

THE Independent

HearBuy Newsletter No: 24

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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



OOP'S WE DID IT AGAIN.....



No, Britney Spears wasn't at the Hearbuy Conference but some 135 Hearbuy members were, plus 54 Manufacturers staff.

Hearbuy has done it again, The Hilton was at full capacity on Friday and Saturday, begging the question, do we need to move to a bigger venue?

The IDA Institute opened proceedings with a talk on best practice for the ultimate patient journey.

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The day then followed with a rich and varied speaker line up, where delegates were educated and enlightened to subjects during Friday, ranging from a very entertaining and informative overview of the UK economy by Dennis Turner, a returning speaker by popular demand from the HSBC.

On how to increase Sales and Market your business in a shrinking economy Mike Yates of 121 Business and Dale Howarth of Jigsaw Sales presented there ideas.

Chris Hughes, Chairman of the HAC stood before a attentive audience explaining how far the transition from HAC to HPC is developing, and showing us how his skills of question avoidance are on a par with that of a politicians.

The Friday night saw a full house enjoying reception drinks sponsored by GN Resound and the table wine sponsored by Starkey, a full nights entertainment came in the form of an after dinner speaker, followed by a singer with his guitar and an array of songs to which many joined in. Jason Mayer of Phonak was the surprise entertainer of the evening giving us his rendition of Les Dawson on the ivories till the early hours of the morning.

Saturday followed on in the same vain as Friday, although the Manufacturers were the order of the day educating all to there products on offer, with the exception being Jonathon Osbourne, ENT Consultant from the Glan Clwyd Hospital in North Wales giving delegates an insight into the world of Cochlear Implants.

After 2 days of exhibitions, education, networking and merriment delegates finally got to go home knowing that they had a great time and with 10 CUE points in the bag for this year.

It just leaves Hearbuy to say a very big thank you to all delegates who attended and to the Manufacturers for there contribution to both the exhibition and presentations.



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ReSound

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This year's AIHHP Autumn Conference and Awards Dinner was held on October 9th & 10th at the DeVere Sunningdale Park Hotel near Ascot. The

conference attracted around 100 delegates and presented a varied programme covering medical, audiological and business aspects.

The highlight of the two day meeting was the AIHHP Awards Dinner, held in the Regency finery of Northcote House. Newly appointed chairman of the association, Stephen Fairfield introduced the evening. Guest speaker was Stuart Hall, of "Its a Knockout" fame, who entertained the audience with tales from his extra-ordinary life before going on to present the awards.

Leading hearing instrument manufacturer Phonak was recognised for providing outstanding quality products, walking away with the prestigious 'Hearing Manufacturer of the Year' accolade. Phonak also came first in four product-specific categories, scooping five out of 12 awards on the night.

- Best Entry Level Product for Certéna
- Best Mid Level Product for Versáta
- Best Receiver in Canal Product for Audéo YES
- Best High Powered BTE hearing aid for Naída

The one product category to elude them was the coveted "Best Premium Product" which went to Oticon for its Epoq hearing instrument.

There were also awards for:

- Best AIHHP support - Starkey
- Most Improved Product Range - Starkey
- Best Customer Service - Resound
- Best Accessory Provider - Puretone
- Best Product Launch - Unitron Passport

The awards were finished off with personal presentations; at what we assume to be her last Awards Night, Sandra Verkuyten was presented with a bottle of champagne and a floppy disc in light-hearted anticipation of the 31st March handover of the dispenser register from the Hearing Aid Council to the Health Professions Council. And on a more serious note, Vince Armitage, Divisional Vice President of Rayovac Batteries presented Martin Scott, an AIHHP Council member, with an award for runner up in the Audiologist of the Year competition. The UK winner of this honour was another AIHHP Council member and, to great applause, Robert Beiny was presented with this prestigious accolade.

Stephen Fairfield, Association Chairman, said: "AIHHP is all about promoting excellence in hearing aid audiology. We created this annual awards ceremony as a way of rewarding both manufacturers and dispensers who set the benchmark in terms of quality and service. I am delighted for those who won awards, they truly are 'best in class' 2009".

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TRAINING DAY FOR 18th November 2009

AGENDA

- 9.00 – 9.30am – Arrive and registration
- 9.30 – 11.00am – Masking theory - theory and practice for dispensers: Examines the role of masking in best practice audiometry, with practical examples and hands on session.
- 11.00 – 11.15am – Tea and Coffee break
- 11.15 – 12.30pm – Video Otoscopy – introducing a new standard of practice with hands on experience: Covers how video otoscopy can play an important role in patient management and safety, diagnosis, impression taking and overall practice quality.
- 12.30 – 1.30pm – Lunch
- 1.30 – 2.45pm – Tympanometry for dispensing professionals Part 1: A hands on session covering tympanometry and its potential for dispensers. Includes Reflexes (ipsi & contra), Tone Decay and Eustachian Tube Dysfunction.
- 3.00 – 3.15pm – Tea and coffee break
- 3.15 – 4.00pm – Tympanometry for dispensing professionals Part 2
- 4.00pm – Close (Times are approx)

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

This event will attract cpd points.

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

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No other processing strategy can demonstrate its credentials so effectively or tellingly. And, whilst *Zen* is proven to relax and may also benefit tinnitus, it may not be to all tastes. Happily, once the point is made, you can cater for that too with the *mind330*.

***Dual ISP* in *mind440*: incredible premium sound processing, unique features and established capabilities, including Speech Enhancer and Audibility Extender.**

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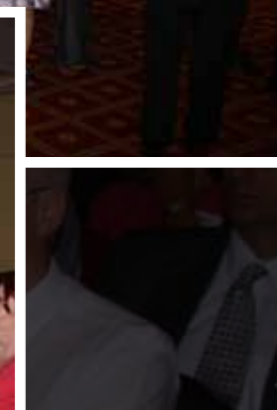
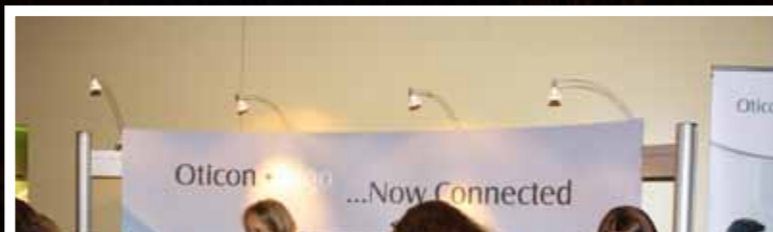
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The 5th Hearbuy Conference

Continuing Professional Development for Dispensers - a personal view by Robert Rendell

Why change the system?

In April 2010 the registration of RHADs will move to the Health Professions Council when the Hearing Aid Council is wound up (I've heard there might be a party). There are many professions under the HPC, most of whom are more highly qualified than the humble dispenser, but they all undertake their own Continuing Professional Development.

Most professions have rejected a CPD scheme based on points gathering, and you can see why. Many conferences are attended just for their points, not their actual value, and we've all seen delegates sleeping quietly through presentations and learning nothing – but still claiming it as CPD. This is a crazy system, no account is taken of how much individual delegates already know, what they need to know, how experienced they are – as long as they get their points.

The new system

Under the HPC system of CPD it is your responsibility to determine what CPD you need, how to obtain it and whether it was worthwhile. The system is much more flexible and relevant than the previous points collecting exercise, and you'll know that in preparation for our move to the HPC the HAC changed its CPD scheme last April.

On the face of it this seems too good to be true – you might decide that you don't need CPD and so save yourself a lot of bother. However this won't do. It is a reasonable assumption that we all need CPD, and we must therefore undertake it. There are five standards of CPD you need to follow, so from last April you must:

1. Keep an up to date and accurate record of your CPD activities.
2. Show that your CPD is a mixture of learning activities that are relevant to your current and future practice.
3. Try to ensure that your CPD helps the quality of your practice and service delivery.
4. Try to ensure that your CPD benefits clients.
5. Be able to present a written profile detailing your CPD if selected for audit.

You must decide what activities are right for you, and these can include in-house training, informal tutorials with manufacturers or colleagues, reading, attending conferences etc. It is up to you to decide how much CPD activity you should do to meet the new standards, as long as you can demonstrate that what you are doing is appropriate – doing nothing is not an option.

Further information can be found on the HAC and HPC websites. Many of the examples they give are very complex, and clearly not relevant to us. As yet there have been no detailed guidelines on how RHADs should log their CPD, so until then:

- Keep a record of all your CPD activities
- Say why you undertook each activity and what you hoped to learn or achieve.
- Say whether or not the activity was successful. If you attend a course that did not live up to expectations then say so – it still counts as CPD even if it wasn't very good.

- If you attend courses with BAA or BSHAA accreditation record their points or CUE value
- Keep attendance certificates and event programs where appropriate
- Include a range of different activities
- If you have any plans for future activities note them down.

Auditing and preparing a CPD profile

From time to time the HPC will select a random group of dispensers for audit. If you are audited you will be asked to provide a CPD profile showing how you met the standards and any evidence that CPD has been undertaken. When recording your regular CPD activities do it in a way that will fit into a CPD profile. There is no set format for the CPD profile, but it must include:

- A summary of your practice history for the last two years (up to 500 words) – this should help to show the HPC how your CPD activities are linked to your current and future work.
- A statement of how you have met our standards of CPD (up to 1500 words) – this will show all the CPD undertaken and how it helped you to meet the CPD standards.
- Evidence to support your statement

An example of a CPD profile might be:

Summary of my practice history for the last two years

"I am a self-employed Hearing Aid Audiologist, working on a domiciliary basis within 30 miles of my home. I undertake hearing assessments, hearing aid fittings, rehabilitation, counseling and aftercare for my clients, most of whom are elderly. I also provide a 'batteries by post' service and occasionally undertake hearing tests for local industries. I undertake my own advertising, bookkeeping and other administration."

Statement of how I have met HPC standards of CPD

"I have attended several tutorials, meetings and workshops with representatives from different hearing aid manufacturers to ensure I am making the best use of their products with my clients. I have obtained a British Society of Audiology Certificate in Industrial Audiology to support my work in industry, and attended a morning seminar on advertising, organized by a local newspaper, to help me promote my business. Details of all my CPD activities are in the table below, and I have retained attendance certificates etc where appropriate"

Evidence – CPD details.

Activity	Description	Comments	CPD standard	Notes
Meet with Oticon Rep, 1 st April, 2009	1 hour meeting, discussed changes to programming software and new models	Useful session. I had not been making the best use of all the available features	3, 4	Improves my skill & benefits my clients
Attended course for BSA Cert in Industrial Audiometry, May 2009	2-day residential course, accredited by the British Society of Audiology. Covered procedures for testing in industry etc.	Excellent course, will feel more confident when going to factories etc to undertake testing	3,4	Allows me to broaden my activities within audiology
Attended HearBuy Conference 2009	2-day event with various talks from different experts & manufacturers. BSHAA & BAA accredited	Some useful stuff, and an excellent opportunity to discuss professional matters with colleagues	3,4	May improve my service if I use a wider range of new technologies
Read chapter on earmoulds, July 2009	Needed to refresh my memory on earmould acoustics – read chapter in 'Hearing Aids' by Dillon	Issues of occlusion now clearer, as are impacts of anti-feedback strategies on sound quality	3,4	An hour well spent
Attended local press advertising seminar, Aug 2009	Half-day seminar by local newspaper on advertising, and how to target an elderly client base	Not brilliant, did not learn a great deal, but worth the time overall	3	
<i>Etc, etc, etc</i>				

The above, of course, is just an example of a profile, but I believe it complies with all five standards of CPD. The column 'CPD standard' records which of the five CPD standards (as described above) has been met by each particular activity and the table itself shows compliance with standards 1,2 & 5. Whatever format you use be sure to keep a detailed record.

What activities to choose?

The key to CPD now is not how much CPD you do, but what you learn and how it benefits clients. Under the old scheme some CPD could be achieved by private study and reading etc. but the majority of CPD had to be undertaken at accredited meetings and conferences. Such meetings will continue, and BSHAA and the BAA will continue to award accreditation. The HPC want us to use a variety of activities so conferences still have their place and if a conference has been accredited by BSHAA, for example, it would be hard for the HPC to argue that it wasn't relevant. However as there are other routes to CPD, conference organisers will need to try harder to put together programs that we want, with good speakers and topics that are of interest. Although it would be possible to demonstrate compliance with CPD without any conference attendance, a good conference can cover a wide range of topics, exhibitions and general networking – meaning quite an efficient CPD experience. I anticipate that most of us will continue to attend conferences but will be selective, and organisers will not be able to put on dull events in the hope that we will attend 'just for the points'.

And finally

The above comments are based on my best interpretation of the new CPD legislation, for the official and legal view you need check with the HPC. Things are changing fast and many details of the changeover to the HPC are still unclear (at least to me). Read your mailings from the HAC, keep an eye on their website, and as I keep saying - keep a log of your CPD.

The author is a practicing hearing aid dispenser, audiological scientist and lecturer in audiology

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The secret to increasing profits through specialist telephones for the hearing impaired is to design a display area. The display area should be modern and attractive.

The display must include a full range of phones from the entry level to the premium phones, corded, cordless and digital mobile cell phones.

Oto-tech has been distributing Ampicom phones since July 2008 and can comment that they are far superior to all other phones we have distributed in the past –

- More clarity – less distortion
- More decibels – ringtone and speaker
- More features as standard
- Reliable and robust handsets

Ask the client to phone home or relative to test out their new hearing aids before they go home and experience problems with their own phone using hearing aids.

They can be easily plugged into any BT landline with an extension cable and a 4 way adaptor from Maplins (£7.99).

Successful use of a telephone for many of our patients is their link to the outside world, family and friends. If we do not address this as part of the rehabilitation process we are likely to get the hearing aids back.

Ampicom phones feature inductive loops for linking the handset to any hearing aids T position switch or button. The phones are also compatible with hearing aids that automatically switch to Telecoil settings



'Touchless Telecoils' when the handset is in close proximity to the hearing aid. .

Another unique feature is the Equaliser Tone Control. Similar to a graphic equaliser on your stereo you can alter the high and low frequencies which are preset. Clients have different levels of loss so each individual can adjust how the sound best suits them.

Top Tip!

Capture prospect contact details by asking if you or your support staff can fill in the guarantee card. When filling in the form ask for permission to add them to your database to keep them up to date with special offers that they may benefit from.

Which Report! Specialist Mobile Cell Phones

.....'The Ampicom PowerTel M5000 is a specialist handset aimed at older mobile phone users. It's designed to be very simple to use, and has large buttons, easy-to-read fonts and an extremely loud ringtone. It is fairly slim, the candy bar shape makes it comfortable to hold and use. The menu system is easy to follow and it is easy to use for texting. The Powertel 5000 also has three memory buttons, for frequently dialled numbers, and an emergency sliding button on its reverse side. This looks very similar to the lens shutter found on the back of conventional mobiles, but don't make the mistake we did of sliding it open as it makes a tremendous noise

The PowerTel M5000 also has a very loud ringtone, plus a vibrating alert and a small, red flashing light – so it is easy to detect an incoming call, even for the very hard of hearing.

One of the few truly excellent phones that really work with hearing aids and is compatible with hearing aids and comes with a desktop dock charger and can be used on any network'.... This month we are doing promotions on the 49+, the 50 Alarm plus, the 58 and the 502.

Prices from as little as £22.50 to the impressive M5000 mobile at £69.95.

See opposite for details.



PowerTel 500



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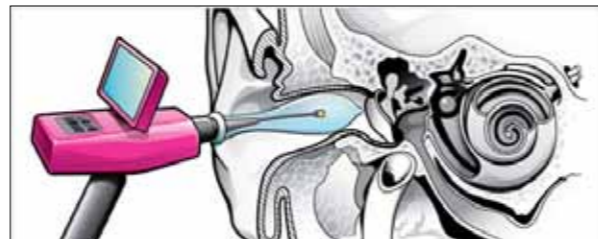
The Ultimate Impression

Had enough of having to return that hearing aid, or getting feed back because of poor fitting hearing aids.

Well the answer may be on the horizon.

Researchers at the Massachusetts Institute of Technology (MIT) have come up with an ingenious device which uses imaging technology to make an aid fit perfectly.

They believe that the antiquated method of injection silicone into a patient's ear will be a thing of the past, that this method is both uncomfortable and that it doesn't measure shifts in the ear-canal shape as the body moves i.e. when a patient opens their mouth. It also doesn't gauge the pliability of the soft tissue, which can vary from person to person.



Yes this does look like something out of Star Trek. The real thing will hopefully look a little better.

The new 3D Digital Ear-Canal Scanner will actually film the 3D shape of the ear canal even as the patient chews. The way this is achieved is by having a fibre-optic camera inside a liquid filled membrane which when inserted fills the ear-canal and creates a 3D image by gauging light.

The soft tissue compliance can then be measured by altering pressure in the membrane which intern should provide manufacturers with the right impression to create the perfect fitting device?

Unfortunately this device will not be available until 2011 and no indication of cost has been mentioned.

I think you will all agree that this would be revolutionary should it work and be affordable to make it practical.

A Phonak loves to listen

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A rare opportunity has become available for a Registered Hearing Aid Audiologist to join the professional team, seeing existing clients and help develop new audiological aspects of the practice.

The successful candidate will be a commercially-driven professional, very client focussed and be able to demonstrate excellent knowledge of current hearing aid technology and programming skills.

Remuneration will be commensurate with experience and will consist of a good basic salary and centre bonuses.

If you would like to develop your career by joining an enthusiastic, friendly centre-based practice, then please forward a copy of your CV to: rmoss@oxfordhearingcentre.co.uk or call 01865 861 861 to discuss further.

All enquiries will be treated in the strictest confidence



Hearing Aid Audiologist



A rare opportunity has arisen for an exceptional Hearing Aid Audiologist to join us at The Hearing Care Centre, based in Ponteland, near Newcastle upon Tyne. Established in 1992 we have gained a reputation as one of the UK's leading hearing care providers.

You will be a client focussed individual, with a good understanding of Hearing Instrument technology, with a natural desire to keep abreast of the latest developments.

The Hearing Care Centre is located in a rural situation, which provides for a very relaxing work environment, yet it is within 15 minutes of the main suburbs of Newcastle.

A current driving licence is essential as satellite sessions are held in various locations throughout the North East.

Remuneration will be commensurate with experience and will consist of a good basic and flexible variable pay.

If you would like to develop your career by joining a young, enthusiastic, friendly practice, then please forward a copy of your CV to: sarah@hearing-care-centre.co.uk or, for an informal chat, call on 01661 823281.

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The Modern Hearing Care concept is simple for your clients to grasp:

- Start with a pair of Epoq, Dual or Vigo Connect hearing aids
- Add the Streamer to capture and control the desired audio signal from the ConnectLine system, connect wirelessly to mobile phones and use it as a remote control for the hearing aids
- Complete the solution with ConnectLine TV and phone adapters for easy, handsfree connection to whatever equipment they already have at home.

Modern Hearing Care will make a difference not only to your clients but also your professional life. Now available with Oticon Epoq, Dual and the newly launched Vigo Connect.

Visit www.modernhearingcare.co.uk to be a part of the future.

