



kirsty gerlach

HEARING

caring for your hearing

newsletter AUGUST 2010



### Changes to ACC

July 1st saw significant changes to ACC funding for industrial deafness. There is now a threshold of 6% hearing loss to be eligible to receive rehabilitation assistance for hearing loss caused by industrial noise (for new applicants). The government is also proposing that ACC should only pay costs on the percentage of hearing loss that is related to work noise exposure - the client would have to pay the rest.

Eg .. if Mr Smith has a hearing loss of 24% and the ENT specialist determines that only 12% is work related (which is half of the total hearing loss), then Mr Smith would have to pay for half of the total cost of the hearing aids.

These restrictions on cover are being vehemently fought by NZ Audiological Society and all hearing health sectors. Kirsty has met with both Todd McLay and Steve Chadwick to outline the impact on this community. There would be many who simply could not afford to obtain the hearing aids that they need and are entitled to. This is grossly unfair and particularly discriminatory against the elderly and the poor.

ACC clients - your voice should be heard! Your MP needs to realize that these changes will hurt you. Your original letter from ACC gives you the percentage of your industrial hearing loss. You know how much your hearing aids cost in total. So you will be able to compute what your potential cost will be in the future. How does that sit with you?

### Changes to MOH funding

The Ministry of Health has increased the hearing aid subsidy to \$500 per hearing aid. This is now available to every adult, but only every 6 years (previously this was \$198 every 5 years).

### Staffing changes

We welcome Jenny Walker to our staff. Jenny is a Rotorua native who qualified from Canterbury University with a degree in Speech Therapy first and then with a Masters Degree in Audiology! Now she's a bright cookie!

### UPCOMING...

#### Phonak open day

Sept 8th and 9th is our next Open Day where we will be marketing new Phonak products. Phonak is one of the strongest contenders in the industry with their advanced signal processing research and development. Newest in their stable of products is the Audeo ZIP hearing aid - a tiny in-the-canal hearing aid that fits most ears OFF THE SHELF!!! If you are not in the market yourself, then send along someone you know. We always do our utmost for each and every visitor who walks in our door.

#### 5<sup>TH</sup> BIRTHDAY in November

Watch out for our promotions around this big birthday event. We want to CELEBRATE such an accomplishment!





## Earplugs – noise reduction/sleep/musician

Did you know that we supply custom-made earplugs for a variety of purposes? They are more comfortable than earmuffs and far more effective than foam or generic plugs.

1. Noise reduction earplugs with non linear filters reduce the high decibel noise while allowing speech to pass through. Great for work or for shooting.
2. Musician earplugs reduce loud music levels evenly across the frequency spectrum, preserving the quality of the music. Great for concerts-goers as well as serious musicians.
3. Sleep plugs are the answer for that snoring partner!

## Results of satisfaction survey

The numbers confirm what we all know – **Kirsty Gerlach Hearing** is in the business of service excellence and customer satisfaction. Thanks to all who have given us the thumbs up in no uncertain terms! We value your comments and testimonials.

## Facebook / new website

We are excited to launch both a new website and a Facebook page (google “Facebook Kirsty Gerlach Hearing” and you will find us). Check us out and catch a glimpse of our latest marketing tool – it has 4 wheels and a lot of character! (Thank you Warren!  
–[www.customsdept.co.nz](http://www.customsdept.co.nz))



## Home and Leisure Show

We joined forces with the Hear the World Truck (an initiative of Phonak) to perform hearing screenings at the Show in July. In all we tested over 200 people! It was a great opportunity for a no-obligation check-up from people you can trust.

## Loud shirt day – Sept 17th

Loud Shirt Day is all about supporting the Hearing House in Auckland to provide rehabilitation services to deaf children with cochlear implants. Come and see us on Sept 17 with a donation for this worthy cause! Because we provide the paediatric service at Rotorua Hospital, we are the audiologists who have found the local profoundly deaf children and referred them on for cochlear implants. The rehabilitation service from Hearing House is vital for good outcomes for these children. Our hearts are invested in these children!

Remember to stop by for all your hearing needs, including annual reviews, batteries and repairs, and any questions you might have. We welcome and appreciate your business!

*Kirsty & Team*

