

## Cubex brings digital hearing solutions to Himalayas

*London, January 2010*

Since 2001, Cubex has supported BRINOS help thousands of Nepalis achieve better hearing. Adam Shulberg, MD of Cubex initiated a hearing aid distribution programme and is responsible for facilitating, training and supervising seven Community Ear workers and over 700 volunteers.

The provision of hearing aids is a vital step in the help that can be offered to deaf people. Under the co-ordination of a team of CEA's and Cubex (UK) a hearing aid distribution programme is now running in Western Nepal and offers a sustainable hearing aid distribution service. In developing countries this presents many difficulties, hearing aids are sophisticated electrical devices which require batteries and maintenance. Each hearing aid has to be fitted individually, with a well fitting ear mould and must be selected so it is appropriate. By training the Primary Ear Care workers in hearing aid fitting and maintenance Adam has established a fully sustainable hearing aid service.

On their latest trip Adam (Cubex) and Jerusha Ramdhial (Audiologist, Oticon UK) initiated a schools/community screening program and introduced digital hearing instruments to the Himalayas for the first time. The Primary Ear Care workers have now been trained in hearing aid fitting and maintenance, carrying out "in-house" repairs, establishing a fully sustainable hearing aid service. A small ear mould production facility is also in place, where custom moulds can be made for individuals with severe hearing loss.

"Our last trip was very much about education. Previous visits had been challenging, with only one audiologist having to supervise and attend to over 20 patients per day. With 2 of us we were able to spend much more time teaching, providing quality support and educational materials to ensure a transfer of skills so the work can continue in our absence. Over the last 9 years that I have been involved in this project, we have taken it from zero provision to where we are today with an enthusiastic and proficient local team, providing accurate hearing tests; appropriate hearing aid selection; computerised fittings of analogue and digital hearing instruments with verification and earmould manufacture. We are are now also able to provide hearing aid servicing; rehabilitation; educational tools for filtering and transferring skills;

paediatric screening and most importantly **Sustainability**" says Adam Shulberg, Managing Director of Cubex.

Adam continues "it was always my aim to provide a fully sustainable program; that is the key. Nepali's are proud people and their only wish is to be independent. All they need now are the "tools" to continue this work. Educating and supporting the Nepal based team has been a great source of pleasure, reward and joy for me and I look forward to meeting our aims and objectives"

The charity is currently meeting the needs of nearly a million people. Your help so far has made an enormous impact on the lives of less fortunate hearing impaired people, many of whom are now able to hear for the first time. Adam would like to thank all of you for your support, and once again to remind you to donate your pre-loved hearing aids and join us in [\*\*giving the gift of hearing...\*\*](#)

### **Life-saving "ear camps"**

Since its foundation in 1988, BRINOS (Britain Nepal Otology Service) has held "ear camps" every March and November. Nearly 40 ear camps have been undertaken, over 30,000 patients have been treated and 2,500 received major ear surgery.

Patients for each ear camp are pre-selected through the Primary Ear Care programme then a team of ENT surgeons, operating theatre nurses and an anaesthetist travel to Nepal and work closely with local surgeons and local theatre staff, providing valuable support and training. About 100 major ear operations are done over a nine day period, using three operating tables running simultaneously.

\*Our next team will depart for Nepal in March 2010 and again in November so please, send us your pre-loved hearing aids one or two months before, to give us enough time to check, clean and repair them.

**ENDS**

**Notes to the Editors:**

The research is based on an online panel self-completion survey conducted by Ipsos MORI among a representative sample of 1,056 adults in Great Britain aged between 16 and 64. Fieldwork took place between 22 and 25 January 2010. Data have been weighted to be representative according to region, age, gender, social grade and working status.

**About Cubex**

For nearly half a century, Cubex have built strong and positive relationships with thousands of people with reduced hearing by helping them to achieve maximum benefit with their hearing devices and live their lives to the fullest. The team at Cubex make it their priority to take the time to understand the personal journey that each and every client undergoes when proceeding with hearing devices. Cubex combines superior hearing healthcare with state of the art technology to offer its clients a comprehensive range of services for all hearing needs, Inc: hearing aids, hearing protection and accessories).

For more information on Cubex services, please visit [www.cubex.co.uk](http://www.cubex.co.uk) or contact:

**Maddy Ilie,  
PR & Marketing Manager**

Cubex  
25 New Cavendish Street  
London  
W1G 8LP  
maddy@cubex.co.uk  
Tel: 020 7935 5511  
Fax: 020 7935 5565  
[www.cubex.co.uk](http://www.cubex.co.uk)