

# BeyondHearingAids Newsletter



Bringing ALD Solutions to Professionals and Consumers

September/October 2002

## Another NEW ALD SERVICE for No-Fuss-ALD members

A marketing template was distributed with the last Updater mailing to ALD program folks, but we think it may have been overlooked by some. We're putting it on the website soon.

The press release with suggested recipients can be personalized and sent to local agencies and businesses announcing that you are providing ALD services. They can also then become a referral source for you.

If customers call in and ask questions you aren't prepared to answer, simply tell them you will have your ALD specialist return their call. You don't have to be 'the expert' on the devices, just the resource! Then call and let us know who we need to call. We'll take it from there and keep you abreast of what they need.

If you begin to get referrals, you may want to keep some devices in your office so customers can come in and try them. We believe this is helpful to you.

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**Another article has recently been published in Advance for Audiologists along with a feature on the No-Fuss-ALD program for hearing health professionals in the same issue as the article.**

**You can check out the Advance for Audiologists Sep/Oct issue for the article "Practical uses of FM Systems" and the feature on the No-Fuss-ALD program!**



***Southeast Regional Institute on Deafness (SERID, Inc.) is scheduled at the Hyatt in Lexington, KY October 17-20, 2002.***

Exciting keynote speakers will include Dr. Michael McKee, Dr. Michael Harvey, Dr. Cheryl Davis and Dr. Tom Holcomb.

There will be 8 concurrent workshops each day and a large exhibit area. There's even an event at Keeneland Race Track.

Look for more information at <http://kydvr.state.ky.us/serid.htm>

Come and join us for an excellent conference. You can also contact Becky Morris for more info.

## Plantronics/Ameriphone products

The Alertmaster, XL30, XL40 and XL50 telephones and the CL40 cordless phones are now readily available again.

The distribution problems have been corrected and Plantronics review of products has been completed. They are now shipping all products again.

Thanks for understanding and working with us while these pesky problems were addressed.

The goal of this newsletter is to provide tools, resources and information to help professionals be more successful in recommending ALDs.



### Upcoming Schedule:

**10/3-5** – World Congress on Disabilities – presenting, Orlando, FL

**10/17-20** – Southeast Regional Institute on Deafness (SERID), presenting & exhibiting, Lexington, KY

**10/26** – National Rehabilitation Association conference, presenting, Indianapolis, IN

**12/12** – GA Vocational Rehabilitation Counselor training, Atlanta, GA

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## New Products

### The DirectEar Set810 . . . .



## The new TV listening system from DirectEar

The new DirectEar Set810 is an infrared TV listening system that is easy to use. It has some great features the others don't and we recommend you add this one to your ALD display.

The large volume control dial at the base of the headset is super easy to use. No fiddling necessary. It delivers mono or stereo sound and it lightweight. It automatically turns off when not in use. There's an additional trickle charge port for storing and recharging a spare battery.

This system has internal controls for tone and change between left and right ear. We have those special fitting controls available when you purchase a unit. Its' 125 dB SPL, wide frequency response is impressive.

You must take out hearing aids to use this. There is no neckloop jack available.

We're very impressed with this model. We like the sound output and the super easy to use dial. It may be a great choice for many patients.

DirectEar Set810 retails for only \$199.00 and provides a comparable profit to the other systems.

***You've got to try this one for yourself to see how nice a system it is.***

### Conversor FM System – some notes....

You may have heard about a new FM system on the market called the Conversor. It is a high-end FM system with about 55dB gain. It features a small receiver that hangs around your neck and a stylish transmitter. I met the manufacturer of this system when it debuted last year.

We won't be offering this system yet for two reasons. The first reason is because it is so new to the U.S. The second reason is that the rechargeable batteries cannot be replaced by the user. The system must be sent in for battery replacement. That is not an attractive feature for many of our end-users. We'll keep our eyes and ears open to this system.

On-line Newsletter – This newsletter is in the Resource Center of the BeyondHearingAids.com website. You can subscribe to an email alert when the newest issue is available. To subscribe: <http://www.beyondhearingaids.com/Newsletter.htm>

Effective Communication Solutions, Inc. meets the needs of professionals who work with people with hearing loss. They provide practical, knowledgeable support and training on ALDs. ECS, Inc. leads the industry in technical training, sales and support of ALDs to vocational rehabilitation counselors and hearing professionals who choose and use assistive technology.