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# THE Independent

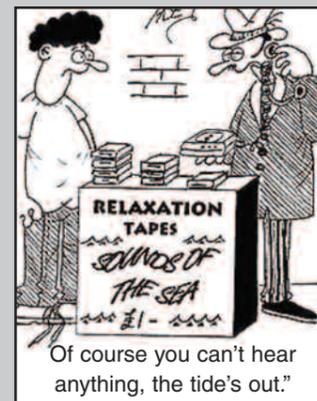
HearBuy Newsletter No: 13

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- Its Lift Off for the Training Academy
- How HearBuy Works
- Siemens – New Pricing for HearBuy
- DAW – Are you prepared?
- Industry News – Updates
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## Manufacturers supporting Hearbuy

- Acoustic Technology
- Auriplex
- Bernafon
- Oticon
- Oto-Tech
- Phonak
- Puretone
- Siemens
- Sonic Innovations
- Starkey
- Tinnitus Care
- Unitron



# It's Lift Off!

For the HearBuy Training Academy  
see Page 2



**(HearBuy)**  
Training Academy

**(HearBuy)**  
Together in Independence

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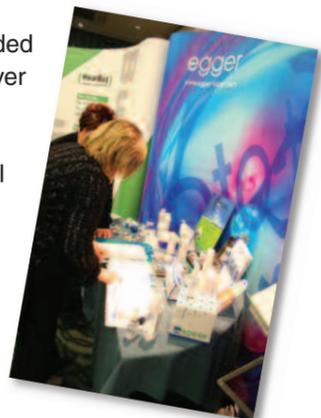
# HearBuy Training Academy



With our recent second strap line of 'More than just... The UK Buying Group for Independent Hearing Aid Dispensers', it was important for HearBuy to prove that membership isn't only about buying power but also of the added

member benefits that we now supply. We were therefore delighted at the sell out attendance, interaction and feedback of the first HearBuy Training Academy courses which took place at the end of February & March '07 at The Nottingham Belfry Hotel.

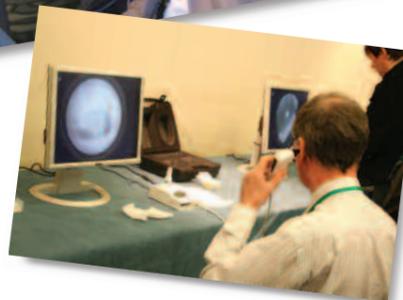
Fifty delegates in total attended the courses which ranged over a two day period. The speakers included Robert Rendell, Ian Arnold and Paul Lamb with subjects that covered Advanced Video Oto-scopy; Ear Mould Acoustics; Essentials of Dispensing; and Hearing Aid Maintenance & Repair.



Starkey and Oto-tech exhibited their products, and with a total of 7 video otoscopes on display & use for a practical hands on learning experience, it was evident that the mixture of content, speakers and hands on approach proved a winning formula.



There was even a test and quiz that tested the delegates at the end of each day.



The next course is being scheduled for May '07 with the exact date still to be finalised. So watch out all HearBuy members as you will be receiving an email notification of the exact date, and course content shortly.

Again all we can say is – if you're interested email back quickly as we expect the courses to be over subscribed!

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## Industry News Updates

- **New Companies Act amendments.**  
As from January 2007, all companies and LLP's need to comply with specific additional Company Law requirements for any electronic communication between the company or LLP and any other parties. This affects all websites, email communications and business letters / order forms.
- **Consumer Protection Distance Selling Regulations.**  
If the company or LLP sells goods or services to consumers by, the internet, digital television, mail order, catalogue shopping, phone or fax then it is required to comply with the Consumer Protection (Distance Selling) Regulations.
- **Implementation of WEEE.**  
By 15th March this year, producers of electrical and electronic goods will need to have joined an approved producer compliance scheme, under the Waste Electrical and Electronic Equipment (WEEE) Regulations 2006/3289. They will be required to meet the environmental cost of dealing with waste products from 1st July when consumers will be able to dispose of their electrical and electronic waste free of charge at accessible and appropriate places. Old hearing aids are considered electronic waste. For further information look at : <http://tinyurl.com/2fobgc>
- **New Post at HAC.**  
The Hearing Aid Council have seen fit to create a new job posting to ensure it can abolish itself more effectively. They have employed Stuart Holland in a full time position as Abolition Project Manager. Unfortunately they have already missed the March 2007 target and will now try for March 2008 – however March 2009 is also being discussed as a possibility.
- **A new german KIND of hearing centre will be appearing soon.**  
The KIND group from Germany have acquired a stake in both Prestige Hearing Ltd and their associated marketing company, HearingAidWorld. This partnership claims to want to grow their retail presence in the UK to 50 outlets within the next 3 years.
- **AAA – the American Academy of Audiology.**  
The World's largest gathering of audiologists takes place at the Audiology NOW conference in Denver Colorado USA between 18-21 April 2007. Almost 7000 delegates are expected to attend and over 200 exhibitors will show their goods in an exhibition hall of over 100,000 square feet at this year's annual AAA conference.  
For more information, please visit [audiologyNOW.org](http://audiologyNOW.org)

# How HearBuy Works

Working through HearBuy is as simple as ABC, but sometimes as we meet potential new members we are asked the same questions with some similar misunderstandings. So in this issue we thought we'd take the opportunity to address some of these inaccuracies. Here are a few of the most common misconceptions and questions often asked:

**Q. Do I call HearBuy to place my order?**

**A.** NO! You deal with the manufacturer directly.

**Q. So how does it work?**

**A.** Basically you continue to deal directly with the manufacturer. HearBuy only gets involved with the invoicing, so the only differences are:

- 1) For ITE's - On your Audiogram to the manufacturer you put to 'Invoice HearBuy'
- 2) For BTE's - When you call the manufacturer to place your order you tell them to 'Invoice HearBuy'

You simply mark all deliveries to your own address as usual.

## AND THAT'S IT!

HearBuy will then invoice you for payment instead of the manufacturer.

**Q. Do I send impressions or returns to you?**

**A.** NO! You send all impressions & returns to the manufacturer as normal.

**Q. Are the Hearing Aids sent to you first by the manufacturer, so slowing down my delivery/turn around time?**

**A.** NO! Deliveries are sent directly to you from the manufacturer as normal, so your turn around time is unaffected.

**Q. Is my relationship with the manufacturer & their sales rep lost if I use HearBuy?**

**A.** NO! You still contact and liaise with the manufacturer as normal.

**Q. Will I still get the same support from the manufacturer if I use HearBuy?**

**A.** YES! We have excellent relationships plus service agreements in place with all HearBuy participating/supporting manufacturers.

**Q. Is there an annual subscription fee for HearBuy?**

**A.** NO! Just a one off minimal initial joining fee.

**Q. Can I get just as good a discount direct with a manufacturer?**

**A.** Possibly dependent on how many hearing aids you sell? But you would be restricted & tied to that one single manufacturer, and to a number of unit purchases for a set time. At HearBuy we have different scales of discount dependent on unit sales per year BUT these are based across the whole range of manufacturers that we use - not just one! This means that:

- a) You choose which products and which manufacturers you want to use, when you want to use them
- b) As your unit purchases go up, your discounts increase as your membership level goes up
- c) As different manufacturers launch new products you are free to purchase them whilst still retaining your independence.

**Q. Will other dispensers find out how much business I am doing?**

**A.** NO! All transactions are confidential. We have no interest in knowing your sales figures - only in increasing the number of hearing aids purchased through HearBuy so we can negotiate even better discounts for you.

# SIEMENS New Pricing for HearBuy Members

**We are pleased to announce that the HearBuy – Siemens partnership has been re-launched and a new price list for HearBuy members is now available.**

The new Siemens Hearing Instruments price list replaces current pricing and includes not only the new CENTRA™ Active and INTUIS™ family but also increased discounts for HearBuy members.

HearBuy has always enjoyed a good working relationship with Siemens and is pleased that this new agreement signifies the recognition given to its members, the standing in the market place that they hold and the buying power their unity provides.

## CENTRA™ Active.

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Water-resistant. Rechargeable. Ready for anything. CENTRA Active is the wearer-focused Receiver-in-Canal hearing system specially designed for people on the go. Its durable design stands up to moisture and works all day on a single night's charge, with breakthrough technologies like SoundSmoothing™, DataLearning™ and e2e wireless™.

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[www.siemens.co.uk/hearing](http://www.siemens.co.uk/hearing)

**SIEMENS**



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07 907

## 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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**Applicants should send their CV to:**

**Richard Moss Oxford Hearing Centre, 157 Eynsham Road, Oxford. OX2 9NE**

or

**By email to: [rmoss@oxfordhearingcentre.co.uk](mailto:rmoss@oxfordhearingcentre.co.uk)**

## Deaf Awareness

### Week -

Are You Prepared?



DEAF AWARENESS WEEK

Deaf Awareness Week is fast approaching and for those of you that haven't got their HearBuy 2007 Wall Planners on their office wall to remind them, it takes place this year on **Monday 7th May through to Sunday 13th May.**

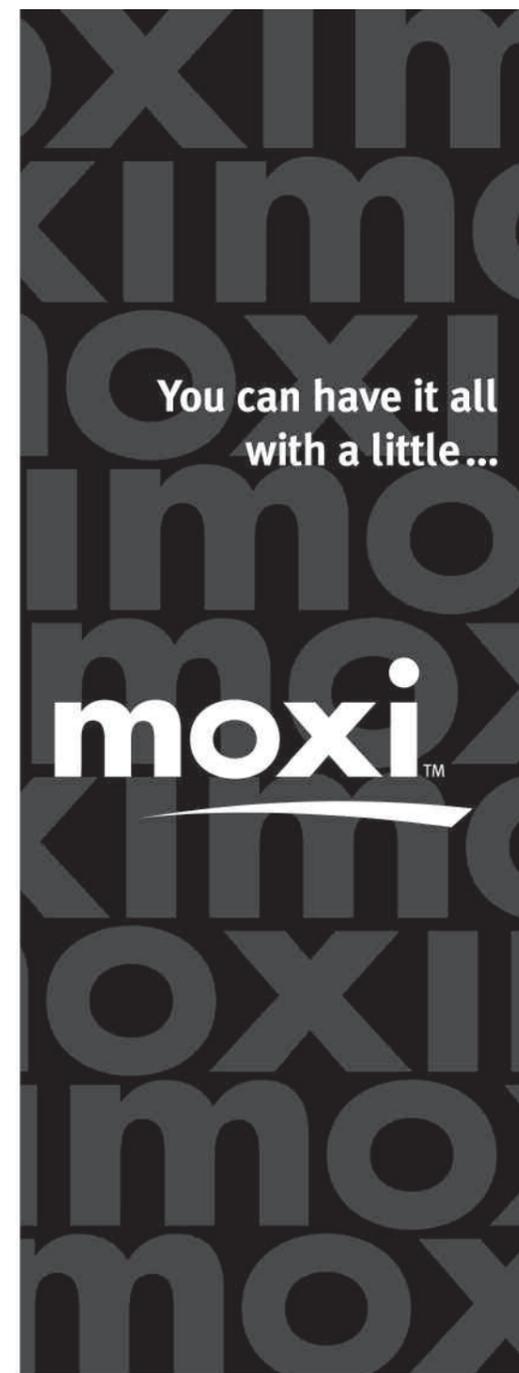
This years campaign theme - 'Look At Me' - aims to improve understanding of the different types of deafness by highlighting the many different methods of communication used by deaf, deafened, deafblind and hard of hearing people, such as sign language and lip reading.

For any new independent hearing aid dispensers who may be approaching DAW for the first time there is some useful information to be taken from the website of the campaigns co-ordinators – the UK Council on Deafness – at **[www.Look-At-Me.org.uk](http://www.Look-At-Me.org.uk)**



This includes leaflets, posters, an official press release, event ideas, previous events, publicity tips, and contact details to be able to receive the DAW logo to include on your promotional material. Not all of the information & material may be of direct

use for the independent dispenser but it will give you a good insight into the possibilities available for this specific annual awareness event.



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