



Phone phobia?

Do you struggle to hear on the telephone or avoid using it altogether for fear of embarrassment and frustration? All is not lost. We recently came across a new range of telephones built with you in mind.

Geemarc, a well-established and respected name in communications, offers a range of corded and cordless telephones to suit most hearing losses and budgets.

Richard has been trying out the cordless model at home and is impressed with how much better he is hearing on the telephone.

"I always used to dread answering the 'phone and often didn't answer it at all. Now I love using it! I chat at length to my Mum and rarely have to say 'pardon'."

"The ability to turn up the volume and change the tonal quality of the sound makes it much easier to manage conversations. I no longer have to second-guess what is being said. It has boosted my confidence tremendously and means I can relax more and enjoy the conversation.

The only drawback is my 'phone bill has shot up!"

GeeMarc offer a full range of Clear Sound telephone systems, (some with integrated answering machine). All models are available on a trial basis and prompt home delivery is available. For anyone needing help hearing on the telephone at work, certain models can be integrated into a switchboard system.

Come in for a free demonstration or call us if you would like a brochure sent.

Recycle or not?

We are often asked what is the proper way to dispose of used hearing aid batteries. Sadly, there are no recycling operations in the UK. There are possibilities in mainland Europe, however, the cost and transport implications almost certainly outweigh the environmental benefits. Furthermore, the recycling costs are higher for hearing aid batteries than for other battery types due to their small size and minimal mercury content.



A new EU battery directive is expected to pass law by 2006. This would mean all member states, including the UK, having to comply with collection and recycling of batteries.

Until then we suggest you send us or bring in your used hearing aid batteries until a more effective infrastructure is in place.

Competition Corner

Congratulations to the winner of last issue's competition, *P. Fotheringham* of Hertfordshire, who wins an electric hearing aid dehumidifier. No one got all five answers right, however his was the first pulled from the hat with the most correct. The answers are:

1. False. Queueing (used in the mathematical term, 'queueing theory') and cooeeing, (the cry of an Australian aborigine both contain five consecutive vowels).
2. True. A 'jiffy' is actually 100th of a sec
3. True. The Grizzly bear can run as fast as a horse over short distances.
4. False. There are more than 50 countries worldwide in which people drive on the left.
5. True. If a month starts on Sunday, it will always contain Fri. the 13th.

Handy Hints



As a hearing aid user it is useful to have a few tricks up your sleeve when encountering noisy situations. Here are a few suggestions:

- It is a good idea to avoid being near a source of noise – like a television or speaker. If you have no choice at least make sure your back is to the sound.
- Also, avoid communicating from separate rooms; face to face contact makes listening much easier.
- Above all know your limits and remember listening in noise is made more difficult when you are tired or stressed.

New Competition

This issue we have set five anagrams for you to solve. There is a direct link between each clue and answer. To help you we have indicated how many words are in each answer. Eg. e.g. A rope ends it = (1 word). Answer = desperation

- No City Dust Here = (3 words)**
- Old West Action = (2 words)**
- Silent = (1 word)**
- Moon starers = (1 word)**
- Twelve plus one = (3 words)**

Please send in or e-mail your answers to us by 30th September 2003.

The first name drawn from the hat will receive a £25.00 Marks & Spencer gift voucher. We'll announce the winner in our next issue. Good luck!





Cubex Newsletter

Autumn 2003

Hear Sound *Your* Way With Perseo

We all have different tastes in art and music. These personal preferences are what govern our appreciation of life through use of the five senses. So why should our hearing be any different?

Phonak in Switzerland have just introduced Perseo which is the **first** digital hearing system that combines your personal hearing preferences with the science of hearing technology. It is suitable for a wide range of hearing loss and most lifestyles.

Perseo is the world's first hearing computer to incorporate **Personal Logic**, a programme 'tailored' to the user's preferences rather than fixed factory-set rules and which constantly adapts to the listening situation. Think of it as having two mini-computers in each ear, one dedicated to hearing in noisy situations, the other in quiet each working independently of the other. This can represent a **significant improvement** in hearing comfort and clarity in more demanding situations.

- **Clarity enhancement** and sound quality in all environments
- **Multi-programs** customised to your hearing preferences, ie. concert, television, radio etc.
- **Unrivalled speech** intelligibility in noisy situations thanks to multi-microphone technology and Phonak's proven AudioZoom technology
- **Stress-free** hearing through intelligent, selective noise cancelling across the sound spectrum
- Perseo is **FM compatible** and an ideal solution to hearing in noise and over distance
- **Stylish** and **discreet** designs from mini-BTE to CIC

Perseo Open Days

Tue 23rd & Wed 24th September 9.00am - 6.00pm

LISTEN to Perseo and hear the clarity for yourself

LEARN useful tips on caring for your hearing aids

FREE packet of batteries to everyone who comes along

FREE entry in our prize draw

FREE refreshments

Call 020 7935 5511 to reserve a time slot or simply turn up and enjoy our hospitality, listen and learn

Come and meet John Billings from

PHONAK



“ With my previous hearing aids, all I really got out of our family gatherings was seeing my grandchildren getting bigger. I struggled to follow in group conversation. It was rather unpleasant and made me feel like an outsider. Perseo changed all that. Now I can enjoy conversation again, even in noisy situations. In fact, every thing has changed for the better. ”

Don't miss your chance to win this fantastic 28" widescreen TV!



Attend either of our Open Days **Tuesday 23rd & Wednesday 24th September** and your name will be entered into our free grand prize draw for a Toshiba widescreen television.

Cubex Proudly Presents

Kevin and Mary recently attended a Hearing Concern seminar at Kingston University to speak on behalf of Cubex and the private hearing sector in general.

Two audiologists from the NHS also attended and gave a presentation on digital and analogue hearing technology. The main presentation from the NHS delegates focused on future services the NHS aim to provide.

Cubex were invited to present hearing aid dispensing from the private sector viewpoint. The presentation highlighted our company ethos and unrivalled service, where each client is an individual. We emphasised the importance of taking into account that each person is different and has different expectations and needs. Hearing instruments have to be chosen carefully, taking into account not only the hearing loss but lifestyle too.

There was a stimulating question and answer session in the 'second half', which raised a lot of interesting points. Clearly, the audience had done their homework and some of the questions were quite challenging.

It was an interesting afternoon, especially the journey there, which took Kevin the scenic way, arriving an hour late! We were happy to be asked by Hearing Concern to present the Cubex service.

Thank you Hearing Concern for inviting us and to all those who attended.

Ronnie's Story



A long-standing patient of Cubex, Ronnie Bourne, recently underwent cochlea implant surgery.

The following are excerpts from his story.

Tired of being told I only hear what I want to hear, I took my first hearing test at the age of sixteen, which confirmed I suffered from a severe conductive hearing hearing loss.

Sadly, I had an adverse reaction to a stapedectomy, which left me worse off.

In my early thirties, with deteriorating hearing and countless hearing aids later, I was pronounced profoundly deaf. Around this time I learned of the LINK Centre and entered a 2-week rehabilitation programme and met its founder, Rosemary McCall.

An assessment for a cochlea implant was arranged and I saw the implant team from Addenbrookes in Cambridge.

The initial assessments proved to be a lengthy procedure, lasting several months. However, following these tests a surgeon concluded that I could possibly benefit from an implant.

Through organisations such as NCIUA* and HCCIUA**, I was able to meet existing implant users and learn about their experiences. This information helped me to make an informed decision about having an implant. I should point out that, just like hearing aids, an implant is not a cure for deafness, but rather a solution to help us manage it better. One's expectations should be realistic and family and friends made aware of this.

The operation itself went without a hitch and I was soon on the mend. Most people can resume their normal daily activities within a couple of weeks, sometimes less.

During the first three or four months I experienced many highs, but there were some lows too, as I struggled to make the best use of what I had received. I had to train myself to really concentrate on listening, aided with the lip-reading skills I had learned.

Now I hear more than ever before. Simple sounds like the ticking of a clock, crashing of the waves and my grandson's voice. I can hear a fair amount on the telephone but still find it difficult. Loud background noise can still sometimes be a challenge but overall everyday life is now less stressful and socialising has become more interesting.

Ronnie is a Trustee and voluntary outreach worker of The LINK Centre for severely deafened people:
19 Hartfield Road
Eastbourne
East Sussex
BN21 2AR
for this charity.

He is also committee member of HCCIUA Ass. and is a tutor to people with long term chronic disabilities.

* The National Cochlea Implant Users Association NCIUA
PO BOX 260
High Wycombe
Buckinghamshire
HP11 1FA

** The Home Counties Cochlea Implant Users Association HCCIUA
17a Maxim Road
Grange Park
London N21



For He's A Jolly Good Fellow

Congratulations to Kevin on being awarded Fellowship status of the British Society of Hearing Aid Audiologists (BSHAA).

Last year, Kevin earned sufficient CUE, (Continuing Units of Education), credits by attending training courses and seminars, entitling him to now use the designatory affix FSHAA after his name.



This means he is among the most highly trained hearing aid audiologists in the country.

Nepal Ear Camp 2003



“Once again I would like to thank all of you who kindly sent in your unwanted hearing aids for charity. Your thoughtfulness made an enormous impact on the lives of less fortunate hearing impaired men, women and children, many of whom are now able to hear for the first time.

Accompanied by my youngest daughter, Emily, this year's visit to Nepal resulted in the successful fitting of 45 new patients. This brings the total number fitted to 144, since starting my charity work in Nepal.”

The good news doesn't stop there.

“With the help of the B.R.I.N.O.S. team, the Community Ear Assistants are now becoming 'self-sufficient' in conducting audiometric testing, counselling and rehabilitation of profoundly deaf patients and computer checking hearing aid performance. Equally important is their ability to troubleshoot hearing aid faults and carry out 'in-house' repairs.

Before we left Nepal we ensured the supply of a further 200 hearing aids for local distribution over the next 12 months, including ample fresh batteries and other consumables to support the project.”

Future goals include:

- Hearing aid supply from China or India in completed or kit form for local assembly.
- Ongoing management and financing
- Support from the UK
- Self support and independence
- Possible establishment of a hearing aid range for Nepal

“A **special thanks** must go to those of you who have given your financial support to this project.

Namaste”

Adam Shulberg

Jenny Passes With Flying Colours

Miss Jenny Boban joined Cubex in January this year, having worked for the National Health Service for the last three years and previously in Australia.

She has a tremendous amount of experience in fitting a wide range of hearing instruments to hearing losses ranging from mild to profound, and specialises in both diagnostic and rehabilitative audiology.

Jenny recently completed the Hearing

Aid Council aptitude examinations and passed both the written and practical components, making her a fully qualified Registered Hearing Aid Dispenser (RHAD).

We have great pleasure in announcing that Jenny is now available for consultations. If you have not already met her please feel free to pop in or call to arrange an appointment.



Your Free Guide to Better Hearing



Whether you are an experienced hearing aid user or considering trying them out for the first time, Oticon's Gaia magazine is definitely worth a read.

It's packed with interesting stories, tips on self-diagnosis and coping with hearing loss, good communication habits and offers practical advice on choosing the right hearing aid. Here's just a taste of what's inside:

- **Hearing Aids - Then and Now**
See how hearing aids have advanced over the past 75 years!
- **It's Your Choice**
Once you accept your hearing loss it becomes easier to do something about it
- **Getting the Right Hearing Aids**
The process from the hearing test to the hearing aid fitting
- **An Ambassador for Hearing Aids.**
Offers good advice on how to manage social situations with ease
- **Digital vs. Analogue**
What's unique about digital sound processing?
- **Unplug Your Ears**
Read about a brand new concept that makes hearing aids more pleasurable to wear
- **Test Your Own Hearing**
Easy questions help you make a quick self-assessment
- **A Long Wait – And a Just Reward**
After years of coping without hearing aids, Kirsten finally decides to give it another try...
- **Gaia – where the name originates and what's in the web-site**

Please write, e-mail or call us for your free copy of Gaia.