

Fall Hearing Products Review

Here's a review of some of the latest hearing care products that manufacturers and distributors have featured at IHS and ADA meetings this fall.



ADCO HEARING PRODUCTS

This fall, ADCO is featuring the Clarity Pal®, a new amplified cell phone. The hearing-aid, Bluetooth capable phone has adjustable tone control for a customized listening experience and a speakerphone for hands-free conversations. The PAL also includes a 2-inch LCD color display with large, easy-to-read characters, a 250 name and number phonebook with zoom-in, three speed dial buttons, and a one-touch emergency button. In addition, the PAL offers nine ring tones and loud, vibrating, flashing ringers. The PAL is compatible with any unlocked GSM system like AT&T, T-mobile, and prepaid plans. (303) 794-3928; www.adcopro.net



AUDIFON EOX

With real-time wireless streaming, audifon's eox allows customers to enjoy hands-free telephone communication, watch TV, or listen to their favorite music through their hearing systems. Easyclick binaural synchronization allows customers to adjust volume and choose a program by touching one hearing system, making eox more convenient and less conspicuous. Using the audifon multistreamer, customers are able to connect to a multitude of devices for ease and comfort in listening. (800) 776-0222; www.audifon.com



AMPLIVOX

Amplivox is showcasing the Amplivox 260 diagnostic audiometer, featuring air, bone, and speech audiometry in a small compact design. Results can be saved to memory, printed with the optional printer, or transferred to PC with the optional NOAH interface. The 260 offers narrowband and speech weighted masking, along with a number of specialty tests. The talk forward/backward function can be used in a static environment or in an acoustic booth, making this unit flexible for various locations. (888) 941-4208; www.amplivox-us.com



AUDINA HEARING INSTRUMENTS

Audina recently announced their new Cue® MRIC mini-BTE with the microphone and receiver in the canal, featuring Audina's exclusive SoftTouch® technology, which allows the wearer to change memories with a touch to the ear. The Cue MRIC offers 12 channels with an advanced feedback canceller and environmental recognition system to provide clarity in speech. Designed for a comfortable fit, the soft flexible dome is available in open and closed versions as well as various sizes. No ear impressions needed. Options include a T-coil for use with loop or Bluetooth technology. (800) 223-770; www.audina.net

Sound Advice...



AUDBLING

AuDbling has introduced two new designs. These designs support AuDbling's mission to promote awareness about hearing loss and also create excitement surrounding getting treatment. The company says that these designs will be used on many different items in the near future, including bracelets using AuDbling's cochlea shaped charm and heart charm. (941) 320-6167; www.AuDbling.com



AUDIOLOGYDESIGN

AudiologyDesign offers customized and professionally designed Web sites for audiology and hearing care practices. The company works to understand the goals hearing clients have for their practices and for their Web sites. The company specializes in building custom Web sites that reflect each practice's unique service to patients, using four steps: Discover, Design, Develop, and Deploy. Demonstrations and Web site knowledge are available. (866) 950-3571; www.audiologydesign.com



AUDIOSCAN

Audioscan is inviting hearing professionals to take control of hearing instrument fittings with a Verifit. Verifit's real speech and other broad-band signals are designed to activate all types of hearing aid processing as they will be in real life. Verifit is also designed to evaluate binaural fittings, compare ears, and balance performance. It includes the company's latest free software, such as Speechmap® for telecoil, custom stimuli, improved directional test, and NAL NL2. (800) 265-2093; www.audioscan.com



BELTONE

Beltone's True™ product portfolio now includes four circuit choices, multiple RIE and BTE options, and a full custom product line. They are the company's first instruments to wirelessly receive sound directly from TV, cell/home phone, stereo, PC, and iPod, via a 2.4 GHz signal. This eliminates the need for traditional necklace-style devices. These instruments are designed to deliver high sound quality and virtually eliminate high-pitched whistling. (800) 621-1275; www.beltone.com



COUNSELEAR

CounselEAR is highlighting its online tool designed to improve patient counseling and increase physician referrals, as well as efficiency. The product enables audiologists to rapidly create customized counseling summaries, official audiologic reports, as well as chart notes, and then easily fax/email in seconds. In addition, CounselEAR is compatible with Noah, Sycle, Blueprint, HearForm, and Simply Hearing, allowing users to transfer audiometric data with a few clicks. Improve what patients remember, improve clinic efficiency, and quickly enhance marketing. (888) 516-4281; www.CounselEAR.com



EXSILENT

Exsilent is featuring its Qleaf Pro, a small, digital, advanced technology CIC (Completely in the Canal) instant fit hearing instrument. It provides a natural sound by preserving the directivity of the ear and is highly invisible, appealing to fashionably aware clients. With integrated AirTAP™ functionality, based on the change of air pressure on the microphone, the user switches to another program by tapping gently on the ear: no push button, switch, or remote is needed. (866) 742-0808; www.exsilent.com



GRASON-STADLER INC (GSI)

Hearing practices need to be HIPAA and HITECH compliant by 2015. Grason-Stadler has five solutions to assist practices with this challenge. Additionally, an assessment tool is offered to aid in determining what solution best fits your practice needs. Stop by booth 305 at ADA to find your "best fit" solution or attend the Saturday session (1:30-3:30 PM) entitled "And the Password Is: Internet Security, HIPAA Compliance, and Risk Management for the Online World" to learn more. (800) 700-2282; www.grason-stadler.com



HAMILTON CAPTEL

Join Hamilton CapTel® on Thursday, November 8, from 4:30 to 5:25 PM for a panel discussion at ADA. The company will present "A Holistic Approach to Hearing Healthcare: the Difference Between Getting By and Living Well," which is described as an engaging, interactive discussion that includes hearing healthcare professionals in an open dialog with consumers who experience the challenges of hearing loss every day. The event takes place at the Arizona Biltmore Hotel during ADA. Visit Hamilton CapTel® at ADA in Booth #315 for more details. (866) 990-4499; www.hamiltoncaptel.com



HANSATON

Hansaton Acoustics adds AQ Slim BTE to its line of AQ Rechargeable Hearing Instruments. All Hansaton AQs offer rechargeable performance, 20 hours per charge, and a 5-year battery guarantee. The AQ Slim BTE also offers Hansaton's latest sound processing technology, including wireless synchronization and Bluetooth connectivity. The AQ Family includes the New AQ Slim rechargeable BTE, the AQ Custom ITE, and the AQ X-Mini with the performance, smooth frequency response, and versatility of a receiver in the canal. (888) 984-7432; www.hansaton-usa.com



HEARING HEALTHCARE NEWS

Hearing HealthCare News® is offering clinicians the opportunity to register for a free customized patient or physician newsletter. The company, founded by an audiologist, has produced customized newsletters for hundreds of fellow audiologists since 1986. Subscribers also receive the Practice Development Program, which reportedly has many tips and strategies to stimulate practice growth by improving patient retention, increasing sales to current patients, and increasing referrals from patients and physicians. (800) 342-1643; www.hearinghealthnews.com



HEARING NEWS NETWORK

Hearing News Network is introducing new features and a new design to further enhance its appeal to patients. As a provider of custom Infotainment and Edutainment to hearing professionals, HNN's new look is designed to keep patients captivated while they wait. New features include flexible screen configurations, a variety of color schemes and sizes, new full screen graphical weather slides, enhanced ticker with line-by-line delivery, and ongoing weekly content changes for a fresh look. (877) 999-4483; www.hearingnewsnetwork.com



INTERACOUSTICS US

Interacoustics products are designed to deliver the complete solution, such as the new AD629, hybrid audiometer combined with the company's Titan™ (multi-purpose) handheld clinical impedance and OAE device with patented CE-Chirp® technology. This combination offers unlimited storage, EMR integration, database compatibility with NOAH or Otoaccess™ along with customized reports. Each unit can be used with a PC or as a stand-alone, offering the clinician complete flexibility and qualifying for clinical coding. (800) 947-6334; www.interacoustics-us.com



MAICO DIAGNOSTICS

Maico has made improvements to its ERO•SCAN® Pro OAE device, recently adding two new features. The first feature is a 12 frequency DPOAE test protocol, allowing users to test 12 frequencies in one test. Additionally, the Boys Town normative data are now visible on the device, making interpretation and reporting for CPT codes 92588 and 92587 straightforward. Maico also added an option for ipsilateral acoustic reflexes, with stimuli options: .5, 1, 2, 4 kHz, broadband (1k), low pass, and high pass noise. The new features will come automatically on all new devices and can be added to existing units. (888) 941-4201; www.maico-diagnostics.com



MED-EL

MED-EL has introduced the OPUS 2XS, the smallest and lightest audio processor available for cochlear implants, according to the company. The newest addition to the OPUS 2 family provides up to 30% better hearing performance in real life listening situations compared to competitors, states MED-EL. Developed for children and those with small ears, the OPUS 2XS is 10mm shorter and 25% lighter than the OPUS 2 with a standard battery pack, so that it fits children's ears comfortably and safely. It also includes enhanced insulation to make it extra resistant to dirt, dust, and sweat. (888) 633-3524; www.medel.com



MEDRX

MedRx is highlighting its Live Speech Mapping, Real Ear Measurement System, the AVANT REMsp. The system features DSL and NAL-NAL2 targets for Live Speech Mapping and is designed for open-fit testing. Input levels can be viewed in either LTASS or peak hold mode and include built-in sound files (MP3). It also features a hearing loss simulator for third-party demonstrations. USB-powered and approximately 1x3 inches in size, REMsp is lightweight and portable. Standard accessories include a powered speaker, USB extender cable, and custom carrying case. AVANT REMsp is also NOAH™, Sycle.net, and TIMS® compatible. (888) 392-1234; www.medrx-usa.com



OAKTREE PRODUCTS

Oaktree Products is featuring the new Bionix Lighted Placement Tool, designed to assist in positioning otoblocks deeply in the ear canal by providing not only illumination and magnification, but also additional insertion depth indicators. The placement tool interfaces with a LED light source, providing robust illumination along its entire length. Five depth guides placed in 5mm increments are engraved on each tool to further assist clinicians with visual depth cues. Each package contains 15 disposable lighted placement tools, one light source, and one magnifier. (800) 347-1960; www.oaktreeproducts.com



OTICON INC

Oticon is featuring the Intiga¹, designed to be a tiny, ultra sleek hearing solution that sits deep inside the ear canal. Created for people new to hearing instruments who want an invisible solution, Intiga is suitable for mild to moderate hearing loss, Oticon reports. The fully automatic hearing device is designed to improve the ability of first-time users to hear and understand conversation and other everyday sounds with less listening effort, even in difficult listening situations. The secure, custom-made fit enables the hearing instrument to stay protected and secure during physical activity and allows easy use of phones and headsets. (800) 526-3921; www.oticonusa.com



OTOMETRICS

Otometrics is featuring Aurical, a complete, modular fitting solution with a new design. It includes a true fitting audiometer, a wireless and binaural Probe Microphone Measurements (PMM) unit, as well as counseling tools. Otometrics' OTOSuite software integrates it all and supports the entire fitting process. Presentation videos are available on the company's Web site. (800) 289-2150; www.otometrics.com



OTOVATION

US-based Otovation enters the hearing aid test system market with OTOPro®. OTOPro is a software-controlled test chamber offering one-touch "SmartStart" testing, ISMADHA (ISTS) stimulus, external programming leads, and noise attenuation. Along with the available Real Ear Measurement system, coming soon, OTOPro is designed to quickly evaluate the most current hearing aid technology available. OTOPro performs 14 tests plus ISMADHA, and it accommodates various hearing instrument programming interfaces. While its design may be suitable for front office use, OTOPro also provides workflow efficiency and high throughput for the office as well. (866) OTOVATION; www.Otovation.com



RAYOVAC

Rayovac is continuing to develop new hearing aid battery technology and has increased its investment in innovation. The company reports that its batteries now deliver the longest lasting, most reliable hearing aid battery available. Its latest product, Rayovac Proline Advance, is designed to deliver consistent battery power for the most demanding hearing instruments. To learn more, visit Rayovac at ADA, Booth #502. (800) 356-7422; www.thepowerofhearing.com



SANIBEL

Sanibel Supply is offering Silicone Eartips, a latex-free eartip designed for an optimal fit and seal when used with the appropriate acoustic immittance instruments and oto-acoustic emission systems. They are available in a wide range of sizes and are sold in 25 or 100 piece packages. (855) 278-4432; www.sanibelsupply.com



SIEMENS HEARING INSTRUMENTS INC

Siemens is introducing its latest custom hearing aid technology, the Motion[®] XCEL custom hearing instruments. Now XCEL, Siemens' new generation of BestSound[™] Technology, is extended into the Motion custom line. Motion XCEL offers Siemens' newest technology in a small, wireless custom ITE hearing aid. It's designed to provide wearers with a natural sound at the very first fit by optimally balancing effective audibility and sound quality. The addition of Motion XCEL customs completes the Motion XCEL product line. (800) 766-4500; www.usa.siemens.com/hearing



SONIC

Sonic is introducing Pep, a new entry-level hearing instrument designed for price-conscious consumers. Pep hearing comes in five instrument styles, including BTE, Power BTE, and custom models. Pep includes Sonic's Speech Variable Processing platform with three configurable listening programs. It allows new hearing instrument wearers to focus on those situations they experience most frequently, including telephone conversations, while they become accustomed to wearing a hearing instrument. Pep is engineered for mild-to-severe hearing losses and can be fit with EXPRESSfit 2012.1, the latest version of Sonic's fitting software. (888) 423-7834; www.mysonici.com



SOUNDCURE

SoundCure is featuring Serenade[®], its sound therapy system for the relief of tinnitus. Designed to be simple to use and customized to each patient, Serenade's digital signal processing system is based on the relationship between specific tonal algorithms and their effects. Serenade combines multiple sound therapy approaches in one device, offering three types of soft treatment sounds. It includes S-Tones[®], novel, temporally patterned sounds customized to each patient; SleepAssist, for relief while sleeping; independent left/right volume controls; and data logging records of patient usage. (408) 938-5745; www.Soundcure.com



SYCLE.NET

Cycle.net has recently released eDocs, its paperless office solution, and LACE[®] Online aural rehabilitation software. Cycle.net's practice management system is designed to automate repetitive tasks and integrates with existing technology to save time and give visibility into hearing practice management, helping increase efficiency and allow clinicians to spend more time with patients and sell more hearing aids. Open any Web browser to contact patients, book appointments, track sales, automate direct mail, and handle insurance billing across multiple locations. (888) 881-7925; Cycle.net



UNITRON

Meet Max[™], Unitron's new super power hearing instrument, which is designed to offer "max power" and "max protection." Max offers Unitron's proprietary Power Adaptation Manager, designed to provide a first fit that gently and automatically transitions clients to safer gain levels that will protect their hearing in the end. Powered by Unitron's Era[™] platform, Max offers features that are optimized for severe to profound hearing loss and focused on maximizing intelligibility without compromising awareness. Visit them at ADA booth 509/608 to learn more. (800) 888-8882; www.unitron.com/us



VISION USA

Vision USA is promoting its recent Task-Vision Lana LED Headlight and Waterproof Telescope loupe. This system can be worn over prescription glasses, laser safety glasses, or safety glasses. The LED Headlight is extremely bright 70,000 LUX and has a fully adjustable Flip Up/Down and Forward/Backward motion, as well as full variable intensity control and a vertical direction of the LED light. An optional Waterproof Loupe is available in 2.5x, 3.0x, 3.5x, or 4.0x. (800) 257-5782; www.visionusasupplies.com



WIDEX USA

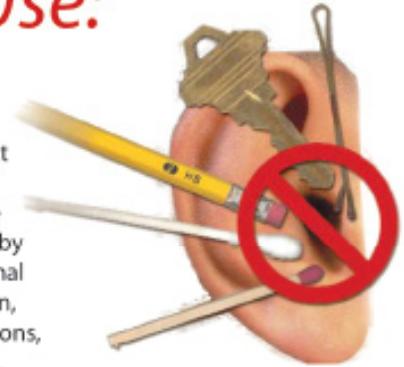
Widex USA introduces Widex MENU, a 10, 5, or 3-channel hearing aid solution that gives hearing health professionals flexibility for finding the right hearing aid for their patients. With MENU hearing aids, clinicians and patients can select the features needed to suit the hearing loss, lifestyle, and budget. Models include BTE, ITE, and an IIC (Invisible-In-Canal model). The flexible sound platform features a fast chip technology for performance and sound quality. A one-click fitting gets MENU up and running quickly. (800) 221-0188; www.WidexPro.com

How to Relieve Itchy, Irritated Ears:

Don't Use:

- Cotton Swabs
- Peroxides
- Mineral Oil
- Any Foreign Object

These cause more damage than good by stripping the ear canal of its healthy keratin, causing lasting irritations, itching, and sores.



Do Use:

PROEAR™



ProEar effectively relieves irritation and itch in even the most troubled ears without causing the additional irritations that scratching does. *In fact, ProEar uses ingredients that not only soothe and relieve but also promote ear canal health for lasting benefits.*

Order for Your Office Today!

1(800)748-5040

www.miracellproear.com

Visit us online to find more ProEar uses and access a FREE study on ProEar usage across 960 patients.

Providing Relief for Over 12 Years

PROEAR™
By **MIRACELL®**

For Irritated, Itching Ears