



# Abracadabra - it's OtoWizard



Selma demonstrates OtoWizard to Monty Shulberg

Adam and Selma recently flew out to Tampa, Florida to witness the unveiling of a brand new system, replacing many of the traditional testing methods used. Their 4-day visit was spent entirely on training with this new equipment which, we are delighted to announce, has now been installed at the Centre.

OtoWizard, as it is known, is a specially adapted personal computer and is the only system of its kind to truly test the performance of digital hearing aids. Your hearing aids performance is tested whilst in your ear and matched to specific target ranges to ensure that you are hearing in the very best possible way at all times.

Cubex has invested in three complete systems. Says Adam Shulberg, Managing Director, "We are proud to be the first practice in the UK to offer this exciting new service which will enable more accurate assessment of hearing loss. It will ensure that we are relying on totally objective measurements to fit our hearing aids".

*If you are experiencing any difficulty with your current hearing aid(s) or have not been along to see us for some time then we suggest that you book an appointment to be tested with OtoWizard without delay.*

## Is The NHS Ready For The Digital Age?

In our spring newsletter we spoke of the NHS introducing digital hearing aids. There are now 20 pilot sites throughout the country. We thought you might be interested to read the latest developments, as reported in RNID's One in Seven August/September 2000 issue. The following is an extract:-

- If your local hospital has been designated for participation in the scheme, their audiology department will start providing digital aids in the next two years. However, if you already have an NHS aid, you will have to wait to be invited for further assessment (which may not be for a few years if they recently fitted you with an aid)

- If you have just been referred to the NHS by your GP for a hearing aid, you should wait for your appointment. Some hospitals have long waiting lists for people needing hearing aids
- Priority will be given to those waiting for their first hearing aid, if tests show they would benefit from wearing one. If you are presently wearing an NHS aid and are due to be reassessed because of possible changes in your hearing level, you will still have to wait to be called for an appointment

- The scheme is only aimed at adults initially, with the service possibly extending to children at selected centres in the future.
- Hospitals will not accept patients from outside the area they normally service. Basically this means if your local hospital does not participate in the scheme then you have no chance of obtaining a digital aid through the NHS
- Binaural (both ear) fittings will be the exception rather than the rule

Whilst we believe the Government's intentions to be good, the above facts are not encouraging. Minister of Health, John Hutton, has expressed his intention to extend the scheme throughout the NHS in future years, but where does that leave those in need of help today?





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## Your letters

Our winning letter comes all the way from Kenya. Mr Campbell Clause writes:



*"I have now had my Sennheiser TV listener for about 10 days and, thanks to your personal recommendation, I am very happy with it.*

*A good friend of mine recommended Cubex to me many years ago. His wife has been having the same trouble as me hearing the television. She has tried using my Sennheiser and was quite impressed - I don't know what her decision will be.*

*Thanks to all the staff of Cubex in sending the device so promptly, my grandson was able to bring it when he flew over a fortnight ago."*

Mr Campbell Clause receives a year's supply of batteries for his letter.

**Do you have a friend, neighbour or relative who is hard of hearing but is not yet ready for a hearing aid?**

The Audioport A200 is the latest addition to the range of excellent Sennheiser products now available. This versatile cordless listening system has built-in microphones and is light enough to take with you wherever you go.

So, if you have a friend or relative who is considering wearing hearing aids but has been reluctant to take

# Cetera: The World's First Cerebral Auditory Assistant

*The brain is still a mystery to the medical world, however, we do know it controls every part of the human body, from physical pain to emotions.*

However, it may surprise you to learn that it is the brain rather than our ears which we use to hear. Ears collect analogue sound waves then send them to the brain for processing and interpreting into distinct sounds. This is where "hearing" really takes place.

When the ear's ability to deliver an adequate signal to the brain is compromised, for example due to age, disease or noise exposure, this is commonly referred to as hearing loss. What is really happening is that the brain is only receiving partial or insufficient amounts of sound information and may not always be able to interpret the signal, be it speech, music or other sounds.

Cetera is the world's first 'cerebral auditory assistant' with technology that specifically targets the brain. The main features of Cetera include:

- A unique sense of 'acoustic transparency'. This means its presence in the ear is barely noticeable, resulting in a significant reduction in the blocked sensation that hearing aids can cause
- Exceptional sound location and sound quality
- Ergonomic design ensures a comfortable cosmetic appearance which adds to the user's confidence and can be of enormous psychological benefit
- A revolutionary battery insertion/removal system will be welcomed by those who are less dextrous
- Optional remote control for on/off and volume adjustment
- A range of sizes from Mini Canal to Full Shell



*When you visit Cubex you will be given the opportunity to experience a "digital haircut", a short audio presentation highlighting Cetera's technology and demonstrating the phenomenal complexity of the human brain.*

action, why not suggest they try out the Audioport A200. It will really help them in those situations where they most need to hear better; at the doctors, conferences, theatre, cinema or even when watching television.

Some of the Audioport A200 benefits include:

- Enhanced speech intelligibility
- Powered by rechargeable battery and comes complete with charger unit
- Two close-to-the-ear microphones for natural spatial listening
- Individual adjustment of frequency response and volume control
- Extremely lightweight and comfortable to wear

*All Sennheiser products are sold for a 7-day trial period and come with a full money back guarantee, so your absolute satisfaction is ensured. See 'special offers' on page 4 for details.*





## "Please Speak Up - I'm Hard of Hearing!"

In a world where annoying background noise seems to be on the increase it is more important than ever not to hide the fact that you have a hearing problem. After all, you are among nearly 9 million other people in the UK who are suffering in the same way.

Even the most sophisticated hearing aids can't replace the ear's natural ability to filter out unwanted background noise yet still retain vitally important speech signals, although some are now coming remarkably close

That is why we encourage you to try the following tips when you find yourself in a difficult listening situation:-

- Explain to the person you are communicating with that you have a hearing impairment before you engage in a conversation (often 'normal' hearing people are less sympathetic when they have no prior knowledge of the fact)

- Ask them to speak slowly and clearly - louder is not always the answer. Simply by slowing down their speech, words will naturally come across more rounded and distinct. Why not show them the Cubex Clear Speech leaflet

- Explain that you wear hearing aids and let them see them - this will immediately let them know that you are doing your part to make the communication process easier

- If at all possible position yourself away from background noise before engaging in conversation

- Try and avoid becoming too upset or frustrated when your hearing lets you down. By remaining calm and relaxed without concentrating too much on *listening*, you should notice improved understanding in most situations

## "Are Hearing Aids Cheaper In The USA?"

We are frequently asked why hearing aids in this country are so much more expensive than the identical model in the United States. We have investigated this thoroughly and the results make interesting reading.

The table below is taken from the Consumers Guide to Hearing Aids (published by the Hearing Help Centre in America) and actually shows that the prices of the most advanced hearing aids in the U.S.A. are well in excess of those at Cubex.

Digital & Computer Technology Hearing Aids	\$1,295 to \$4,750 ea
Miniaturized Technology Hearing Aids	\$1,495 to \$4,750 ea
Advanced Technology Hearing Aids	\$660 to \$1,795 ea
Conventional Technology Hearing Aids	\$395 to \$900 ea

We hope this reassures all our readers that, in addition to offering our best audiological advice, Cubex also gives excellent value for money.

## What Should You Expect From Your Hearing Aids?



There have been phenomenal strides in hearing aid development over the last few years and we look forward to providing you with even better hearing in the future. Digitalisation has meant enormous and very rapid improvements in technology of the kind that have never been seen before.

However, it is important to have realistic expectations.

### Here's what you can expect:

- An improvement in your speech discrimination in a variety of situations
- With modern technology we are now able to provide a significant improvement in situations where even those with 'normal hearing' can sometimes have trouble understanding.

As one's hearing deteriorates so does the ability to follow speech in these difficult listening situations

- Correctly fitted hearing aids will bring sounds to life and you will begin to hear sounds you forgot were a part of your world
- You will need time to get used to your new hearing aids. Remember, hearing takes place in your brain which may not have been stimulated in this way for some time
- Our team of caring audiologists always pledge to do their best to meet a set of mutually agreed-upon objectives and expectations. If you have not been to see us for some time we suggest you arrange an appointment without delay

### Cubex Mission Statement



"We are committed to providing you with outstanding service. Our staff are knowledgeable, friendly and dedicated to providing total support for all your hearing difficulties. Through the use of leading edge technology, combined with our expertise and experience, our goal is to improve your hearing."

## Special Offers from Cubex

This issue sees the return of our popular battery special offer, just in time for Christmas. So, why not take advantage of this amazing offer while it lasts. Valid for orders received before 22nd December 2000. To ensure delivery in time for Christmas please place your order by 18 Dec 2000.

	usual price	special offer
Rayovac Ultra Zinc Air Batteries (per box of 60)		
Battery Size - 10, 13, 312, 675		
	<del>£35.00</del>	£25.00
P & P		£2.50
<b>Total</b>		<b>£27.50</b>

Please contact us for the price of size 5 batteries.  
£5.00 postage and packaging applies to orders sent overseas.

Sennheiser has featured prominently in this issue so we decided to offer the new Audioport A200 for enhanced listening at a very special introductory price. Also the ever popular Sennheiser 250 TV listener is on offer for a limited time. Valid for orders received by 31st January 2001. Please add £5.00 p&p per item.

### Sennheiser Audioport A200

Usual price	£119.95
Special Offer Price	£ 99.95



### Sennheiser 250 TV Listener

Usual price	£179.95
Special Offer Price	£149.95



### Shake Awake Alarm

We are once again offering the multi-function ShakeAwake Alarm at £19.95 plus £2.50 postage and packaging. Offer only available until 22nd December 2000.

**STOP PRESS**

## Warranty Renewals & Repairs

For those of you with an expiring hearing aid warranty you will notice that we have personalised the letter we send to you, explaining more clearly how much your warranty costs. To help us be more efficient and activate your warranty immediately, **please remember to sign and date your form and return it with your payment.** If you are renewing within 14 days of receiving the letter, please deduct £12.00 per aid as a thank you for returning payment promptly.



We strongly recommend taking out the Cubex extended warranty on hearing aids less than 5 years old. This covers all repairs, cleaning and servicing that may be necessary but does not include remakes or reselling caused by damage.

## Congratulations



Selma presenting Kathy with her free tickets.

Please join us in congratulating Kathy Spencer from Kent on winning our Swiss weekend competition. In September Kathy and her guest flew to the beautiful capital of Zurich. Whilst there they visited the Phonak factory, one of the world's leaders in hearing aid technology.

When we spoke to Kathy upon her return she told us how impressed she was with the headquarters of Phonak, and how well she and her guest were looked after. It all added up to a fantastic weekend.

In fact Kathy's name was the third out of the hat as unfortunately, the two winners previously selected were unable to accept our prize. Not wishing to leave them empty handed, Cubex awarded them each a year's supply of batteries.

### RECOMMEND A FRIEND

Do you have friends who suffer from hearing difficulties, knowing that things could be better for them? You can help them experience the same benefits you have received - whether it's being recommended the right hearing aids or being given independent, unbiased and confidential advice.

In appreciation for introducing a friend, Cubex will send you a year's supply of hearing aid batteries when they are eventually fitted with a hearing aid.

