

Please contact Charles on 01803 868119 or 07974 974074

FOR CPD AND BASIC COURSES

(including Industrial Audiometry)

contact Robert Rendell

www.seabrookaudiology.co.uk

brite.

Naturally different



red dot design award
winner 2006



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Innovative Hearing Solutions

Deaf Awareness Week

The next Deaf Awareness Week will be on
5th - 11th May 2008.

Every year deaf awareness week gives the
chance to raise awareness. There are local
and national
events across the
UK throughout the
week.



Supported by over
one hundred deaf
charities and organisations under the
umbrella of the UK Council on Deafness,
Deaf Awareness Week involves a UK wide
series of national and local events.

For more information contact:
UK Council on Deafness, Westwood Park,
Little Horkesley, Colchester, CO6 4BS.
Telephone 01206 274075
Text 01206 274076
Fax 01206 274077
Email info@deafcouncil.org.uk



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“

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ABSOLUTELY TINY, FITS EASILY AND INSTANTLY, HAS A WIDE FITTING
RANGE EVEN FOR FLAT LOSSES, DOESN'T GET GUMMED UP WITH WAX,
HAS LOADS OF UNIQUE FEATURES, HAS GENUINELY USABLE BATTERY LIFE
AND PRODUCES THE BEST QUALITY SOUND YOU CAN GET. AND CAN'T
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- Miniaturisation of components that allows us to create products like the powerful, but tiny, 70dB NITRO as well as small mini-canal directionals with e2e wireless™ capability.

By using advanced and innovative technologies to ensure that you can meet your customers' demands for superb performance in one small, perfectly formed package.

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or email info_hearingaids.shi.uk@siemens.com**

www.siemens.co.uk/hearing



SIEMENS

Changing the way you hear the world

Hearing is crucial to enjoy life to fullest extent. Over 500 million hearing impaired people worldwide miss out on the benefits associated with hearing. Fortunately, in most cases, a hearing aid is the first step in rehabilitating their hearing and reconnecting with the world around them.

SONIC innovations has become the fastest growing hearing aid company in the world. Through the development and use of the smallest single chip DSP platform ever installed in a hearing aid, we bring to the market small, comfortable and reliable hearing aids.

Our commitment to design, develop, manufacture and market advanced digital hearing aids and hearing aid components continues, as does our dedication to dispenser and consumer satisfaction.

Sonic innovations produced

- The first digital aids of its kind to clinically proven to improve speech understanding in noise
- The first digital noise reduction algorithm to improve speech understanding in noise
- The first digital hearing aid to outperform analog aids in matched head-to-head field trials
- The first directional aid to produce additional

benefit from a digital noise reduction algorithm. Sonic Innovations continues to set new standards in digital hearing aid technology, with breakthrough product offerings. S.M.A.R.T. Technology, a breakthrough in digital hearing aid design, which incorporates a suite of systems that constantly measures the environment and reacts within milliseconds to transparently adapt before important communication is lost. This clinically proven technology allows patients to easily interact in their changing environment. Ion the smallest, most powerful open ear hearing aid available, is the realization of superior design and unparalleled technology.

A leader in cosmetics, comfort, and clarity, Ion has become the open ear product of choice for both professionals and wearers across the globe.

Velocity, our premium automatic hearing aid, combines a sophisticated set of breakthrough algorithms allowing it to seamlessly react to any environment. Hands free operation is now a reality. No hassles, no distracting sounds, no worries-just better listening.

Sonic continues to build upon this success and continues to grow with over 700 employees worldwide, operating in nearly 30 countries across the globe.

Our Vision:

We will be the hearing healthcare provider of choice to customers who value: unparalleled levels of service and quality, great products and competitive pricing.

Exélia™

Full Life Experience



Hear.
Communicate.
Embrace a
Full Life Experience.

Full connectivity to the world of modern communication including mobile phones, MP3 players and other Bluetooth enabled devices.

Be in Control - Exélia let's you choose the direction you want to hear.

Exélia provides a rich, clear sound experience as natural and full as life itself.

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