

THE Independent

HearBuy Newsletter No: 20

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- Bernafon
- GN Resound
- Oticon
- Oto-Tech
- Phonak
- Puretone
- Siemens
- Starkey
- Tinnitus Care
- Unitron
- Widex / P.C. Werth

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Conference, what a success

“We didn’t believe it was possible, but we filled the Hilton to the rafters.....”

Ian Goodfellow, Hearbuy Director, was amazed when he saw yet again that the HearBuy Conference had filled the Hilton hotel with numbers exceeding last years event at the Nottingham Belfry.

This was the first HearBuy Conference to offer 2 full days of speakers and exhibition

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Hearing v's Listening

What a woman says:

Cmon...This place is a mess! You and I need to clean. Your pants are on the floor and you'll have no clothes if we don't do the laundry now!

What a man hears:

C'MON....blah, blah, blah YOU AND I blah, blah, blah, blah, blah ON THE FLOOR blah, blah, blah, NO CLOTHES blah, blah, blah, blah, NOW!

(HearBuy)
Together in Independence

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Conference Editorial

This year again, saw speakers from all over the world. Gus Mueller from North Dakota USA playing a big part in entertaining dispensers with his style and take on the industry.

Debra Corti from Florida, Chris Sumner of the UK and Stefan Shwartz from Switzerland also gave talks on their specialist subjects.



Gus Mueller

This year the HAC's Mary Anne Maltby honoured us with her presence to see what the Hearbuy Conference was all about. Not only did she find it enjoyable, but has also upgraded the HAC, CPD points already awarded from 4 for the Friday, 3 for the Saturday and 2 for visiting the stands, to, 5 for the Friday, 4 for the Saturday and 2 for the stand visits, giving a total of 11 instead of 9. That is over half the structured points required for the entire year. Now surely that has got to be the biggest accolade that HearBuy could receive?

Widex and GN ReSound used the Conference to launch their new hearing aids, The **Mind440** from **Widex** and the **be** from **ReSound** both of which created a great deal of interest.



Debra Corti

The highlight of the evening was the After dinner speaker Norman Prince providing us with hilarious anecdotes about all of the nations regional colloquialisms including his own, that being a Yorkshire man.

Roy De Wired gave a brilliant night of song and dance which started off at pre-dinner drinks, then continued during and after dinner long into the night.



Stefan Shwartz

If you attended and enjoyed your time with us, we would love to hear your comments or even if you have any ideas you would like to suggest for next year's event, we would also like your input.

HearBuy would like to take this opportunity to thank everyone who attended and hope to see you all and more next year.

Industry News

BSHAA Council seeks Independent Member

Have you ever wanted to air your views, make a difference or have a say in the future of BSHAA? Well now is your chance, BSHAA are looking to expand their council to 12 due to the size of its membership.

They are particularly keen to recruit an Independent member to include as wide a spread of membership as possible.

If you think you have what it takes, can commit to attending half a dozen meetings a year (all of which your expenses will be paid) and to help in other council duties then you should apply in the first instance to Jill Humphreys the company secretary by email JillHSec@aol.com.

Meetings are held at Birmingham, Manchester or London and will take all day, you will also be expected to attend congress.

Voting for this position will take place at this years AGM on November 6th at the the Education Day at the Arlington Arts Centre, Mary Hare, Arlington Manor, in Berkshire.

Good Luck!

Industry News

HearBuy Member becomes Audiologist of the Year 2008

Rayovac in conjunction with Audio Infos have announced the winner of their 2008 Audiologist of the year award.



It just so happens that it is a long standing HearBuy member.

Lisa Binns-Smith has been awarded the highest accolade of her career to date.

Lisa was presented with her prize, that being 1000 Euros and a trophy at the AIHHP Autumn Conference at the Cambridge Belfry earlier this month.

Entrants were chosen this time by testimonials from patients making it unique from other prestigious awards.

Dawn King nominated Lisa for this award because she was the only person who was able to help her with her unique needs. "Lisa changed my life and countless others.... without Lisa I don't know what I would have done."

After winning this award Lisa was put through to European finals whereby after much deliberation Marc Donner of Germany was the overall winner.

We at HearBuy send our congratulations to Lisa and wish her many years of success in the industry.

Congratulations also go to the Audiologists who received a commendation certificate:

These include:

Ann McConnachie (Raigmore Hospital), Frank Holden (Express Diagnostics), Geoffrey Bryce (Aberdeen Hearing Services), Janet Evans (Abertawe Bro Moorganwg University NHS Trust), Jenny Wilkinson (General Hospital), Leanne Grimshaw (Royal National Throat Nose and Ear Hospital), Mathew Powell (Edith Cavell Hospital), Martyn Scott (Hearing Aid Solutions), Sam Rossiter (Imperial Hearing), Simon Wendland (Imperial Hearing), Susan Robinson (Royal South Hants Hospital) and Surinderpa Sidhu (Hidden Hearing), Sarah Thomas (David Ormerod Hearing Centres), Robert Davies (Seaford Hearing), Vicki Skeels (Hearing Care Centre)

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0870 756 6888

ANTI-AGEING PROGRAMMES



No pain, no gain.



No pain, just gain.

**How would you like your customers to receive all the gain
with none of the pain, and improvement that actually lasts?**

If it's serious muscle you're after then look no further than **be by ReSound™**. **be by ReSound™** is designed for your customers to wear and forget - it is extremely comfortable and easy to use. This unique design will allow your customers, for the first time, to experience a hearing aid without any wind noise and optimal hearing experience in all conditions. It has all the best of the ReSound features and it is available in two price points - giving most the chance to experience this truly unique device.

For more information about be by ReSound, call your ReSound representative on **0800 023 2128** or visit **www.beyresound.co.uk**

ReSound – as independent as you are

be BY RESOUND™

Out of Sight, Out of Mind, and out of this world.

GN ReSound introduces *be by ReSound* – the invisible hearing instrument that makes people hear younger!

be by ReSound™ is a truly invigorating treatment. It gives youth and vitality back to users hearing in just one simple dose. It's not just small and smart. It's invisible. In fact, the style and look of *be by ReSound™* is unlike anything that's ever been seen before.

be by ReSound™ is the first product in an entirely new category of hearing instrumentation called Invisible Open Technology (IOT™). The use of IOT results in a hearing instrument that is unlike any other, that is worn unlike any other, and that literally disappears when in the ear. It addresses the key concerns of hearing aid wearers present and future – to hear better without anyone noticing their hearing instrument.

be by ReSound™, is comfortable and open fitting.

Thanks to its innovative shape and ergonomic styling, *be by ReSound™* feels like no other hearing instrument on the market. In fact, users are bound to forget they are wearing it. In clinical trials, *be by ReSound™* was measured to be open in more than 90 per cent of ears. And in testing to gauge overall effectiveness and satisfaction, 78 per cent of end-users rated *be by ReSound™* as very open.

ReSound are delighted on how well it was received at the recent Hearbuy conference. There was a positive vibe in the exhibition room and a lot of interest regarding this new product.

We had a particularly good response to the presentation by Graham Roberts, which showed the natural performance of the product including the effective performance of the product in windy situations.

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Our best ever hearing aid is... ...here

Our best ever product - *mind440* better fits into all clinical aspects and raises the standard for client comfort and rehabilitation

Hello again differentiation! - *mind440*'s unique holistic proposition restores clear differentiation between your products, business and package compared to offerings from NHS or non-Widex dispensers

A totally new story - *mind 440* provides a fresh communication angle that goes beyond tired messages of solving problem hearing, by appealing to clients' desires for more control and improved wellness

Unique Demo Offer
Saleable and returnable demo aids at special prices
(now that's holistic thinking!)

widex*mind440*
the pleasure of hearing

Call PC Werth on 020 8772 2700 for more information

What makes the new Widex *mind440*...

...holistic?

mind440 is an all-new, top performance hearing aid that is also the world's only hearing solution aimed at enhancing clients' "wellness", providing a complete package of hearing care that has never been seen before.

Why do clients need *mind440*?

Relaxation is the antidote to stress and fatigue. By assisting relaxation and presenting a variety of desirable benefits to clients with a loss, *mind440* addresses the fatigue that can accompany wearing a hearing aid. And as a top performing instrument, *mind440* peerlessly addresses the frustration and isolation of life without an instrument.

A key objective of *mind440* is to make hearing instruments more comfortable to wear for longer. The result is the first holistic hearing solution:

1. clients with an untreated hearing loss will benefit from *mind440*'s supreme hearing technology, designed to ensure paramount levels of speech intelligibility and situational awareness
2. existing hearing aid users will benefit from *mind440*'s unique focus on comfort and relaxation, extending and enhancing the benefits of wearing their hearing aids within the context of their lifestyle

Understanding the power of fractal music

Music is one of the defining components of relaxation throughout the world and can uplift the soul or stimulate performance, boosting concentration and energy.

mind440's Zen program uses fractal algorithms to create non-distracting music that avoids repetition and is consequently highly effective over extended periods to assist relaxation, defeat noise or invigorate the user.

Slow compression & Hi-Fi inspired receiver technology

The clever new TruSound compression system and ClearBand 2-way receiver in *mind440* makes the most of its unique musical talents by delivering a clearer, natural sound, as well as improved sound comfort.

It's clear that many clients stand to benefit from holistic hearing's approach to fulfilling their lives - *mind440* represents a new opportunity to connect with more clients than ever.

***Widex *mind440* is available now from PC Werth.
For more information or to order demo aids, call 020 87722700.***

Hearing aid leads

Generated exclusively for the Independent market!

- Difficulty competing in a saturated market?
- Take control of your business
- Increase your sales opportunities

Clare Kewney RHAD FSHAA has teamed up with Don Thistleton to generate leads at competitive prices exclusively for Independent Hearing Aid Audiologists.

Don't miss out! To be part of this exciting NEW venture make sure you register early.

If you would like to register or want more information please contact.....

Tel: 0845 643 4037 Mob: 07595 189 006

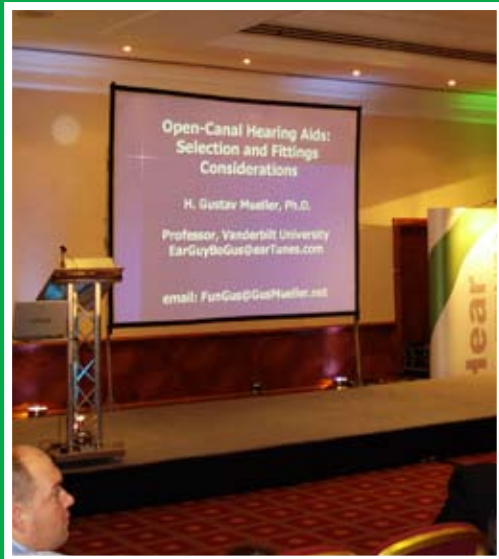
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Hearing World Ltd



The 4th Hearbuy conference



www.Sycle.co.uk

Successfully Launched in the UK

After a three month introduction period, which started in January this year, Sycle proudly announced the successful market entry in the UK. Sycle is the number one practice management system in the US and benefits from a decade of know-how in developing state-of-art software solutions for audiologists.



Since its start in 2000, Sycle has come a long way from being a pioneer in its market to becoming the market leader both technologically as well as in market volume. Sycle is currently present in the US, Canada, UK and Brazil and has an active user community of over 4000. The secret behind this success? Understanding our customers' ever changing needs and delivering cost effective solutions.

Coming from the situation of having excessive paper work requirements, multiple software applications, lack of clarity on marketing efforts, low customer impact and complex IT issues, Sycle is a relief for every shop owner and office manager. The goal of the product is to help audiologists focus on daily business by improving work processes and giving a quick overview of business performance. A much heard remark from Sycle users is that it allows them to focus on 'what is important' and not the daily time consuming issues that add little or no benefits to their business.

Divided in four easy sections, Sycle focuses on information that is important for the relevant task:

- ☐ **Appointments:** Allows complete appointment and customer handling and easily guides the user through the process of appointment booking, testing, selling, ordering and fitting the product to the customer. This section also helps keep a closed sales cycle by tracking all pending tasks at all times.
- ☐ **Reports:** A section showing all reports that have proven their usefulness in the years since Sycle first came on the market. Reports range from quick business overview, sales reports, return reports, accounts receivable, inventory reports, to marketing channel effectiveness reports and direct marketing or target group segmentation reports which allows you to customize your marketing efforts to a specific event, product or type of customer.
- ☐ **Marketing:** Customer mailings are automatically created in this section. Whether a birthday letter, an end of warranty notification, an appointment confirmation letter or any other letter, this section allows you to create your own custom letter which the system automatically creates on the selected event, or you can use the default letters already created by marketing experts.
- ☐ **Administration:** A serious product should allow the customer to make changes to fit their business processes you don't have to miss this in Sycle. For multiple shop owners Sycle has even implemented a smart way that allows to simply set-up one shop and then promote this set-up to all other shops owned and any new shop you want to open in the future!



On the main screen Sycle further has some colourful boxes showing you:

Pending tasks: call customers for a fitting, remind the manufacturer for outstanding hearing aid orders, remind customers of their appointment, re-invite a customer after 6 months, call a customer because their hearing aid has been repaired and all other tasks which are normally easily forgotten. The logic behind the Sycle sales cycle ensures the user follows all the necessary steps in order to close a successful lead, should that be at the first consultation or a few months, or even years, down the road.

Today's Business: What was sold today by whom and how much was paid today.

Inventory: A quick overview of your full inventory showing you devices that should be delivered to a customer, devices you are waiting for from a manufacturer, devices out for repair, customer with a borrowed hearing aid, etc.

Mail: New mail pieces that have been created today can be seen here and easily picked up to print, stamp and mail.

As a web-based software application, hosted in a secure IBM data centre in Canada, no extra installation costs are necessary and your data is stored securely with around-the-clock backups. Further, Sycle is so convinced about their product that they provide free training and support. For the low monthly, unlimited user, fee of just £99 per shop (or £33 if your shop is only open two days or less) you will receive a product which eases keeping your business efficient, improve your effectiveness and which definitely makes running a business fun again!

To get more details on Sycle, surf to <http://www.sycle.co.uk> and have a look around, or sign-up for a free online demo by one of the Sycle representatives.

Web: <http://www.sycle.co.uk>

Email: info@sycle.co.uk

Phone: 020 8144 6193

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PHONAK

life is on

Can Alzheimer's patients benefit from wearing hearing aids?



A recent article in The Hearing Journal reported that hearing aids could significantly reduce communication problems for at-home Alzheimer's patients with hearing loss... ¹

The article outlined a recent study conducted by researchers at the University of Pittsburgh which identified individuals with Alzheimer's disease who had perceived and measured hearing loss. The purpose of the study was to identify if problem behaviours with Alzheimer's patients were related to their hearing status.

For the purpose of the study, the researchers used 8 participants and found that 1 to 4 problem behaviours were significantly reduced for each participant after they received hearing aid treatment.

By the end of the study, all the participants were able to complete the necessary tests for hearing aid fitting and wore their hearing aids between 5 and 15 hours per day.

Researchers at the Manchester Royal Infirmary studied the effects of hearing aids on subjects with mild dementia and hearing loss and found that 42% of subjects showed behavioural improvement.²

The findings showed that the hearing aids were well accepted and that participants reported overall reduction in disability from the hearing impairment. The research found that the presence of dementia should not rule out assessment for, and the use of, a hearing aid.

The study proved that no diagnosis of Alzheimer's disease should be made without a complete hearing assessment. Most patients with Alzheimer's disease are capable of completing a traditional hearing aid test.

In conclusion, patients with Alzheimer's disease and hearing loss can often use, and benefit from, hearing aids and audiologists are essential in the care and management of Alzheimer's patients with hearing loss.³

References:

1 - Palmer, CV, Adams, SW Bourgeois, M, Durrant, J, Rossi, M (1999). Reductions in care-giver identified problem behaviors in patients with Alzheimer's disease post-hearing aid fitting. *Journal of Speech Language Hearing Research*, 42(2): 312-328.

2 - Allen, NH, Burns, A, Newton, V, Hickson, F, Ramsden, R, Rogers, J, Butler, S, Thistlewaite, G, Morris, J (2003). The effects of improving hearing in dementia. *Age and Ageing*, 32 (2): 189-93.

3 - Dancer, J (2006) *Remember Me? A Guide to Alzheimer's Disease and Hearing Loss*.

www.audiologyonline.com

This is nothing.



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TJAD0055-00-EE-ST

The Hearing Industry “Not as we knew it”

There seems to be an air of uncertainty out there in the Independent market.

I have had many phone calls from concerned RHAD's about the lack of enquiries and in general level of business.

I would like to take this opportunity to maybe give some food for thought.

The market has been slow of late and this seems to be the national trend throughout the UK.

With all the hype and to some extent reality it is not surprising. With interest rates not moving, oil price fluctuations and the \$700 000 000 000 bail out of the US financial system is it any wonder fewer people are purchasing hearing aid devices. The whole global economy has had a significant effect on all walks of life including the hearing aid industry as a whole.

All I can say at the moment is you are in the best position, as opposed to the bigger players in the market i.e: SpecSavers, Amplifon etc.

You can change the way you do things on a whim, these guys can't, their business model is set, whether it is 2 for 1 or just plain cheap, if it wasn't working then as we know it wasn't, it definitely will not now. They have to throw tens of thousands at advertising and campaigns, although lately even they are slowing down.

Do you need to!

You are the local Independent RHAD, keep it that way, keep letting them know who you are, Quality **Independent** advice with the service to back it up when they need it.

You just need to focus on what you are doing, am I doing enough, focusing in the right areas such as your biggest asset “Your database”. It is much easier to upgrade an existing client than sell to a new one.

Every week we are adding to the Hearbuy Membership, many individuals which have come from the Nationals, despondent to say the least about how they couldn't earn a living doing what they were doing. So they have taken a big step which I'm sure you will agree is not an easy one, but had to be done to survive.

Amplifon are going backwards, SpecSavers have many disgruntled dispensers, some of which say they would like to leave if they could.

So if it is slow for you don't panic, ride it out all will come good, you are not alone, numbers in HearBuy are increasing, discounts are going up because of the numbers we are doing with manufacturers.

If you would like a moan or need any advice please call me on 01773 533777, if I am not available leave a message and I will get back to you.

Remember you are a member of a large group of professionals, you are not alone!

Ian Goodfellow

DESIGN

Dual is
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& outstanding
performance

Welcome to the end
of compromise

PERFORMANCE

- Design proven to attract new users at almost twice the industry average
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- Superior performance & connectivity meets the 'proven appeal' aesthetics
- The only wireless technology that is capable of restoring spatial cues and most natural hearing due to Binaural Compression Handling/Spatial Sound system feature
- Full product portfolio