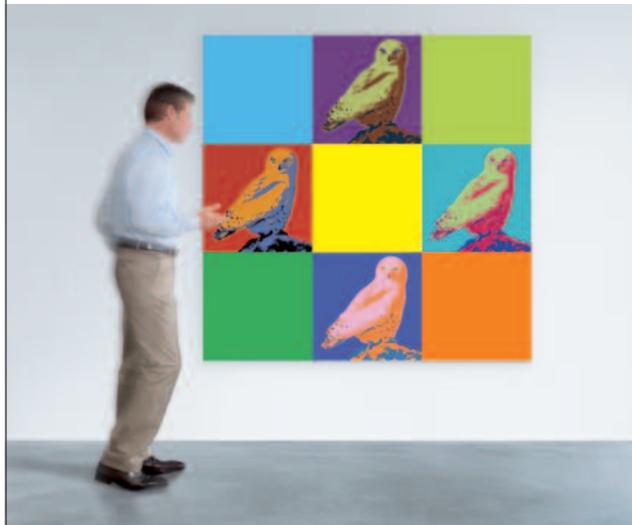


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Classified Advertisements

This is a regular column for HearBuy members to advertise free of charge to all R.H.A.D.s in the country, any item for sale, job opportunities or news update. Simply call Ian Goodfellow at Hearbuy on: 0870 7566999

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Industry News Updates

- **David Ormerod Hearing Centres at Boots** announced in November that they had acquired Advanced Hearing Services Ltd whose 50 dispensers will continue to operate a home visit service but will now trade under the DOHC banner.
- The following day, another announcement was made by **Phonak** who have acquired a minority stake in David Ormerod Hearing Centres at Boots.
- A Sound survey has been conducted by **Siemens Hearing Instruments** which asked 3000 people among other questions, which sounds they liked and which they didn't. The top three were, Wine poured into a glass, a dawn chorus and a cat purring. The most annoying were a screaming child, scratching nails on a chalk board and car/ burglar alarms going off.
- **BSHAA** presented at the BSHAA Congress, initial findings of a hearing aid survey it had commissioned. Although the survey is still ongoing, initial findings make for interesting reading as presented by Roger Lewin. Some findings confirm our anecdotal experience, but others come somewhat of a surprise. Further information is available at www.bshaa.com

Details are believed to be correct at time of going to press.

THE Independent

HearBuy Newsletter No: 11



HearBuy at BSHAA

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- Phonak
- Puretone
- Siemens
- Sonic Innovations
- Starkey
- Tinnitus Care
- Unitron



The Paramount Hinckley Island Hotel was the venue for the BSHAA Congress 2006, and HearBuy were delighted to exhibit to the three hundred plus delegates for the two day show.

With the introduction for 2007 of New HearBuy Membership Levels (Silver, Gold & Platinum), added benefits, increased discounts and the New HearBuy Training Academy it turned out there was quite a lot to discuss with current and prospective members, at a bustling and extremely successful November exhibition.

The two day conference had a full seminar agenda with the theme of 'Saying YES to hearing aids' which helped explain to many delegates why some clients say 'No'. With

minds and notepads full of information on how to get more dispensings, delegates found there was plenty of time between presentations to visit the exhibition area and discuss what had been said with us. Remember the HearBuy motto 'TOGETHER: IN INDEPENDENCE'

We were also very pleased to run the HearBuy competition, which was a free prize draw to win a 15" LCD Flat Screen Television! This was enthusiastically won by Glen Houston from Belfast, who's delight of winning was quickly overtaken with how he would get it on the flight home - we're sure you managed somehow Glen!



HearBuy will be closed from **1.00pm on Friday 22nd December 2006** and will re-open at: **9.00am on Tuesday 2nd January 2007.**
We would like to wish all members and prospective members a Very Merry Christmas & a Prosperous New Year!

(HearBuy)
Together in Independence

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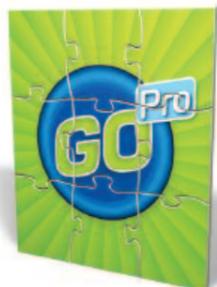
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HearBuy goes Silver, Gold and Platinum

The New Year will herald the launch of new membership levels at HearBuy as the company introduces its Silver, Gold and Platinum membership scheme.

The levels will be incorporated into new membership cards, which will be grouped into the three categories.

The aim is to incentivise both existing members to fully utilise HearBuy's group purchasing facility, and to entice prospective independent members with small, medium & large unit purchases to join.

Each membership level will be based on unit sales per annum, with increased discounts & benefits applicable with each higher level attained.

The Silver card carries with it the discount levels & benefits

already offered by HearBuy, meaning that the Gold & Platinum cards have discount levels and added benefits in excess to any previously available.



The prospect of the cards introduction was presented on the HearBuy Stand at the BSHAA Congress 2006 at The Paramount Hinckley Island Hotel on 10th & 11th November, and with comments such as '...great idea' and '...long overdue' it seems that HearBuy may have hit onto an idea that will make

2007 very interesting indeed.

HearBuy will be contacting each of its members individually to personally introduce the new membership levels.

Any independent dispensers who have not yet joined HearBuy and are interested in doing so should contact Ian Goodfellow on 0870 756 6999.

Planning ahead It's written on the wall!

For 2007 HearBuy is producing its own free Wall Planner which will be distributed to all HearBuy members and RHAD's.

Full colour and A1 in size, the wall planner not only incorporates an easy to use calendar with national holidays, but more importantly will highlight the crucial dates on which all main industry related conferences take place.

We are always striving to help the independent hearing aid audiologist in which ever way we can, and with this one glance solution, provide an immediate overview of the

years activities for dispensers to plan their schedules, holidays and even marketing, an example of which would be for 'Deaf Awareness Week' which is also included.

The HearBuy 2007 Wall Planners are being posted out during December'06. So if you haven't received yours yet then **please contact Scott Peters at HearBuy on 0870 756 6999.**



(HearBuy) Training Academy

HearBuy is proud to announce the first HearBuy Training Academy will be held at the Nottingham Belfry Hotel on: 28th February / 1st March 2007 with the following agenda:

Anyone wishing to book a place should do so by calling Ian Goodfellow on 0870-7566999

Places are limited and we expect the courses to be over-subscribed, so call NOW.

Wednesday 28th February 2007

6.00pm - 8.00pm **Module 1**
- Advanced Video Otoscopy Module: raise your practice profile and get more from your VO. Including multiple choice test.

Thursday 1st March 2007

8.30 - 9.00 Registration and Exhibition Time
9.00 - 11.00 **Module 2**
Essentials of Dispensing: Masking
11.00 - 11.15 Refreshments and Exhibition Time
11.15 - 12.15 **Module 2 Cont.**
12.15 - 1.15 **Module 3**
Ear-mould Acoustics (venting and occlusion effects)
1.15 - 2.00 *Lunch and Exhibition*
2.00 - 4.00 **Module 4**
Diagnosing common faults in hearing aids including: ■ Dead ■ Weak ■ Distorted
2.30 Preventative management
2.45 What repairs can I do in the office?
3.00 Shell modifications to ITE and Earmoulds Including dealing with:
■ Tight fit
■ Feedback
■ Occlusion
■ Allergies
Questions and Answers
4.00 - 4.30 *Refreshments and Exhibition Time*
4.30 - 5.15 Test Paper (multiple choice) and discussion of answers

Course Fee's:

Active HearBuy Members:	FREE
Registered Independent Hearing Aid Dispensers:	£100

Accommodation at the Nottingham Belfry to include: evening meal; overnight accommodation; breakfast; refreshments throughout the day and Lunch:	£155
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There will be 9.5 HAC CPD & 8 BSHAA CUE points awarded for attendance and the exhibitors will be Starkey and Oto-tech Ltd.



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