

**BINNS**  
HEARING HEALTHCARE

# INTOUCH

Issue 7

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More Hearing.  
Flexible Control.  
Unlimited Technology.

Achieve ultimate performance and connect to the world with style.



Your choice is

AUDÉO  
**smart**



**PHONAK** life is on

## At Binns we carry on learning...

Meharban and Lisa were invited to seminars in Denmark by Oticon and Switzerland by Phonak.

Below are a few photo's and some info of how we got on.

In March we were taken to Oticon's research and development centre in Denmark and we were introduced to Agil.

This intelligent hearing solution is based on the most advanced technical principles, and has been created with one thing in mind: To make it easier for you to focus on what you want to hear by supporting your own natural ability to organize sounds.

Oticon Agil introduces new features designed to make you feel confident about playing an active role in conversations, even in difficult listening situations:

- Spatial Sound 2.0: Helps you intuitively make sense of your surroundings and focus on what you choose.

- Speech Guard: Helps you select and follow voices, and actively participate in conversations.

Phonak took us to the beautiful swiss alps and it was here where we were introduced to Lyric CIC.

Aptly named 'The contact lens for your ear', tThis breakthrough hearing aid from Phonak requires no handling at all and remains in your ear 24/7. And the best thing is: no one can see how well you hear!

Lyric is worn 24 hours a day, seven days a week, for months at a time. You can wear Lyric during your daily activities - suchas showering, talking on the phone, exercising, using headphones and even at night while sleeping. It is completely invisible from the outside and allows you to enjoy your hearing again.

# New regulator for the hearing aid Industry...

## Assuring high quality Professional Hearing Care by protecting the public.

The Hearing Aid Industry has gone through considerable changes. Firstly, with the abolition of the Hearing Aid Council (HAC) on 31 July 2010. HAC was the regulator of independent hearing aid sector for 40 years.

Secondly, on 1 April 2010 the responsibility for regulating Hearing Aid Dispensers was transferred to the Health Professions Council (HPC).

What is the HPC? They regulate health professionals in the UK and were set up to protect the public. They only register professionals who meet their standards for training, professional skills and behaviour. They can take action against health professionals who fall below these standards and can also prosecute those who pretend to be registered.

Health professionals must be registered so you can be sure:

- That the dispenser you are dealing with is genuine;
- They meet national standards; and
- You are protected.

You can check with the HPC if a health professional is registered.

## British Society of Hearing Aid Audiologists (BSHAA) Assured Hearing Care and Customer Care Scheme.

As full member of The BSHAA we are pleased to announce that we have signed up to the BSHAA Assured Hearing Care and Customer Care Scheme recently introduced. This scheme is designed to give extra reassurance to clients in that the member(s) adhere to consumer policies of fair trading and agrees to a strict procedure in the event of anyone being dissatisfied with their purchase. When dealing with hearing aid dispensers it is important that you enquire if the dispenser is a member of BSHAA and if they offer the customer care scheme, as there are many dispensers who do not.



## New kid on the block... Exclusive to AIHHP approved dispensers ONLY

The Signature range of custom-made and miniature post-auricular instruments have been especially commissioned by AIHHP and this particular example provides the very best of the "open ear" technology and product design with a device that can be discreetly used and worn all day in all sound environments.

That's why AIHHP, as independent hearing professionals feel completely confident in recommending Signature.

Signature - as individual as you are and only available from AIHHP approved dispensers

We are an Approved, Association of Independent Hearing Healthcare Professionals (AIHHP) Centre of Excellence. AIHHP is an association dedicated to promoting excellence within the UK hearing care profession. Members of AIHHP must meet certain rigorous clinical standards and provide a range of high quality service including hearing assessments, hearing protection and other specialised services related to hearing.



WITH BINNS HEARING HEALTHCARE...

## It's music to my ears!



As a professional brass musician, teacher and conductor my hearing is a major asset. Too many years sat in front of loud percussion sections in Orchestras and Brass Bands has left me with damaged hearing. Things just went muddy and persistent tinnitus made the classroom a nightmare with children saying things and I wouldn't hear them clearly - meaning my answers were often the result of guesswork!

Time to take the plunge and enter the world of hearing aids came six years ago. I was quite apprehensive about a big lump of plastic protruding from the ear showing to the world "that music makes you deaf" which is the last message I wanted to convey to my protégés.

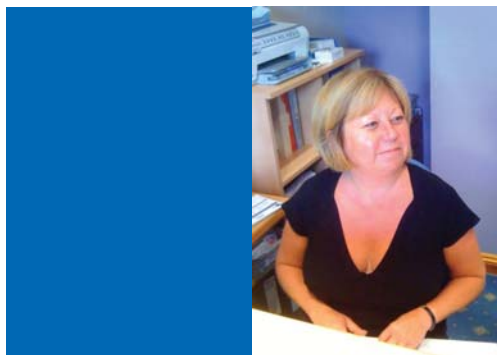
Lots of adverts to look at - offers galore! But not convinced these "National" companies with these offers could provide the service I needed. I was passing Binns Hearing Healthcare between schools and called in, the rest is history.

Immediate result - brilliant discrete hearing aids that immediately gave me more confidence and my pupils no longer think I am vague and dopey (well not caused by hearing loss anyway?).

I am now a proud owner of a new set of Audeo Smart IX aids with all the programmes offered by Phonak, I can discretely use the "pilot" or the button on the right-sided hearing aid to change between Automatic, Calm, and most importantly "Music". This new development has given so much freedom and really helps at work and play. The "zoom" control means hearing can be focussed forwards - sideways or even to the rear - really handy for those who want to ignore the conductor!

Lisa Binns-Smith has always been brilliant - apart from being very approachable with queries, she has so much technical, experience-based knowledge about all of the aspects of this field - wow what service!

## As one door closes... ... another one opens!



Rosina

Wendy

We would like to take this opportunity to say a sad farewell to Rosina who has worked with us for ten years.

She retired in the summer and she will be deeply missed. Rosina was more than an employee but became a much-loved friend.

We wish her well and hope she enjoys her retirement. I know she will still be kept very busy.

We are very pleased to introduce our new part time receptionist Wendy.

Wendy is, in a such a short space of time, is fitting in really well. I am sure when you meet her you will agree what a wonderful person she really is!

## There is a SMART answer!



Audeo SMART from Phonak - the worlds most sophisticated external receiver now available at Binns!

Designed by Phonak the Audeo SMART houses state-of-the-art directional beamforming technology, thereby improving speech clarity and reducing background noise for the best possible understanding.

Audeo SMART lets you:

- **More Hearing;** with SoundRecover audibility of speech is improved
- **Flexible Control;** Audeo SMART can be controlled directly at the ear via a push button
- **ZoomControl;** enabling end-users to choose which direction to focus hearing e.g. in the car
- **Unlimited Connectivity;** Audeo SMART is the smallest hearing instrument in the world offering full wireless functionality such as interfacing with TV's, telephones and computers.

For more information on the Audeo SMART and how you could benefit from this new amazing instrument, contact us at Binns Hearing Healthcare.



# BINNS

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