

THE Independent

HearBuy Newsletter No: 22

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Manufacturers supporting HearBuy:

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

No7

7 YEARS OF SUCCESS

HearBuy is embarking on it's seventh year and with your support we have grown into the largest group of Registered Hearing Aid Dispensers in the United Kingdom.

The benefits of membership are getting better year on year, with bigger discounts, more training and one of the best conferences in the industry. With our tiered membership, Silver, Gold and Platinum you can now achieve more discounts and training than ever before.



With all manufacturers now supporting HearBuy you can achieve across the board, virtually as much discount as putting all your eggs in one basket.

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(HearBuy)
Together in Independence

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E: info@hearbuy.co.uk
W: www.hearbuy.co.uk

HearBuy
Net.com

7 Years of success - *continued...*

Why tie yourself to one manufacturer when HearBuy can lower your total spend, simplify your accounts into one statement per month and one set of invoices to administer. We pride ourselves on having one of the best accounts departments, with fewer errors than most other supplier accounts departments.

We have now embarked on a full training program throughout the year with the latest technology updates and of course, refresher courses on the basics of audiology. These are mostly held in our new training facility in Nottingham but will also be rolled out to other cities in the very near future



HearBuy new
training facility

*...and don't forget ... all our CPD accredited courses are **FREE** to members of HearBuy.*

Our conference this year will be held as last year, at the Hilton Hotel Coventry on September 11th & 12th. Last year's conference was the biggest and best yet and will be a tough act to follow, but I am sure that this year's conference will exceed last years, with members coming away even more impressed.

Details and booking forms will be sent out in this coming June.

If you would like to join HearBuy or have any other questions on membership please contact me via email ian@hearbuy.co.uk or my direct dial telephone number **01773 767155**.



Ian Goodfellow

BHAMA figures for 2008

The British Hearing Aid Manufacturers Association better known by their acronym BHAMA currently consists of nine hearing aid manufacturers. In order to be represented within the group, qualifying manufacturers must prove that they sell a minimum of 1000 units per year either in the private market or to NHS supplies.

The current nine members are:

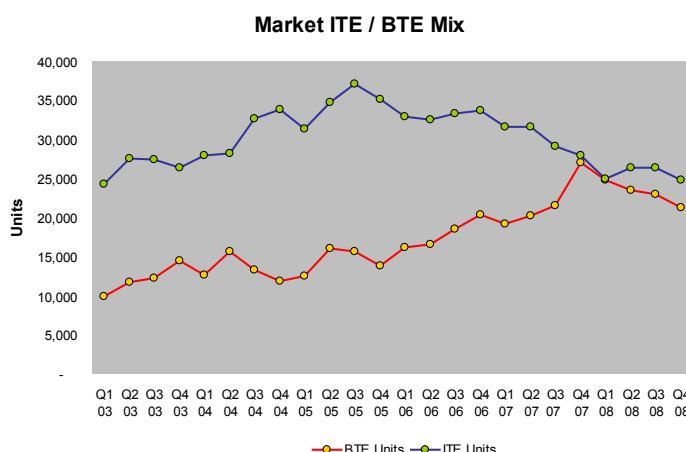
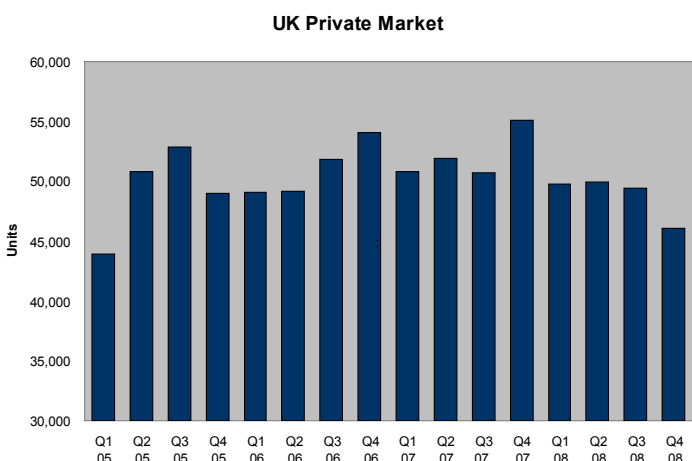
- Phonak
- Oticon
- GN ReSound
- PC Werth
- Siemens
- Starkey
- Unitron
- Puretone
- Bernafon

Each member agrees to submit their total quarterly unit sales separated in to specific categories e.g. ITE, BTE, Premium, Mid and Entry level product to name but a few. These figures are sent to an independent collator who ensures the anonymity of the disclosures so that no other company can know what contribution to the figures, another has made.

The final figures are then sent to the independent chairman of BHAMA, Tony Grant-Salmon, who distributes the information to BHAMA members and other concerned parties.

In 2007 the private market saw no overall growth whilst the NHS supplied 914,000 units which was an additional 28% more than the year before. This dramatic increase was mainly in an effort to comply with the new 18 week target criteria.

2008 saw an overall drop in sales of units to the private market place in the region of 6.8% with a like for like comparison made between Q4 2007 and Q4 2008 showing a much more dramatic decline of 16.4%. As can be seen on the graph, the difference between the number of ITE and BTE units sold has recently become much smaller.



Of concern to the private hearing care market is the relentless increase in the number of units the NHS is handing out free of charge. 2008 shows the figure to be 963,000 which is yet a further 5.5% increase.

It is a matter of speculation whether the government will continue to fund such massive equipment purchases given their current financial crisis. With just the cost of NHS hearing aid procurement alone reaching a figure of £61,000,000 for 2008, there are potentially massive savings to be made by the government in their public health budget if they adopt an alternative method of supply.

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clients with one small,
stylish instrument?



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Audéo YES accomplishes, what no other hearing system can. With SoundRecover, the smallest wireless external receiver device in the world truly broadens the hearing range, restoring high frequencies. What's more – Audéo YES exceeds even high performance demands and perfectly matches individual lifestyles. Be the first to have the answer and find out more at www.phonak.co.uk

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PHONAK

life is on

INDUSTRY NEWS UPDATE



The Hearing Aid Council has now announced that the retention fee for 2009 -10 ...and it will be exactly the same as it was the year before i.e. £695 per registrant.

If you decided to make your company limited liability even though you do not employ anyone else, since you, as a director of the company are classified as an employee, you are unfortunate, in that not only do you pay the HAC a retention fee for being an R.H.A.D. but also an Employer's retention fee of another £695.

The Hearing Aid Council has been asked if they would consider accepting installments for payment of the current retention fee in line with other government assistance being offered to small business at this time of economic crisis. The reply is an unequivocal NO – pay in full by April 1st 2009 or be prepared to be removed from the register.

At the recent AIHHP Spring Educational Meeting, Sandra Verkuyten OBE (CEO of the HAC) stated that she is 99% positive that this will be the final year for the existence of the HAC but that the government has firmly denied a request for funding assistance and so the full cost of maintaining the HAC for this year will have to be met by the registrants.

She also stated that the HAC costs (amounting to £123,000) of the recent judicial review awarded against Hidden Hearing will not be refunded to the registrants when the costs are received by the HAC. Amazingly, the HAC claim that legislation states that this money (if and when received from Hidden Hearing) may be given to a research body.

In Independent issue 21, we reported that the HAC had provided a consultation period to all registrants on the introduction, as early as 1st April 2009, of HPC standards for CPD. They stated that “...the change would help us to minimize our costs ...”

Incredibly, the HAC announced the new retention fee four days before the close of the consultation period and so one could be forgiven for assuming that the HAC had already made a decision regarding the introduction of a new CPD system.

Not surprisingly, the Hearing Aid Council has decided that it will introduce the Health Professions Council (HPC) form of Continuous Professional Development for the last year of their existence, commencing 1st April 2009. This will be of a self-reflective practice type of CPD instead of the points system that the HAC had demanded to date.

Further information on what exactly will be required will be made available shortly.

Bookings
being take
NOW!



TRAINING DAY FOR 20th MAY 2009

AGENDA

- ∞ 9.30 – 10.00am – Arrive and registration
- ∞ 10.00 – 10.45am – Latest Product Update
- ∞ 10.45 – 11.45am – An Evolution to Non Linear Frequency Compression
- ∞ 11.45 – 12.00pm – Tea & Coffee break
- ∞ 12.00 – 12.45pm – One in Twenty – Unilateral losses & APD
- ∞ 12.45 – 1.45pm – Lunch
- ∞ 1.45 – 2.45pm – Providing Solutions for the worst Listening Situations
- ∞ 2.45 – 3.00pm – Tea and coffee break
- ∞ 3.00 – 3.45pm – E-Learning your access to the world opinion leaders
- ∞ 3.45 – 4.30pm – Hear the World – How you can make it work for you
- ∞ 4.30pm – Close

Bookings will be taken on a first come first served basis. Please book early to avoid disappointment.

This event will attract 4.5 cpd/baa/bshaa points.

Phonak will be presenting on this occasion at our training facility in Nottingham.



Added Benefit for HearBuy Members

The first two training days at HearBuy's new training facility in Nottingham have been an outstanding success and have been oversubscribed leaving a few members disappointed that they did not book early enough.

Remember, as a HearBuy member, dependent up on your membership level, you can receive up to 6 **FREE** placements to these training days each year.



= 2 FREE PLACEMENTS per year



= 4 FREE PLACEMENTS per year



= 6 FREE PLACEMENTS per year



The third training day has been arranged for 20th May 2009

and will be sponsored by Phonak UK. HearBuy members who attend the day will see from the agenda (on adjacent page) that they will receive a days training on varied topics, consisting of both theory and practical content.

Please **BOOK EARLY** as these training day are proving to be extremely popular and have been almost fully booked within one hour of it being publicised.

If you would like to attend Hearbuy's next training day to be held on May 20th 2009 please contact us by email at ian@hearbuy.co.uk Or call **0870-7566999**



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What happens when you take the microphone out of a conventional CIC and hide it up inside the pinna?

You reconnect the wearer with the pinna's unrivalled resonance and sound collecting properties...

...plus you free up a whole lot of internal space within the instrument shell...

...while providing your patients with the custom comfort and cosmetics they require.

Compared with a normal CIC-sized device, new **be by ReSound Custom** or **be by ReSound Custom Power** instruments, can be configured to be:

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- More powerful
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ReSound – as independent as you are



be BY RESOUND™
Custom / Custom Power

Hearing it straight from the horse's mouth



I'm not sure being compared to the horse's mouth is the best, but I thought it was important to have an impartial look at why all Independent RHAD's should consider joining HearBuy if they haven't already and how it can go some way in supporting our businesses especially in, what seems to be tougher times.

I thought long and hard about joining HearBuy, as at the time, in terms of discounts that I could negotiate from the manufacturers, HearBuy's

were about the same. However, at one of the meetings, Ian Goodfellow and Paul Turner stood up and reminded us all that being a member of HearBuy, although very important was not just about getting the best discounts but many more benefits to consider. I have to say it got me thinking.

As HearBuy have grown, which can only be due to increased membership, I have seen the benefits of being a member increase tenfold. Apart from the obvious discount milestones we all wish to achieve, HearBuy are there to support in any way we need to build our business and sustain them. As an Independent, at times I have felt a little cut off from the world around me. HearBuy helps to remind us of the larger dispensing world, filling us in on any information that we otherwise would miss with the magazine and HearBuy.net website. The HearBuy Training Academy is aimed at raising the bar of quality dispensing and knowledge which when you work on own or part of a small team is not always easy to obtain in a time and cost effective manner. The Conferences which if you know me, I love and try to make the most of! A fantastic opportunity to meet like minded dispensers to network and support each others in business. To obtain the most up to date information from the manufacturers, as well as any new initiatives that HearBuy believe will help our businesses. Not to mention a darn good gossip whilst propping up the bar till, in most case very, very late!

Ian and Paul are always looking at ways to not only encourage new members but also to support in anyway they can the existing ones. I personally have asked for a few favours along the way and so far (although there's always first) they have tried to do their best to help or at least point me in the right direction. In doing this, I have managed to benefit from all sorts of opportunities which otherwise, would not have come my way.

HearBuy was set up for the Independents, so it is up to us to ensure that we use everyone in the organisation to fly the flag we so vigorously wave.

Clare Kewney

The question's not who can wear it,
but rather, "who can't?"



zōn[™]

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Thanks to BluWave Signal Processing (SP), Zon now fits more patients than ever before—making the widest fitting range of any product in its class even wider with the new XM 50 receiver. Zon now delivers up to 50dB of gain, in addition to unprecedented feedback cancellation and directional performance. And with Integrated Real Ear Measurement now available in most technology levels, you can feel confident you're getting your patients off to the best start possible.

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Classified Advertisements



This 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 completely free of charge, simply call **Paul Turner** or **Ian Goodfellow** at HearBuy on **0870 7566999**

**Hearing Aid Dispenser required
for Independent, forward thinking
practice and satellite centres.**

Full or part time.

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enquiries@s-hc.co.uk
or call Matt in confidence on
01732 741486.**

Dates for your diary

Say GoodBye to the Old



- April 1 - 4 2009** The American Academy of Audiology Annual Conference
- May 4 - 10 2009** UK Deaf Awareness Week
- June 5 - 6 2009** BSHAA Congress
- Sept 11 - 12 2009** HearBuy Annual Conference
- Oct 9 - 10 2009** AIHHP Autumn Conference and Awards Night.
- Nov 25 - 27 2009** British Academy of Audiology Annual Conference



*...as we are about to launch the
NEW HearBuy website.*

This is the **public domain** website and not the "hearbuy.net.com" We need your help - could all members please send me your contact details and any other details you wish to be displayed.

The new website will be more user friendly and bright giving all of you the corporate image you deserve. We would also like you to put a link to our website on your own website, as we will be doing for you, as this will move the site up the search engine rankings.

“catch”

The power of Widex ISP comes to the economy sector

The economy sector's optimum combination of core audiological features



THE PERFORMANCE DIFFERENCE
ONLY FROM WIDEX

widex  **real**™
zoom in on life

Simple to fit

Simple to use

Brilliant results

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Advanced Sound Technologies
Tel: 020 8772 2700
www.widex.co.uk

Oticon ♦ Dual

Dual encapsulates the best of performance and iconic design.

Dual's performance is driven by technology that is without peers in the industry today.

Dual is the Jeans of the hearing aid industry.



- Design proven to attract new users at almost twice the industry average
- Full wireless connectivity with Oticon ♦ Streamer
- 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

