

THE Independent

HearBuy Newsletter No.15

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It's Here. The Hearbuy Conference 2007

Calling all Hearbuy members, make sure you are available on Friday 21st & Saturday 22nd 2007 as the Hearbuy Conference is taking place.

The success of previous years HearBuy conferences has seen this event go from strength to strength to become one of the 'not to be missed' industry dates of the year. Septembers conference is set to continue this trend with a packed agenda of lectures with industry renowned speakers, manufacturers exhibition, calibration facility, a gala dinner and HAC CPD and BSHAA CUE points awarded for attendance.

Due to the popularity of last years venue, this years conference will again be held at the Nottingham Belfry Hotel, which is situated just off Junction 26 of the M1. The hotels central location is convenient for motorway access and air travel with East Midlands Airport just 15 miles away.

All HearBuy members should by now have received their Conference booking forms, which need to be filled in and returned as soon as possible as space is limited. If for any reason you have not received a form please call HearBuy on 0870 7566999

Also any members requiring overnight accommodation at the hotel should contact Clare Charlwood on 01423 322564 or email her at cgcharlwood@aol.com. All rooms at the hotel have been provisionally booked for the HearBuy Conference, so please contact Clare rather than the hotel if you require accommodation.

As always the HearBuy Conference is for members only and admission is free. See you there!



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Together in Independence

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The Next Course: Marketing!

The date is set, the speaker confirmed, the venue booked. It's the 3rd HearBuy Training Academy Course.

Specialist speaker and trainer Mike Yates will present a highly requested module on Marketing, which carries on from the initial Sales & Consultation Techniques Course so successfully received in May this year.

This facilitative marketing training module covers a complete introduction to marketing your business. We will be covering the basic understanding of 'The Marketing Myth' (what marketing is along with what marketing isn't). You will be introduced to marketing principles for small to medium sized businesses along with some of the external factors which may affect how you market your business.

Throughout the day you will be working through a personal marketing plan setting your own marketing objectives and strategies. We will also be looking at the various options open to you and your business such as sales promotions, public relations, direct marketing and much more. Together we will be selecting the most effective marketing tools for your practice.



We will also cover testing and measuring ideas for all of your current and projected marketing ensuring that all marketing that you carry out is an investment rather than a 'cost'. Other aspects will include market research: geographic, demographic, psychographic environment and market factors along with no cost and low cost marketing ideas. The objectives for this module are that you will develop a clear roadmap and plan of action that you will be using to more effectively market your business.

The Marketing course takes place on Wednesday 24th October 2007 and will be held at the Thistle East Midlands Airport Hotel, situated off junction 24 of the M1 near Nottingham.

A recent survey of HearBuy members found that Marketing & Sales were the top two training topics of interest. With the previous course on Sales selling out within days of being released, it is safe to say we expect the Marketing course to also be over subscribed. If you are interested in booking a place please contact Ian Goodfellow on 0870 756 6999 as soon as possible.

Thoughts of just some of the last Training Academy Course attendees

Very good course

Thank you for a great day!

Really enjoyed the day, very thought provoking

The course was very interesting and informative.
Some useful tips learnt! Will advise you if sales improve!

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Coming soon...

For more information on the new brite hearing system contact Bernafon UK, call 01698 285 968 or visit www.bernafon.com

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Bernafon to shine brite at the HearBuy Conference

Bernafon are introducing a brand new RITE product called 'brite', which will be launched to hearing aid dispensers the night prior to the HearBuy Conference on Thursday 20th September'07 at the same venue that's being used for the conference - The Nottingham Belfry Hotel.

The timely launch will enable HearBuy members who are arriving the night prior to the HearBuy Conference the opportunity to see 'brite' – which stands for 'Bernafon Receiver In The Ear' – at first hand, in the hotels Montgomery Drake function room.

The presentation of the new hearing aid will commence from approximately 6.30pm running through until 10pm and will incorporate a buffet, wine and entertainment along with a guest speaker.

The introduction of brite comes quickly after a succession of new Bernafon products released only in June this year, which included the Icos 106 mini BTE, Prio 106 mini BTE, Xtreme 120 Super Power BTE and the Xtreme 121 Super Power BTE.

Any members interested in attending the brite launch should contact Bernafon directly on 01698 285968 – all welcome.

CIELO™ 2 Active.
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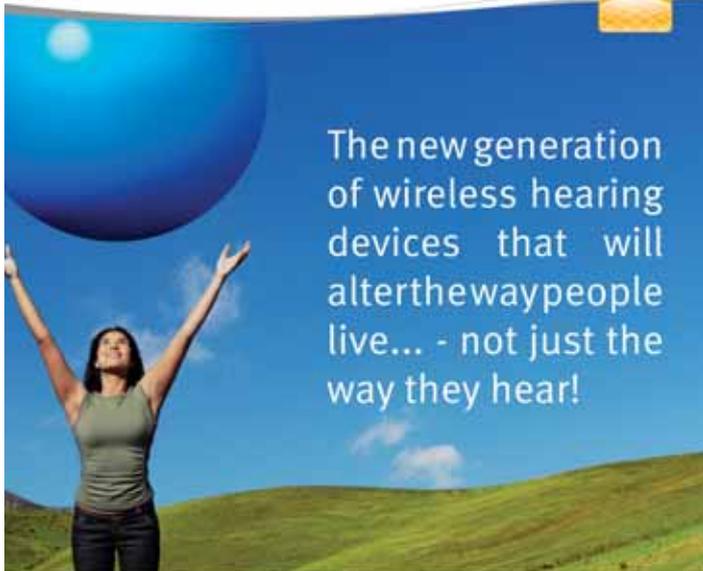
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For further information please call 01293 423706.

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Show your patients that life with a hearing loss can be joyfully clear. **It's Destiny.**

For more information, contact Starkey on Freephone 0500 262131, email sales@starkey.co.uk or visit our website www.starkey.co.uk

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HearBuy's New Mobile Hearing Test Unit

In our continued effort to support HearBuy members and to provide additional benefits of membership, HearBuy are introducing a customisable Mobile Hearing Test Unit.

The vehicles main purpose is as a promotional and marketing tool that will provide the independent RHAD's business with additional profile in highly visited and pedestrianised areas of their local city centre.



Designed with interchangeable display boards on both the sides and rear of the vehicle, it enables members to personalise the Mobile Unit with their own company's logo, contact information and marketing message. The boards can be custom made (at the members own expense) and are a considerable size to optimise visibility & presence. There are also two white powder coated 'A' Frame sandwich boards for supplementary advertising with the facility to easily insert a total of four A1 custom display posters.

In addition the Mobile Hearing Test Unit is fully equipped, self contained and features: an IAC 400 Series Medico-Legal standard testing environment; video oto-scope linked to a 20" wall mounted flat screen TV; tympanometer, audiometer; heating, interior lighting; and 2 generators.

The vehicle will initially be available to Platinum HearBuy Members only with a nominal 'at cost' fee, but may be rolled out to the Gold & Silver membership in the future.

Interested HearBuy members will be able to view the Mobile Hearing Test Unit at the HearBuy Conference on Friday 21st & Saturday 22nd September '07 in Nottingham, where it will be on display.

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 items for sale, job opportunities or news updates.
Call Ian Goodfellow at HearBuy on 0870 7566999

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Industry News Updates



Appointment Siemens Hearing Instruments UK have appointed a new MD – Trevor Andrews. Trevor has had over 20 years of experience in both public and private sector. He takes over from Raimund Martin who will take up a post at Siemens medical in Germany.



Appointment Gordon Harrison has been appointed Director of Business Development for Europe, Middle East and Africa at Unitron Hearing.



Appointment Josie Sutton has been appointed as Sales Manager at Siemens Hearing Instruments UK and will lead a sales team in the NHS, national chains and independent RHADs.



Appointment Taking over his old role as Director of Unitron Hearing UK is Chris Auty who has over 11 years of experience in the international hearing healthcare market.

Appointment Peter Sydserff has moved from being MD of Bernafon UK to a new post as Product Manager at Hidden Hearing and Trevor Chapman has taken over as Sales Manager at Bernafon UK.

Appointment Dr Michael Nolan has re-appeared as CEO of Ascent Investments UK Ltd which is involved with retailing hearing healthcare. Check out www.ascenthearing.com

Moving In addition to Dr John Lowe leaving the RNID from his post as CEO, James Strachan has announced he too is leaving his post at the RNID as Chairman.

News Phonak has changed the name of its holding company from Phonak to Sonova. The company said the name change will guarantee the autonomy of its ever growing range of brands.



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National to Independent



In the last issue of *The Independent* (No.14) we lead with an article regarding HearBuy's ability to assist RHAD's to become independent dispensers, and our facility to offer start up packages with either 12 or 24 month interest free payments to help dispensers with the daunting initial expense of capital equipment.

The response was to say the least phenomenal, so with the interest received, we thought in this issue we'd focus on a new HearBuy member who recently went from working for a national company to becoming an independent RHAD.

Chris Scire formerly worked for Hidden Hearing, is based in Leeds and now owns Abacus Hearing Aids Ltd. He joined HearBuy in March 2007 and benefits from the group discounts of Silver Membership. A recent attendee at the Sales HearBuy Training Academy Course meant we had chance to catch up with him.

I was employed and trained by Hidden Hearing, which provided me with excellent training and gave me a good foundation to build upon.

"Before I became a RHAD, I had spent many years in field sales and training in various roles. I also managed to combine this with being an ordained Pentecostal minister. I qualified as a teacher and progressed to being a Head of Department by 2000. This was also the year that I founded a Christian charity to help the street kids and orphans in India, Africa and South America of which I am still the Director of today. An accident in 2001, eventually led to myself becoming disabled and having to take ill-health retirement from teaching in 2003. I had to change career for a sit down job. I was

employed and trained by Hidden Hearing, which provided me with excellent training and gave me a good foundation to build upon. I worked as the branch dispenser in Leeds for two years after becoming registered.

I enjoyed my three years with Hidden Hearing but I ultimately wanted to set up my own practice and be my own boss. I have set up and run organisations for years and I felt that I knew enough about the industry to make a start. This would give me the flexibility for my consultancy work with churches, to develop the charity and most importantly spend time with the family.

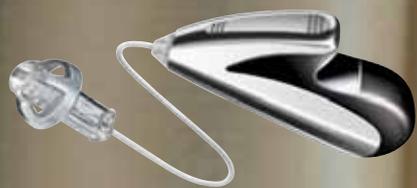
Once I had decided to go independent I did as much research as I could ...

I spent quite some time considering the different options within the industry because as you are aware opportunities abound. Once I had decided to go independent, I did as much research as I could, formulated a plan, a contingency plan, and started in March this year.

The manufacturers have all been very helpful and supportive, with each doing their best to get my business! I would be the first to say that there is much to learn when starting out but this is where Hearbuy have been so helpful as a resource and facilitating necessary information. Not to mention the discounts achieved through their buying power.

I am still adjusting to my new role running a company as well as dispensing but enjoying the challenges so far with my first shop opening soon. If you're thinking about being an independent the support is there to help you and as someone once said you only live once. Give it a go!"

Chris Scire, Abacus Hearing Aids Ltd



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