



Give the gift of hearing...

Since 2001, CUBEX has supported BRINOS in helping thousands of Nepalis achieve better hearing. Adam Shulberg, Senior Audiologist and MD of Cubex initiated the audiology programme and is responsible for facilitating, training and supervising seven Community Ear workers (CEA's) and over 700 volunteers.

The provision of hearing aids and advice is a vital step in the help that can be offered to people with hearing loss. Under the co-ordination of a team of CEA's and Cubex (UK) an Audiology programme is now running in Western Nepal and offers a sustainable hearing care service. In developing countries this presents many difficulties, hearing aids are sophisticated devices which require batteries and maintenance. Each hearing aid has to be fitted individually with a well fitting ear mould, verified and the patient and their family then require counselling and training. By training the Primary Ear Care workers in hearing aid fitting maintenance and counselling, Adam has established a fully sustainable hearing care service.

More recently, Adam and his wife Jerusha Shulberg; also an Audiologist, initiated a school and community screening programme and introduced digital hearing instruments to the Himalayas. The Primary Ear Care workers have now been trained in early intervention screening, otoscopy,

tympanometry, audiometry, hearing aid fitting and maintenance and making appropriate referrals to the ear surgery camp. A small ear mould production facility is also in place.

"Our last trip was very much about education. Previous visits had been challenging, with only one audiologist having to supervise and attend to over 30 patients per day. With 2 of us we were able to spend much more time teaching, providing quality support and educational materials to ensure a transfer of skills so the work can continue in our absence. Over the last 9 years that I have been involved in this project, we have taken it from zero provision to where we are today with an enthusiastic and proficient local team, providing accurate hearing tests; appropriate hearing aid selection; fittings of analogue and digital hearing instruments with verification and earmould manufacture. We are now also able to provide hearing aid servicing; rehabilitation; educational tools for filtering and transferring skills;

paediatric screening and most importantly – sustainability," says Mr Shulberg. "We are also pleased to have the support of members from our highly skilled Audiology team here at Cubex to help with our ongoing education efforts in Nepal in the future".

Adam continues, "It was always my aim to provide a fully sustainable program; that is the key. Nepali's are proud people and their only wish is to be independent. All they need now are the "tools" to continue this work. Educating and supporting the Nepal based team has been a great source of pleasure, reward and joy for me and I look forward to meeting our aims and objectives"

The charity is currently meeting the needs of nearly a million people. The help received so far has made an enormous impact on the lives of less fortunate hearing impaired people, many of whom are now able to hear for the first time. Adam would like to thank all those who've supported the charity.

If you would like to make a donation please call us on **0207 935 5511**.

Professional E-news Topics

The winter edition of Cubex Professional eNews is ready for release. In this edition, we explore:

APD Intervention: Clinical Audiologist, Leigh Martin BSc RHAD, discusses approaches to assessing and managing APD.

Counselling: The team share experiences using Motivational Engagement - a tool used to help shed light on patient ambivalence and to encourage patients to take responsibility for their actions and make appropriate behavioral changes.

Insights: What prevents potential hearing aid users from seeking treatment?

Technology: Advances in custom shell design.

Sign up to Cubex Professional Update on www.cubex.co.uk/signup



Christmas & New Year Opening Hours

Cubex will close its doors for the festive season at 2:30pm on **Friday the 23rd December 2011** and re-open at 9am on **Tuesday the 3rd January 2012**.

Please arrange your appointments in advance as we tend to get very busy before the festive period.



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HEAR & NOW



WINTER 2011

The team at Cubex strive to achieve a holistic understanding of the complex journey of hearing loss to better assist our patients and their families. In this edition, we share some insight on counselling tools used for both the patient and their partners and how these have become an important part of our daily practice. We introduce you to the latest advancement in custom crafted in-the-ear hearing aids. We also invite you to our annual Festive Cheer Day and introduce you to a range of fantastic festive offers. We would like to take this opportunity to wish you and your family Seasons Greetings, good health and happiness in the year to come.

Adam Shulberg

Adam Shulberg,
Senior Audiologist and MD, Cubex Ltd

HUMAN DYNAMICS OF HEARING

Cubex working with IDA to help foster a better understanding of the human dynamics associated with hearing loss.

The IDA Institute

The Ida Institute is an independent, nonprofit institute located just north of Copenhagen, Denmark. The establishment of the Ida Institute was based on a grant from the Oticon Foundation and is named in honor of Mrs. Ida Demant, the wife of the founder. The Ida Institute strives to impart a more holistic understanding of the complex journey of hearing loss to better assist hearing care professionals and hearing impaired persons. The institute is organized around the concept of collaborative learning that enhances and facilitates exchange among thought leaders, scholars, practitioners, educators and professional advocacy groups.

The role of Cubex with IDA

Cubex has been an important part of the journey at the Ida Institute. Senior Audiologist and MD of Cubex, Mr. Adam Shulberg was one of the first hearing care professionals to participate in the international seminars and ethnographic filming.

A recent IDA News article by Timothy Cooke said; *'The ethnographic footage from the Cubex clinic has enabled audiologists around the world to reflect on their own practice. It has facilitated much discussion about how to understand patient motivation and how best to address it within the clinical setting. In addition, it has provided valuable material for the development of the e-Learning Lab on the IDA website.'*

For more information on the article please sign up to Hear & Now eNews on www.cubex.co.uk/signup

Cubex is committed to assisting the IDA institute with generating and providing innovative, practical and actionable knowledge. The Audiology team here, at Cubex have successfully incorporated counselling tools for both the patient and their partners in our daily practice.

Before implementing new methods, the Audiology team at Cubex; Miss. Orla Kealy, Mr. Leigh Martin, Mr. Adam Shulberg and Mrs. Jerusha Shulberg; engage in peer support, observation and reflective practice. The purpose of this is to identify areas of professional development and challenges and to enrich clinical practice by learning to reflect by watching others in similar situations. This has proven to be a powerful means to implement new methods in daily practice.

The team at Cubex would like to thank all our patients who agreed to participate and be observed or filmed during this process. Your kind input and time is invaluable and has enriched our daily clinical practice immensely.

Patients and their partners

Hearing loss affects the patient and the people with whom he or she communicates with on a regular basis, referred to as **Communication Partners**.

We have always encouraged the patient's significant others and communication partners to be part of the consultation process. The Communication Partner Journey and Goal Sharing for Partners counseling forms an integral part of our consultations.

Communication Partner Journey Tool

Communication partners – people with whom patients communicate on a regular basis, including spouses, children, friends, co-worker and caregivers – play an important role at various points along the patient journey. These partners pass through a wide range of feelings and experiences themselves on a journey that parallels the patient's journey.

The communication partner journey tool helps us understand how communication partners are affected by hearing loss, and how they might influence the patient's own journey. The process of empowering the patient involves a partnership that includes the patient, the communication partner(s) and the hearing health professional. Understanding the communication partner's journey can facilitate and strengthen this partnership, resulting in better, more patient-centered care for individuals in their own environments.

Goal sharing for Partners

The GPS (Goal sharing for Partners) is a step-by-step questionnaire to facilitate discussions between the person with hearing loss, their communication partner and the audiologist. GPS is based on the COSI (Client Oriented Scale of Improvement) and the method of Goal Attainment Scaling.

The purpose of the GPS is to assist the person with hearing loss and the communication partner to:

- Acknowledge the hearing loss and the limitations and restrictions placed on each by the hearing loss
- Recognize their communication partnership and accept their shared responsibility to work together to improve communication
- Establish realistic communication goals and determine the steps necessary to achieve these goals

Here is an example:

| DEVELOPING SHARED GOALS (EXAMPLE) | | | | | | | | | | | | | | | |
|--|---|--------------------------|-------------------------------------|--|---|----------------------------------|--|---------------------------------|---|---|---|--|---------------------------------|--|-------------------------|
| <p>1 PHIL: WHERE DO YOU FIND COMMUNICATION MOST EASY?</p> <p><i>At night, in the living room, after we turn off the TV</i></p> | <p>CP: WHERE DO YOU FIND COMMUNICATION MOST EASY?</p> <p><i>At the dinner table, when it is just the two of us</i></p> | | | | | | | | | | | | | | |
| <p>2 PHIL: HOW DOES THE HEARING LOSS AFFECT YOU?</p> <p><i>I can't keep straight all the conversations going on when all the grandchildren come and visit</i></p> | <p>CP: HOW DOES THE HEARING LOSS AFFECT YOU?</p> <p><i>I feel bad when she misses the silly riddles the grandkids like to tell</i></p> | | | | | | | | | | | | | | |
| <p>3 PHIL: HOW DOES THE HEARING LOSS AFFECT YOUR PARTNER?</p> <p><i>He seems to get irritated when I ask him to repeat something more than once</i></p> | <p>CP: HOW DOES THE HEARING LOSS AFFECT YOUR PARTNER?</p> <p><i>She doesn't want to go to parties, like she used to</i></p> | | | | | | | | | | | | | | |
| <p>4 WHAT PROBLEMS DO YOU BOTH EXPERIENCE?</p> <p><i>We miss eating out with the family and sharing the good times</i></p> | | | | | | | | | | | | | | | |
| <p>5 SHARED GOALS</p> <p><i>1. Reduce difficulty hearing at family dinners</i> <i>2. Hear the grandchildren better</i></p> | | | | | | | | | | | | | | | |
| <p>6 STEPS TOWARD GOAL</p> <table border="0"> <tr> <td>1. FAMILY DINNERS</td> <td>2. HEAR THE GRANDKIDS BETTER</td> </tr> <tr> <td><i>a. Sit at the end of the table so I can see everyone well</i></td> <td><i>a. Let them know they have to look at me when we have a conversation</i></td> </tr> <tr> <td><i>b. Have all the lights on</i></td> <td><i>b. When they all are visiting, my husband agrees to</i></td> </tr> <tr> <td><i>c. Wear the hearing aids</i></td> <td><i>send them over to me one at a time when I am</i></td> </tr> <tr> <td><i>d. Give a signal to my husband when I miss something or am lost. He can give me a "keyword" or the topic</i></td> <td><i>in the garden. Then we can talk one-on-one</i></td> </tr> <tr> <td><i>e. Put the little ones nearest me because their voices are soft</i></td> <td><i>c. Wear the hearing aids</i></td> </tr> <tr> <td></td> <td><i>d. Don't fake it</i></td> </tr> </table> | | 1. FAMILY DINNERS | 2. HEAR THE GRANDKIDS BETTER | <i>a. Sit at the end of the table so I can see everyone well</i> | <i>a. Let them know they have to look at me when we have a conversation</i> | <i>b. Have all the lights on</i> | <i>b. When they all are visiting, my husband agrees to</i> | <i>c. Wear the hearing aids</i> | <i>send them over to me one at a time when I am</i> | <i>d. Give a signal to my husband when I miss something or am lost. He can give me a "keyword" or the topic</i> | <i>in the garden. Then we can talk one-on-one</i> | <i>e. Put the little ones nearest me because their voices are soft</i> | <i>c. Wear the hearing aids</i> | | <i>d. Don't fake it</i> |
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PHIL: refers to person with hearing loss
CP: refers to communication partner

This framework provides a guide for our audiologists to systematically develop common goals beneficial to both the person with hearing loss and the communication partner. Working toward shared goals enhances the likelihood of success in improving communication.

If you feel that you and your communication partner could benefit from further counseling, please call our receptionist, Ms Linda Genovese on 0207 935 5511 to arrange an appointment with your Hearing Health Professional at **Cubex**.



Festive Features

Festive Cheer at Cubex – 13th December 2011

We invite you to drop in for a glass of mulled wine or a fresh fruit smoothie. Indulge in a selection of fresh organic fruit and treats or sample a tea or two from our metabolism boosting antioxidant range of tea. Choose from:

- Green tea selection: Jasmine and Green Tea with Mandarin or The Prince Sultan's Gunpowder and Mint Bags.
- Black tea selection: Bombay Chai with Assam black tea, Kenyan Black Tea, Cinnamon, Cardamom, ginger, clove and black pepper; Royal Breakfast with Ceylon and Assam black Tea.

Special offers exclusive to clients and friends of Cubex on Festive Cheer Day

The festive season is a time for holiday parties and gatherings with family and friends. It is also a time that can be very challenging for many people with hearing loss. Trying to keep up with conversation and cope with noise can be exhausting. We cannot stress the importance of regularly checking your hearing and assessing your listening and communication skills enough.

This festive season, make sure that you are able to communicate with ease and participate actively with your loved ones. We would like to encourage you to explore our tools to better communication by inviting you to participate in one of the following Cheer Day offers. **The following offers are exclusive to clients and friends of Cubex on Festive Cheer Day, 13th December 2011.**

- Introduction to Listening And Communication Enhancement Training (30 min) **FREE on Festive Cheer Day**
- Speech Audiometry (45mins) **FREE on Festive Cheer Day**
- Risk Free Trial of Cognition Friendly Hearing aids (1hr15min) **Offer valid on Festive Cheer Day**
- Hearing aid check (20min) **FREE on Festive Cheer day**

If you would like to book in for one of our Festive Cheer Day promotions, please arrange a time with our receptionist, Ms Linda Genovese and let her know which of the above offers you would like to book in for. Spaces are limited so please book in advance.

We will also be giving away hampers of fine teas, high in antioxidants and bursting with flavour to those who enter our prize draw on the day.

We look forward to seeing you!

Cubex introduces Phonak nano

Phonak's smallest and most powerful custom crafted hearing aid comes to Cubex

Phonak have just released their smallest custom crafted in-the-ear hearing aid, which combines powerful sound processing technology with a custom shell design for maximum comfort. Sitting virtually invisible in the ear, the device represents the next step in technological innovation for hearing aids.

The Nano addresses the demand for a hearing instrument that is both sophisticated and discreet. Thinner shell walls made from a specially designed composite material – adapted from the dental industry – allow the device to sit deeper in the ear canal while

maintaining its strength and durability. Due to the fact that it sits deep in the auditory canal it is no longer visible in most cases.

A Phonak spokesperson says: *"Many people struggle with their hearing every day, but refuse to address the problem due to the stigma associated with wearing a hearing aid. We have worked hard to offer a solution that delivers outstanding performance in a size that is extremely appealing."* Approximately 12 million people (one in five adults) in Britain currently experience hearing difficulties and this figure is expected to rise to one in three by 2025.

To book an appointment with one of our Hearing Health Professionals to see if you could benefit from being fitted with Nano, please call **0207 935 5511**.



Special Offers



Single box (60 batteries) Now **£25.00**

Usual price £35.00 Postage and Packing £2.50 (Please specify Size)
Special offer is valid 5th – 23rd December 2011



Hearing Protection for Shooters

Recreational shooting can irreversibly damage your hearing for life. Until now, the only option was a pair of heavy and uncomfortable ear defenders which often got in the way of the gun mount. It also made it difficult to hear and communicate.

CENS Proflex digital gives you the benefit of an ultra lightweight and unobtrusive earplug combined with excellent noise suppression while still hearing everything going on around you giving you the freedom to communicate.

Made from flexible, medical-grade silicone material, these new digital, ultra soft noise suppressors are designed to be extremely comfortable over long durations, whilst still providing the excellent suppression you expect from any CENS® earplugs. CENS Proflex is available in a range of colours and can feature laser marked personalization.

Special offer **£399,00**

Includes hearing test, impressions and fit. Usual fee including custom moulds £499.00
Offer valid 5th December 2011 – 31st January 2012



Hearing Loss and the iPod generation

According to EU Scientists, one in ten 30 year olds will wear a hearing aid by 2020 if they don't protect their hearing.

Noise levels of 85 decibels or more are unsafe. If you have to shout at a party to be heard or if the person you're sitting next to can hear the music escaping from your earphones, it's too loud.

A Cubex study, backed by Environmental Protection UK was carried out last year at tube stations, universities and at their clinic in London. This revealed that two thirds of Londoners are exceeding safe listening levels with 66% of the 300 tested exceeding 85 decibels whilst using iPods and Smart Phones.

Custom pieces for use with iPods and Smartphone's is a cost effective way to listen to music comfortably and safely whilst reducing noise in environments such as in air planes or the underground. The custom moulds are made in either Soft Silicone or Acrylic and are fitted over the earphone. There are a wide range of colours and finishes to choose from. Acrylic moulds can be engraved and are also available with a Glitter effect.

Special offer **£100,00**

Includes hearing test, impressions and fit. Usual fee including custom moulds £240.00
Offer valid 5th December 2011 – 31st January 2012