

LISTEN LIGHT

THE LATEST NEWS FROM **WIDEX UK**



ASSISTIVE **LISTENING**

INTRODUCING THE **NEW** FULLY
INTEGRATED **PHONE-DEX** CUSTOMER
SOLUTION FOR LANDLINE PHONE USE

MANAGING DIRECTOR'S LETTER

We bring you this issue of *Listen Light* with the exciting news that this magazine has proved so successful in the UK as a means of communicating local Widex news with you, our valued customers, that it is to be taken global within the company.

Widex has representation in over 100 markets and has more than 30 dispensaries throughout the world, from Chile to Finland, Sweden to Venezuela. In coming months, they will have a template of *Listen Light* to use as a communication platform.

The decision to take *Listen Light* global is a huge compliment to Widex UK, recognising the excellence we strive for when communicating with our market. Per Holmen, Widex Brand Manager, explains: "The marketing material that I have seen to date that comes out of Widex UK (and Ireland) is a prime example of how the brand elements have been taken on-board, understood and leveraged in local execution, allowing Widex as a company to benefit from sharing of best-practice across markets."

We'd like to thank you for helping make *Listen Light* such a success. As a result, we are running the competition (right) to win £150 of Marks & Spencer vouchers.

Enjoy the issue,
Jon Billings
Managing Director,
Widex UK

WIN!

For your chance to win £150 of Marks & Spencer vouchers, answer the following question and also tell us in no more than 150 words what you think about *Listen Light*. Do you enjoy it? Do you find the magazine useful? How could we improve it? To enter, email marketing@widex.co.uk by midnight on 31 January, 2012.

Q: What does the acronym CAMISHA stand for?

Terms and conditions: Winner will be picked at random. Winner will be contacted no later than 1 March 2012. Widex employees and relatives of employees may not enter. No monetary alternative is available. Company's decision is final.

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THE **NEW** MEMBER OF THE **DEX** FAMILY

The Phone-Dex is the easiest landline phone solution for your customers

The Widex Phone-Dex is now available to order. The Phone-Dex – which joins the M-Dex, TV-Dex and RC-Dex as part of our series of assistive-listening devices – is a fully integrated customer solution for landline use.

“We wanted to add a solution for our customers who are using the landline phone,” says Søren Ohgrøn Hansen, International Product Manager for Widex. “We already have the M-Dex, which is a great solution for talking on the mobile phone, but we realise that many of our customers actually still use the landline phone more than a mobile phone.”

Thanks to WidexLink technology, the sound from the phone is streamed directly into both of the client’s Clear hearing aids when the phone is answered. “We believe that getting the sound from the phone streamed into both ears via the Clear hearing aids will give our users a better speech intelligibility,” explains Søren.

He adds: “The benefit is also that our users can talk normally on the phone. You do not have to tilt the phone behind the ear. You do not need to switch to telecoil program. You do not need to turn on a special streamer. You just use it as a normal phone, as if you were not wearing hearing aids. In that sense, we have been very focused on finding a solution that is very user friendly and intuitive for our users.”

The Phone-Dex is easy to handle for everyone. It has: a range to base between 50-300 metres, a range to hearing aids of 30 centimetres, a phonebook for 20 numbers, battery for 80 hours stand-by time and eight hours call time. For the client, no streamer is necessary. Plus for the hearing care professional, no matching is required. “The Phone-Dex works with the wireless hearing aids from Widex – the Widex Clear,” says Søren. “The wireless technology has opened up an opportunity that enables us to build solutions like these for our customers.” ●

“We wanted to create a solution for our customers that use a landline phone”



SUMMER ROADSHOW SUCCESS

A series of half-day workshops proved a rich source of training

Over the summer, Widex hosted a number of roadshows around the UK. The events – which were hands-on training days – proved to be highly productive, introducing dispensers to the new Clear 330 and 220 technology.

The six roadshows took place in four and five-star venues in the north east, north west, midlands and south west, plus central London and at the picturesque De Vere venue Theobalds Park, Cheshunt, on the outskirts of London.

“The May and June Widex roadshows were a great success,” said Sales and Marketing Manager, Gordon Bethwaite. “It is always good to catch up with our customers and to engage in face-to-face discussions. Our customers attended the events for various reasons from increasing product knowledge to refreshing their skills. The roadshows provided an excellent opportunity for both.”

He added: “The main focus of the roadshows was to introduce our new Clear 330 and Clear 220 products in detail and from the feedback we have received, dispensers now have a more in-depth understating of the product features and how the three products, the Clear 440, 330 and 220, will meet the different needs of their customers.”

“Hands-on, small groups, always useful”

Robert Beiny
Hearing Healthcare Practice

“Impressed by the amount of information we got through”

Robert Trethewey
Digitone

“The sound demo blew me away – can’t wait to demonstrate to my patients”

Ann Redmond
FC Milnes

“Very instructive and well presented”

Peter Froom
Hearing Health & Mobility

“The sound demo was excellent; even catering for my hearing loss – a first!”

David Salmon
Independent Practitioner

TINNITUS EXPERT CLINICS

Widex are currently helping practices run tinnitus open days

Throughout the autumn, Widex is assisting dispensers in holding Zen and tinnitus open days. Widex is working in conjunction with customers, helping to promote and prepare for the days. The campaign is specifically designed to support independent hearing care professionals who currently manage tinnitus patients within their practice and to introduce the potential benefits of Zen to end users.

To coincide with the Zen Open Days at dispenser practices, Widex is also running two Zen conferences, one in central London and a second in Cheshire. “The aim of the Zen Conferences is to raise awareness of how Zen can be used as part of the treatment plan for tinnitus sufferers,” says Marketing Executive Siân Bostock. “Robert Sweetow, a world renowned expert in tinnitus and its management, is on hand to share his knowledge on how and why fractal tones and the Zen options can help as part of a tinnitus management program. Dr Sweetow is also taking delegates through the Widex 12 steps in tinnitus management with a combination of lectures, workshops and case studies.”

Widex has spent many years focusing on how to help hearing aid users manage tinnitus. Taking into consideration the latest research in effective tinnitus management, and inspired by the relaxing effects of music, we developed the Zen program, which provides users with a series of random, harmonic tones that never repeat themselves. The program can be used as sound stimulation with various tinnitus therapies, as well as in a less formal setting.

Hearing aid users attest to the positive benefits of Zen. Indeed, in a recent test, over 85% of users found the Zen tones (when tuned to their specific requirement) helped them to relax. Furthermore, tinnitus sufferers who participated in an everyday situation trial recorded that the effects of tinnitus were milder, or a decreased nuisance, after six months of daily use.

MEET THE **EXPERT**

Gary Holland is a consultant audiologist for Widex; he has close to four decades in the industry and owns his own audiology consultancy. Listen Light finds out more about the man



Widex constantly strives for excellence; our motto is there is always room for improvement, always more to learn. It is for this reason, the company works with several expert consultants – experts within the industry and their fields – in order to continually challenge our perceptions and grow our knowledge. One of these experts is Audiologist Gary Holland. Gary works with Widex on a range of development projects, he spoke at our Widex Days earlier this year and more recently, hosted workshops in association with Widex at this autumn’s Hearbuy conference. As a result, Listen Light decided to sit down with him for a discussion on audiology today and to find out what makes him tick.

Widex last saw you at the Widex Days earlier this year – what have you been working on since then?

I have been spending a lot of time looking at how hearing aid audiology is practised – not just in the UK, but also across the world. In reality, whilst hearing instrument technology has advanced by leaps and bounds, most hearing aid audiologists are still doing the same sort of hearing assessment that has been done for more than 40 years. This needs to change and I’m hoping that we can start to move towards offering customised-communication-needs assessments for our clients, rather than just a “hearing test”. This will, I am sure, help clients differentiate between service providers and therefore bring more potential customers through the doors.

You were at Hearbuy in September, what was your role there?

At Hearbuy, my workshop in conjunction with Widex was centred on the Zen tones and Tinnitus Management, although it had much broader content about attitude to change. I used an Audience Response System in the workshop, which has enabled me to collect some anonymous data from those present that should help understand where dispensers are in this change process.

What is important to you when it comes to the hearing healthcare industry?

I firmly believe that despite the rise in the number of units being sold through the larger chains and the constant threat of cut-price internet retailers, that there will always be a solid market for a good independent hearing aid practice. Good recommendation has always been one of the key means of growing a business and this will continue to be the case. However, as mentioned previously, even

the best independent practices need to ensure that they are offering their clients the absolute best experience both before, during and after the assessment and fitting process, to make sure that the positive recommendation will follow.

What is an average workday for you?

I am extremely fortunate in that I never have an average workday! When the weather is decent, and after a quick breakfast, I start with a good 25-30 mile bike ride and this sets me up for the day. I do most of my thinking when out on the bike, then all I have to do is remember these thoughts when I get home! Once in the office, it’s the usual dealing with emails etc for a while before looking at the various online audiology journals and such to see what’s current. I’ll probably then write up some reports and make a note of anything that sounds interesting for future use. I’m also spending some time fixing up my house, which I’m hoping to sell sometime later in the year. ●

ABOUT **GARY HOLLAND**

Age? Old enough to know better (but I’ve been an Audiologist for 37 years!)

Education? BAAT many moons ago, then HAC and FSHAA in 1986. University of Life since...

Experience? NHS Audiologist – Senior Chief Audiologist; eight years Regional Manager with PC Werth Ltd; established The Hearing Care Centre in 1992; Owner of AudioLogical Ltd (audiology consultancy) 2007-present.

Family? Married to Alison, two grown-up children.

Favourite pastime? Cycling, playing keyboards in a local band, climbing big hills and drinking real ale – not necessarily in that order!

A MARATHON CHALLENGE

Gearing up to cross its fifth finishing line, the Widex running team is going strong. Listen Light discovers the aims and origins behind the project

In November, Widex will take part in its fifth marathon event – this year, an adventure marathon in Argentina. Widex first introduced its marathon concept six years ago. As PR Manager Peter Hentze Knudsen explains, “When Widex introduced its open-fitting solutions for the first time in 2005, the campaign was called Elán – Push The Limits. To support this message, we decided that a marathon race was pushing the limits and therefore supported the product campaign perfectly.

“For end users, it takes quite a lot of time before they get a hearing aid – a seven-year process. To decide to run a marathon and actually do it is also a long process. In that respect, it made good sense to do the marathon as well.”

Having decided upon the idea, Widex subsidiaries were asked whether they wanted to participate in the project – the Berlin Marathon, and 10 countries agreed. Hearing-aid users were selected according to local criteria, and sent on a Widex training camp on the island of Lanzarote. In October 2005, all 35 runners completed the course in Germany.

“Each runner had a great story to tell and many testimonials were created in which they all say that a hearing aid will not prevent you from doing the things you dream of doing,” says Peter.

Since then, the marathon-team concept has gone from strength to strength. “The project evolved over time and the focus on products changed to ‘Widex’ as a company,” explains Peter “The participants changed from hearing aid users to Widex dispensers and ENT doctors. It

became a relationship-building event. Over the last five years, the marathon team has competed on the Great Wall of China, in the New York marathon, and a half marathon in London in 2010. We always attempt to find unique or prestigious events.”

This year, the event is an exciting and challenging adventure race in the Andes Mountains in Argentina in November. “It was yet another way of keeping the challenges new and fresh,” says Peter. “Plus, Argentina is exotic in itself.” The running group is the largest to date, with more than 100 participants. Most of the runners will do a full marathon, while others will do a 15k.

So what does Widex hope to achieve from this year’s challenge? “We wanted to give the participants a lifetime experience, and make friendships with Widex dispensers from all over the world,” says Peter. “We want them to feel part of the Widex family. Widex itself is a family-owned business and we pride ourselves with personal and close relationships with the people dispensing our products.” ●

THE WIDEX MARATHON TEAM TIMELINE

2005



Berlin Marathon, Germany

Thirty-six runners from 10 countries who were either hearing aid users or hearing care professionals completed the 26.2-mile Berlin run after six months of intense training.

2007



Beijing Marathon, China

Widex’ Inteco China Challenge aimed to promote the value of enjoying an active life – with or without a hearing aid – and help participants unleash their potential.

2008



New York ING Marathon, USA

More than 95 hearing care professionals from 14 countries participated and all runners – experienced, novices, young and old – completed the prestigious marathon.

2010



London Half Marathon, UK

The fourth marathon event created team spirit with participants expressing that it was a lifetime experience and one that will be in their hearts for the rest of their lives.

2011



K42 Villa La Angostura Adventure Marathon, Argentina

This year’s adventure marathon event is in South America and based on Widex’ Natural Choice campaign, with participants taking a step towards a healthier lifestyle.



MAKING AN IMPRESSION

Widex's Senior CAMISHA Modeller Carl Sherriff reveals the process behind the manufacture of CIC and ITE shells

The manufacturing of custom-order hearing aids at Widex utilises CAMISHA technology – Computer Aided Manufacturing of Individual Shells for Hearing Aids. The CAMISHA method of manufacturing ITE and CIC shells involves the use of laser technology and Stereo Lithography (SLA) and consists of a three-step process – the impressions are scanned, the scanned image is then modelled using 3D computer software and then finally the shell is built using a liquid photoplastic acrylic material and laser technology. One of the people responsible for this role in Chester is Senior CAMISHA Modeller Carl Sherriff.

“After we receive the post each morning, the orders are separated in to the correct categories (new orders, repairs etc.),” says Manchester-born Carl. “They are then registered on CAMISHA and scanned. Once they are scanned, they are modelled. After this, they are passed on to the Viper where the hearing-aid shells are printed.”

Once the orders are registered and scanned, Carl checks the impression against the scan to make sure it is accurate and the impression is good enough to be modelled – receiving the best impression possible is crucial to the manufacture of the shell. This is one of the biggest challenges the modellers face.

“If the impression is good enough to be modelled, then I take the canal down to the required length, put the electronics in the correct place and check the order form to see if there are any special instructions on how this needs to be, ie. size-wise,” says Carl, who worked in the hearing aid manufacture industry before his role at

Widex and also held a five-year post in the army prior to that. “Once I am happy with the size, I move on to placing the vent if required, then on to the sound hole and finally, checking to see if the electronics are placed correctly.”

What's the most testing part in this process? “The biggest challenge is to make the hearing aid as small as we can without causing any discomfort to the user,” says the Senior Modeller, who enjoys

stripping down computers and rebuilding them in his spare time. “Also raising awareness that not all aids can be made small, after all these are custom aids made for different sized ears.”

And as for his future at Widex? “I am looking forward to watching the company grow and influence the hearing aid community because we offer the best products on the market.” ■

THE CAMISHA SHELL MANUFACTURING PROCESS

- 1** An impression of the ear canal is scanned into the system using a number of cameras to take 3D images of the physical impression.
- 2** Once the impression is scanned, the hearing aid is developed using 3D design software.
- 3** Using the software, a hearing aid vent is added to the design of the shell. Although the electronic components are added manually in the final stage of production, they are “virtually” placed in the shell during the manufacturing process so that we can be sure that the electronics will fit properly.
- 4** The hearing aid is built using lasers that harden a photoplastic acrylic material.
- 5** The shells are built on tiny platforms that support the shell while they are being manufactured. After removal from the manufacturing unit, the platforms are removed and the shell is polished and lacquered.
- 6** Inside each shell is a numbered tag. This tag is built during the manufacturing process and identifies the shell so that we can correctly match the hearing aid shell with the customer order.
- 7** After polishing and lacquering, the electronics are fitted to the shell. The result is a hearing aid that is smaller, providing an optimum fit, reducing feedback and occlusion.

THE NATURAL CHOICE

“We want hearing aid users to know that by choosing Widex, they are also doing something good for the environment”

Widex' Denmark headquarters is CO₂ neutral. A new company initiative aims to spread the word among more end users

Widex has designed a Natural Choice

label to indicate its hearing aids are produced at a carbon-neutral facility. Labels can be inserted in hearing aid boxes and packaging. “We want hearing aid users to know that by choosing Widex, they are also doing something good for the environment,” says PR Manager Peter Hentze Knudsen. “When they read the label on the box, they will feel good inside and hopefully tell their friends and family.”

At Widex, we strive to find not just the right solutions but also the most natural solutions. This is reflected in three areas – technology, design and environment – which together form the basis of our Natural Choice campaign. “Widex has made a conscious choice about the environment and we want everyone to know,” adds Peter. “We are the only hearing aid producer with a carbon-neutral headquarters. It differentiates us from our competitors.”

Widex' technological success is based on creating a natural listening experience, resulting in what we call the Widex Sound. State-of-the-art technology is also fundamental in the design of our new environmentally-friendly headquarters.

For Widex, design is of vital importance. Our products, which have won international acclaim, reflect the long tradition of Danish design – with

an emphasis on quality as well as individualism and experimentation with technology. They are designed with both form and function in mind.

Last year, Widex constructed a headquarters in Denmark that is entirely CO₂ neutral. This reflects the company's ability to think ahead, constantly seeking new ways to make things better – not just for the hearing impaired, but for professional partners and society in general. “At Widex, we believe in taking

the right way forward – even when it is difficult,” says member of management and engineer Julian Topholm. “The new building gave us the opportunity to look at the way we use resources and energy and actually do something about it – as we have done by making the building CO₂ neutral.” ■

For more about the Natural Choice campaign please email, marketing@widex.co.uk



HOW WIDEX HQ WAS MADE **CO₂ NEUTRAL**

- The building reduces CO₂ emissions by 700 tonnes a year – the equivalent of the emissions from 250 gas-heated houses.
- A windmill on the site delivers more power annually than Widex uses in total; the excess power is fed into the electricity grid, providing a CO₂-free energy contribution to the local area.