Hello, my name is Paul Minikin. Welcome to the Winter 2013 Edition of ‘Making Sense of Sound’, the regular newsletter of Digital Hearing Care.

In this edition of the newsletter we have a News Roundup of all the newest technology released in 2013. We also have a brief article about how the sense of hearing is damaged, along with a link to some more in depth detail on the subject. We have details about some new products listed on our website at www.hearing-aid-batteries.org.uk where you can buy all your hearing aid related accessories for some of the lowest prices around. The final piece in the newsletter gives advice on how to insure your precious hearing aids.

Digital Hearing Care are fully independent. We offer low prices, wide choice and great aftercare, with some great hearing aid deals on free five year warranties.

Please feel free to give us feedback on subjects you would like covered in future editions of the newsletter, and anything that you think will enhance the service we provide.

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
New products this year - News Round-Up

The Widex Dream range of hearing aids were launched earlier this year and are a complete revamp of the older Clear range. Available in all form factors and at all technology levels, Widex Dream is a real contender if you are thinking about buying or upgrading any time soon. One great benefit of Widex hearing aids is their wireless compatibility and particularly the wireless accessories available to complement the Dream range of products.

Also earlier in the year Oticon released their new Inium chipset and the new Alta Pro range of hearing aids, followed on later this year by the Nera Pro. Oticon as a manufacturer are proud of their technology being comfortable to wear, enhancing and preserving speech quality and its selective intelligence. Oticon also have some very nice wireless accessories to make life easier with TV, phone calls and hearing speech at a distance.

Siemens Hearing Instruments have launched a new platform of hearing aid technology to improve on their Xcel range of hearing aids. Siemens Micon promises over double the number of instructions per second compared to its predecessor, an incredible 250 million a second! The Micon platform has a very wide bandwidth of 12kHz, 48 channels and 20 handles on the premium products (7mi), this is an impressive launch from Siemens compared to their previous ranges.

Phonak have continued to release products based on their very successful Quest technology. Phonak now have a full range of Quest products from entry level right through to premium in all sectors, and at the end of 2013 have launched a brand new range of wireless remote microphone technology called Roger that promises to revolutionise hearing at distance, in noise and where heavy reverberation is present.

It has been quite a busy year with new products being released across a wide range of manufacturers, if your hearing aids are starting to feel a little long in the tooth and you are looking to upgrade, perhaps looking for some improvements in performance or even improved cosmetics, please feel free to phone or email us for an exploratory chat.

If you just want a spring clean of your existing hearing aids - we are ready, just ask!
Your hearing - wear and tear - can it be fixed?

The good news...hearing aids are improving all the time. The bad news...your hearing isn’t!
Until the scientific community can overcome the problem of how to regenerate damaged hair cells in the cochlea (hearing nerve), you are left with the option of using hearing aids to improve your hearing. The top image to the left shows a batch of healthy hair cells located within the cochlea and the image below shows some heavily damaged cells. These hair cells once worn cannot recover, and hearing aids can only make use of whatever is left once the damage has been done. Typically the higher pitched sounds are more heavily affected (where consonant sounds are) so with hearing loss lack of clarity of speech tends to be a big issue. So, it is important to accept that nerve damaged hearing loss can not be cured or made perfect with hearing aids which are just that - an aid to hearing.
Having said that, ever improving technology allows us to help you reach your maximum hearing potential. We can usually get quite close to natural hearing but never perfect! Our online blog - for reviews and hearing news. www.digitalhearingcare.org.uk/blog/

At Digital Hearing Care we always strive to offer great value for money along with excellent customer care. Our accessories website offers fantastic value for money. You can conveniently order all the hearing aid accessories you could ever need online with a few clicks of a mouse, including batteries from less than £1.20 per pack of 6, that’s about a third of the price on the high street! We also supply everything else you might need for your hearing aids, such as wax filters, domes, speaker wires, drying boxes, remote controls and streamers, noise protection, etc, etc! www.hearing-aid-batteries.org.uk

This year we have become a supplier of the Amplicomms brand of accessories which has a great reputation for manufacturing excellent products for the hard of hearing. Products in the line-up include amplified cored and cordless phones with and without answerphones, a very good range of amplified mobile phones, amplified TV Listeners and alarm clocks. Particularly popular at the moment are the Powertel 700 amplified cordless phone, the Powertel M7000 amplified mobile phone and the TV2410 TV listener.
When these products are used alongside good quality hearing aids they can make an enormous difference to your quality of life.
Should I insure my hearing aids?

For those of you that already wear hearing aids you will know that they are not a cheap purchase. If you haven’t thought about insuring your precious hearing aids before now we urge you to think about it seriously, and soon.

It is difficult to insure hearing aids on a one off policy (if not impossible) but relatively easy to do so as an addition to your existing house contents insurance policy.

There is usually a section within a house contents policy called ‘All Risks’. This section of the policy is often used to insure items of jewellery or other valuables, in and outside the confines of your home, and against accidental damage. You may well have a warranty cover for your hearing aids but this will not cover losing them, perhaps dropping them on the floor and standing on them, the dog thinking they are a biscuit and chewing them into 20 pieces etc.

The cost of insuring your hearing aids within your house contents insurance is usually very reasonable, particularly in comparison to the cost of replacing them if some dreadful mishap occurs.

At Digital Hearing Care out of our many clients we only have maybe one or two clients a month that have to claim for lost / damaged hearing aids, but if that is you and you are not covered by insurance it’s a bitter pill to swallow, trust me!

If you have not already taken action to insure your hearing aids yet, please don’t hang about, pick up the telephone and speak to your insurance company about it today.

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