

HEAR & NOW



Welcome to the Spring Edition

Welcome to the spring edition of our popular newsletter, **Hear & Now**. This issue introduces you to the latest addition to our range of services, the CUBEX Tinnitus Management Programme. We also share details of a recent study that links Alzheimer's to Hearing Loss and invite you to discover a world of enhanced connectivity through a complete communication and entertainment solution, Oticon ConnectLine. We wish you a warm and wonderful Easter and look forward to meeting again soon!

Adam Shulberg,
MD, Cubex Ltd

Cubex introduces

TINNITUS MANAGEMENT PROGRAMME

Tinnitus is often described as ringing, buzzing, hissing, roaring or a whooshing noise, heard in the ears or head. The sounds are usually only heard by the person experiencing tinnitus. However, there have been some rare cases where the sound has been heard by other people. Tinnitus is a symptom that is generally associated with age related and noise induced hearing loss. A 2007 study carried out by the Royal National Institute for the Deaf found that one in seven people in the UK have experienced tinnitus.

Problems associated with tinnitus

Tinnitus can have a significant impact on peoples' lives. Problems associated with tinnitus include:

- Depression
- Anxiety
- Problems with sleep
- Poor concentration
- Social withdrawal

People with troublesome tinnitus are often told "There is nothing that can be done for your tinnitus - you will have to learn to live with it". Statements like this can leave an individual scared, exasperated, confused or desperate. Whilst there is currently no cure for tinnitus research has shown that counselling in conjunction with sound therapy and relaxation can be very useful in managing the negative impact that distressing tinnitus can have on the overall well being and quality of life of an individual.

If you or a loved one is being affected by tinnitus, please feel free to call us on 0207 935 5511 to arrange an appointment. A relaxed consultation with our expert can help put your mind at ease. Alternatively, please visit www.cubex.co.uk/tinnitus for more information or read our 'Living with Tinnitus' feature on page 3.

How can a person with tinnitus be helped?

We, at **Cubex**, recognise the need for supporting people who experience troublesome tinnitus and have recently extended our range of services to include **Tinnitus Management**. The Programme uses a range of management options which are tailored to the client's personal needs.

Tinnitus Management Specialist, Bridgitte Harley, says: "Our aim is to equip patients with the knowledge, information, technology and skills to manage the impact of tinnitus on their overall quality of life. This may include the use of Sound therapy; Counselling based on Tinnitus Retraining Therapy and Cognitive Behavioural Therapy principles, and Relaxation techniques. The initial consultation and follow up are typically covered by medical insurance if an appropriate referral is received."



Connectivity: A Shared Human Experience



Communication is simply the transfer of information. Simple and easy. Message sent, message received. Most creatures communicate through sound. Dogs bark, birds sing, dolphins chatter, etc.

Humans are different. We take communication to the extreme. Not only do we emit and perceive sounds, we speak, hear, read, write, send and receive texts, instant messages, e-mail and more. We use radio, telephones, television and faxes. We engage in conversations and we LISTEN to other humans in meaningful ways, and we maximize technology to increase our reach to, and grasp of, other humans as they communicate. That's connectivity.

Beck and Harvey (2009) noted connectivity is a shared internal experience.

When people experience communication failures such as various types and degrees of hearing loss, they receive less communication (i.e., less information is transferred) and they experience less connectivity.

Perhaps this lack of connectivity was what Helen Keller was referring to in the quote (paraphrased here): "Losing sight separated me from things, but losing hearing separated me from people."

A lack of connectivity is what Kochkin (2005) described when he noted untreated hearing loss is often correlated with irritability, negativism, anger, fatigue, tension, stress and depression, avoidance or withdrawal from social situations, social rejection and loneliness, reduced alertness and increased risk to personal safety, impaired memory and impaired ability to learn new tasks, reduced job performance and earning power, diminished psychological and overall health.*

ConnectLine

Human connectivity hinges on seamless and easy access to human sounds, voices, language and human communication systems.

Enjoying TV can be especially problematic for people who wear hearing instruments. The TV sound must travel across the room to them and as the sound travels, it is interrupted by other noises.

To compensate, people with hearing loss often turn the volume up. This is fine when watching TV alone, but when others are in the room, the loud volume can become a recurring source of frustration for many families.

Staying connected by phone is another challenge that people with hearing loss encounter on a daily basis. Some people remove their hearing aids or others try to hold the phone at awkward angles from their ears to minimise whistling and feedback

ConnectLine is a new dimension in hearing care which offers a complete communication and entertainment solution - and puts you in control. ConnectLine wirelessly expands and connects human sound systems through Bluetooth and Near Field Magnetic Induction.

It works through a Streamer when combined with advanced RISE-based hearing aids like Oticon Agil, to facilitate seamless (plug-and-play) solutions, facilitating enhanced connectivity. ConnectLine allows Agil hearing aid wearers to wirelessly connect their landline phones, mobile phones, their televisions and other sound sources (which they already own) through their Streamer to their hearing aids.*

Making three different applications available at the same time you can switch between TV, phone or music connections simply and intuitively. ConnectLine is a wireless system that can stream sound from the TV, telephone, mobile phone or music player directly to your RISE based hearing instruments.

The feedback we have received from CUBEX clients who have been wearing Oticon Agil since its introduction in spring 2010 is quite remarkable. Our users tell us that Agil takes the hard work out of making sense of sound and following conversation. Like no other hearing device, the premium featured Oticon Agil is designed to give you more cognitive energy to cope in complex situations and help you stay connected.

Call 0207 935 5511 before 30 June 2011 to upgrade to Oticon Agil and you will be offered ConnectLine absolutely FREE.

*Source: Douglas L. Beck Au.D., Director of Professional Relations, Oticon Inc, 2010

CUBEX HEARING HEALTHCARE PLAN

From less than £40 per month*

The Affordable All Inclusive Solution that lets you enjoy life to the full...

Cubex is the first Hearing Centre in the UK to introduce a totally innovative Hearing Healthcare Plan – a comprehensive three-year plan that comprises the best hearing systems, six-monthly hearing health checks, warranty including repairs and general maintenance, full rehabilitation programme and more. **For a limited period only, Cubex is offering INTEREST FREE repayments. Book your appointment now on 0207 935 5511 quoting CP04 and arrange to visit us before 29th April 2011 and you will benefit from our all inclusive hearing care plan interest free!**

* For illustrative purposes, the cost of a hearing healthcare plan including a single hearing aid could be £1,335; deposit £135 and a monthly fee of £39.97 inc interest (typical APR 12.9%), 36 months contract, total amount paid £1,573.92. For full terms and conditions, please visit www.cubex.co.uk

Recommend a friend

Telling someone that they might have a hearing problem is never easy and acceptance is sometimes harder still. However, as someone with a hearing loss, you can encourage them to make the right decisions.

Why don't you invite them to visit Cubex Hearing Centre, to learn more about hearing loss and how they may benefit from our excellent services and the latest technology?

For every person you recommend, we will send you a free gift to thank you and if your friend proceeds with the fitting of a hearing device, we will also reward you with £50.00 John Lewis gift voucher.

£50 John
Lewis
VOUCHER

Living with Tinnitus...



Mrs. R, talks about the difference that Tinnitus Management Programme has made in her life: 'Tinnitus had

resulted in me developing insomnia, anxiety and depression. I was unable to work as I was not coping with the condition and desperately needed professional help. It was not long after developing tinnitus that I also developed hyperacusis.

After some research I discovered Tinnitus Retraining Therapy [TRT] was a method of treating people with tinnitus and hyperacusis. Upon my initial consultation with Bridgitte, I received a comprehensive hearing assessment including an assessment of the impact of tinnitus on my life. A Tinnitus Management programme was immediately started. I had finally found the professional help I needed. The treatment included being given an understanding of tinnitus with ongoing advice, self-help techniques and counselling as well as sound therapy. Over a period of weeks I became less anxious about my tinnitus and found myself gaining control over the condition through the management programme. I was given custom made wearable white noise generators for the treatment of hyperacusis and within a few weeks the hyperacusis improved immensely.

The Tinnitus Management programme has made a massive difference to my life. Although there is no cure for tinnitus, through the treatment I received, my wellbeing vastly improved as I was equipped with the necessary tools to manage my condition. I am working full time and enjoy a normal life, much different from my initial state when I first met Bridgitte. Without the management I received I do not know where the devastating effects of tinnitus would have taken me. I would highly recommend a Tinnitus management programme for anyone with distressing tinnitus and / or hyperacusis.



CUBEX improves its Green Credentials



As part of Cubex's commitment to reducing our impact on the environment, we are in the process of creating e-mail versions of our quarterly newsletter. If you would prefer to receive our newsletter by e-mail please let us know at customerservice@cubex.co.uk

We are also co-operating with Oticon's effort to improve their green credentials and have opted for eco friendly packaging since the end of February 2011.

Is there a link between hearing loss and dementia?

Researchers in the United States have found a close relationship between losing your hearing and memory loss.

The study was carried out by Dr Frank Lin and colleagues from the Johns Hopkins School of Medicine in Baltimore and funded by the national institute of aging.

693 men and women aged between 36-90 years were studied. All participants underwent initial hearing and cognitive testing at the outset of the study between 1990 and 1994; none of the participants had dementia at that point. These participants were then followed for the development of Alzheimer's disease and dementia through to 2008, over an average of 12 years.

The study revealed that the risk of dementia increased among participants with at least a mild 25-decibel hearing loss. Participants with more severe hearing loss were most likely to be diagnosed with dementia – and even Alzheimer's. The relationship between Alzheimer's and hearing loss should come as no surprise. After all, you can't remember what someone said if you didn't hear them say it.

Several symptoms are common to both Alzheimer's and untreated hearing loss. These symptoms include depression, anxiety, feelings of isolation and problems talking and understanding what is being said. In addition, people with either Alzheimer's or unidentified hearing loss may have inappropriate responses to social cues, lower scores on tests of mental function, attitudes of denial, defensiveness, or negativity, and increased distrust of others' motives, even those of family and friends.

Research has shown that hearing loss damages interpersonal and family relationships and may lead to emotional instability, low self-esteem and even depression.

According to Managing Director and Senior Audiologist at CUBEX, Adam Shulberg; 'An untreated hearing loss not only reduces your quality of life, but it can also result in your brain losing its capacity to recognize everyday sounds, and eventually psychological issues may develop leading to social isolation. Therefore, it is imperative that a hearing loss is dealt with as quickly as possible.

"The longer you deprive your brain of sound, the more difficult it will be to achieve the best results. The brain is amazing, it has an ability to change and re-organise itself and the sooner you do something about it the better the chances of success. Remember, if you are struggling to stay socially connected, have your hearing and your ability to recognise and understand speech tested." "Make sure you are using the most up to date and appropriate technology that makes day to day communication easy and try to combine this with an auditory training programme such as LACE" Mr Shulberg adds.



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Competition Corner

For this edition we have a Sudoku puzzle. The rules are pretty simple: every row, column and box of 3x3 cells must contain the numbers 1 through 9 exactly once. Tell us the missing numbers on the 5th row and enter our prize draw on **6th May 2011** to win **FREE theatre tickets for two!**

Send us your solution to maddy@cubex.co.uk or 25 New Cavendish Street, London, W1G 8LP. Closing date for entries is 30 April 2011, so don't delay in forwarding your answer to us. The winner will be notified by post. Good luck!

25 New Cavendish Street
 London W1G 8LP
 T 020 7935 5511
 F 020 7935 5565
 E customerservice@cubex.co.uk
www.cubex.co.uk

