

MAKING SENSE OF SOUND

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Hello, my name is Paul Minikin. Welcome to the Autumn 2011 Edition of 'Making Sense of Sound', the bi-annual newsletter of Digital Hearing Care.

In this edition of the newsletter we have an interesting article on the new type of invisible hearing aids available, the SoundLens and the iMini.

We have some info on our sister website www.hearing-aid-batteries.org.uk where you can buy all your hearing aid related accessories at very reasonable prices.

Also featured is an article about where to find out general information on hearing aids.

On the back page you'll find out about the very generous five year warranties we have negotiated with three main manufacturers on your behalf.



Digital Hearing Care are one of the largest local independent hearing aid suppliers in the north of England and cover the counties of Yorkshire, Lancashire and Greater Manchester.

We feel that Digital Hearing Care are in a prime position to be able to offer our clients benefits in **Five Key Areas**

- 1). **Expert Local Hearing Aid Specialists**
- 2). **Digital technology from brands you can trust**
- 3). **Personal service before, during, and after fitting**
- 4). **Competitive pricing**
- 5). **60 day money back guarantee**



DIGITAL

HEARING CARE

Mantra House
South Street
Keighley

BD21 1SX

(01535) 606350

www.digitalhearingcare.org.uk

www.hearing-aid-batteries.org.uk

Invisible Hearing Aids - A Reality?

One of the things we quite often get asked by our potential customers is 'Can you supply hearing aids that are totally invisible?' Our answer used to be 'Nearly but not quite!' However with the advent of new products from the manufacturers Starkey and Siemens we are now able to supply hearing aids that are not just very discreet but to all intents and purposes invisible



The first product to look at is called the Starkey SoundLens. As the picture to the left shows, the SoundLens starts where a typical CIC hearing aid ends, that's very deep in the ear canal!

This type of product has its limitations, it is unsuitable for small ear canals or where tight bends exist, where excessive wax is prominent, with perforated eardrums and chronic infections are present etc.

The Starkey SoundLens is suitable for about 5 in 10 clients. To assess suitability a thorough hearing assessment is required (including collecting

history, inspecting the ear canal, a hearing test and impressions of the ear canal).

Once all those hurdles are overcome you have a very discreet invisible hearing aid!

The second product to look at is the Siemens iMini, which doesn't sit quite so deep in the ear canal as the SoundLens but is still 3-5mm deeper into the canal than a typical CIC, which renders it virtually invisible to the eye.

The faceplate is in deep shadow so is very difficult to see even if you are looking for it, as per the picture to the right.

The Siemens iMini has the added advantage that, although not suitable for all ear canals, it can be fitted to around 7 in 10 ear canals.

The Starkey SoundLens and the Siemens iMini are both daily wear instruments in that you insert them in the morning and remove them before you go to sleep.

Both are really interesting and innovative products for those that want the most discreet of solutions to hearing loss. At Digital Hearing Care we have supplied both products and had some really good results, both in cosmetics and performance.

NB. To assess suitability for these products a very deep impression of the ear canal by a specially trained audiologist is needed, there aren't many hearing aid suppliers in the north of England that can offer this service. Digital Hearing Care as one of the major independent local hearing aid companies in the north of England can offer this.



We Offer Repairs, Servicing, Accessories

www.hearing-aid-batteries.org.uk

Our Batteries and Accessories Website

At Digital Hearing Care we always strive to offer great value for money along with excellent customer care. To that end we have our very popular website where you can conveniently order all your hearing aid accessories online.

The postal service many of our customers use is always available offering great value compared to high street prices, and our website offers even more convenience and value for money, particularly with hearing aid battery pricing. Example : 10 packs of 6 Rayovac Extra batteries = £13.95, that works out at just over a third of the price you would pay for batteries in the high street at 23p a cell, that includes postage and packing too!



Anyone can buy from our website, even if you are not a current customer, we are happy to offer these great savings to all.

To be able to offer these fantastic prices orders have to be placed direct through our secure website. Our online payment is by credit / debit card or Paypal. Why not take a look?

www.hearing-aid-batteries.org.uk



How do I find out what hearing aids are available?

Digital Hearing Care are one of the largest local independent suppliers of hearing aids in the Yorkshire, Lancashire and Greater Manchester area and are also very prominent on the internet too.

A really good resource for gathering some information before purchasing hearing aids is our website, if you have access to the internet we can be found at www.digitalhearingcare.org.uk On our website you will find lots of information about hearing aids including every current product available on the UK market at this time.

We take great care to make sure we are the most up to date hearing aid website on the internet, we are told a lot of hearing aid audiologists refer to it regularly to make sure they are right up to date with the latest technology!

On our prices page we list the price of every current hearing aid available for price comparison, we are very competitive on price as well as offering an excellent aftercare service second to none.

On the prices page we also provide links to like for like product comparisons so you can compare products feature for feature if you want to do a little research before your hearing assessment. (Alternatively you can ask our advice, we are happy to offer this!)

We also have a well regarded blog which you can subscribe to or read at your leisure. The blog posts articles regularly about the hearing aid world, including information on new products and developments, hearing aid industry news and anything related to hearing aids and hearing loss. If you subscribe to the blog, when we submit articles you will receive the published articles directly into your email inbox. Why not have a browse?

es and Batteries at Digital Hearing Care

New Ranges from Phonak, Widex and Unitron

One thing that never seems to stand still in the hearing aid world is the product ranges, there is an ongoing race with the main manufacturers to design and launch ongoing improvements in technology.

As a rough rule of thumb each of the manufacturers launch a new platform of technology around every couple of years, and we normally see a lift in performance each time, with the biggest area of improvement being better understanding of speech in noisy environments.

Three of the main eight manufacturers in the UK have recently launched new ranges of hearing aids, Phonak with the Spice range, Widex with the Clear range and Unitron with the Era chipset.

 **bernafon**® **SIEMENS** **oticon** **PHONAK** *Starkey* **ReSound** **unitron** **WIDEX**

We are always keen to supply the very latest technology to our customers, this means you get the very best technology available at any particular time. As one of the biggest independent hearing aid suppliers in the Yorkshire, Lancashire and Greater Manchester area we have great buying power and have used this to the advantage of our clients. Most hearing aid suppliers offer the standard 2 year warranty on their hearing aids, we are at present offering a fantastic 5 year warranty across most of the range of all three of these new platforms, along with our keen pricing and excellent levels of aftercare we think this deal is pretty hard to beat.

Amazing technology - amazing benefits

If you would like a **demonstration** of the latest technology please ask!

Existing clients - Feel your aids need a spring clean or perking up a bit? - ring customer services, the number is on the front of this booklet.

Even if you are not an existing client, but have an old hearing aid that needs repairing, or would like to buy **batteries and accessories** at preferential rates we will be pleased to assist.

FREE HEARING TESTS - HOME VISITS
LATEST TECHNOLOGY - QUALITY ADVICE