



Press Release
6th July 2010

Showcase of Latest Hearing Aid Technology coming to Jersey

Leading experts will be in Jersey this month to run a specialist hearing clinic. 100 islanders will be given an opportunity to meet three of the top leading Hearing Aid Audiologists from the UK who will be in Jersey next week to run free hearing consultation sessions. Hearing defects affect the quality of life of millions of Britons, but the technology now exists to improve their situation dramatically.

These sessions coincide with the release of industry research that shows that there are almost nine million hearing impaired people in the UK, and this number is on the rise (Royal National Institute of Deaf People). Statistics also highlight that 1 in 7 people in the UK are deaf or hard of hearing therefore strengthening the importance of early detection, assessment and management of hearing problems as vital to personal, educational and social achievement in the longer term.

Industry experts Tony Vaughan RHAD, Michael Colclough RHAD and Bill Behich RHAD, who are fully trained in the latest technology and techniques for hearing assessment, will be on hand throughout the three day event being held at Longueville Manor from Monday 12th July – Wednesday 14th July 2010 to offer advice on every type of hearing system available, tailoring their advice specific to each attendee's assessment. A representative from Oticon, a leading manufacturer of the latest cutting edge hearing technology, will also be present to showcase through live and interactive demonstrations of the latest hearing technology including Wi-Fi and Bluetooth accessories which can connect hearing systems to telephones and audio devices.

Tony Vaughan, Hearing Aid Audiologist, said: "About nine million people in the UK are affected by hearing issues and it can have a devastating effect on their quality of life. The good news is that we believe a significant proportion of sufferers will benefit from the latest technology and correctly fitted hearing aids set at the right levels. Hearing aid technology has moved on tremendously in recent years and has led to a remarkable new generation of hearing aids that amplify sounds in a clear, crisp way. Modern devices are much more discreet and unobtrusive than the traditional hearing aids people may remember. We urge all hearing sufferers, particularly the deaf and hard of hearing, to review whether they have properly considered hearing aids and at least come down to the event at Longueville Manor to discuss what options are available for them."

Causes of hearing loss include hereditary hearing loss problems, diseases, infection, certain drugs, injury, and exposure to excessive noise. It is this increased level of sound that individuals are exposed to on a daily basis through work, personal music players etc that experts believe is becoming more commonly

associated to the growth in hearing issues, particularly amongst young people. Equally, prolonged exposure to even moderately loud noise can cause accelerated wear and lead to an early onset of hearing loss.

Hidden Hearing has been a UK leader in private hearing healthcare for 40 years and offers a comprehensive, lifetime hearing care service, dedicated to the highest standards of care. Denise Crane of Hidden Hearing said: “We are proud to be bringing these Hearing Health awareness events back to the Channel Islands to ensure as many locals can take advantage of a free hearing consultation to health check their ears and find the best hearing solution available. It is important that people pick up a hearing issue as soon as possible, but also when diagnosed be aware of the range of different hearing aid options available on the market, that can be specifically tailored to a person’s individual needs. To have three of the top hearing aid audiologists over in the Island offering their advice and expertise to attendees is testament to our commitment at Hidden Hearing to give people a life with clearer hearing.”

Mrs Smallwood, a recent attendee at a similar hearing event held in Kent, UK, said: “I am so lucky to have had the opportunity of attending one of these specialist events. I knew my hearing was becoming weaker so thought it was important to get it checked out once and for all. I have to say that I am absolutely delighted with my new hearing aid solution. I would recommend as many people take advantage of this great event as it certainly changed my life and hearing for the better.”

Those interested in attending the Hearing Health Awareness event with Hidden Hearing should call Freephone 08007316499 to book their place. **–ENDS–**

Notes to Editors

Available for media interviews on Monday 12th July and Tuesday 13th July:

- Tony Vaughan, Hearing Aid Audiologist
- Michael Colclough, Hearing Aid Audiologist
- Bill Behich, Hearing Aid Audiologist
- Denise Crane, Hidden Hearing

Hidden Hearing

For further information, please visit www.hiddenhearing.co.uk

For further information, to attend the event, or to confirm an interview with either of those listed above, please contact Zara at Orchid Communications:

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