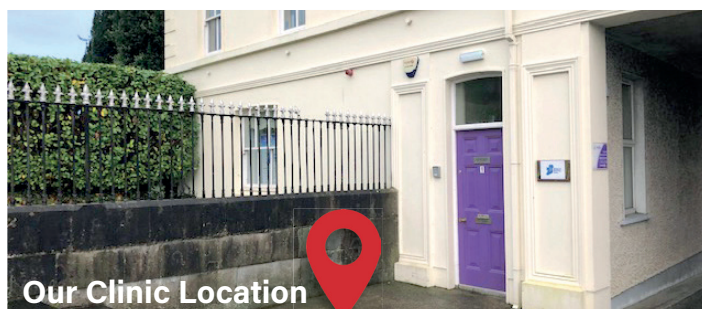


Since the clinic's relocation at the end of September 2020, we have had much positive news and seen many changes! Despite, Covid and the challenges of providing a patient focused service, the clinic has managed to continue providing safe patient practice standards in accordance with our Covid-19 patient protocol. Furthermore, in response to the challenges posed by Brexit, we have partnered with HASPRO custom ear protection in Poland and are able to continue our custom ear protection service to provide quality hearing protection products for our patients.



Our Clinic Location

Midland Hearing Care Clinic is conveniently located at 1 Church Street, Longford Town, Co. Longford, N39KR89.

Over the past twelve months, we have seen a big increase in referrals for microsuction wax removal, which is a speciality service of Midland Hearing Care.

With the easing of Covid restrictions, we have seen a number of patients at the clinic experiencing difficulty hearing in background noise. While adhering to reduced social contacts and social activities during the lockdown, some patients have regressed in their ability to hear speech when in background noise or in group situations and are now as a result having to 're-learn' to listen in noise.

Our hearing is considered to be a passive process, we cannot switch our ears 'off' as they work day and night. Our listening is considered to be an 'active process' requiring concentration and focus. When we are tired, stressed, distracted or disinterested our listening skills can be negatively impacted. Thankfully help is at hand and with the online LACE: (Listening and Communication Enhancement) listening skills training programme. With just 30 minutes a day, this online aural rehabilitation programme can improve listening skills in noise by 40%. The Clinic also offers a range of hearing aids and accessories compatible to help boost speech in background noise.

For all your audiological and hearing health needs, please contact our clinic to schedule an appointment.

We look forward to assisting you. - Jenevieve Butler, Senior Clinical Audiologist

What has happened since our last Autumn Newsletter:

- Jenevieve became an Associate member of BSHAA – British Society of Hearing Aid Audiologists – September 2020.
- Midland Hearing Care is the only Phonak Roger FM (personal soundfield) system provider in the Midlands.
- Jenevieve commenced with postgraduate part-time studies in March 2021. MSc. Clinical Audiology, UCC.
- Claire Coy, our new clinic co-ordinator joined the clinic full-time from April 2021.
- Our clinic website was updated and upgraded to include an e-shop - April 2021.
- The first IAA – Irish Academy of Audiology AGM took place remotely – April 2021.
- Jenevieve attended Lenire virtual training conference for Tinnitus intervention and management, April 2021.
- HASPRO custom ear protection range available at the Clinic - May 2021.
- We became a provider of Phonak Serenity Choice non custom hearing protection products – May 2021.
- Jenevieve completed a 15-week (OMDP) Owner Management Development Programme offered by Longford Enterprise Office and presented by Blaise Brosnan: March - June 2021.
- Midland Hearing Care became the only provider of Starkey hearing aid technology in the Midlands - June 2021.
- The ISHAA Irish Society of Hearing Aid Audiologists conference will take place on the 2nd October 2021.
- The clinic mobile number has been replaced by a landline number: **043 336 8029**.

Meet the team at Midland Hearing Care

Meet your Clinical Audiologist

Jenevieve Butler is a dual qualified Speech Language Therapist and Audiologist. She qualified from the University of Pretoria, South Africa in 2008.

Her areas of special interest include diagnostic audiology assessments for school-aged children and adults, hearing aid rehabilitation, tinnitus intervention and management, microsuction wax removal and balance disorders.

She established Midland Hearing Care, a private diagnostic audiology clinic in January 2019. Jenevieve is a member of the Irish Academy of Audiology, (IAA), Irish Society of Hearing Aid Audiologists (ISHAA), and an associate member of British Society of Hearing Aid Audiologists (BSHAA).



Meet our new clinic coordinator - Claire Coy

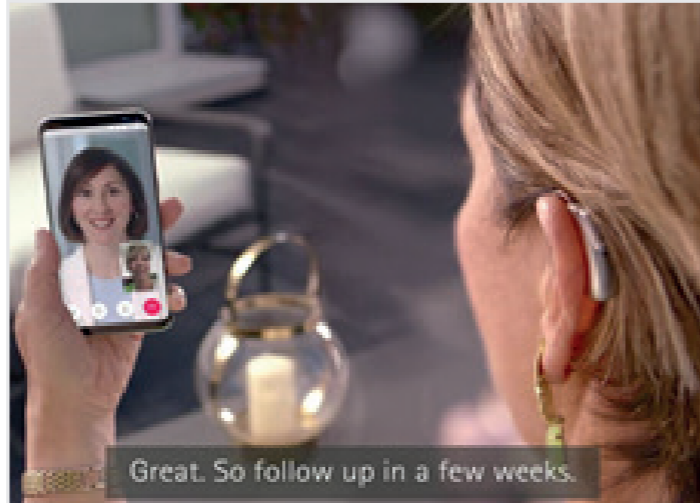
We are pleased to announce a new team member! Claire joined Midland Hearing Care in December 2020 and comes from a strong customer service background. Claire works hard to deliver patient focused care at the clinic. When contacting the clinic, Claire will ask a few questions so that we can help you in the most appropriate way. Claire can assist with a range of services including scheduling appointments, hearing aid trouble-shooting & mini repairs, following up on patient requests, providing receipts and invaluable general administration and technical work. We wish her continued success in her role.



Adult Hearing Aid Technology

Midland Hearing Care provides every 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 or when wearing face masks. Hearing aid wearers may find that they are missing out on speech clarity as they strain to hear in these challenging environments.

Midland Hearing Care can provide a range of bespoke solutions from world leading hearing aid manufacturers like Phonak, GN Resound and Starkey 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, hand-held remote controls, smartphone compatible remote control apps to manage volume control and listening programmes and FM systems. We offer remote support e-audiology solutions for suitable patients with smartphones and compatible hearing aid technology.



We offer every style of hearing aid technology

Clinical news and technology updates

Midland Hearing Care is the first Starkey hearing aid technology provider for the Midlands.

The Livio EDGE AI range of custom hearing aids are fully rechargeable and has automated features compatible with the 'Thrive smartphone app' to enable mask mode and further boost speech clarity using 'Edge mode' to help improve hearing even when others are wearing face masks.

Edge Mode* for masks is an on-demand mode that uses AI - (Artificial Intelligence) to optimize speech hearing to offset communication challenges presented by face masks, social distancing and background noise.

Another benefit of wearing rechargeable custom in ear hearing aid technology is that custom hearing aids are made to fit exactly in the ear canal and not behind the ears, therefore custom technology won't get tangled or get pulled off when wearing or removing face masks and is compatible with the Thrive hearing health smartphone app.

Livio Edge AI Custom rechargeable hearing aids won't interfere with face masks.



Virtually invisible



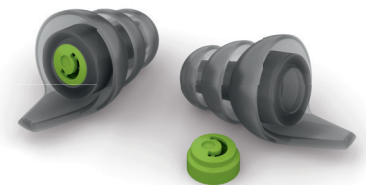
Serenity Choice non-custom 'off the shelf' hearing protection ear plugs

The clinic provides a range of Serenity Choice™ hearing protection products available for purchase off the shelf. Serenity Choice™ is the high-end non-custom hearing protection solution from Phonak. These earplugs cancel noise and loud sounds, lets the ear breathe and keeps relevant sound and speech.

Serenity Choice uses high-end membrane and mesh filters, allowing one to experience natural hearing, situational awareness and communication while offering the hearing protection required.

With solutions for music, motorsports, hunting & shooting, work & sleep, Serenity Choice has options for all.

Did you know that 70% of people exposed to loud noise never or seldom wear hearing protection. Noise induced hearing loss is the one type of hearing loss that can be prevented, if ears are protected with appropriate hearing protection. Please protect your hearing when working in any noise.

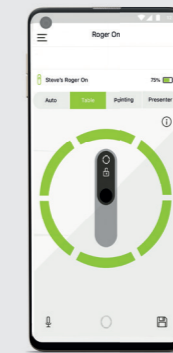


Just launched - The Phonak Roger ON solution

Midland Hearing Care is a certified provider of Phonak Roger FM technology. Since the easing of Covid restrictions, we have been seeing more patients with difficulty hearing in background noise.

Roger On is a hearing aid accessory microphone for indoor/outdoor use dedicated for all conversations that occur in background noise and over distance, at work, in lectures and during social activities. Compatible with 'My Roger App' for volume control and modification of listening programmes.

Phonak Roger On automatically compares and chooses the direction of incoming speech with the best signal-to-noise ratio, enhancing speech up to 54% in challenging listening environments. Thanks to the built-in accelerometer technology, Roger On recognizes the sound environment and its position, switching automatically between Table mode, Presenter mode and Pointing mode.



Special Thanks to the Community of Longford

The Clinic is celebrating two and a half years of trading as a start-up business in the Community of Longford. Jenevieve would like to thank her husband, Tommy and their families for their ongoing support and encouragement as the Clinical services expand. Thank you to Local and Regional Doctors, Ear Nose and Throat Consultants, local Businesses, the Clinic's patients and the Community of Longford for your ongoing support and referrals. Your referrals to the clinic are greatly appreciated.

Future Plans

Jenevieve is positive about the future of Midland Hearing Care and is working hard to establish a centre of excellence in the Midlands for Clinical Audiological care for patients. She envisions plans to further her Audiology Qualifications to provide additional intervention and management for Tinnitus patients as well as a much-needed balance assessment centre for the Midlands for vertigo patients.

Jenevieve is working towards providing these bespoke services to the clinic's patients over the next three to five years.

See our new e-store catering for all your hearing aid accessory needs.

Please have a look at our newly upgraded clinic website www.midlandhearingcare.com



Get in Touch - www.midlandhearingcare.com

Email info@midlandhearingcare.com

Landline **043 336 8029**

or find us on Facebook **Midland Hearing Care** LinkedIn or Google my Business.

Please note that the clinic mobile is no longer in use.

Sanity system results

| | |
|----------|-----------|
| PATHOGEN | MRSA |
| COVID19 | SALMONELA |
| E.COLI | |

99%
Reduction

What our patients are saying

"Exceptional service - highly recommended! I recently attended Jenevieve's clinic and found her extremely thorough, professional and courteous. It was clear to me that she takes her duty of care to her patients very seriously - time was not an issue and all aspects of my hearing and ear health were assessed meticulously.

She also was able to refer me to a specialist for my symptoms and I had an appointment within a few days.

Whether it's to have a hearing assessment or just to a general check-up on the health of your ears, I'd highly recommend Midland Hearing Care"

- Neil

"Jenevieve was most knowledgeable, kind, patient and professional, she is an expert in her field. Please visit as hearing loss can be resolved!

Thank You to Jenevieve and to Claire for their efficiency."

- Julie

Clinic Covid 19 Protocol

Our patients can be assured that we adhere to the highest standards regarding Covid-19 patient safety protocols.

All 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.

Our Covid-19 patient screening questionnaire is completed upon arrival at the clinic 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 updates.

With our new clinic location, we ensure adequate social distancing in our reception area and consultation rooms.

We sanitise our clinic each day using the Sanity Ozone sanitisation system providing 99% efficacy against Covid19 and other air-borne viruses.



Clinic Hours Midland Hearing Care offers a full-time dedicated Audiology service by appointment only **Monday to Friday from 9.00am - 5.00pm** with direct referrals to Ear, Nose and Throat (ENT) Consultants if required. Please note that the clinic is **closed for lunch at 1pm-2pm. Thank you for your continued support!**