THE Independent
HearBuy Newsletter No. 26

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New public domain website for HearBuy members

HearBuy has taken it upon themselves to produce a website for the public to gain access to all HearBuy members businesses all over the UK.

www.hearing-aid-dispensers.co.uk will allow any member of the public to either go onto a UK map to see the region they live in and zoom in all the way to street level. They can then type in their postcode or address and get directions to your premises.

Together with a link back from participating members websites, this should put the website at the top of the rankings.

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HearBuy Together in Independence

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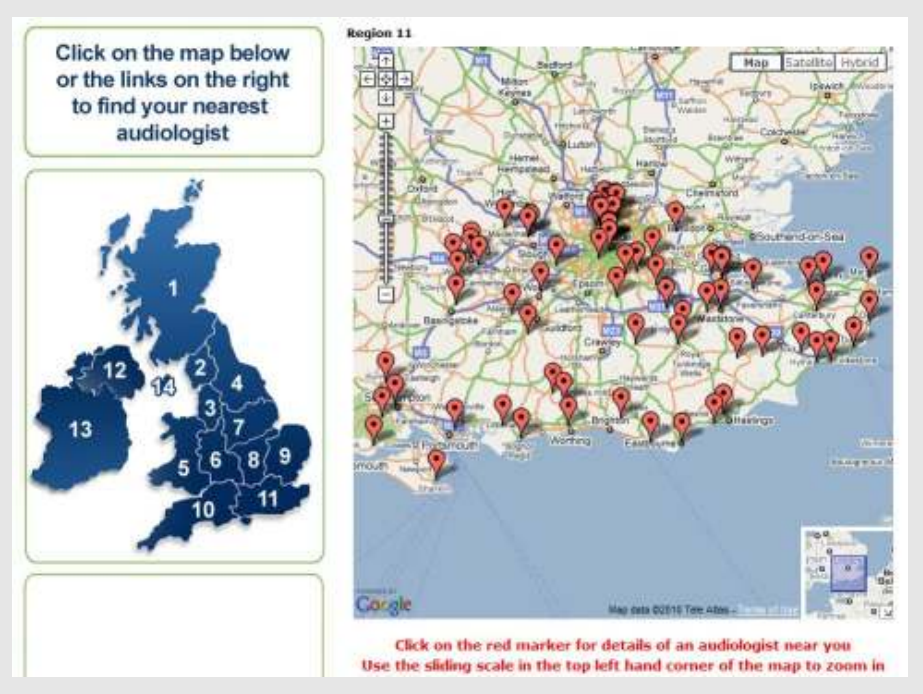
Please do not use the PO Box in future

Continued from page 1

HearBuy believes with the extensive membership it has that this website represents one of the largest listings of Independent Audiologists on the web.

The *www.hearbuy.co.uk* website will now merge with this site so the old HearBuy website will disappear.

HearBuy's dispenser website is still going strong www.hearbuynet.com which publishes information about what HearBuy can offer, jobs available, all back copies of the Independent, HearBuy's Newsletter, plus items for sale and much more....



Many of you will have had emails to notify us of any changes that you required to the listing of your business. These changes have now been carried out and if anyone still has details they would like adding/changing to their listing please could you email Paul Turner at paul@hearbuy.co.uk or telephone on 07738 958845.

HearBuy feel that this added value to its members will be an invaluable resource once the website picks up momentum. We all know how hard and expensive it is to generate a single new lead - the estimated average figure including printing costs, Marketing Strategies, advertising and man hours is in the region of several hundreds of pounds. Therefore, we are offering all our HearBuy members the opportunity to substantially reduce the cost of generating a single new lead through participating in our free, new website. Absolutely no cost to yourselves, just continue to purchase your discounted hearing aids through HearBuy.

Should you not see yourselves on the map or would like to start using HearBuy's facilities in the future HearBuy would love to hear from you. Existing and prospective customers included.

INDUSTRY NEWS

GN shares highest due to court appeal against sale toSwiss rivals Sonova.

Reuters reported 20th April 2010 that GN's appeal against the German antitrust authorities ruling was upheld.

Analysts suggested that this could now pave the way for big name manufacturers to consolidate in the future.

Sonova's attempted takeover in 2007 which sparked all the court action has now intimated that they have now no interest in GN as they say they have grown to the biggest manufacturer by organic growth,

William Demant have expressed the same opinion that they have no intention of acquiring GN due to incremental growth.

Siemens have dropped plans to sell their Hearing aid manufacturing business after sources close to the deal says that the company saw the bids as too low.

Corrie Star Bill Roache reveals hearing loss secret

Bill Roach: Corrie veteran tells of hearing loss.
Article powered by Well Contented Ltd. Photos © ITV

Coronation Street veteran Bill Roache has revealed that he is 50% deaf and requires visual aids during filming for the soap, according to reports.

Coronation Street veteran Bill Roache has revealed that he is 50% deaf and requires visual aids during filming for the soap, according to reports.

The 77-year-old, who has played Ken Barlow for almost 50 years, has said that his hearing was damaged during army training when a bomb exploded at close range.

Bill has said that he now has to wear a hearing aid and is given visual cues while filming the Manchester soap. He is reported in Digital Spy as saying: "People don't know I have got a hearing problem. Deafness is extremely isolating. I live in a cocooned world.
"I could be having a normal conversation and certain things I just won't hear.

"I can't hear watches or alarms, footsteps or the rustling of paper. "The floor manager has to give me a visual cue, a hand signal, and it is just something that I have learned to live with." He added: "I have put up with it all these years."

INDUSTRY NEWS

New Oticon Agil Helps giving Users More Energy for Critical Cognitive Function.

17 March 2010

Oticon Ltd introduced Oticon Agil, a new hearing instrument designed to minimise the cognitive energy people with hearing loss expend in demanding listening environments, leaving them more energy to reflect, remember and respond actively in day-to-day interactions. The new hearing solution's innovative multidimensional technology processes sound the way the human auditory system does naturally, preserving the fidelity of natural speech and spatial cues. First studies* indicate that less energy is therefore needed to translate and interpret the meaning of sounds.

Hearing Loss as a Cognitive Drain

The increased energy needed to follow and interpret sounds has the potential to tax the already reduced cognitive capabilities experienced by many people as they enter middle age and beyond, a time when many also experience hearing loss. The effort required to distinguish and interpret sounds increases significantly for people with hearing loss even when wearing hearing instruments, draining the cognitive energy they need to stay engaged and active in everyday social and business interactions.

“People with hearing loss often struggle to hear and identify sounds, using considerable energy to follow conversation,” explains Ravi Sockalingam, Conceptual Audiology at Oticon A/S. “This effort often short circuits energy needed to reflect on the meaning of sounds, to remember the flow of conversation and to respond before the conversation has moved on. New Oticon Agil takes much of the hard work out of organising, selecting and following sounds so that users can stay engaged and active in everyday activities.”

Better Processing, Less Work = More Energy

When speech understanding becomes more immediate, listening requires less work and more energy is available to comprehend and respond to what is being said. Oticon Agil's unique Speech Guard adaptive signal processing protects and enhances speech dynamics and speech patterns, enabling the auditory system to more easily select and follow specific speakers. The innovative sound processor preserves natural speech cues even in situations with competing noise.

Oticon Agil's advanced Spatial Sound 2.0 further improves speech understanding by enabling users to better organize a sound scene and locate where sounds are coming from.

Natural spatial cues are preserved, giving users the information needed to successfully navigate through complex sound environments, such as social gatherings or restaurants, easily shifting attention to follow the conversation.

More Pleasurable Wireless Connectivity

Staying connected to modern life through today's high -tech communication and entertainment devices is another way that hearing impaired people maintain an active, vital lifestyle. Power Base and Music Widening, two new sound quality enhancing features, are available for the first time in Oticon Agil.

The innovative sound enhancers dramatically enrich the listening experience and connect wireless through Oticon's Streamer to TVs, mobile and landline phones, MP3 music players and a variety of other communication and entertainment devices.

New miniRITE, CIC Power and Three Speaker Levels

In addition to the popular RITE style, the Oticon Agil family features two new style options: the small Oticon Agil miniRITE (30% smaller than Oticon Epoq) and the Oticon Agil CIC Power. The new miniRITE combines small size, ergonomic design and excellent performance and its ergonomic design is almost invisible on the ear. Easy to handle, the discreet Oticon Agil miniRITE features a 312 battery, high speed wireless streaming, binaural coordination and a convenient push button at ear level for program shift

and volume control. When two Oticon Agil instruments are worn, the binaural link operates the volume control of both instruments, letting the right ear increase the volume and the left ear reduce the volume.

Oticon Agil RITE and miniRITE models provide three speaker levels in one instrument. In addition to Standard and Power speakers, the new instruments feature a new Medium speaker (126 dB MPO) that closes the gap between Standard and Power speakers. The new range uses all existing domes and mould concepts.

Making Sense of Sounds Takes Less Effort

For adults concerned with keeping their edge in an active world, most experts agree that one of the most effective ways to maintain cognitive function is by maintaining a healthy social network. “We know that people with untreated hearing loss often drop out because it is becomes too difficult for them to engage effectively in the give-and-take of social situations.

Casual conversation simply isn't casual anymore,” says Alison Stone, Training Manager from Oticon Ltd “Oticon Agil offers people with hearing loss a simple and effective solution that significantly improves speech understanding while conserving cognitive energy so that they can continue to live an active life.”

**Hansen L.B., Holmberg, M (2010): Internal Agil study, Oticon A/S. Paper in preparation.*

Mariska Alexander
Oticon Ltd

Finance for the purchase of Hearing Aids

Most people will use finance sometime during their lives to purchase a car, furniture, a conservatory and more recently cosmetic surgery or dental treatment.

If you ignore the press hype about debt, most people are very sensible when it comes to borrowing, but there is no doubt that cash is becoming a rare commodity(even among the over 70s) and such products as Interest Free or Low Rate Finance are proving to be very popular as a means of buying goods or services.

With regard to the purchase of Hearing Aids the purchaser's attitude is no different. People will borrow to pay for Hearing Aids. The national companies use finance on a regular basis and will tell you that more expensive hearing aids are sold and the fact that the cost can be spread over a number of months makes the buying decision easier.

The independent sector must adapt to offering a finance scheme to avoid losing sales. There is no mystery or complicated selling methods. Finance is part of everyday living, offering it will not offend the cash buyer but will turn a possible sale into a definite sale.

HearBuy has a finance facility that is available to its members. It offers a variety of schemes. The finance is provided by Hitachi Capital and is available via Financing First Ltd, and in excess of £2million of hearing aid finance was accepted in2009.

If you are interested in offering finance the first thing to do is to apply for a Consumer Credit licence. The necessary application form is available by calling the OFT on 0207 211 8608 or by going to www.oft.gov.uk and downloading the form. The licence takes about 6 weeks to come through and if you call Steve Young at Financing First (077646 77831) he will assist you with completion. Once you've got your licence the Steve will arrange to visit you and get you set up.

There is no doubt that offering finance will sell you not only more hearing aids but more expensive hearing aids. The choice is yours.

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To find out more please call 01293 423700 or email: info_hearingaids.shi.uk@siemens.com

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Bookings being taken **NOW!**

HearBuy Training Academy

TRAINING DAY FOR 19th May 2010

AGENDA

- 9.30 – 10.00am – Arrive and registration
- 10.00 – 10.45am – Mobile Marketing-'Niche' tools can open many doors
- 10.45 – 11.00am – Tea and Coffee break
- 11.00 – 12.00pm – Volume Controls....Rest in Peace
- 12.00 – 1.00pm – Lunch
- 1.00 – 1.45pm – CROS/BiCROS Amplification
- 1.45 – 2.30pm – Alerting Systems - More than another new product.....unique PR Opportunity
- 2.30 – 2.45pm – Refreshments
- 2.45 – 3.30pm – Consultative Selling for Hearing Healthcare Professionals
- 3.45pm – Close (Times are approx)

Bookings will be taken on a first come first served basis. Please book early to avoid disappointment.
Bshaa points applied for. Self Assessment will prevail for your own CPD
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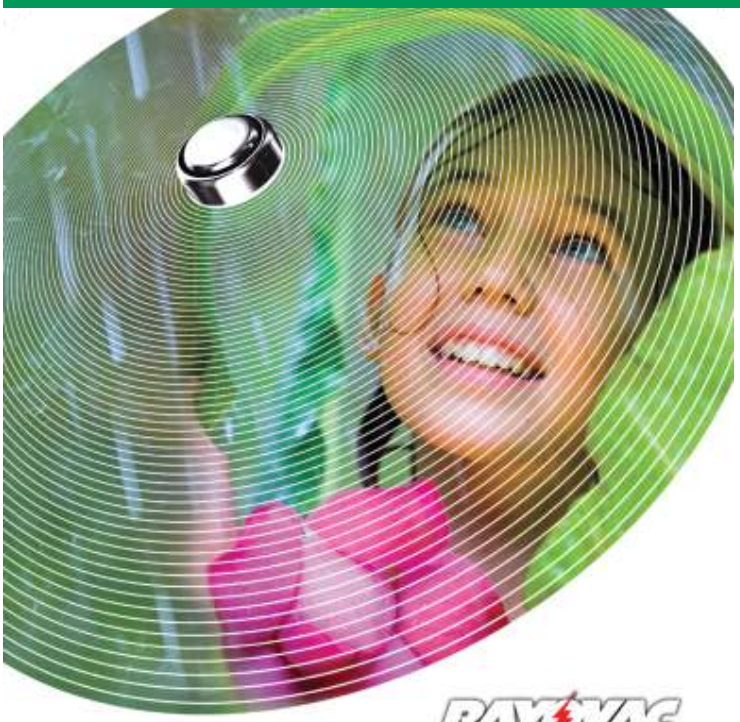

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Let's hear it for Europe's Top Audiologist

Hearing professionals have an opportunity once again to be recognised as leaders in the field following the launch of the 2010 Audiologist of the Year Award.

Rayovac, the world's leading manufacturer of hearing aid batteries, has again joined forces with Audio Infos magazine to support this competition which is widely recognised as Europe's top prize for audiologists.

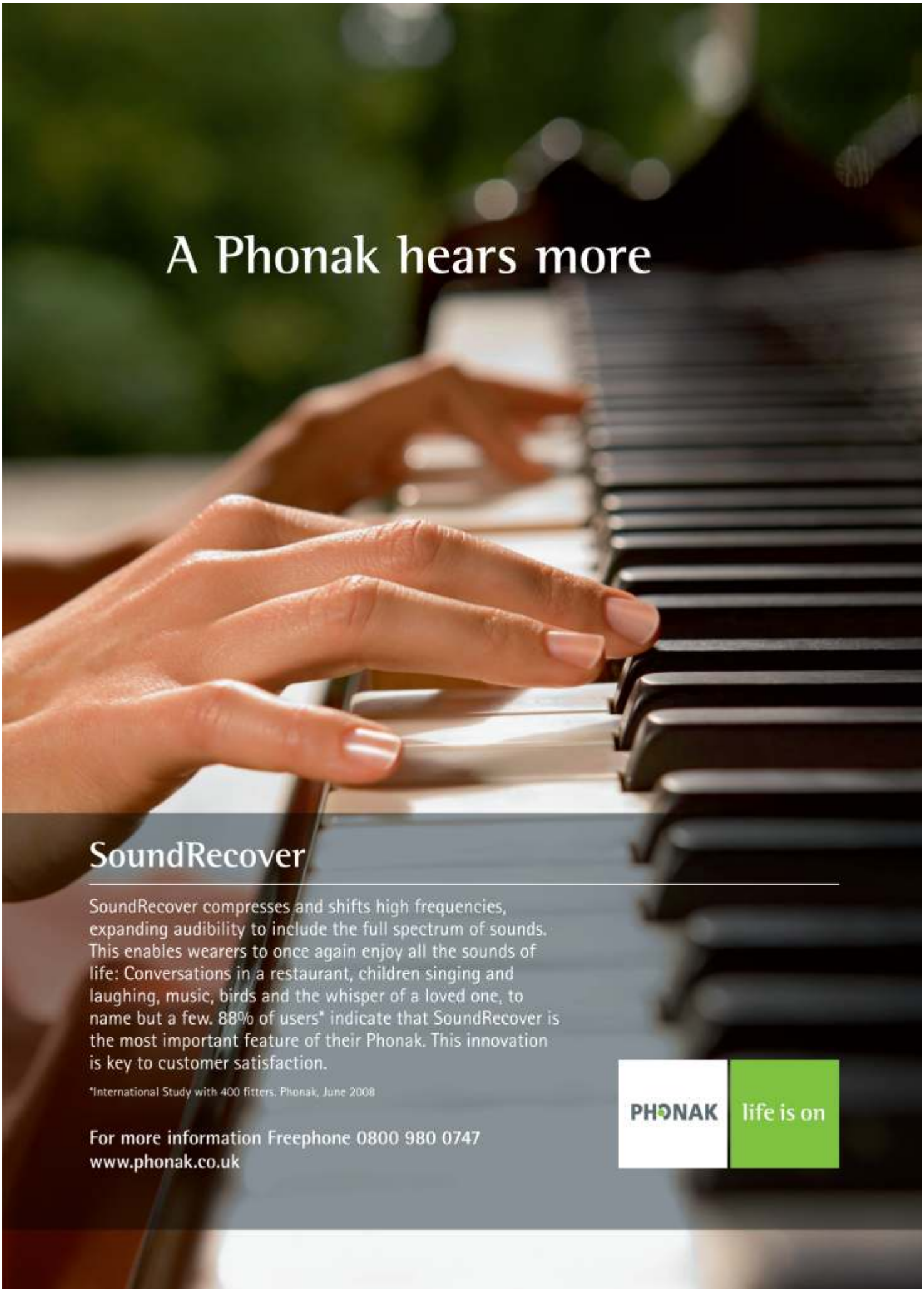
Set up to recognise and reward excellence in audiology, Audiologist of the Year invites patients to nominate professionals who have gone above and beyond the call of duty to care. Further details are available at www.audiologistoftheyear.eu. The competition, now in its third year and judged by an independent panel of industry experts, has attracted thousands of entries from patients around Europe including many inspirational and heart warming personal stories.

Last year's UK and European winner was respected UK hearing specialist Robert Beiny, from the Hearing Healthcare Practice in Harpenden, Hertfordshire, who was put forward for the award by the daughter of a patient he supported following a major stroke. Sue Reeves told how Robert had helped her family at a time of great stress and was continuing to help her father Charles manage his complex hearing problems. Paula Brinson-Pyke, marketing manager at Rayovac, said: “We want to hear more personal stories like Sue's. We don't just want to know audiologists are good, we want to hear patient's own stories of how they have gone above and beyond the call of duty to help out.”

The title of Audiologist of the Year 2010 is awarded to the winner, as well as a cash prize for both them and the nominating patient. The kudos and publicity that goes with winning such a prestigious award is also a great way to boost business and a perfect shop window for audiology practices. Paula added: “For audiologists the competition offers multiple benefits. It's more than just a pat on the back, the kudos and recognition is great for the profile of your business. “We developed the concept to celebrate the outstanding skill and dedication of hearing experts for the often unsung work they do to help patients. “The health of our hearing is vitally important to our overall well being and hearing care professionals make a massive difference to people's lives.”

Audiologist of the Year is open to people living in the UK, France, Germany, Austria, Spain and Sweden. A national champion is chosen in each country before an overall winner is announced at Europe's premier hearing event. The finale of the competition will come at the 2010 European Union of Hearing Aid Acousticians (EUHA) Congress in October. The winner will enjoy an expenses paid trip to the event in Hannover and be presented with their prize at a special evening of excellence in front of peers and industry experts. Further details about the competition, how to enter and a range of promotional materials are available at www.audiologistoftheyear.eu

MEDIA ENQUIRIES: Please contact David Swinburne at MHW PR on 0191 233 1300 or email: david@mhwpr.co.uk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*International Study with 400 fitters. Phonak, June 2008
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Advertise here for FREE!

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

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Important Information for Widex Hearing Aid Dispensers

- Every single Widex dispensing customer and user is of primary importance to both PC Werth and Widex UK. Your continued happiness and confidence in us is paramount.
- We are committed to ensuring a smooth, orderly transition of production to Widex UK. Our intention is that from the outside, the process is "undetectable".
- PC Werth remains your partners to fulfil your supply, service and support requirements for Widex instruments up until 30th June 2010. Thereafter, Widex UK takes over.
- All warranty obligations concerning Widex instruments will transfer in full to Widex UK – you and your clients can be assured of total peace of mind and security.

If you have any questions, please contact any of the PC Werth team on

020 8772 2700

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Our plans for the future keep us firmly at the hub of UK audiology and hearing health. Unique relationships with leading manufacturers and a commitment to innovation, support and service give us solid foundations to develop our contribution to the UK audiology industry in 2010.

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www.pcwerth.co.uk

Share your business needs and thoughts with us at marketing@pcwerth.co.uk
Keep abreast of developments by registering at www.pcwerth.co.uk/professional

New Website Connects Consumers and Hearing Professionals to More Resources.

March 12, 2010 – Warrington, UK – Unitron UK announced today the launch of a new website that exemplifies the Company's brand, values and promise to connect with hearing healthcare professional and their clients.

The Company's website, www.unitron.com/uk offers comprehensive information on hearing loss and the innovative technologies available in an inviting and accessible design.

The new website educates and raises awareness of hearing loss, helps people with hearing loss find a solution and provides easy access to Unitron's purpose-driven innovations.

Hearing healthcare professionals can look forward to comprehensive Unitron product information and product comparisons, fitting software resources, and counseling and product materials to support them in their interactions with clients.

People with hearing loss, or those that suspect that they may have a hearing loss, and their families can:

- Take a hearing self-assessment similar to Unitron's popular uHear™ iTunes® application
- Select a hearing device style and colour and see what it looks like on the ear using the myStyle™ interactive style guide
- Learn about the process of having their hearing tested and being fit with hearing instruments, and
- Locate their nearest hearing healthcare professional

"With more people experiencing hearing loss at a younger age, the need for online assessment tools that encourage people to see a hearing healthcare professional has become increasingly important," explains Bruce Brown, Vice-President of Global Marketing, Unitron. "Many people suspect that they may have a hearing loss, but don't know where to go or don't understand the steps involved in having their hearing assessed.

Our website aims to break down these barriers and demystify the process so they can seek support sooner."

About Unitron

Unitron is a global innovator of technologically advanced hearing instruments. We care deeply about people with hearing loss and work closely with hearing healthcare professionals to make advanced, purpose-driven solutions available to everyone.

Headquartered in Kitchener, Ontario, Canada, Unitron, a member of the Sonova Group, meets the needs of our customers through 16 international offices and through distributors in a further 53 countries. For more information, please visit us on the web at unitron.com.

Contact: Melissa Emberley, Marketing Manager:
+44 (0)1925 247810. melissa.emberley@unitron.com

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