



The ALD Zone

Helping Professionals Provide Successful Solutions with ALDs since 1993

HOLIDAY SCHEDULE

For your planning purposes

No UPS delivery or pickup:

11/25 and 11/26/10

Last Day to 2nd Day Air a package for December 24th delivery:

12/21/10

BHA Office Will Be Closed:

Friday 12/24/10

and the entire next week

12/27-12/31/10

A Season of Thanks Giving

I know that you, as a service provider, are feeling the effects of budget restrictions and economic stress. And I can assure you that we feel your pain. We all share the goal to help improve the lives of the people we serve. We want to help them hear better, to connect more deeply and to feel more empowered. It sometimes seems harder to do that amidst the stress.

So I paused recently to center myself and reflect on those things of which I'm thankful. And I realized that I am most blessed to work with such caring and compassionate people like you. All of us here at Beyond Hearing Aids are grateful for your trust and business. It is with heartfelt thanks during this season to say 'Thank You' for allowing us the privilege of sharing the journey with you. ~Becky

ALD TRAINING CLASS

The 4th quarter training class is underway beginning Nov. 1, 2010. The online training class has proven to be successful and we are looking forward to 2011. The tentative schedule for 2011 is:

February 1 – May 2 – July 5 – October 31

Comments from class participants:

"It helps to be able to view the videos on-demand. The self-paced class is convenient and I can fit them into my schedule."

"Changes I will make from the class: How I provide information to clients. I have much more valuable information and resource links and lists to help present quality information to my clients."

DIABETES and HEARING LOSS

In recognition of World Diabetes Day on November 14, 2010, from BHI: According to a study funded by the National Institutes of Health (NIH), hearing loss is about twice as common in adults with diabetes compared to those who do not have the disease. And adults with pre-diabetes—whose blood glucose is higher than normal but not high enough for a diabetes diagnosis—have a 30 percent higher rate of hearing loss compared to those with normal blood sugar.

The researchers suggest that diabetes may lead to hearing loss by damaging the nerves and blood vessels of the inner ear. Autopsy studies of diabetes patients have shown evidence of such damage. Despite these findings, hearing screenings typically are not part of the regular regimen of care that people with diabetes are routinely recommended to receive.

You may want to share this information with your clients (to share with their families).



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Hate Backorders? We Do, Too!

Backorders are so inconvenient and very frustrating! They make it very difficult to help the deaf and hard of hearing people that you serve. We are so sorry that there is a flood of ALDs that are on backorder due to factory issues, parts issues and who knows what other reasons!

We will promptly inform you if a product you ordered is being delayed, or if it has been discontinued. We can help you choose an alternate product, or you can choose to wait for the product to come in. You might consider choosing alternate products: often the ship dates get put back a few more weeks from the original backorder date. We apologize for all of these inconveniences!

ALD News

Concerning backordered products: We will be sending out a detailed sheet with information on products in the new catalog known to be on backorder. Below are listed a few of the more common items you may wish to know about in the meantime. Most of the other products not yet available are new products.

Products on Backorder

(see article at right for alternatives):

- SA-SBA475SS – Sonic Alert Analog clock with bed shaker back ordered through mid January
- CL-AL10, CL-AL10K, CL-ALCOMBO, CL-ALCOMBOK – New AlertMaster products that include clock receiver/transmitter and bed shaker – back ordered until around Thanksgiving

Some Alternative Products for Backordered products

The **Sonic Alert Analog Clock** with bedshaker is on backorder until around mid January.

If your customer really wants an analog clock with a bed shaker, there is a new clock in the forthcoming new catalog, Amplicom TCL 100 Analog Alarm Clock. We have not had a chance to try this clock yet. It sports a wireless bed shaker, which is a new innovation in bed shakers. It also sports a much higher price than the Sonic Alert Analog Clock. If cost is more of the concern, try another similarly priced Sonic Alert digital clock, such as Sonic Bomb, Sonic Boom Sweetheart, Sonic Boom SBT425ss with built-in telephone signaler, or Sonic Boom SB200ss travel size alarm clock.



**Amplicom
 Analog Clock
 HC-TCL100
 \$114.95**

The new **AlertMaster Door, Phone and Clock Transmitter/Receiver** is expected to be available around Thanksgiving, but the manufacturer has already changed the date

a few times. The new Remote Receiver and all original transmitters are in stock. If you do not wish to wait for the clock receiver to come in, you can try the Sonic Alert Sonic System for a similar price. Silent Call products can also take the place of the AlertMaster system. Call us if you need assistance in choosing Sonic Alert or Silent Call alternatives.



**Sonic System
 SA-SS1200C/B
 \$189.95**