

# THE Independent

HearBuy Newsletter No.27

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- Amplivox
- Amplicom



10-11th  
Sept  
2010

## Hearbuy Conference Golf at the Belfry

**Hearbuy Welcomes Anyone With or without a Handicap to join them at the Hearbuy Conference at the Belfry in Lichfield, home of the Ryder Cup on 10th & 11th September 2010.**

This year due to popular demand and the Coventry Hilton simply not being big enough, we are holding the Conference at the prestigious Belfry, Lichfield in the West Midlands.

At the same time we will be holding a Hearbuy Challenge Cup on the Thursday 9th Sept for any budding Tiger Woods, err, sorry Lee Westwoods' out there to join with us and a team from each manufacturer. If you have a handicap and would like to play please contact Claire Charlwood on 01423 322564 for details.

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The Independent - HearBuy newsletter is brought to you by HearBuy Ltd.

**HearBuy Ltd**  
14 Farrington Way  
Eastwood, Nottingham  
NG16 3BF  
T: 01773 533777  
F: 01773 719661  
E: [info@hearbuy.co.uk](mailto:info@hearbuy.co.uk)  
W: [www.hearbuy.co.uk](http://www.hearbuy.co.uk)  
**Please do not use the PO Box in future**

Over the last 5 years the Hearbuy Conference has gone from strength to strength mainly for 2 reasons, the first being that Hearbuy has built an incredible Network of Hearing Aid Audiologists (To be politically correct) and also a relaxed approach has seen many returning year after year for more of the same, world renowned speakers and a fantastic Gala dinner comprising of an after dinner speaker followed by live music from established artists.

The Conference is a great way to meet up with old friends and colleagues along with new people who may need a little guidance within the Industry to network and discuss ideas, market trends and listen and learn to the master speakers, oh and not forgetting the odd drink here and there.

If you have honoured us with your presence before, I'm sure we will see you again in September, if however you are new to the industry or have always

thought about becoming a member of HearBuy now is the time to do so. With more members than any other independent body, discounts across ALL manufacturers, an online website specifically for Independent dispensers and NOW an online E-commerce website to purchase all your audiological needs, from equipment to receipt pads to impression material.

Hearbuy really is the ultimate solution for the Independent. We believe that staying Independent is the way forward and that no-one should take that away from you. If you would like to join Hearbuy or get further information please call Ian or Paul on 01773 533777, or if you wish to attend the conference, which we would suggest you do sooner rather than later call Claire on 01423 322564.

## Highlights this Year...

### Speakers

- **Infection Control in the Clinic**  
Dr. David Reed,  
Reeds Hearing Care Ltd.
- **Health & Safety Regulations Update**  
Tracy Crowe & Tony Crowe  
Health & Safety, Lincoln
- **Middle Ear Reconstructive Surgery – a Grand Tour**  
Dr. Robert Vincent,  
Causse Ear Clinic, France
- **A Survey of tinnitus service provision in English Audiology departments** – Dr. Phillip Gander,  
National Biomedical Research Unit  
in Hearing, Nottingham
- **Institute of Sound & Vibration**  
Dr. Daniel Rowan,  
University of Southampton

### Entertainment

- **Gala Dinner**
- **After Dinner Speakers**
- **Guitar Vocalist**  
Live music in the evening from established artist Pete Tobit.
- **Comedian**  
Steve Day is a truly unique comedian - Warm, witty and engaging whilst dealing with the dilemmas of being a deaf man in a hearing world.

**Book  
your  
place  
today!**

## Why miss a decibel of life?



Available  
now!

### Discover a new dimension in hearing: BestSound Technology.

For over 130 years, we have ensured that people with hearing problems can enjoy every decibel of life to the fullest. BestSound Technology sets a whole new standard in the field of hearing instrument technology. Equipped with a suite of sophisticated innovations such as SpeechFocus, FeedbackStopper and SoundLearning™ 2.0, it is a revolutionary platform that is at the heart of your customer's needs, and the basis of our latest range of devices.

Following on from the successful UK launches of BestSound Technology, make sure that you have booked your appointment with your Account Manager to learn more. Alternatively, to find out more, please call 01293 423700 or email: [info\\_hearingaids.shi.uk@siemens.com](mailto:info_hearingaids.shi.uk@siemens.com)

Answers for life.

**SIEMENS**



# oto-tech.com

## Launches online shop for dispensers

Oto-tech one of the largest suppliers of audiological equipment and accessories has now gone e-commerce. No longer do you have to find time in your busy schedules to call and place your order, you can now browse at your leisure and after a few clicks can order all you need in one go.

Once you have registered with oto-tech all your information and previous purchases are stored, which allows you to track orders and look at what you have ordered in the past making it easier to re-order regularly purchased items.

On the website you will see new products along with the regularly items you would expect from Care products by Cedis, Telephones for the hard of hearing from Amplicom, to Lab equipment, Presentational products for you practice, down to tubing, otostops and impression material to name but a few.

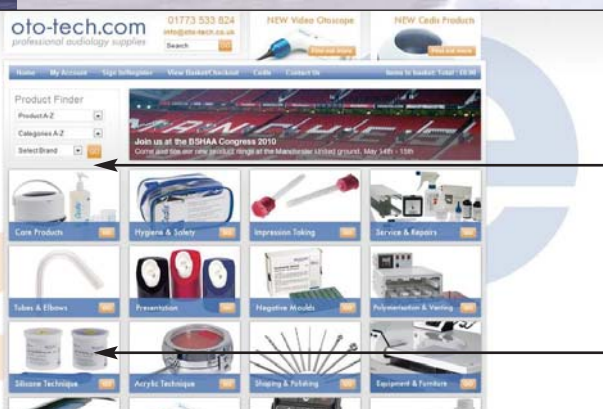
We at oto-tech believe we have made an easy and logical site to follow which takes the hassle out of web browsing which at times can be very confusing. We have many ways in which to find exactly what you are looking for, you can choose to click any of the sections on the front screen or look for a specific item in our A-Z drop down menu which lists all the products we sell.

If you hold an oto-tech account you can have ALL purchases through the oto-tech website added to your HearBuy account. Once registered and all your details are logged you will have the choice to either pay by card or add all to your account, which you will then see on your next statement. We feel that this makes for your end of month procedures much simpler and easy to manage giving you more time to spend on the more important things in life.

Shopping couldn't be simpler - click on the image or item you want - click add to basket. You can keep a check on your items purchased by clicking 'Items in Basket' at any time, here you can delete or add as required.

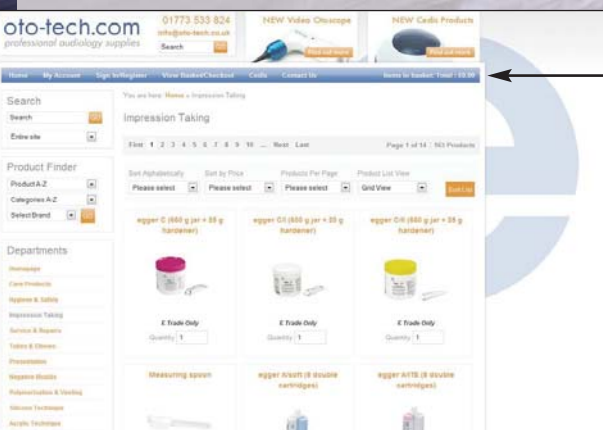
Postage will be free on orders over £100 + vat.

Because we feel that this new website will be a massive benefit to customers we are also offering ANY Hearbuy member their own e-commerce website for FREE\*, T's and C's apply - please see opposite for full details of how to get your very own e-commerce website from oto-tech.com



A-Z drop down menu which lists all the products we sell

Click any of the sections on the front screen



Keep a check on your items purchased by clicking 'Items in Basket'



## Always wanted your own online shop?

### Cant justify the cost - well now you can!

Oto-tech are offering you the chance to have your very own e-commerce website with all YOUR information about what aids you sell, your services you offer and an online shop included. The shop will consist of oto-tech accessories to include Care Kits, telephones, hearing protection and more...

Gary Adcock of the Dudley Hearing centre in Birmingham has been our guinea pig for the first site to be launched. Go to [www.dudley-hearing-aids.co.uk](http://www.dudley-hearing-aids.co.uk) to have a look at what can be achieved. You can choose your content - images - colour and your corporate logos to go on the site, making your site individual. Your customers will be able to purchase their care products and more via your website giving you an added income stream and increase your database at the same time.

If you would like more information about the website call Paul Turner on 01773 533777 or email [paul@hearbuy.co.uk](mailto:paul@hearbuy.co.uk)

ototech.com

**oto-tech.com**  
professional audiology supplies

FROM

# FREE\*

## E-COMMERCE Website

Sell your accessories online

Add to Basket

Yes oto-tech.com will supply an E-commerce website consisting of 3 main pages:

1. Front page, of which you will have an input to its look & feel
2. About your business/Your Services page again with input
3. A shopping page, where the public can order and pay for your accessory products

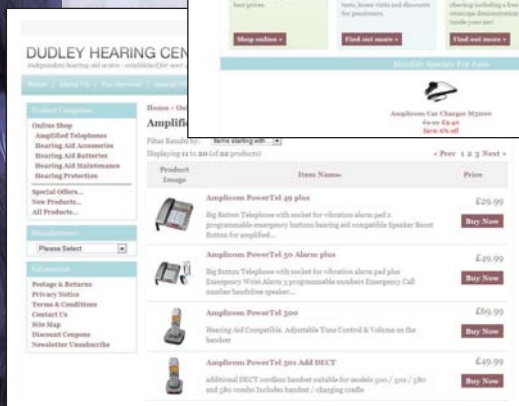
All you have to do is subscribe to purchase and sell oto-tech.com products on the site. (Our full range can be found at [oto-tech.com](http://oto-tech.com) or brochure on request)

- We do all the work for you, but with your logos, colours etc.
- You receive all the profit from the products you sell
- Increase your database with every order or enquiry

Please contact  
Paul Turner at  
**oto-tech.com**  
professional audiology supplies

**01773 767154**

\*Terms & Conditions and Hosting charges apply



Bookings  
being taken

**NOW!**



## TRAINING DAY FOR 21st July 2010

### AGENDA

- 9.30 – 10.00am – Arrive and registration
- 10.00 – 11.15am – Challenging Adult Fittings (Session 1)
- 11.15 – 11.30am – Tea and Coffee break
- 11.30 – 1.00pm – Challenging Adult Fittings (Session 2)
- 1.00 – 2.00pm – Lunch
- 2.00 – 3.00pm – Open Fittings and RICs
- 3.00pm – Close

(Times are approximate)

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

Training days are provided free by Hearbuy and is being presented by Siemens on this occasion in Nottingham at the Hearbuy Head office.

**Please be aware that you are still required to achieve a level of Continued Development for the HPC.**

**Courses like these are by far the easiest and most beneficial way of building your portfolio.**



iSolate™ nanotech

## New water-repellent coating



### ReSound® takes protection one step further

Built on the legacy of iSolate™ anti-corrosion and shock protection, the new combination of iSolate and nanotechnology takes moisture protection to a completely new level.

Water-repellent nanotech coating gives 360° protection to all hearing instrument components – both internally and externally. And its resistance to daily wear and tear is perfect for an active lifestyle.

For further information please visit [www.gnresound.co.uk](http://www.gnresound.co.uk)  
or call 0800 023 2128



iSolate™ nanotech

# ReSound

rediscover hearing



# questions... questions...

## Frequently asked questions about the transfer to the HPC

### 1) Can anyone start dispensing Hearing Aids?

No. Hearing Aid Dispensing is a legally protected function, and Hearing Aid Dispensers must be registered with the HPC.

### 2) What qualifications are needed by new starters and existing RHAD?

New starters will need a Foundation Degree, or an accredited BSc or MSc (most BSc & MSc Audiology courses are not accredited and do not lead to registration as an HAD). Existing RHADs will not require any further qualifications.

### 3) Can a Paramedic or an NHS employee who is already in the HPC, start dispensing Hearing Aids?

No, only those on the register of Hearing Aid Dispensers can dispense private aids. NHS audiologists etc who wish to dispense aids must undertake additional training and examinations in order to become Hearing Aid Dispensers.

### 4) Will I be automatically transferred to the HPC?

Yes. This should already have occurred.

### 5) What is the new registration fee, and will I have to pay for being a Ltd Company?

By now you will have received

details of the registration fee. This only applies to individuals, not employers or companies. The current fee is £76 a year.

### 6) Will I still call myself an RHAD?

You may. The protected title is Hearing Aid Dispenser, but my understanding is that there will be no objections to you using the letters RHAD after your name.

### 7) Can I use the word Audiologist to describe myself under the HPC?

Your HPC title is Hearing Aid Dispenser. At present the term 'Audiologist' is not protected, and Audiologists are not yet a registered profession, so I believe it would not actually be illegal to call yourself an Audiologist in adverts etc. However it might be deemed misleading by both the HPC and Trading Standards – in which case you would be asked to stop. I would avoid using the term.

### 8) Can I call my practice a clinic under the HPC?

As long as it does not mislead the client it would be ok.

### 9) Do I need to collect CPD points?

No. You must undertake relevant CPD activities, but there is no need to collect a certain number of points. It is up to you to decide

what you need and to prove to the HPC that you have undertaken sufficient CPD. Attending conferences and meetings is probably the easiest way of building up a decent CPD portfolio. Of course, if you are a BSHAA member you do still need to collect BSHAA points.

### 10) Will I get audited as we did with the HAC?

Yes. The HPC will audit a selection of dispensers to ensure they have undertaken sufficient and appropriate CPD.

### 11) Can I employ staff and train them to fit hearing aids after the test?

You must be registered as a hearing aid dispenser if you carry out the protected functions (assessing or testing an individual's hearing, or prescribing an aid, with a view to the sale of an aid). Students on HPC approved courses (i.e. Foundation Degree, BSc & MSc) may undertake these functions as long as they are correctly supervised. As students work through their degrees they will gain more skills and require less supervision. The role of other staff is less clear. An assistant who is not undertaking an approved degree course would not be allowed to undertake full assessments or prescriptions. Using an assistant to fit an aid that you have







prescribed may be frowned upon, and if a complaint occurs the HPC will deal with it on a case by case basis. It might be considered that, as fitting an aid requires skills in programming, it should not be delegated to an unregistered person. I suspect this question will be sorted out if and when the first case goes before the HPC. (My personal view is that I would not delegate the fitting of an aid to another person as I think it's the most important part of the process.) If an assistant undertakes a screening test they must be appropriately trained and supervised. The term 'appropriately' has not been defined, however BSA accredited courses are available in both Audiometry and Impression Taking. It could be argued that someone holding a BSA certificate in either of these tasks is competent. Using assistants for minor repairs and service work is unlikely to cause problems. Whatever you delegate to another person, remember that you are always responsible for their actions.

**12) What action can the HPC take if a complaint is made about me?**

If you are found guilty, following an HPC investigation and hearing, the penalties range from: no sanction; mediation; caution; condition of practice order; suspension and, finally, striking off. If you receive a caution or condition of practice order, this will be recorded against your name on the register. Don't forget that Trading Standards may also take action against you, if they feel you have treated a client unfairly or have broken consumer protection laws, and they can impose heavy fines. Both HPC and Trading Standards have a policy of prosecuting only if it's in the public interest.

**13) What size of fines can we expect if anyone is found guilty of any breach of regulations?**  
None. The HPC do not levy fines or award costs, even if a registrant is found guilty.

**14) Is the HPC self funding as was the HAC?**  
Yes

**15) Will there be a separate website for dispensers as there was with the HAC?**  
Yes. The HPC has dedicated pages for us on its website.

**16) Will there be more stringent controls over internet advertising?**

This is not specifically an HPC issue, other than adverts must not be misleading. Advertising is governed by the Advertising Standards Authority and Trading Standards.

**17) Do I still need to use a Recommendation form with Trial period and price on?**

This is governed by Trading Standards. There is no legal requirement to provide a receipt when you sell something (unless you are VAT registered). However clear terms of trial periods, guarantees etc must be provided. It might be deemed misleading if you sold an aid without providing full written details as in the old HAC receipt, so I would strongly advise the use of a decent receipt. If Trading Standards believe that you have misled a client through not providing adequate information, you could be found guilty of a criminal offence.

*The above opinions are based on my interpretation of HPC regulations etc. I have done my best to be accurate, but do not treat my comments as professional legal advice.  
Good luck  
Robert Rendell (June 2010)*

# 2nd Annual Unite University

## Powered by Unitron

**Partners should be chosen extremely wisely; and that is why Unitron has introduced their latest partners to the Unite development program.**



Warwick Business School becomes Unitron's business education partner – a partnership that has brought the '2nd Annual Unite University powered by Unitron' in to a league of its own. The 2010 Unite University was introduced to its new permanent home, the International Digital Laboratory located on the campus of the University of Warwickshire. This is where almost 100 independent hearing healthcare professionals joined forces to discuss the principles of effective strategic marketing and customer service excellence.

The focus of the two days was Strategic Marketing, Customer Segmentation and Excellence Through Service; the program delivery was shared between Chris Auty (Director, Unitron UK), Adrian Davis and Dr Jez Rose both of whom are Unite Partners, and Gary Cook of the Warwick Business School faculty. Recognising that manufacturer brands are irrelevant in promotions due to their availability in all corners of the market, the Unite members were encouraged to consider strengthening their own brand on the basis of service excellence; a true strength of the independent hearing healthcare professional.

There was a resounding response from the Unite members that it was a refreshing change to see a manufacturer act in a selfless fashion by investing in their future in such a profound way without a single mention of hearing instruments. The Unite members also indicated that the program was both thought-provoking and encouraging.

"In any partnership it is imperative that you recognise each others strengths and weaknesses", said Chris Auty,

Director of Unitron UK, "Our Unite members are already experts in hearing instrument prescription and technology, and so why does the industry insist on taking them away from their business in order to teach them to suck eggs? Supplier, customer relationships must evolve in order to achieve mutual success. Unitron has developed both the Unite development program and the Unite University specifically with the UK Independent hearing healthcare professional in mind; that is why we only deliver those valuable assets that our customers need."

An example of this commitment to delivering valuable requirements was illustrated on the second day when Chris Auty introduced the latest Unitron promotion; Get Smart. Independent hearing healthcare professionals that purchase 'Smart' products from Unitron can enter to win a 2 year lease of a SmartCar wrapped in their own company branding. Smart products are Passport and Latitude 16 which both incorporate the clinically proven SmartFocus™ technology, as well as Smart Alert™ System.

Asked why the name Get Smart, Chris Auty said, "It is very easy to roll out a promotion that can provide a chance for someone to win a trip away or a TV, but none of these are supporting the Independent hearing healthcare professionals business. As a true partner to the independent sector, Unitron has committed to only running promotions that offer value to their business. Besides vehicle advertising particularly on SmartCar's offers an impactful and cost effective way of building your brand in the local vicinity."



*Dr. Jez Rose with Unitron Director, Chris Auty*

For those that wish to partake in Unitron's 'Get Smart' promotion, on purchase of the above mentioned products go to [www.smartunitron.co.uk](http://www.smartunitron.co.uk), enter the product serial number and answer the skill question. Unitron will draw for a SmartCar every 90 days through until Christmas; why every 90 days? To recognise the up to 90% improvement in Signal-to-Noise ratio that SmartFocus has been proven to deliver over and above directionality alone.





# Hearing and alerting: together at last

Smart Alert™ System is the first fully integrated hearing and alerting system that enables household alerts to communicate directly with Unitron hearing instruments through the exceptionally intelligent Smart Alert remote. Your clients are always in the know – around their homes, around the clock.

That's safe. That's simple. That's smart.

**smart alert system**  
Hear your home

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Bellman & Symfon

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[www.unitron.com/smartalert](http://www.unitron.com/smartalert)



# Creating Earmoulds are More Equal than Others



## German Quality Earmoulds at British Prices from PC Werth

PC Werth announces its new range of high performance earmould and hearing aid fitting solutions that combine the best of German technology and manufacturing systems with UK pricing and turnaround.

Product Manager Steve Mitchell has been working intensively with German experts Dreve Otoplastik to address the counterintuitive situation where a dispenser prescribes hearing instruments with extreme care and client involvement, whereas the vital earmould is often an afterthought.

He says: "All earmoulds are not created equal. They are 100% responsible for user comfort in the ear and they play a huge part in sound quality and performance.

"My benchmark has been to consider how earmoulds are as important to hearing aids as tyres are to cars. In fact, tyre performance is an integral part of the user experience that they are often designed specifically for a particular car. I don't think earmoulds are that sophisticated yet, but consistently high quality moulds can certainly help dispensers raise their game."

Kevin Simmons, PC Werth's Operations Director, adds "our production team have been trained to the Dreve Otoplastik system in Germany and are fully accredited. Now we can help customers select the most appropriate earmould technology from Dreve's extensive range of materials, including the new VarioTherm material which softens on contact with the body, improving comfort and sealing characteristics.

"Our aim is to deliver Dreve's world-renowned reputation within the UK dispensing market, ensuring first class build quality customer service and turn around. The team are experts with laser manufacturing or traditional cast moulding techniques. We lacquer everything as standard and can even laser engrave any logo on the mould for a small fee.

"I'm so sure we can make the difference for you that we guarantee in house turnaround in 4 days or your next mould is free of charge"

Find out more in the Werth Information Resource (WIRe) – available at [www.pcwerth.co.uk](http://www.pcwerth.co.uk) or contact PC Werth Direct: 020 8772 2700, [sales@pcwerth.co.uk](mailto:sales@pcwerth.co.uk)

## Introducing something **HOT** for summer



### German Quality British Prices Faster delivery

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- 100% Dreve hard or soft materials
- Full choice of colours
- Optional laser-etched logos
- Also swim plugs and noise plugs

### Call for pricing and your trial vouchers



Try new VarioTherm  
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## Video otoscope

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- Light and ultra portable
- USB connectivity
- No external power source required
- Capture button on handle
- Stunning Image quality
- Comes with image capture software
- Perfect for home visits
- Camera dock available for practice use

**£495**  
+ Vat

**ASK A MEMBER OF OUR TEAM  
FOR FURTHER DETAILS**

## CLASSIFIED ADS

### BUSINESS FOR SALE

Long-established (over 25 years) west of Scotland independent hearing-aid business for sale. To discuss, contact 0141 775 1919 after 6pm or e-mail [harryandkath@btinternet.com](mailto:harryandkath@btinternet.com).

Only genuinely-interested contacts, please.

### EQUIPMENT FOR SALE

Kamplex KT20 with hard case includes charger and printer, 4 block calibration cavities and assortment of ear tips. Very (and I do mean very) little used. It is as new. Would need a new calibration cert.

Kamplex KT20 Tympanometry with printer, charger and 4 block calibration cavities in original hard carrying case. Cost £2025 in 2006. Used a handful of times since purchased, hence mint condition. Open to reasonable offers.

Contact David Wright on 07974924040

### TRAINING COURSES

Accredited Training Courses from Robert Rendell

- BSA Certificate in Otoscopy & Impression Taking
- BSA Certificate in Industrial Audiometry

[www.seabrookaudiology.co.uk](http://www.seabrookaudiology.co.uk)  
ring 01452 863470 for details

(other courses may be available on request)

# Can't hear it, then See It



## Revelation in Hearing Technology, well seeing actually.

Danish designer Mads Hindhede from Denmark has come up with an ingenious design in glasses with act as a visual hearing aid.

They may look like something that Jonny Depp wore in Alice in Wonderland but they actually work.

Sound is received via two microphones built into the glasses and with now perfected speech to text translation software, can be converted into text. This is projected onto the lenses via video projection software from HMD technology.

Noise - filtering software is used from proven hearing aid technology, and the unit itself can be powered by a Li-ion battery.

Updates are administered via Micro-Usb



Experience more.™ **Starkey**



## Let the conversation begin.

Introducing S Series iQ featuring the most sophisticated noise reduction and speech preservation system ever. S Series iQ provides unprecedented sound quality and has been proven to reduce listening effort and significantly improve patients' ability to communicate. So patients hear conversations, not commotion.

A demo is worth a thousand words. Listen for yourself at [StarkeyPro.com](http://StarkeyPro.com) or contact your Regional Account Manager for further information.

**S** series **iQ**





# VU VU

## what I can't hear you

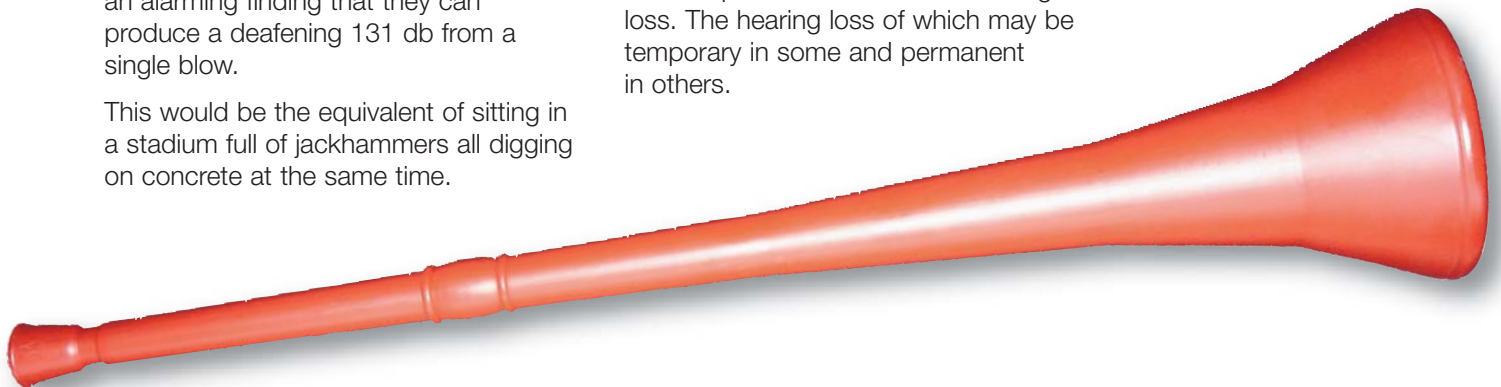
**'...please do not adjust your TV set, that sound is 80,000 football fans blowing into their VuVuzelas...'**

It has been reported that a University in South Africa has carried out research on the ubiquitous African Horn to discover an alarming finding that they can produce a deafening 131 db from a single blow.

This would be the equivalent of sitting in a stadium full of jackhammers all digging on concrete at the same time.

The research showed that levels of this magnitude and intensity are both unsafe and can put people at risk of noise induced hearing loss.

Test students were asked to go to the games and were monitored during the early rounds of the World Cup, many of which reported some form of hearing loss. The hearing loss of which may be temporary in some and permanent in others.



Achieve ultimate  
performance and  
connect to the  
world with style.



Your choice is

AUDÉO  
**smart**<sup>TM</sup>



**More Hearing. Flexible Control. Unlimited Connectivity.**

Audéo SMART not only looks and sounds great; it takes full advantage of CORE wireless technology to offer convenient on-board control plus the freedom of connectivity. When life demands effective face to face and multi-media communication, even in the most challenging listening environments, the obvious choice is Audéo SMART.

[www.phonak.co.uk](http://www.phonak.co.uk)

**PHONAK**

life is on