

FOR THE INDEPENDENT AUDIOLOGIST

THE

INDEPENDENT

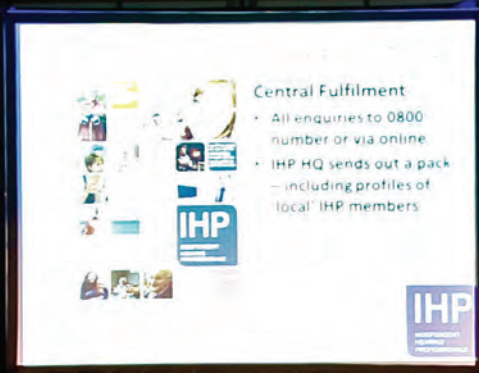
MAGAZINE

ISSUE 34 - Quarter 1 2014

HearBuy

Together in Independence

CONFERENCE 2013



IHP Custom
HearBuy & IHP
Widex eShop
Listen Now!

The Dream Continues With Fashion
Introducing ReSound Lex
Ever Feel Invisible?

Audiology Community Inspired

Making Hearing Care Relevant

Public Awareness. Hearing V Sight

Phonak Presents

New Appointments

Oticon Nera

Dutch Independents Hit The Rocks



WIN!

A Bachmaier
Video Otoscope
Worth £495

Terms and conditions apply

Experience
the **sound**
of amazing



Oticon | **Nera**



Our best advanced hearing solution family. Ever.

New Oticon Nera lets your clients enjoy exceptional clarity and comfort of sound thanks to its unique ensemble of audiological features. And with our improved personalisation approach, it's now even easier to factor in personal sound preferences to meet your clients' individual needs and achieve greater satisfaction.

That's what we call advanced hearing technology, shaped for life.



Proud to be a supplier

oticon
PEOPLE FIRST



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Contents

Hello and welcome to the January 2014 Issue of the Independent magazine. This quarter we have some very interested articles and manufacturer news concerning the interests of the independent audiologist.

We are also running a competition to win a video otoscope in our free to enter prize draw!



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Hearbuy, 14 Farrington Way, Eastwood, Nottingham, NG16 3BF
T: 01773 533777 E: info@hearbuy.co.uk W: www.hearbuy.net.com

YOUR exclusive brand of custom

IHP Custom is your brand of custom made products and has been conceived to be the complete and easy solution to your non-hearing aid custom business. This will bring your business extra revenue, extra sources of distinction and extra marketing opportunities at minimal investment.

And because IHP Custom is the brainchild of IHP with PC Werth, you know every purchase benefits your business's marketing fund.

Paul Turner and Tom Parker, from HearBuy and PC Werth respectively, explain "We had a number of conversations about IHP promoting the gamut of dispensing services. After all, our industry has so much more to offer than hearing aids - and we call ourselves Independent Hearing Professionals - yet until IHP Custom, we only promoted hearing aids!

"We knew we had to provide a comprehensive, out of the box solution, since the reality is that Members' primary business is hearing aids. This means any other business will pretty much have to run itself. Looking at this requirement for product and service, meant we had to call on all of PC Werth's expertise."

Any IHP Member can benefit from the opportunities of IHP Custom by ordering an IHP Point of Sale kit, which includes an invitation to attend a special IHP custom training session.

IHP Custom - In Depth

IHP custom is a full range of custom products for hearing protection & conservation, leisure, sport and travel, with more products in the pipeline. Products include the all-important ER noise filters, which remain the gold standard and reference point for any musician looking for flat attenuation.

The entire UK adult population of 40-50M customers could benefit from one of a variety of custom made lifestyle products. The products could also benefit a lot of the children in the country too.

By contrast, the independent share of the private hearing aid market in UK could be less than 0.2% of this number, since 10M people in the UK may need a hearing aid, yet only 20% of provision is private, with over 50% of that number taken by the chains. An effective custom business connects you with significantly more customers - including your customers of tomorrow - today. Even better, with custom products, there is no free state provided alternative!

More Than Just Products...

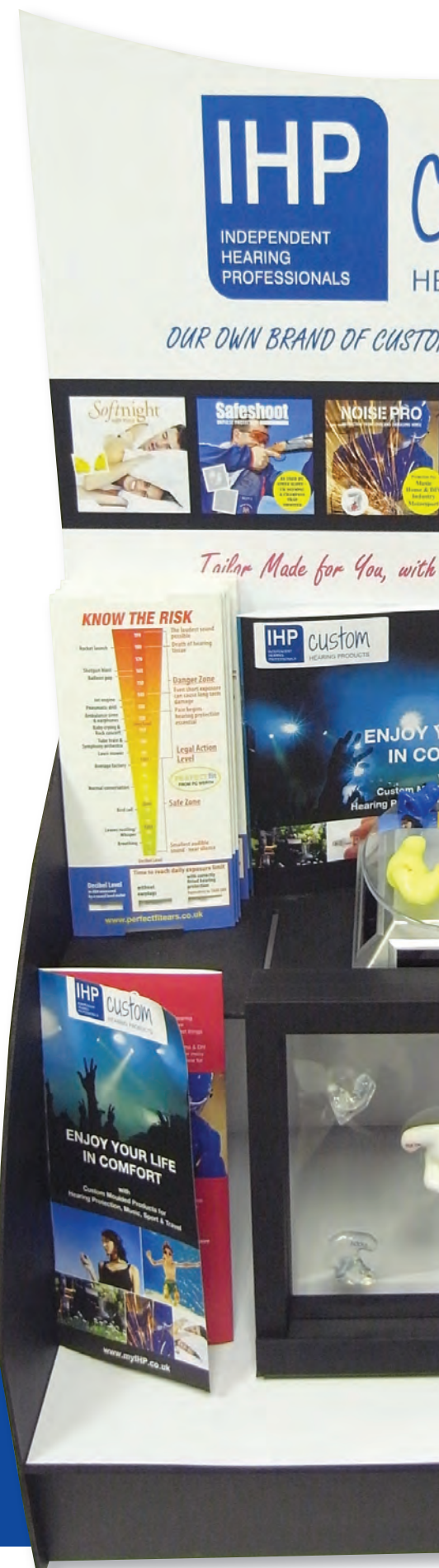
IHP custom also addresses IHP members' needs to present a complete business solution. IHP Custom offers tradeshow support, national advertising, dispenser and support staff training as well as branded marketing materials.



custom
HEARING PRODUCTS

MEMBERS ALSO BENEFIT FROM...

- IHP branded marketing collateral
- Support at trade shows or open days
- Training for front of house launch
- Support taking impressions or industrial audiometry
- Presence on the all-important websites
- National marketing exposure through IHP's national advertising
- Businesses who are already PERFECTfit partners can benefit from IHP Custom and vice versa



Custom and hearing products



IHP Custom - In Summary

Every order contribution to overall IHP pot (earmoulds excepted)

Fantastic quality product, made in just 4 days

Your exclusive brand with consistent messaging, generating network effects from IHP membership

SLA performance terms agreed with IHP

You benefit from 2 websites – myIHP & PERFECTfitears

The package includes training and information for IHP custom products to help you advise and sell

Through PC Werth, we can ensure you can offer enhanced services – e.g. noise sweeps, impressing etc that may be difficult to address now

You have unique IHP order forms, branded leaflets, POS, pricelists and templates etc

Comprehensive range of products with more to come

Benefit from our dedicated IHP Custom account manager

Benefit from materials to support your local non-hearing aid marketing

IHP are preparing a 6 month rolling marketing plan to include non-hearing aid business

Unique offers and specials for IHP Custom

Your website can now link back to a source of the latest hearing protection information etc

You will have IHP lasered logo with name lasering & offers



To find out more about IHP, IHP Custom or PERFECT fit, please contact

Tom Parker - Tparker@pcwerth.co.uk
or Paul Turner - Paul@hearbuy.co.uk



BUYING POWER AND MARKETING SUPPORT FOR INDEPENDENTS

HearBuy was launched to support independent audiologists, enabling them to purchase discounted hearing aids and accessories and allow them to compete against bigger high street chains.

Manufacturers' discounts to independent audiologists used to be approximately 10%. Nowadays, our members can enjoy discounts of 50% or more! Without HearBuy, these high discounts would simply not exist.

How HearBuy works

Our members can expect to receive high discounts on products purchased through HearBuy, some better than going direct to the manufacturers, with whom they would have to commit to large numbers of products. For increased manufacturer discounts, the audiologist would have to commit to even larger quantities, making it unfeasible for them to operate efficiently.

However, HearBuy members only have to purchase one hearing aid or product at a time to receive a high percentage discount. Even higher discounts are available for multiple purchases, making the buying process even more cost-effective for the independent audiologist.

Accessories drop-shipping service

Members can also take advantage of HearBuy's Oto-tech accessories and consumables drop-shipping service. By opting for this service members will receive their own branded webstore, which can be either standalone or built onto their existing website. Any orders processed via the store will come direct to HearBuy, who will ship out to the customer on the members behalf. HearBuy take a percentage of the price with the remaining money being credited to the members account. With no stock to purchase, this is an ideal way for the member to expand their offer in the marketplace.

CardSave

HearBuy members also have the choice of joining our CardSave scheme. This allows them to take credit and debit card payment via HearBuy's secure online CardSave terminal. Each member receives there own

login and password with allows them to receive payments into their own HearBuy account with nothing more than a PC with an internet connection. These funds are then paid by BACS to the member. This makes the process of accepting card payments simple and saves on paying for a Streamline, or similar machine and monthly subscription fees.

E.A.R.S

Monthly statements also reduce administration time by having all purchases on one invoice. HearBuy members also get free access to the E.A.R.S. website, allowing them to track invoices and credits whenever and wherever, in real time.



Giving you even more

It's more than just discounts that HearBuy offers its members. There's a wide range of services aimed at supporting and developing independent businesses through our Independent Hearing Professionals (IHP) initiative. By joining IHP, members can benefit from even greater discounts on products. IHP has the full support of Oticon, Phonak, Unitron and Widex to help market and support independent practices in their local area and recover lost independent market share. IHP aims to educate the public about hearing loss, hearing aids and the personal and long-term care an independent audiologist can offer.

Business Development Fund

This is done through a central business development fund. Funded by the manufacturers themselves, 10% of the full list price of any item a member purchases through HearBuy is deposited into this fund. This is then divided into two 'pots', one central pot for IHP to actively market it's brand in the national media, raising public awareness surrounding hearing loss and the benefits of visiting independent audiologists as opposed to big high street practices. The second is for the member's own business marketing. This fund can be used to develop their business in any way they wish, be it

local advertising, posters, leaflets, websites or signage to name a few. This personal funding can be accessed via the members account on the E.A.R.S website. No matter how members choose to spend their funding, HearBuy can support them with every aspect of marketing from brochure design and print, through to website design and online advertising.

My IHP

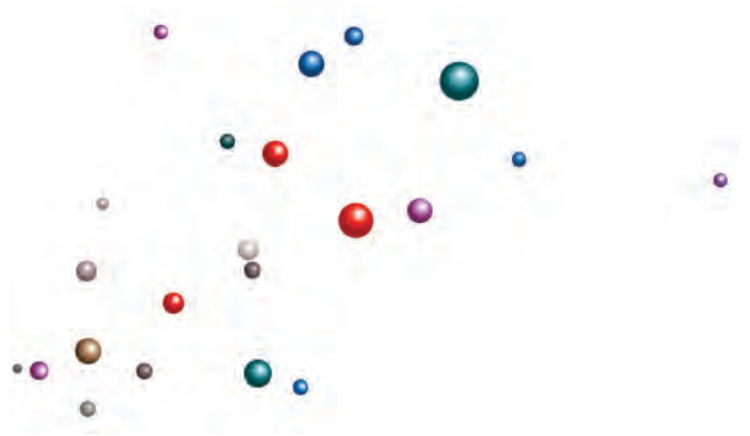
IHP members also receive a page advertising their business on the myihp.co.uk website. This website is actively targeting potential customers in the marketplace and is a direct link between the public and the members business. It is also a useful resource for the public to learn about audiology, what is available and what to expect when they book a hearing test. IHP pays for and manages on-line advertising for each member in their local area via Google. The myIHP website delivers high quality enquiries direct to the member, not low quality ones via a third party company. Members can also request HearBuy to post an IHP introduction pack direct to the prospective customer on their behalf.

IT support

IHP members have the opportunity to benefit from excellent IT support via HearBuy's approved supplier. With fast response times and robust IT solutions, your business need never lose revenue due to system downtime. With flexible packages available, from new system installations, through to Ad-hoc maintenance charged at a pre-negotiated discounted hourly rate, these IT solutions will allow every business to operate as efficiently as possible, for as long as possible.

**FOR MORE
INFORMATION
ON HOW
HEARBUY AND IHP
CAN HELP AND
SUPPORT YOUR
BUSINESS PLEASE
CALL HEARBUY ON
01773 533 777**

A complete solution



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Audéo Q

Naída Q

CROS

Wireless
Communication
Portfolio

For more information on our complete range of products call today on 01925 623600 or email sales@phonak.co.uk.

www.phonakpro.co.uk

PHONAK
life is on

CHECK OUT WIDEX ESHOP

Since launching in June, the online ordering system, eShop, has been a great success.

The new online ordering system is easy for dispensers to use; it makes ordering simple and is open 24/7. You can order hearing aids, as well as spares and accessories for stock, as the whole Widex catalogue is available online. eShop enables you to place orders outside of working hours at a time that is convenient for you and your business and we encourage even more dispensers to try it for themselves. To place an order, register or add more users, please go to eshop.widex.pro

For more information about Widex eShop, please email eshop@widex.co.uk or call the Widex Customer Service Team on 01244 688300.



VISIT THE WIDEX
ESHOP

LISTEN NOW! Not Just Another Newsletter

Listen Now is an online newsroom launched by Widex to share knowledge and insights with hearing professionals.

Offering a fresh perspective on stories from and about the hearing care profession, you can find useful information, advice, resources and inspiration for your work.

If you want to keep your ear to the ground, but are too busy to search for information yourself or are tired of long and

conventional reports, then this is the resource for you.

From the latest debates to trend-setting technology to topical hearing news, listen now provides you with relevant news on a regular basis. You can also visit the site to download tools that can help your daily work and inspire your business.

Subscribe to Listen Now today for FREE, visit www.listennow.widex.com



The DREAM continues with FASHION



The launch of FASHION as a new addition to the Dream family of hearing aids proved to be a popular model choice with clients impressed with the improved style, increased battery life and overall power improvements when compared to the conventional 9 BTE.

FASHION is more powerful, has a longer battery life and has an impressive fitting range of minimal to severe-to-profound, and it is available in all the four price points of the Dream family: 440, 330, 220 and 110.

FASHION has significant improvements to the existing 9 BTE model, featuring more output and gain to 137 dB SPL and 75dB, whilst reducing wind noise by up to 17dB. Featuring a modern and slim housing with a 312 battery, Fashion was designed with the aim of making a hearing aid that was smaller than a conventional BTE, but just as

powerful. Fashion is 20 percent smaller, introducing a modern housing with new volume control and programme buttons that are simple to use.

To find out more about Widex DREAM Fashion please visit www.widex.co.uk or speak to your Territory Sales Manager.



WIN!



A Bachmaier Video Otoscope

The oto-cam is the latest Video otoscope to be offered by oto-tech.com.

We have searched long and hard to find a quality device that had USB connectivity with ease of use and excellent clarity of image.

We feel we have found all with the oto-cam, simply plug into your Laptop for domiciliary or your PC at the practice to have as your main Video otoscope sat in the optional cradle.

Images are taken via an easy push button on the handle, which when clicked will leave the image on screen to save in a file destination of your choice for further use.

The oto-cam has auto brightness and contrast and the focus is via a small wheel on the top of the unit.

Supplied with 3 RE-USABLE speculae in 3 differing sizes, small, medium and large. Also sold separately.

FOR YOUR CHANCE TO WIN...

Simply visit www.oto-tech.com/otoscope and simply fill in your details to enter this free prize draw. We have one Otoscope to give away and the winner will be drawn at random on Friday February 28th 2014. Terms and conditions apply*

Closing date for entries is Friday February 14th 2014 so enter today and don't miss out on your opportunity to win this brilliant prize.

oto-tech.com
professional audiology supplies

Tel: 01773 533 824

*Please visit www.oto-tech.com/terms for full details

INTRODUCING RESOUND LEX

ReSound are pleased to announce the launch of ReSound Lex.

ReSound Lex is the only non-custom in the canal hearing instrument with remote microphone technology.

Virtually invisible and easy to try

ReSound Lex is for the young at heart whose professional and private success depends on staying in contact with other people, but who may have prejudices about hearing aids. It merges the best of BTE and custom devices so it's easy to try and can even be fitted at the first appointment. ReSound Lex is anatomically crafted to fit the ear's natural shape so it sits invisibly and comfortably in the ear. While its remote microphone and self-adapting technology delivery superior sound quality and wind noise protection to enhance hearing performance and eliminate exhausting background distractions.

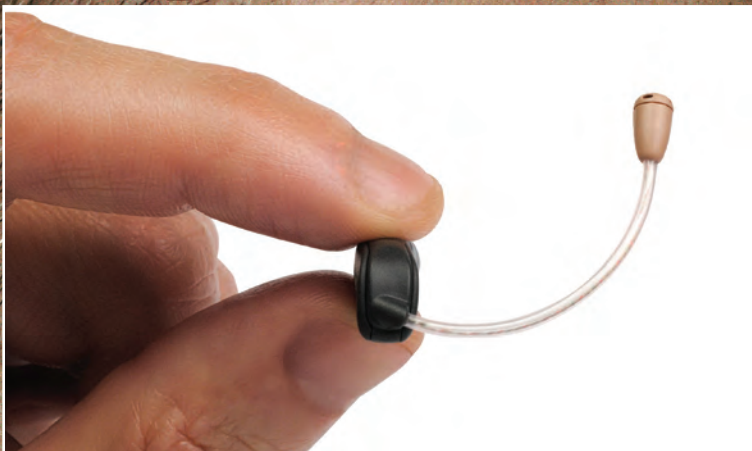
Tested like never before

Through a selection of microphone tube lengths and dome sizes, ReSound Lex provides a flexible fitting for people with mild to moderate hearing loss.

Thorough market testing has been conducted with ReSound Lex to ensure its effectiveness and performance. A total of 138 patients were fitted by hearing professionals in the UK, the Netherlands and Denmark from January to September 2012. The fittings were then assessed across a full range of factors including overall satisfaction, comfort, feedback control and ease of fitting. The results were outstanding.

ReSound Lex is available at two price points to match the needs and budget of your patients. Unlike conventional hearing instruments, ReSound Lex is extremely easy to demonstrate and be fitted at first appointment so that your clients can walk in and walk out again hearing better.

To find out more about ReSound Lex call 01869 352800.



EVER FEEL INVISIBLE?

how many times have you heard...

"I wish I had known you were here. I would have sooner bought my hearing aids from you"

This is simply too late.

The following article and facts may help answer why!

The graphic opposite shows the history of industry sales by private and public sector. The Average Selling Price (ASP) is the trade price, not retail. The statistics do show growth but we don't know at present whether nationals or independents will share this growth.

The private sector numbers are then divided between nationals and independents. Independent market share in 2006 was 70,000 Units or 35% of the UK private market. Independent market share is now 39,000 Units or 19.5% of the UK private market.

Causes of the changes/reduction of independent sales are obviously increased corporate and global competition whose marketing campaigns are more visible than what individual independents can offer. This is compounded by research carried out by Dolland & Aitchison that showed 80% of consumers would prefer to visit their local independent healthcare practitioners but of those, 80% said they did not who or where they are! IHP/HearBuy decided to do its own research to find out if the findings of the Dolland & Aitchison were still valid today!

The HearBuy/IHP results are worrying and mirror the frightening trend of invisibility of local independent family businesses found

in the Dolland & Aitchison research. We intend to repeat the exercise in a further two towns. The findings from the Dolland & Aitchison market research and the loss of

market share from the independent sector to the national sector formed the basis and reasoning for the formation of IHP and its 5 year plan to win back lost market share.

PRIVATE

2003

151582 UK Units
ASP -

2004

176207 UK Units
ASP -

2005

196622 UK Units
ASP - £187.92

2006

204144 UK Units
ASP - £196.02

2007

208568 UK Units
ASP - £196.98

2008

195183 UK Units
ASP - £180.03

2009

195909 UK Units
ASP - £176.88

2010

197851 UK Units
ASP - £177.21

2011

205794 UK Units
ASP - £183.64

2012

213649 UK Units
ASP - £196.81

PUBLIC SECTOR

2003

702515 UK Units
ASP -

2004

728759 UK Units
ASP -

2005

740604 UK Units
ASP - £66.55

2006

709838 UK Units
ASP - £70.61

2007

913794 UK Units
ASP - £63.66

2008

963689 UK Units
ASP - £63.60

2009

924578 UK Units
ASP - £63.60

2010

911692 UK Units
ASP - £62.03

2011

936106 UK Units
ASP - £56.16

2012

1007953 UK Units
ASP - £56.94

HearBuy

Together in Independence

CONFERENCE 2013



HearBuy's annual conference at the world famous Belfry Hotel took place on the 5th, 6th and 7th of September and was attended by many independent audiologists and hearing aid manufacturers alike.

The conference got underway with the HearBuy golf day on Thursday, allowing people to experience this world renowned course and venue in a relaxed and fun atmosphere.

Friday got underway with an opening welcome from HearBuy's Ian Arnold. Ian discussed the importance of entrepreneurs to continually re-invent their businesses in order to remain visible in the market place. Ian also presented two very appropriate videos, one of John Timpson the chairman of the famous Timpsons family business on every high street in the UK. John explained that to succeed you need to be a little paranoid and keep thinking of new points of sale, products and services.

The second video was a market research video where members of the public were asked just two questions. The first question

'If you needed a sight test or a new pair of glasses where would you go?' The second question 'If you or a member of your family needed a hearing test or a hearing aid, where would you go?' The results were quite shocking and show we have a fight on our hands.

The results can be found in the article "Public Awareness" on Page 18 along with a link to our website and the market research video.

Other guest speakers delivered information on marketing, brand development and the future of the independent market. The conference was an invaluable source of information for everyone in attendance.

Throughout the day, audiologists and representatives from the manufacturers had the chance to mingle and discuss the independent market sector whilst visiting the exhibition hall. This was a great way for both parties to listen and understand each others positions and aims for the future.

The day was concluded with a casual drinks reception followed by a Gala dinner, with fantastic entertainment throughout the evening for all who were staying at the hotel overnight.

The last day of the conference consisted of Managing Business Activity (MBA) workshops from Phonak, Widex UK,

Oticon and Unitron. Again, these workshops offered invaluable information for independent audiologists in attendance.

The HearBuy MBA featured a number of presentations and talks of importance relating to the independent hearing professional as well as testimonials regarding membership to IHP and the positive impact on business that has resulted from it.

Feedback from the event was very positive, with many people saying they felt that their own businesses will benefit from the information they have taken from it. Next years aim is for the conference and exhibition to be even bigger and better than ever, with even more presentations, guest speakers and workshops.

For further information on this years conference, or if you are interested in booking your place on next years event which takes place on the 26th and 27th September 2014, please contact HearBuy on 01773 533777.



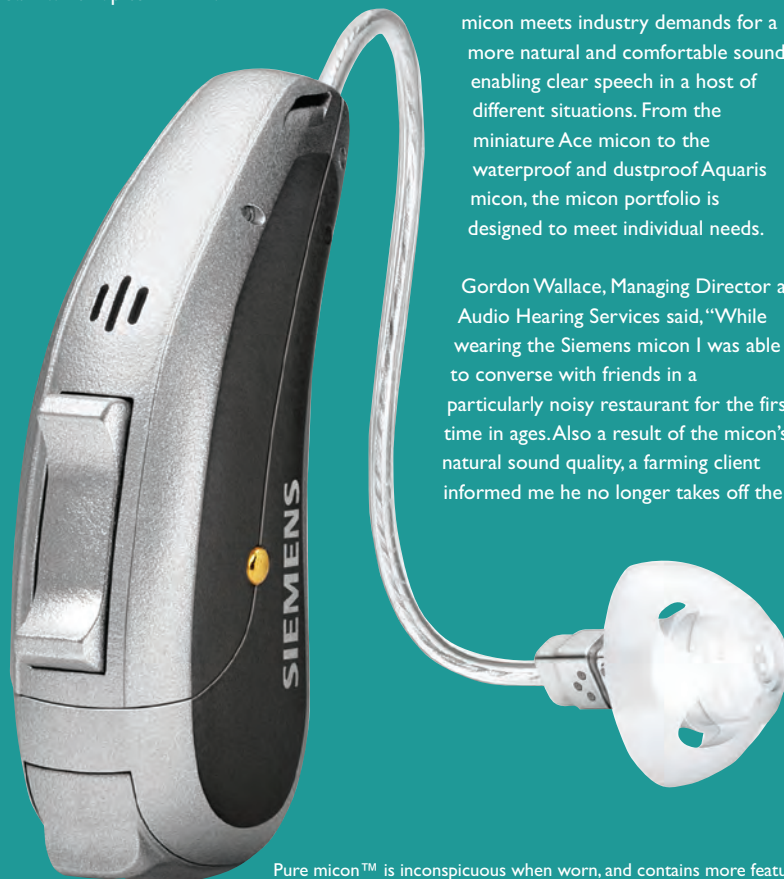
Audiology community inspired by Siemens' powerful new hearing innovations

SIEMENS

The latest innovations unveiled to the UK by Siemens Hearing Instruments are designed to help the audiology community bring people back to the world of sound. The micon™ enables hearing aid audiologists to offer customers over twice the processing power of previous solutions as well as additional benefits such as intelligent receivers, directional speech enhancement and feedback cancellation. range is designed to deliver the optimum balance of sound quality and audibility for a wonderful hearing experience. It features extremely high frequency resolution in 48 channels, greater intelligence and bandwidth up to 12 kHz.



The Siemens team showcase the micon™ with an illuminated exhibit.



micon meets industry demands for a more natural and comfortable sound, enabling clear speech in a host of different situations. From the miniature Ace micon to the waterproof and dustproof Aquaris micon, the micon portfolio is designed to meet individual needs.

Gordon Wallace, Managing Director at Audio Hearing Services said, "While wearing the Siemens micon I was able to converse with friends in a particularly noisy restaurant for the first time in ages. Also a result of the micon's natural sound quality, a farming client informed me he no longer takes off the

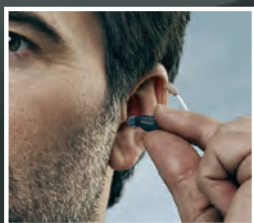
hearing aids while operating heavy machinery due to the great sound management. The results are formidable which is why not only do I recommend them to my customers; I continue to wear the micon myself."

Praise was also provided by Dave Ashdown, Audiologist at Hearcentres Reigate, "I've been looking for an all singing, all dancing hearing instrument and the micon product range performs well across the board. I found the sound was so natural you forget you are wearing it, even when making conversation in a crowded room. The feedback cancellation and natural sound features are particularly exciting. The instrument's automatic functionality means its impressive 48 channels and processing power are being used as effectively as possible and constantly adapting to the surrounding environment. This really ties in with client demand for a natural, comfortable and high quality sound plus, with solutions such as the Ace, the instrument is virtually unnoticeable to those outside of the audiology community."

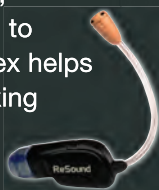
Pure micon™ is inconspicuous when worn, and contains more features than any other hearing instrument of its size.

ReSound Lex™

**PEOPLE
THINK I'M
A GOOD
LISTENER –
THEY DON'T
KNOW I
WEAR LEX**



Fitting in your ear's natural shape, Lex is virtually invisible. Adjusting to changing sound environments, Lex helps your customers feel confident taking centre-stage – both socially and professionally.



ReSound

rediscover hearing

To find out more about ReSound Lex™ please call
0800 023 2128 or speak to your local sales representative.

Siemens Hearing Instruments launches super-power hearing aid to the UK

Siemens Hearing Instruments has announced the launch of the Nitro™ micon hearing aid, its latest solution for those with severe to profound hearing loss. The super-power instrument provides output of up to a 140 decibel sound pressure level without the wearer having to compromise on sound quality. It features Siemens' latest platform of BestSound™ technology, micon™ which provides enhanced speech intelligibility and a clear and balanced sound.

Nitro is available as an In-The-Ear (ITE) device which is tailor-made to perfectly fit individual ear canals and will soon be available as a Behind-The-Ear (BTE) instrument. All of the new Nitro models contain the micon platform which features extremely high frequency resolution in up to 48 channels, 250 million instructions per second and bandwidth up to 12 kHz.

For those with severe hearing loss the Nitro ITE version offers a customised design, providing exceptional wearing comfort and allowing the ear canal to feel more open. The discreet instrument blends in to the ear and automatically recognises

the listening environment, switching to the appropriate program. This is further boosted by strong feedback cancellation technology to overcome any feedback challenges and provide a natural sound experience. The micon frequency compression technology compresses high frequencies outside the audibility of users with profound high-frequency hearing loss, to a lower range where there is better residual hearing.

The BTE version, which will be available in early 2014, is nearly one-third smaller than its predecessor with a more discreet and comfortable fit behind the ear. The dust and water resistant housing is comfortable to wear due to the new slim-neck design and provides dual onboard controls with LED control lights for easy manual use.

Directional microphones reduce background noise from other directions and focus on speech, even when it comes from behind you. Nitro BTE can also help relieve tinnitus by emitting a therapeutic noise that can be customised to divert attention from the effects of tinnitus.

"We are delighted to launch the Nitro micon family which is designed with super power to help people with severe or profound hearing loss to stay involved and active," states Mark Laben, Marketing and Product Manager at Siemens Hearing Instruments. "The instruments come with wireless connectivity so they are compatible with a range of accessories to transmit sound from audio sources directly to the ears, letting the user hear speech, television or music more clearly. The latest microphone technology reduces listening fatigue substantially and right now no other hearing device for profoundly hearing impaired people can offer a comparable performance package."



Siemens Hearing Instruments has announced the launch of the new Nitro™ micon hearing device providing enhanced speech intelligibility and a clear balanced sound.

MAKING HEARING CARE RELEVANT AND APPROACHABLE

Many hearing care professionals are taught that people don't want or like hearing aids, and that we somehow have to badger them into "giving hearing aids a go" - that's if, of course, we have actually managed to 'drag' them reluctantly through our doors in the first place!

But this idea that people instinctively avoid hearing aids is a myth based on misconceptions. Let's think it through: people are obviously not born with a negative attitude towards hearing aids. Which means they are learning it from somewhere. But from where?

Well where do they get most of their information about hearing aids? From us, the profession/industry of course – particularly our advertising and marketing.

Most of their life they'll be ignoring such information, unless it's been particularly attention grabbing. But once hearing aids become potentially more relevant to them – perhaps because someone's questioned

their hearing – that's when they begin paying attention to our marketing.

This is great news for us as hearing care professionals because it means that by changing our messages, we do influence people's attitudes. Research from social psychology tells us that most people have a neutral attitude towards things – until it becomes **relevant** or **important** to them. That's when they begin to assemble an attitude, and it will be mainly based on the information that comes most easily to mind. If the information makes them feel "weak", they'll avoid it. If it makes them feel "strong", they'll approach it. Apply these principles to hearing aids, and it means that if people are avoiding hearing care there

are two main possibilities: either hearing care is not relevant to them, or we are actively putting them off by making them feel weak.

So how do we make sure we're getting our messages right? That's where the **4 Questions** comes in. It's a framework for hearing care professionals to change society's attitudes. Take a look at the 4 Questions Visual Quickstart Guide on the right, and see how your own messages most closely align. Towards avoid? Or approach?

Then, once you've got your messages right, you have to make sure **your** message springs easily to people's minds.

THE 4 QUESTIONS

1 in X people suffer from hearing loss.



Are you one of them? Find out with a hearing test.

A. When I'm ready for hearing aids.

When hearing tests are presented as a way to "find out if you've lost your hearing and need hearing aids" you deter all but the "most ready" (desperate?). You become less relevant.



A. I'll know... because I won't be able to hear.

Many people believe their hearing is satisfactory because they **can** hear ("I hear distant traffic. I hear people talking.") When people suggest they are "going deaf", they think it means "living in a silent world" so they compare this idea with all the things they **do** hear and decide their hearing's OK.

A. The deaf, the hard of hearing, the elderly, the desperate. i.e. not me.



The **images** and **language** we use set "benchmarks" in people's minds which they use to compare themselves against. If we show them elderly people they say, "That's not me" or "I don't want to be seen that way". If we use words like "suffering", they say "I'm not that desperate." So it's always for "people **different** to me".

A. When I'm old enough, or deaf enough, or desperate enough. So ideally never!



When we make the hearing aid a symbol of **having a condition** or **growing old** people instinctively avoid it. Why? Because it threatens how people (want to) see themselves. So be careful of the things you associate with hearing aids through the messages and images you use!

Before a person even **considers** approaching a hearing care provider there are **4 QUESTIONS** they unconsciously ask themselves.

Question 1 When should I have my hearing checked?

How they answer each of these **4 QUESTIONS** will determine whether or not they take action.

Question 2 How do I detect a change in my hearing?

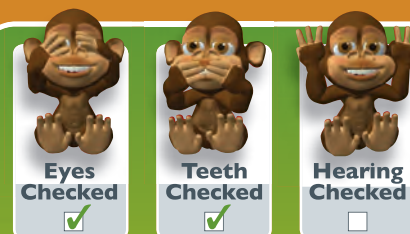
To answer the **4 QUESTIONS** each person will draw on whatever information most easily springs to their mind.

Question 3 Who uses hearing aids and is that me?

If we get our messages right – and make sure they spring to people's mind – we can accelerate their decision to take action.

Question 4 When should I use hearing technology?

Get them wrong? At best you delay people taking action. At worst, you're **reinforcing** society's outdated attitudes.



A. Routinely throughout life, just like eyes and teeth.

When hearing checks are presented as needing to be routine they become about keeping your hearing at its best, not "owning up to having a condition. It becomes about **avoiding** loss, not accepting it.



A. You can't. So get it checked professionally.

What looks to you like 'denial' is often just observation: people only hear what they hear. If it's outside a person's hearing range, it doesn't exist. So only those who are having their hearing checked can say they hear well. How else can they know?

A. Potentially everyone who is hearing well.



Repeatedly show "attractive" people of working age **hearing well** because of hearing technology. It creates positive associations and feelings. People respond to how they **want** to see themselves. Use "discreetness" to highlight that people who hear well may actually be using technology.

A. Whenever the situation demands it, to be yourself.



Hearing technology enables you to **continue** being yourself because it keeps your hearing (and therefore you) at its best. Shown **this way**, hearing technology becomes a symbol of "life".

AVOID

audira
THINK TANK FOR HEARING

APPROACH!

For a more in depth guide to the 4 Questions please visit www.audira.info/4Q

PUBLIC AWARENESS

HEARING V SIGHT

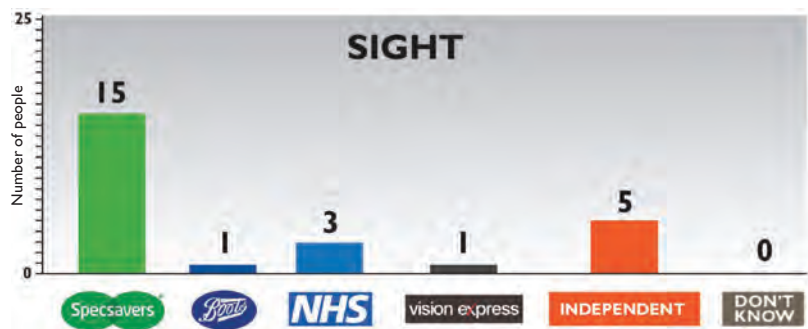
On Friday August 23rd 2013, HearBuy conducted some market research on the streets of West Bridgford in Nottingham. This busy town on the outskirts of the city centre could be representative of any town or city in the UK.



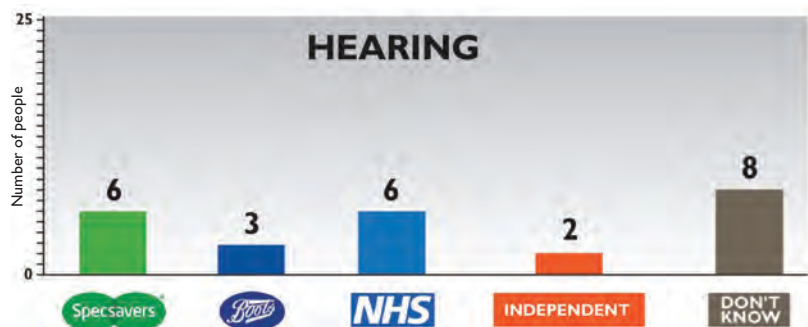
The research would show the public's awareness and perception of both the sight care and hearing care services, and if faced with a healthcare issue, where they would turn to solve it. The results are quite shocking and shows that although the high street chains and the NHS have some visibility, the hearing independents are suffering. More importantly, a very high percentage of the public have no idea who they should ask regarding a hearing issue.

The results clearly show there is an urgent need for independent family businesses to work more closely. We have to increase visibility to the consumer to win back lost market share.

If you needed a pair of glasses or a sight test where would you go?



If you or a family member required help with a hearing problem, where would you go?



To view the video please visit www.hearbuynet.co.uk/market-research

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Phonak presents the most complete portfolio of solutions ever



Innovative solutions with the Quest platform at the core maximize understanding in even more listening situations.

The Wireless Communication Portfolio (WCP), including the new digital standard Roger and the Phonak DECT CPI cordless phone, offers people with hearing loss an extra boost in a range of challenging listening situations. Now showcasing the most comprehensive portfolio of paediatric solutions— featuring Phonak Sky Q hearing aids & Roger technology. The new Phonak solutions for the cost-conscious, Phonak Bolero Q30 & Virto Q30, enable great sound quality based on the Quest technology and an outstanding first fit acceptance.

We are proud to be the first manufacturer who brings such a complete and competitive portfolio of solutions based on the same platform to the market within such a short time frame", says Maarten Barmiento, Group Vice President Marketing for Phonak. "The successful Quest platform is now available in all four performance levels and our solutions offer users the exact boost they need in a range of challenging listening situations. Our

Premium, Advanced and Standard levels all feature the unique Binaural VoiceStream Technology™. We have also expanded our offering in the Essential level."

Powerful solutions for adults with severe to profound hearing loss
Phonak hearing aids offer a host of features based on the Binaural VoiceStream Technology™ that enable an excellent performance in a broad range of difficult listening situations. In certain cases, however, many users with significant hearing loss still require an extra performance boost, e.g. when communicating in loud noise or over distance. The ideal solution to overcome these challenges is a microphone that wirelessly transmits the speaker's voice directly into the user's hearing aids. The new Phonak digital standard, Roger, improves understanding in these situations better than any other FM system, surpassing traditional FM by 54 %* and Dynamic FM by 35 %*. The compact and easy-to-use wireless Roger Clip-On Mic can be worn discreetly on the shirt. The inconspicuous Roger Pen with fully automated microphone settings and Bluetooth cell phone connectivity can be used as a standalone microphone or alongside other microphones such as Roger Clip-On Mics or additional Roger pens. If you are an IHP member please contact

your Regional Sales Manager or Phonak UK on 01925 623600 to discover more about our marketing initiatives.

Phonak pediatric solutions: Because a child is not a small adult

From the initial testing and diagnosis through to hearing aid selection, verification and support, children's needs are different from those of adults. Based on 40 years of experience in paediatric audiology and in close collaboration with pediatric fitters worldwide, Phonak has developed the most complete portfolio of pediatric solutions ever. The portfolio of solutions, Phonak Sky Q has been designed to meet specifically the needs of children, and to ensure that their access to speech and language is continually optimized.

We have already received high levels of interest from hearing care professionals in the UK who are keen to become Paediatric Specialists.

Please contact our professional services team to find out how you can participate too, on 01925 623600.

* Professor Thibodeau, Linda, PhD (2013), Comparison of speech recognition with adaptive digital and FM wireless technology by listeners who use hearing aids, University of Texas, Dallas, USA, International Journal of Audiology .

Oticon is delighted to confirm the appointment to 2 key positions to Oticon's independent sales and marketing team.



Mark Collins

Mark Collins has joined Oticon as National Sales Manager, taking over Ben Coleman's responsibility for Oticon's independent

dispenser sales team as a direct result of Ben's new role developing Diagnostic



Birte Reiter-Millard

activities for independent dispensers.

Mark is a Biological Sciences graduate and joins Oticon from pharmacy sales management where he successfully developed and managed a national network

businesses in the UK, and **Birte Reiter-Millard** is Oticon's new Marketing Executive, supporting Oticon's B2B and B2C marketing

of independent pharmacy partners. Prior to this position Mark's entrepreneurial spirit resulted in the development of his own product for the pet-food sector, ultimately licensed to a national retail chain.

By contrast Birte's background focuses strongly on marketing, having previously worked for 3 major advertising agency businesses in Scotland.

Birte has strong experience in client side marketing and her in-depth experience brings a proactive approach to supporting Oticon's independent dispensing customers.

The NEW Oticon Nera Steps-Up the Advanced Technology Segment with new Performance and Personalisation Options

Hamilton 11/11/13 – Oticon's powerful and efficient Inium wireless signal processor transformed the ability of hearing care professionals to put their clients at the center of a uniquely personal hearing experience. First introduced in premium technology Oticon Alta, the Inium chip is now driving a range of exclusive features in Oticon Nera, the newest advanced technology hearing solution family from Oticon. Nera opens a world of possibilities for improved performance, personalisation and minimum listening effort not previously available in the advanced technology segment.

"Nera is the latest example of Oticon's approach to modern hearing care," says (name) (title). "Nera enables hearing care professionals to provide more clients with a personalised, high performing hearing solution that also meets expectations for all day comfort and minimum listening effort. For clients who are seeking a mid-price option, Nera delivers on size, fit, function and price."

Nera's unique combination of audiological features sets new standards in the advanced technology segment allowing enhanced speech understanding in difficult listening situations.

Inium Feedback Shield protects users against unwanted feedback and artifacts to ensure optimal audibility, sound quality and comfort. The Feedback Shield reduces feedback incidents by more than 80 percent* without reducing the gain, which can compromise audibility. The result is improved clarity without unpleasant and unnecessary disturbances so users can more easily focus on important conversations.

The highly efficient real-time binaural processing with **Spatial Sound Advanced**

enables users to better organise the sounds around them. By linking compression, noise reduction and directionality between the hearing instruments, Nera conveys more of the natural characteristics of the physical environment. This spatial awareness helps provide the information users need to determine where sounds are coming from, even in complex environments with competing sounds.

Free Focus Advance gives users the freedom to focus on the sounds that are most important to them. Nera offers four modes of directionality, including the new Optimised Omni, first introduced with Alta. The new directionality mode mimics the natural front focus of the pinna without disrupting comfort and contextual and spatial awareness.

*Compared to former DFC generations

Hearing care professionals can address the intangible dimensions of personal preferences in sound, perception and expectations with YouMatic Advanced. Embedded in the updated and improved Genie I3.2, **YouMatic Advanced** features three personal profiles (Exact, Balanced and Gentle) and seven personalised steps that reach beyond the audiogram to empower practitioners to customise a personal profile that reflects each client's highly individual preference and enjoyment of sound. This personalisation process creates a richer, more engaging and productive interaction for clients and builds a foundation for achieving a higher level of client satisfaction.

"Maximising user satisfaction is a fundamental goal of any hearing device fitting," says Ben Colman, Sales and Marketing Director at Oticon Ltd. "A satisfied client not only hears better but also enjoys listening throughout the

day. By delivering a unique ensemble of advanced audiological features in combination with our personalisation approach, Nera lets clients enjoy exceptional clarity and comfort in a solution shaped to their individual hearing and lifestyle needs."

Nera is available in a variety of styles, including miniFit, a new generation of discreet RITE receivers, domes and moulds designed to provide a more personalised fit with improved flexibility, comfort and listening performance. Nera BTE solutions feature an intelligent mechanical design that prevents water, dust and debris from getting inside and all key components are nanocoated to repel water (IP57 classification).

Nera's wireless connectivity empowers users to take full advantage of the newly updated Oticon ConnectLine that offers multiple opportunities in one integrated connectivity system. Users can connect hassle-free and wirelessly to landline and cell phones, digital office phones, TVs, music, video chatting and streaming, teleloop, FM, and more. The new ConnectLine TV box supports Dolby Digital and digital stereo for improved streaming from home theatre systems and flat panel TVs.

"Oticon's audiological intent is to deliver personalised hearing care solutions that enable people to perform in more difficult listening situations with reduced listening effort so that they can stay active throughout the day," states Ben Colman. "With Nera, we bring that possibility closer to the advanced technology segment for the first time."

For more information about **NEW** Oticon Nera, contact Mark Wallace or visit www.oticon.co.uk or contact: Mark Wallace mwa@oticon.co.uk



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DUTCH INDEPENDENT ACOUSTICIANS HIT THE ROCKS

It seems that even established and dynamic hearing aid markets like the Dutch market can very easily become unstuck. Find out how Specsavers and Audionova (Schoonenberg) successful bid for health insurance hearing aid provision (31% of hearing aids supplied in Holland) has cost the independents a massive 25% of their business sales revenue with Specsavers is the fastest growing organisation in the market.

DUTCH HEARING AID MARKET OVERVIEW

	2011	2012	2013	2014 (expectation)
Number of shops	1000	1023	1023	952
No Hearing aids	230.000	257.000	225.000	227.500
Avg price hearing aid	€ 1.000	€ 1.100	€ 850	€ 800

Average growth 2006-2011 = 7%

HOW HAS LOSING THE COMPENSATION FROM THE HEALTH INSURANCE COMPANIES AFFECTED THE DUTCH INDEPENDENT ACOUSTICIANS/AUDIOLOGIST?

Prices are based on compensation (tariffs) from healthcare insurance companies fell by 23%.

As the independents didn't receive a contract from the major healthcare insurance company in the Netherlands, which has a 30% market share, volume went down within the independents by 23.5%.

DUTCH MARKET BACKGROUND INFORMATION

Chains invested a lot in TV and Radio advertising with their goal to increase volume for the independents.

At first independent shops started to go bankrupt, but with the co-operation of suppliers and chains, some were able to keep their doors open. The flip side to this is that many independents fear that suppliers will take over more and more independents in order to save or increase their volume.

HEALTHCARE INSURANCE COMPANIES

In the Netherlands, 91% of the market is sold with reimbursement from the healthcare insurance companies with only 9% sold privately comparable to UK independent market hearing aid sales.

NEW LAWS AND SYSTEMS INTRODUCED JANUARY 2013

The new law and systems mean that every consumer will be classified based on their hearing loss and social needs. Based on this classification the audiologist can choose a hearing aid from a list of hearing aids on a contract list ONLY! Upselling is not possible! This is worrying as many UK audiologists would one day hope to grow their businesses from a voucher system tariff that could be upgraded to better technology by the patient.

SUMMARY

There is fierce international competition and pressure for market share in the whole of Europe. This pressure has resulted in the average selling price in Holland drop quickly from €1100 to €800. The tender prepared by the independents representatives could have

been better. The tender specification was not accurately followed meaning the bid was possibly submitted focussing on the wrong aspects of the tender specifications.

The net result is the Dutch Independent Market Share dropping a massive 7% overnight from a 22% share of the market down to 15%.



MARKET SHARES

	2013	2014
Chains (Amplifon/ Audionova)	57 %	57 %
Combi chains (Specsavers / Hans Anders)	14 %	15 %
Supplier owned retailers (Sonnova/Widex/William Demant)	7 %	12 %
Independents	22 %	15 %

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