



Friends and Family information booklet

www.siemens.co.uk/hearing

SIEMENS

Contents

- Journey to better hearing
- The ear and how it works
- About hearing loss
- Introduction to scheme
- How does the scheme work?
- The choice of products available
- Prices available through the scheme
- Top 10 questions on hearing health

Page Click on red buttons
to skip straight to page.

03	SKIP
04	SKIP
05	SKIP
06	SKIP
07	SKIP
08 - 10	SKIP
11	SKIP
12	SKIP

Journey to better hearing

In today's environment, noise affects us all.

With traffic, road works, mobile phone ring tones, car alarms, the drone of TV and relentless background music in shopping centres, restaurants and pubs, there is rarely a quiet moment.

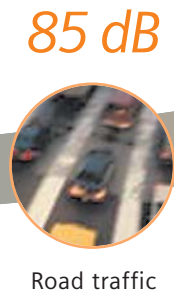
Some of the **toxic** noise may be loud enough or prolonged enough to damage our hearing.

When you consider this, in addition to other factors such as ageing, illness or injury, it is not surprising that around 9 million (one in seven) people in the UK have some degree of hearing loss.

Even more surprising is that only a quarter of those who could benefit from wearing hearing instruments actually wear them!

What's more, it is estimated that it takes an average of 15 years for people who suspect that they have a hearing loss to finally seek help.*

* British Society of Hearing Aid Audiologists

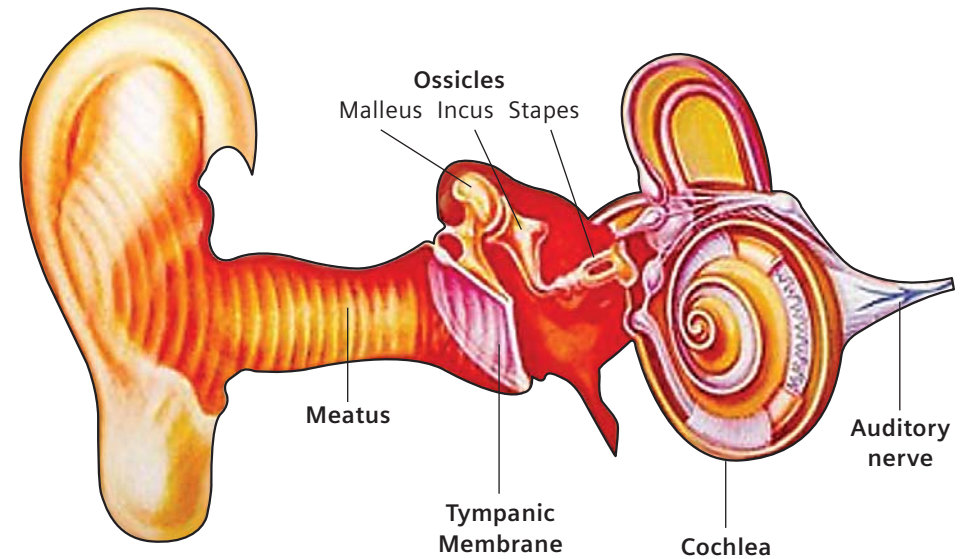


The ear and how it works

The ear is one of nature's most sophisticated 'mechanisms'. It receives sound waves from the world around us and processes them into electrical impulses that travel to the brain. The process of hearing allows us to perceive the loudness, pitch and tone of sounds.

- The **outer ear** acts as a funnel, collecting the waves and guiding them through the ear canal to the Tympanic Membrane (ear drum)
- The waves cause the Tympanic Membrane to vibrate and move the chain of three tiny bones, or ossicles, of the **middle ear** in turn
- The last of these bones, the Stapes, is attached to the membrane of the cochlea, the small organ of the **inner ear** responsible for hearing. When this bone moves, the membrane vibrates, disturbing fluid in the cochlea and the hair cells lining it
- When these hair cells are stimulated they amplify or fine-tune the signals and trigger electrical impulses that travel through the auditory nerve to the brain
- These impulses are then translated into the sounds we hear

The outer, middle and inner ear



About hearing loss

Hearing difficulties can occur at any time in a person's life and for a variety of reasons. In general, hearing loss may be hereditary, the result of disease, illness or accident, prolonged exposure to noise over 85dB (equivalent to heavy road traffic), or as a result of the natural ageing process. The degree of loss can range from mild to profound, and most people with hearing difficulties can benefit from hearing instruments. Hearing loss can be categorised as pre-lingual, those who are born hearing impaired, or post-lingual, those who acquire a hearing loss after learning language.

There are two main classifications of hearing loss:

Conductive hearing loss

Conductive hearing loss is caused by problems arising in the outer or middle ear, for example a significant build-up of wax or infection that blocks the ear canal. If sounds are made loud enough to pass through the affected area, the individual will hear the sound. Conductive hearing loss does not usually affect the processing of the sound in the inner ear.

Sensorineural hearing loss

Sensorineural hearing loss is caused by a dysfunction of the inner ear. The auditory nerve is not able to pass the correct information through to the brain. This is usually because the hair cells within the cochlea have become damaged.

It is possible that a person has a combination of both a conductive and sensorineural hearing loss, referred to as mixed hearing loss.



Introduction to scheme

The Friends and Family scheme from Siemens Hearing Instruments allows all employees to purchase Siemens' hearing instruments for a reduced price.

Siemens has a long history of providing hearing instruments – for over 130 years it has designed, manufactured and sold products. Today one in every three hearing instruments sold around the world is a Siemens' product, making it the world's market leader in the manufacture of hearing instruments.

Siemens hearing instruments are available in the retail private market and Siemens is also one of the main providers of digital hearing instruments to the National Health Service (NHS) and has patient management software systems installed in hospital audiology departments across the UK.

Siemens Hearing Instruments has established that hearing loss is a concern to employees through ongoing work place hearing checks and screenings. Employees were keen to test their hearing and anybody who did not pass the hearing screening test was referred for full audiological testing.

In response to the screenings, the scheme is available to all Siemens' employees* plus their family and friends. The hearing instrument will be fitted by a local dispenser. By offering this scheme through dispensers specifically chosen by Siemens Hearing Instruments, Siemens' employees and their families will receive a high quality of service and will be able to choose from a range of our highest quality hearing instruments.

Each employee could help up to four family members and friends per year, as well as themselves.

The scheme is available to employees via MyDeals or by contacting Siemens Hearing Instruments directly.

* *'employees' also includes Siemens' pensioners*



How does the scheme work?

- 1 The applicant completes the application form and sends it into Siemens Hearing Instruments, Crawley**
An application form can be downloaded from your Siemens' MyDeals site. Alternatively, please email us for a copy at ffscheme.shi.uk.healthcare@siemens.com
- 2 We process the form and send out a voucher to the applicant**
- 3 The applicant contacts their chosen dispenser to make an appointment**
The dispenser can be chosen by you on your application form.
- 4 The dispenser performs a hearing test and if necessary, chooses the most suitable hearing instrument available. An order is sent to Siemens Hearing Instruments, Crawley**
The dispenser will choose from the list of hearing instruments available as part of the Siemens Friends and Family Scheme, as described on pages 8-10.
- 5 The dispenser receives the hearing instrument which is then fitted to the applicant**
- 6 The applicant pays the dispenser directly according to the discounted prices**
See page 11 for the prices of these packages.



Friends and Family voucher

The Applicant is the person requiring the discounted hearing instrument, whether it be the Siemens' employee, Siemens' pensioner, friend or family member.



The choice of products available

To ensure that you receive the best hearing solution, we are offering a selection of some of our best products which include innovative new design concepts and more traditional hearing products. There is something to suit all lifestyles and all hearing losses.



Pure 701, 501, 301 & 101

Pure is a nearly invisible, completely discreet hearing instrument, offering advanced technology in an ultra-small size. With the flexibility of three different power levels, Pure has been perfectly engineered to give you exactly the strength you need, whether your hearing loss is mild or moderately severe. It is also available in a wide array of colours, including 10 natural hair and skin tones, ensuring that it blends in perfectly, so that you're the one who stands out, not the hearing instrument!



Life 701, 501, 301 & 101

Life is an open fitting solution, ideal for those looking for a combination of style and discretion. Life delivers impeccable sound quality from a small, beautifully designed instrument. And with its small size and ergonomic design, Life is easy to wear and hard to detect. Siemens Life instruments can also benefit people suffering from tinnitus. It can be used in conjunction with the hearing instrument or as a standalone tinnitus control device. With 13 skin and hair tone colours and 3 exclusive fashion colours to choose from, you may not even mind if someone catches a glimpse! And because it fits almost every ear instantly you can start enjoying better hearing straight away.





Motion 701, 501, 301 & 101 families

The Motion families provide a comfortable solution with all the technology you need to stay connected to your world, meaning you can continue doing the things you love. Siemens created Motion for hassle-free hearing, with options to use the instruments with induction loop systems and to have rechargeable behind-the-ear instruments. It is fully automatic and is available either as a custom product or a behind-the-ear instrument for a wide range of hearing losses.



Nitro 700 & 300 BTEs and Nitro 701 & 301 custom families

NITRO includes families of custom products and behind-the-ear instruments, designed to give enough power to meet the needs of people with more severe hearing losses. Nitro provides a complete range of options to answer a variety of hearing requirements. But, regardless of the model, every Nitro offers some of the latest in hearing technology.





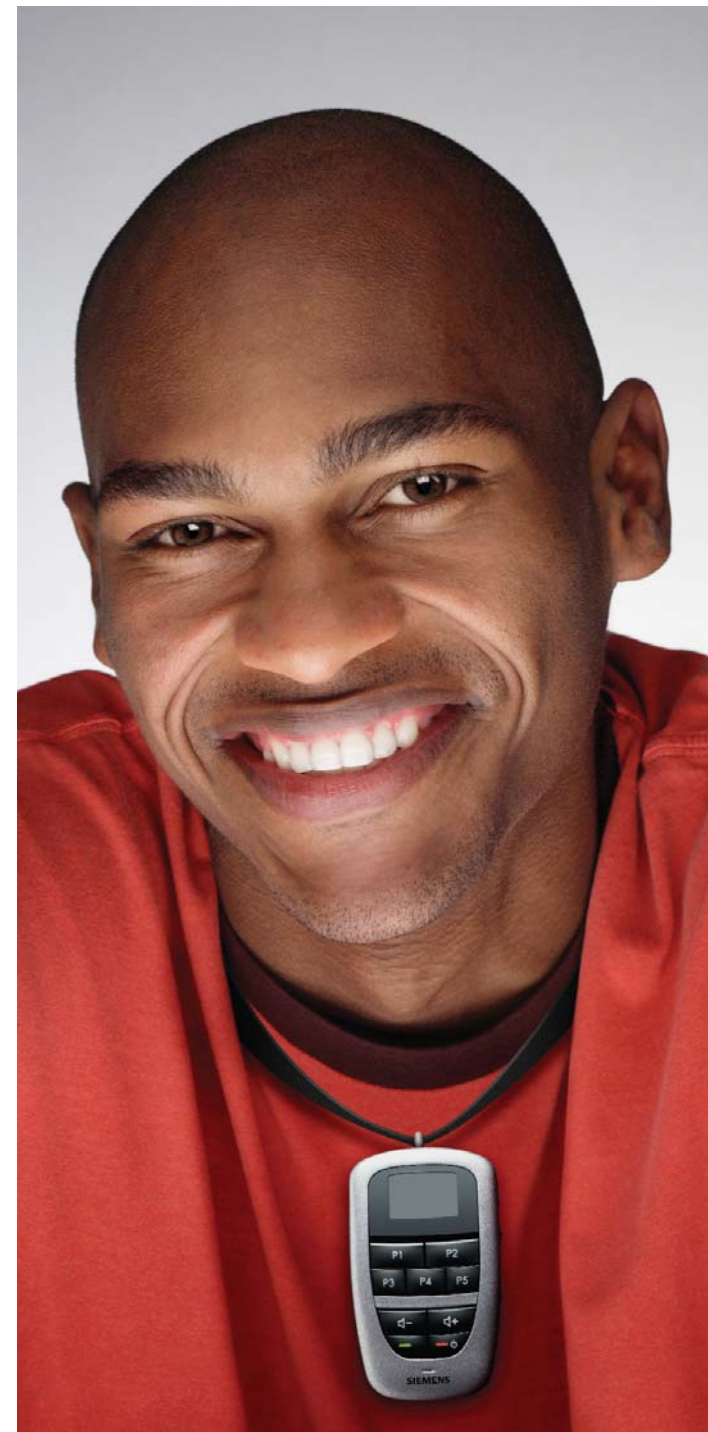
Tek

Our Tek Bluetooth wireless enhancement system allows you to stay connected to today's technological world, enjoying stereo sound from your favourite devices directly through your hearing instruments. The Tek Connect is a remote control that links to Bluetooth devices, such as mobile phones. For any devices which are not Bluetooth enabled, for example a television, you simply need to either connect the device directly to the Tek Connect or wirelessly link them with the use of a Tek Transmitter, which comes as part of the Tek package. Tek is a beneficial extra for anyone purchasing Life, Pure or Motion 701, 501 or 301 or Nitro SP 700 or 300 instruments, even if the only piece of modern technology you use is the television!



eCharger

The eCharger is available with Motion BTEs (SX & P housings) and with all Pure instruments, and offers hassle-free battery handling. It is easy to use by simply placing the instruments in the charger and they will be fully charged and ready to go again after only approximately 6 hours of charging!



Prices available through the scheme

Product	Model	Charge for monaural package	Charge for binaural package
Motion 701	BTE & Custom	£1,200	£1,900
Pure 701	RIC	£1,200	£1,900
Life 701	Open fitting BTE	£1,200	£1,900
Nitro 701	Custom	£1,200	£1,900
Nitro SP 700	BTE	£1,200	£1,900
Motion 501	BTE & Custom	£1,000	£1,550
Pure 501	RIC	£1,000	£1,550
Life 501	Open fitting BTE	£1,000	£1,550
Motion 301	BTE & Custom	£800	£1,300
Pure 301	RIC	£800	£1,300
Life 301	Open fitting BTE	£800	£1,300
Nitro SP 300	BTE	£800	£1,300
Nitro 301	Custom	£800	£1,300
Motion 101	BTE & Custom	£600	£1,000
Pure 101	RIC	£600	£1,000
Life 101	Open fitting BTE	£600	£1,000

NB: Monaural package is for one hearing instrument, binaural package is for two hearing instruments.

Product	Charge for Accessory
Tek Bluetooth Enhancement Package (available with Pure, Life & Motion 701, 501 & 301 and Nitro SP 700 & 300)	£200
eCharger (available with Motion BTEs (SX & P housing) and all Pure instruments)	£100

NB: Other items are priced at the discretion of the Hearing Care Professional.



What is included in the price?

The cost of a discounted hearing instrument package, as detailed here, includes your discounted Siemens hearing instruments and also the following services as standard:

- full hearing test
- professional advice and recommendation
- fitting of hearing instrument(s)
- follow up appointment

Your savings

With these discounted package prices you will be saving money on both the hearing instruments and fitting charges, potentially up to **£2,000** for one hearing instrument and up to **£4,500** for two hearing instruments!

NB: There will be ongoing follow up costs and these may vary. Prices quoted may also be subject to VAT charges.

Top 10 questions on hearing health

[Back to contents page](#)

[BACK](#)

In contrast to dental or eyesight health, most people rarely get their hearing tested and deterioration often goes unnoticed. Wendy Davies, Head of Audiology at Siemens Hearing Instruments answers some common questions relating to hearing health:

1. Can anyone suffer from a hearing problem? Is it more common in older people?

Anyone can suffer from a hearing problem. Some people are born hearing impaired; others can experience hearing deterioration problems at any time in their life. However, it is a more common factor in older people for several reasons. Long term noise exposure causes damage over the years and hair cells in the inner ear begin to deteriorate.

2. How often should I have my hearing checked?

Anyone regularly exposed to hazardous noise should have an annual hearing test, or audiogram as it is properly known. Anyone who notices a change in their hearing, or who develops tinnitus (a ringing sound in the ears) should have their ears checked immediately. Most people should have their hearing tested every three years.

3. If someone ignores a hearing problem, will it make them go completely deaf?

Although it is important that professional advice is quickly sought if a hearing problem is suspected, unfortunately the correct help won't be able to actually prevent the deterioration. If a problem is ignored however, it can cause psychological problems such as the individual feeling isolated, unconfident and depressed.

4. My husband has started giving the wrong answer to questions and does not seem to hear the telephone or doorbell ring anymore. Could this be because he isn't hearing properly?

Yes, quite possibly. Answering questions incorrectly and not hearing noises such as the phone or doorbell are indicators that someone may have a hearing problem. Other points to take note of, that may reveal someone is having difficulty hearing properly, include appearing to ignore people; constantly asking 'what' or 'pardon'; turning up the television or radio to loud volumes; having difficulty in following conversations where there is background music; and character changes, such as isolation and withdrawal from social interaction.

5. If a hearing problem is identified, is there an alternative to the large clunky beige hearing aids? Are there more discreet solutions?

People often associate hearing instruments with being large, unsightly, beige instruments that are very visible. However, this no longer has to be the case as there are now several alternatives available that are small, discreet and fashionable. Siemens Hearing Instruments make hearing instruments such as Pure*, a small device that sits just behind the ear. Wearers can choose the colour of the device to match their hair or skin colour, meaning the instrument is barely noticeable.

****All products are available through the SHI Friends & Family scheme.***

6. A colleague at work seems very withdrawn and doesn't join in with conversations as much as she used to. She often doesn't respond when spoken to and colleagues have started to assume she's just ignoring them. Could it be that she's just not hearing them properly?

It is certainly possible that your colleague may have a hearing problem – if she is unable to hear properly, she may be embarrassed about not being able to keep up with conversations and would rather stay quiet than chat and join in. If it is unlike her normal character, she probably isn't ignoring people but simply just can't hear them. Unfortunately, colleagues are unlikely to realise this and will often assume she's being unfriendly.

Many people don't realise that hearing loss can affect your social life and interaction, sometimes leading people to feel socially isolated, depressed and lonely. Try approaching your colleague to ask if she's been having problems hearing and suggest she gets advice through the SHI Friends & Family scheme.

7. How can you tell if someone has a hearing problem or if it's just excess ear wax?

This is something that is best confirmed by a doctor. Your GP will be able to tell you if the problems you are experiencing are due to ear wax by looking into the ear canal with a special instrument.

8. My elderly mother is unable to get out of the house, but we're keen to have her hearing tested. I've heard that there is a home visit service available – what does this involve?

Some dispensers do offer a service that involves an audiologist visiting someone at their home to test their hearing and fit a suitable hearing instrument if needed. The test will include a visual examination of the inside of the ears using an otoscope (a small device used to look inside the ear) and a test to evaluate how well specific sound frequencies can be heard. The results of this test are plotted on a chart called an audiogram, giving a clear picture of the hearing ability across the whole range of sound frequencies. During the home visit, advice can also be given on the different types of hearing instruments that are available. The visiting audiologist will also help with the measurement and fitting of the correct hearing instrument if one is needed.

9. My grandson always listens to his MP3 player so loud that everyone can hear his music! Won't this cause some kind of damage to his ears?

A recent investigation conducted by the Royal National Institute for the Deaf (RNID) revealed that 66% of surveyed MP3 listeners were listening to their music at louder than 85 decibels, which can cause permanent damage to hearing over time. If your grandson continues to listen to his music at a dangerously high volume, he may well develop a hearing problem. You could advise him to try taking a five minute rest for every hour he listens to his MP3 player to allow his ears to recover, or invest in noise-cancelling or sound-isolating headphones that cut out background noise so he doesn't need to have the volume up so loud.

10. Can I only get hearing instruments privately or can I receive help through the NHS?

The Siemens Hearing Instruments Friends & Family scheme is a partnership with private hearing instrument providers. The NHS provides a comprehensive audiology service and you can take the option to receive treatment through the NHS.

For further product information, visit www.siemens-hearing.co.uk