

# BINNS

HEARING HEALTHCARE

# INTOUCH

Issue 3

Tel. 01274 622666



## Contents

- Different Style Hearing Aids - Which is Right for You?
- Audeo, Your Life Amplified
- Case Study - Sally Kendew
- Binns Hearing Healthcare at The Great Yorkshire Show



**Welcome** to the third edition of **INTOUCH**, the Binns Hearing Healthcare newsletter. The previous two issues have been really well received and thank you to all of you for your comments and feedback. In this edition we have tried to include information that we know you want to read about, including information about the very latest technology from Phonak through to the best style hearing aid for you. Keeping you in touch with all the latest information from Binns Hearing Healthcare is our priority and we hope you find this an interesting edition.

## Latest News



Gina

After 22 years of hard work and dedication with Binns Hearing Healthcare, Gina is taking her well deserved retirement. Gina has been responsible for reception and administration at Binns Hearing Healthcare and has done an exceptional job during her time at the

practice. *"It has been a privilege to be part of a dedicated team, meeting so many lovely people over the last 22 years. Many of these I class as friends and I feel sad to think I will not see them as often but it will be nice to put my feet up and enjoy my retirement."*

We would like to welcome Diane to the team who will be taking over as part-time receptionist and working alongside Rosina.

Binns Hearing Healthcare continue to grow and provide more service to our local area. We now have consultation rooms available at Nuffield Bupa Hospital in Leeds and Yorkshire Bingley Clinic in Bradford.

# Hearing Aid Styles

## - Which is the right option for you?

With so much information available regarding hearing aid technology, it can be quite difficult to find the more basic information about which style is right for you. Please see our quick reference guide below to see at the glance the different types of hearing aids available:



**CIC** - A CIC is the smallest hearing aid model, worn completely in the ear canal and therefore hardly visible, this can cover losses from mild to medium.



**ITE** - A ITC is an unobtrusive hearing instrument that are worn in the ear. They are very aesthetically pleasing and cover hearing losses from mild to medium.



**Slimtube (RCT)** - This innovative design separates the speaker from the microphone and places it in the ear canal. This style allows users with a more severe loss to enjoy the benefits of a microBTE.



**BTE** - This versatile and powerful style of hearing aid is worn behind the ear. They can be suitable for all degrees of hearing loss and are particularly beneficial for people with severe hearing losses and special requirements for hearing in difficult listening situations.



Please feel free to contact the team at Binns Hearing Healthcare for anymore information about different style hearing aids and the best option for you.

# Audéo - Your Life Amplified

A common result of a full, active life is diminished ability to distinguish high pitched sounds. These sounds are vital to your understanding of speech and hearing the world around us and can mean we require extra concentration to follow conversations, especially in noisy settings such as restaurants, meetings and social gatherings. With Audeo, we appreciate you've always experienced everything the world has to offer and see no reason why you should stop now. Try Audeo now at Binns Hearing Healthcare and see the proof that you can always experience more.

## Case Study - Sally Kendew

As a busy professional, Sally, 37, first started to notice a problem with her hearing at work, *"work colleagues would become frustrated when I hadn't responded to them and in meetings I would have to ask people to repeat themselves and even then I would write things down incorrectly, it was becoming incredibly frustrating."* These problems also began to show in Sally's social and home life too when she found herself missing out on conversations and trying not to allow comments such as 'are you deaf?' affect her. *"People would joke about my hearing and I tried to pretend it did not affect me, but deep down it really did".*

After much persuasion from her family, Sally eventually decided to go and seek some advice and visited us at Binns Hearing Healthcare. Sally says *"I really thought I was too young for hearing aids, at only 37 I thought hearing aids were only for older people - I really did imagine having to wear a huge contraption on my ear!*

*I was so pleased with how friendly everyone is at Binns, I felt at ease straight away. Lisa Binns suggested I try Audeo from Phonak, I was astounded at the size of them and the range of colours they are available, to me it looked like a fashion accessory."*

Since wearing Audeo Sally's life has improved dramatically. *"It has made so*

Audeo Personal Communication Assistant - The Secret to Sally's Success

- The ultra-thin connecting wire, formed to the contour of the ear, is virtually invisible for ultimate discretion.
- The genius of Audeo's distinctive shape is a pair of strategically positioned microphones that focus on the speech you want to understand, while suppressing nuisance background noise.
- The tiny sound port is placed directly in the ear, where it provides unmatched clarity. It enhances the crucial, high-pitched speech sounds with excellent sound quality. A soft earpiece holds it in place without plugging your ear, so sound is natural and fit is comfortable.
- Inside Audeo is an incredibly small but powerful microprocessor that continually analyses and adapts to the changing environments of your busy life. Even better, Audeo actually learns and remembers the combination of features that is best for each situation you encounter. So the more you use it, the better it gets, customising itself to your individual listening needs and preferences.

# BINNS HEARING HEALTHCARE at the Great Yorkshire Show

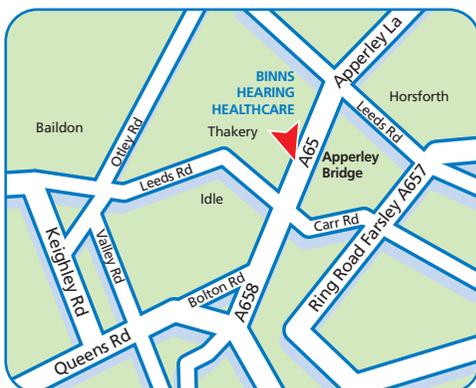
A big thank you to everyone who visited us at our stand. It was very nice to meet existing and new clients.

On our 1st participation we are pleased to say we were well received!

Even though our spirits were dampened a few weeks prior to the event, due to the torrential down pours, when the time came for the show the sun shone and Mr Binns even got a tan!!!

We were there with two other family run businesses to promote deaf awareness and hearing protection. Although we had a very busy 3 days, this was a great success and we look forward to seeing the people we met there.

*Explanation of pictures to go [here?](#)*



## BINNS

HEARING HEALTHCARE

1007 Harrogate Road  
Apperley Bridge  
Bradford BD10 0LT  
T: 01274 622666

E: [sales@binnshearinghealthcare.co.uk](mailto:sales@binnshearinghealthcare.co.uk)  
[www.binnshearinghealthcare.co.uk](http://www.binnshearinghealthcare.co.uk)