

BINNS HEARING AND HEAR THE WORLD



Lisa Binns with Stephanie Beecham at the Hear the World Event in London

In July this year Binns was invited to take part in a unique fund raising and hearing awareness event.

The exhibition – previously featured in New York, Berlin and Zurich – enjoyed a star-studded London welcome with an exclusive VIP party held at the Saatchi Gallery. The event was opened by *Hear the World* ambassador Musician Brian Adams, who has been taking photos of celebrities from all over the world striking a hearing pose. (as demonstrated by Lisa)

Hear the World is a global initiative to promote awareness of hearing problems – a problem currently experienced by one in seven people across the UK, with numbers predicted to rise in the future. This was the topic for an interview that Lisa gave to TV reporters on the night.

In conjunction with the Exhibition Lisa offered her services the following day to carry out free screening for hearing loss to visitors at the gallery. Carrying out tests within the gallery.



Lisa and Meharbarn at the Saatchi Gallery

Lisa has said of the event "It was a wonderful event which brought together such a wide variety of people from many different walks of life, to increase awareness of hearing conservation."

The Hear the World charity has been very active in many different projects worldwide, including fitting hearing aids to children in countries where there is no hearing aid provision, and supplying the aftercare service which is very important in the up keep of the hearing system.

Hear the world
an initiative by PHONAK



So tiny... wear it... and forget it...

Our latest addition to our range of instruments come from Phonak UK, one of the worlds leading manufacturers. Phonak have very recently launched the worlds smallest behind the ear hearing instrument. Its so small it has been referred to as 'Itsy Bitsy!'

The Audeo Mini and the Audeo Smart use the most advanced technology on the

market to ensure that wearers not only feel confident wearing the hearing aid, they also receive ultimate hearing performance. The Audeo Smart even lets you connect the hearing aid to a range of modern communication devices such as mobile phones and TV's. Imagine that! A hearing aid that performs so well and is so small that you can wear it and forget about it.

SMART and MINI The latest from Phonak

We are most pleased to be introducing the Audeo Mini and Audeo Smart to our range and would be delighted to discuss these products in further detail, where we can show you for yourself how small and delightful they actually are and arrange for a demonstration on how they work. Just call us on 01274 622666 to arrange an appointment with Lisa or Meharbarn.



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SPECIAL ANNIVERSARY EDITION



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This year we celebrate Eddie's 40th year in business

Welcome to this Special Anniversary Edition of 'InTouch.' This year we celebrate 40 years in business so we have dedicated some space to past, present and future changes at Binn's Hearing.

What made me think of hearing aids as a career?
After qualifying as a draftsman I spent 8 months at the drawing board before deciding this was not the thing I wanted to do with my life but like so many young people I had no idea what I wanted to do. After writing for hundreds of jobs and attending countless interviews I found myself at an interview which did not say what the job was.

The interviewer was called Rudyard Kipling (not the Rudyard Kipling but that was his real name) and he continued to avoid the subject of what the work actually was. When pressed he said that young men usually walked away when they found out "Hearing Aids" and I didn't disappoint, I reacted "no way". After calming me down I was persuaded to spend a few hours with them and from the first hour I began to be hooked. In 40 years I am still hooked and in all that time have been amazed how the changing scene in hearing has kept my interest to a point where sound has been my work and my hobby.



BINNS HEARING

The way we were...

1969

How have hearing aids changed?

Technology has changed but in many ways things are still the same. In those days we held a stock of hearing aids which had each been measured at 500 cycles 1000 and 2000. We were trained to calculate the required amplification pattern according to several different estimates, (Berger Pogo or one of the newer criteria's from abroad), and then choose the nearest match to our box of aids. Today we have thousands of possible hearing aids all in the memory of each digital hearing aid enabling an extremely accurate match to any given hearing problem.

How has fitting of hearing aids changed?

Hearing aid components may be much smaller now but again as with fashion things come full circle. 40 years ago I used to fit a transistor hearing aid made by Ardenite called the Duchess Barrette. This aid was worn by ladies as a hair slide with a 5 inch cord and by gentlemen as a tie clip. This was an extremely heavy aid due to the 625 mercury Battery that was as large as a ten pence piece. First produced UK1958. It was marvellous to at last have a hearing aid worn on the head instead of the body. In 1969 the cost of hearing aids ranged from £39 to a massive £85 and at the time I don't believe anyone had noticed that people usually had more than one ear.

The next stage was to place a quite heavy aid over the ear again with a separate loud speaker attached by a small wire.

The most recent addition to style is to return to the concept of a separate loud speaker (although very miniature) and place it down the ear canal with a wire the size of a hair to the smallest ever behind the ear worn hearing aid.

Have peoples views on hearing aids changed?

I believe the largest step forward has been in acceptability of hearing aids in the first place and as a result of more comfortable and transparent sound people can forget they are wearing aids.

How has the working day of a hearing aid audiologist changed?

Today I see all my clients in a state of the art assessment room with many tools to enable me to verify the sound received at the eardrum. I can see 12 to 15 people a day. 40 years ago I covered all the centres from Bradford to Whitby and down to Skegness. I tried to spend at least 8 hours per day with clients and with anything up to 7 hours travelling time per day these were very long days. We usually managed to see 4 to 6 clients per day but with Yorkshire moors and Lincolnshire Wolds there was a great deal of time between clients.



Eddie in Majorca

FACTS ABOUT EDDIE...

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I commenced my career in hearing aids and hearing conservation. Working For Ardenite, a very respected Manufacturer and retailer.

My first ever international conference for hearing aids, I had a 22" waist then. This was the first of many overseas conferences I took part in from Europe to America. Talking to colleagues in Switzerland, Denmark, Germany, Austria etc. has helped to set the very high standards employed at Binns.

My first dedicated practice was in Bradford at Manny Taylor's optical practice, but had to also cover an area from Whitby to Skegness, which entailed long hours and 6-Day week. Later teaching other dispensers from Aberdeen to Cardiff.

I Became a member of The British Society of Hearing Aid Audiology on 1st March 1972 And joined the Hearing Aid Council register on 17th May 1971.

I am a founder of 'The Association of Independent Hearing Healthcare Professionals' former Secretary and served on the council for many years.

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The Classic Mini



Neil Armstrong on the Moon

IN 1969...

- The first human walked on the moon.
- The average weekly wage was £24. 16s. 5D.
- The aids I fitted then were Minerva @ £39.
- Petrol cost 6s.5 1/2D per gallon (33 new p).
- Beer 2s 15D (10.7 pence) a pint.
- Bread 1s 9D (8.8p)
- New the BMC mini car was about £500
- The average House cost £2500 in 1969.



BINNS HEARING Still going STRONG!



Times have changed in many ways.

From the days of the single dispenser, working closely with his wife, Eddie testing and fitting and Gina at the helm making sure everything ran smoothly. Now we have Lisa his daughter who is full time and is involved in dispensing and in the running of the business with Meharban who has been with us 4 years this Christmas. Meharban is also working full time and has 18 years of clinical experience, He is in charge of our on going work in many private hospitals and home visits. Eddie is slowly reducing his hours in the business but still continues his studies in order to keep totally up to date.

adapt to by wearing only for a few hours a day, now we know it is better from the moment you receive the aid to wear it as much as possible, preferably from first thing in the morning to last thing at night. This is due to the fact that aids are much quieter and do not amplify unwanted sound.

One thing that has not changed has been Eddie's Philosophy of giving the best service possible. We have believed for many years that the best way to do this is to try to make our clients comfortable, always have patience and time, and build on our own expertise through knowledge obtained from world wide seminars and discussions.

Here at Binns we will be the first to admit that we are always learning and that includes learning new technology but also new methods of fitting this technology. From the older ways of suggesting to people that they will find the aid easier to



Eddie, Lisa and Meharban