



## Providing patients with exceptional audiological care and bespoke hearing healthcare solutions

Midland Hearing Care is a Diagnostic Audiology and Hearing Care Clinic, which was established in Longford Town in January 2019. The Clinic is celebrating just under two years of trading as a start-up business in the Community of Longford.



Our patient-centred, family-focused approach is the real point of differentiation from other providers. The Clinic has a suite of the most cutting-edge Diagnostic Audiology technology available including a fully integrated sound-proof booth, clinical tympanometer (middle ear health check) and hearing aid programming and verification equipment.

A gold standard of audiology care is provided for all patients and only patients who may derive suitable benefit and improved hearing will be advised on hearing aid technology.

### Get in Touch

Website: [www.midlandhearingcare.com](http://www.midlandhearingcare.com) | Email: [info@midlandhearingcare.com](mailto:info@midlandhearingcare.com)

Call: 087 675 0540

Or find us on Facebook - [Midland Hearing Care](#) | [LinkedIn](#) | [Google My Business](#)

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### Meet your Audiologist

Jenevieve Butler is a dual qualified Speech Language Therapist and Audiologist with over 10 years experience in the profession. Her areas of special interest include pediatric audiology, hearing aid rehabilitation, tinnitus intervention and management, microsuction and balance disorders.

She relocated from South Africa in 2012 to practice in Dublin. Jenevieve moved to Longford at the end of 2016, to get married to Longford man Tommy Butler in 2017. Jenevieve enjoys cooking, gardening, hillwalking and watching Rugby in her spare time.



Jenevieve modelling her PPE!

### What our patients are saying:

'Fantastic service. Jenevieve is highly professional, very knowledgeable & efficient. Very courteous & looked after my hearing issue, would highly recommend.'

- A patient who developed sudden hearing loss in one ear (viral inner ear infection).

## New Clinic Location

The Clinic has relocated to a spacious new premises at:  
**1 Church Street, Longford Town, Co. Longford, N39KR89.**

## Covid-19 Practice and Clinic Protocol

Our patients can be assured that we adhere to the highest standards as regards Covid-19 patient safety protocols at all times.

- Patients are seen by appointment only.
- Face masks must be worn at all times when attending the Clinic.
- Hand sanitizer is available upon arrival at the Clinic reception area.
- The Covid-19 patient screening questionnaire is completed and temperature checks are done using an infrared contactless thermometer. These precautions are in place to keep staff and patients safe.

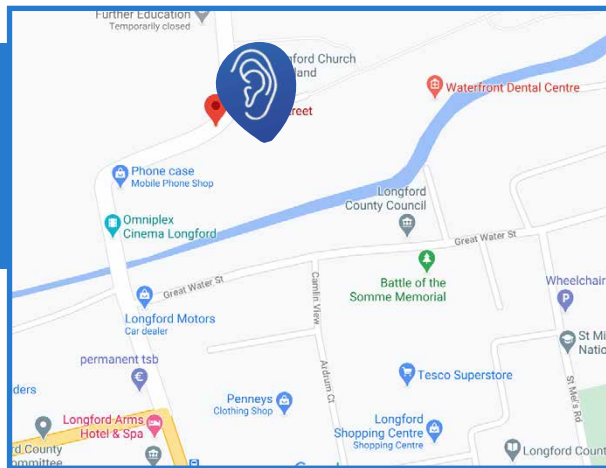
**Please be sure to check our Facebook page and website for regular social media updates.**

With our new clinic location, we will ensure adequate social distancing in our reception area and waiting room and will comply with all the necessary requirements such as providing hand sanitizer to our patients, we will also adhere to wearing protective gear (facemasks and visors, aprons, gloves) to safely continue assessing our patients.

## Adult Hearing Aid Technology

Midland Hearing Care provides every type and style of hearing aid technology. When worn on their own, most hearing aids provide an improved hearing experience for the hearing aid wearer in quiet to moderate conversational environments. Challenges arise in noisy environments like schools, meetings and conferences or when in social settings like a restaurant. Hearing aid wearers may find that they are missing out on speech clarity as they strain to hear in these noisy environments.

We can provide a range of bespoke solutions from world leading hearing aid manufacturers like Phonak, to help hearing aid wearers experience improved hearing in background noise. Our bespoke solutions are always customised to our patient's communication needs using our suite of cutting-edge audiology equipment. Technologies may include directional partner microphones, Television connector, hand-held remote controls, smartphone compatible 'MyPhonak remote control app' and a selection of Personal Sound Field (FM) solutions.



**What our Patients are saying:**

**“ Absolutely marvellous ”**

‘Having difficulty with my hearing aids fitted in 2017, a friend referred me to Midland Hearing Care. In Longford. I was assessed by Audiologist, Jenevieve Butler with great care and attention to detail.

I had a 30-day trial of Phonak Marvel Bolero hearing aid technology and found these hearing aids very comfortable and easy to wear. They have no batteries and charge overnight like a mobile phone. All this together with a remote control and partner mic make it easy to hear in a crowd or party situation. Absolutely marvellous – the best decision I have ever made!’

**- Mr. A. Jones.**

‘I first went to Midland Hearing Care at the end of June 2020. It was the best decision I ever made. I was assessed by the audiologist Jenevieve with such great care and attention.

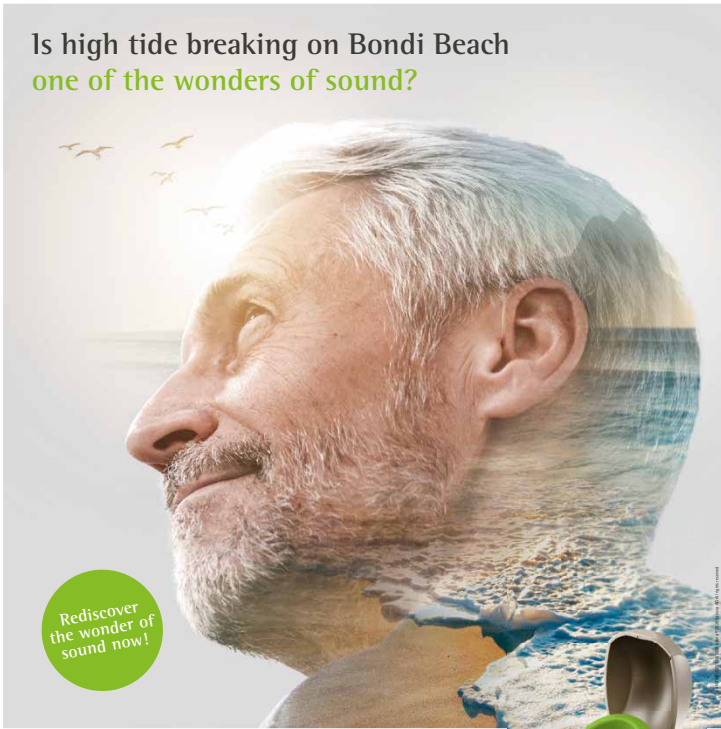
I can honestly say that this young lady changed my life around from my very first appointment with her.

She explained everything in great detail to me and made me feel very relaxed.

I finally purchased a set of Phonak hearing aids and I find them brilliant and so easy to use. Thanks again Jenevieve.’

**- Trish**

Is high tide breaking on Bondi Beach  
one of the wonders of sound?



Introducing Phonak Paradise with unrivalled sound quality so you can rediscover the wonder of sound. Crisp natural sound - brilliant speech understanding - personalised noise cancelling.



Phonak Audeo™ Paradise

## Introducing Phonak Paradise

**It's more important than ever before, to ensure we're looking after all aspects of our well-being. This includes our social, emotional and physical well-being; and what if hearing well could also positively impact this?**

The fact is, it does - and in the new Paradise hearing aids from Phonak, hearing experience is elevated in order improve your well-being. These state of the art hearing aids provide you with greater environmental awareness to foster feelings of security and confidence, stimulate your brain to improve listening and speech understanding, and what's more, allow you to be socially active, connect with others and communicate effectively without barriers.

The new Phonak Audeo Paradise offers crisp, natural sound, brilliant speech understanding and personalised noise cancellation. They also come with empowering smart apps, direct connectivity options (to all smartphones, TVs and even your car's GPS!) as well as a brand new Tap Control feature for easy access to Bluetooth functionality. In addition, with industry leading lithium-ion technology, it means enjoying your hearing all day long.



## What's new?

Midland Hearing Care is in the process of setting up an e-Audiology Remote Support service for hearing aid patients who may be suitable candidates for this specialised service. Soon there will be no need for some patients to attend the Clinic, just schedule an e-Audiology appointment and hearing aid adjustments can be made in real time through an App on a compatible smartphone.

Understandably, some patients will not have access to a smartphone, or the recommended hearing aid technology or may not feel comfortable with a virtual hearing aid consultation appointment, so the Clinic will still accommodate patient appointments in a traditional manner.

Phonak Remote Support provides a way for us to stay connected with patients via the My Phonak app and remotely provide patients with an efficient and effective virtual audiology hearing aid fine-tuning service in real-time.

This service is essential especially for patients who may have mobility issues, transportation difficulties, live far from the Clinic, have health concerns, or very busy schedules.

## What does Jenevieve think about e-Audiology

With e-Audiology solutions, there is still an opportunity to maintain patient trust and deliver a quality patient-focused service in line with best practice standards. Technologically connected healthcare is here to stay, and it's exciting to see audiologists embrace this new technology and successfully implement e-Audiology into their clinical practice, as it offers new opportunities for the patient, the Audiologist and ensures continued growth of the business.

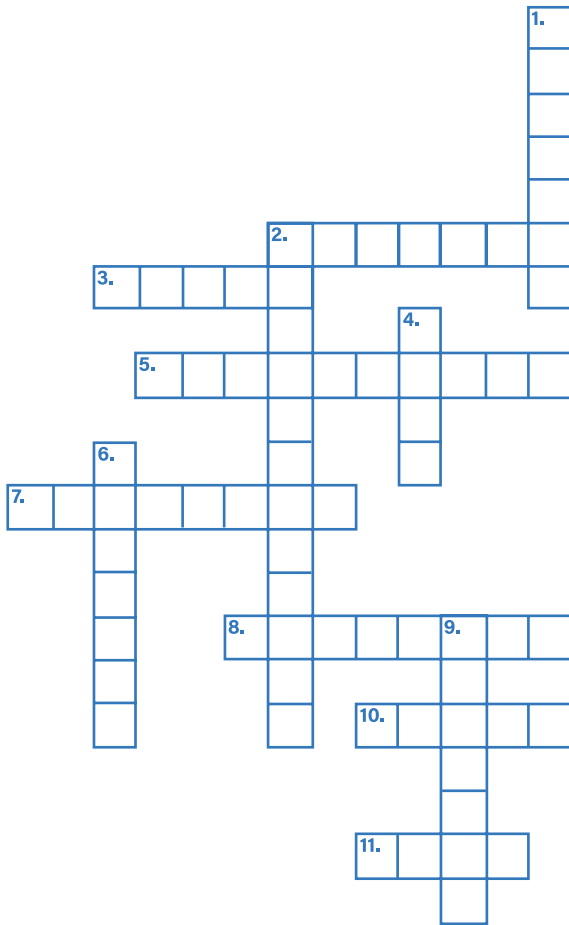
## Future Plans

Jenevieve is positive about the future of Midland Hearing Care and is working hard to establish a centre of Audiology care for patients in the Midlands. She is also working towards establishing a balance assessment service for vertigo patients over the next three to five years.

## CROSSWORD COFFEE BREAK

Complete the crossword, and let us know the secret word spelt out in the green squares!  
One lucky person will win a €50 gift card! Please email or message us on Facebook to enter.

**WIN  
€50!**



### Across:

2. The scientific name for Ear Wax
3. How high or low a sound is
5. Sounds are caused by \_\_\_\_\_
7. The name of Phonak's new hearing aids
8. What is 'volume' measured in?
10. Unit of measurement for frequency
11. The number one cause of hearing loss is exposure to \_\_\_\_\_ sounds

### Down:

1. Snakes have fully formed inner ear structures but no ear drum or visible ear. Instead they use their \_\_\_\_\_ to hear
2. The location of our new clinic (6,6)
4. Blood vessels in the inner ear are strengthened by a diet rich in Omega 3. \_\_\_\_\_ is a great source of Omega 3
6. The outer ear never stops \_\_\_\_\_ in one's lifetime
9. Separates the inner ear from the outer ear and picks up the sound wave

[Answers: 1: Jawbone, 2: Cerumen, 3: Pitch, 4: Fish, 5: Vibrations, 6: Growing, 7: Paradise, 8: Decibels, 9: Ear Drum, 10: Hertz, 11: Loud]

### Midland Hearing Care offers the following services:

- Comprehensive Hearing Assessments in a sound-proof Booth (School-Aged Children Age 4+ and Adults).
- Custom Hearing Protection for Gun Sport, Industry, Motor Sport, Music, Sleeping, Skydiving, and Swimming.
- Diagnostic Audiology Reports for all patients.
- Hearing Aid Consultation and Hearing Aid Rehabilitation (Adults).
- Tinnitus Assessment, Intervention and Management.
- Hearing Aid Verification (ensuring safe and comfortable ear-specific hearing aid fitting).
- Speech Audiometry (speech discrimination in background noise)
- Industrial Audiology / Occupational Hearing Tests.
- Middle Ear Examination (middle ear health check).
- Microsuction Wax Removal.

### Special Thanks to the Community of Longford

Jenevieve would like to thank her husband, Tommy and their families for the ongoing support and encouragement as the Clinical services expand. Thank you to Longford doctors, ear nose and throat consultants, local businesses, the clinic's patients and the community of Longford for your ongoing support and referrals.

#### Get in Touch

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#### Clinic Hours

Midland Hearing Care offers a full-time dedicated Audiology service with appointments available Monday to Friday from 9.00am – 5.30pm with direct referrals to Ear, Nose and Throat (ENT) Consultants if required.