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# The Year's Highlights

Following the successful launch of Phonak's digital Claro hearing aid, Cubex featured prominently in the Daily Mail following an interview with one of our very first Claro patients. This was followed by a series of national and local press releases and interviews highlighting this revolutionary hearing system.



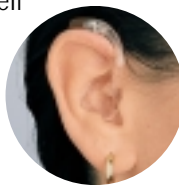
Adam and Selma witnessed the unveiling of brand new hearing aid testing and fitting system. OtoWizard has replaced many of the traditional testing methods used and is capable of testing a hearing aid's performance whilst in the ear and matching it to specific target ranges to ensure optimum benefit.



Cubex fits their first four-legged patient - Jenny the poodle - with a specially adapted hearing aid fastened to her collar. To her owners' delight Jenny now hears more of what goes on in the world around her.



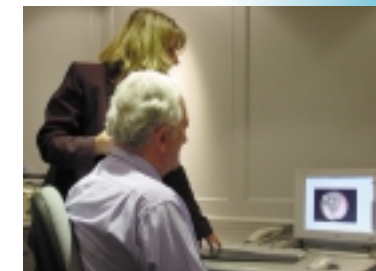
Siemens launched their second generation digital hearing aid, Signia. Kevin visited their laboratory for 2 days of intensive training on fitting and programming this remarkable new system.



Surgical implants - an alternative for those who cannot use a hearing aid. This important topic was covered in our summer newsletter and already we have received enquiries from potential candidates. In the year ahead Cubex hopes to play a prominent part in the fitting and post-operative care in this exciting new field.



Adam and Kevin attended the 12th Annual American Academy of Audiology convention in Chicago, Illinois where they spent their time meeting many different manufacturers and other healthcare professionals, discussing patients' hearing problems and attending seminars & workshops.



Our Swiss competition winner, Kathy Spencer, enjoyed a weekend in the beautiful capital, Zurich, compliments of Phonak, one of the world's leaders in hearing aid technology.



CUBEX NEWSLETTER



# Rayovac Batteries

Many of you have complimented us on our new-look Cubex battery packs. However, there have also been some concerns at the new style of packaging, as the batteries tend to fall out too easily.

Following a thorough investigation we are pleased to announce that as of 1st December 2000 Cubex will only supply Rayovac Ultra ProLine zinc air batteries. In addition to being the world's No.1 seller these are proven to last longer than any other zinc air hearing aid battery available on the market. As of 1st January 2001 Cubex will offer a more user friendly 'pop-out' style battery pack.

*These changes are a direct result of the points raised in your letters, which goes to show we listen. Please continue to let us know how we are doing.*



“ 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. ”



# Warranty Renewals and Repairs

With immediate effect the cost of hearing aid repairs is as follows:

## Hearing Aid Repairs

Category 1. Full shell style within the ear - non digital	£ 98.50
Category 2. Behind the ear, half shell and canal aids - non digital	£119.50
Category 3. All programmable/digital and CIC (completely in canal) aids	£139.00

## Cubex Extended Warranty Repair Prices

If you have not yet renewed your warranty we strongly recommend doing so (provided) your aids are less than 5 years old. This covers all repairs, cleaning and servicing that may be necessary.

Our warranty prices remain unchanged and represent excellent value for money:

Category 1. £60.00	per aid per annum
Category 2. £72.00	" " "
Category 3. £84.00	" " "



## YOUR LETTERS TO US

*Our winning letter comes from Susan Bailey.*

*Dear Adam,*

*It fits, it fits!! at last. I think that I feel a little like Cinderella may have felt when the glass slipper fitted her!*

*I was quite full of anticipation as I counted the days after the latest modification to the shell as previously four days has been maximum wearing time before discomfort.*

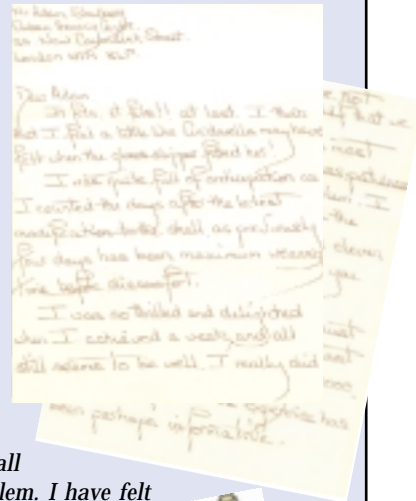
*I was so thrilled and delighted when I achieved a week and all still seems to be well. I really did think that we might still have not succeeded. It is quite a relief that we have.*

*I would like to thank you most sincerely for all your kindness, patience and persistence with this problem. I have felt very sorry about all the trouble it has caused. It is eleven months since I came to see you about a new hearing aid!*

*Although I feel that I must surely go on record as your least profitable patient for the year 2000. I do hope that the experience has been perhaps informative. Looking on the brighter side, at least I am a year on towards my next new hearing aid!! but I think you need a rest from this patient for a little while.*

*The silver lining has been that it is always such a pleasure to see you Adam not least to experience and admire your calm professionalism.*

*Thank you again so much for all the support you have given me. I send you, and of course Monty all my fondest best wishes.*



## Christmas Holiday Opening Hours



Please note that we will be closing for Christmas and the New Year period at 5.00pm on Thursday 21st December 2000 and will reopen at 9.00am on Tuesday 2nd January 2001.

*We send all our readers Christmas Greetings and Best Wishes for the year ahead.*

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