



Services at Medical Audiology

- Adult and child hearing assessments
- Hearing aids
- Tinnitus assessment & management
- Assistive listening devices
- Noise and water protection
- Cochlear implants
- Bone conduction hearing implants
- Electro-acoustic hearing implants
- Balance assessments & rehabilitation
- Auditory brainstem response tests
- Pre- and post-employment assessments

HEARING AID INDUSTRY PUT ON NOTICE

The Australian Competition and Consumer Commission (ACCC) was alerted to potential consumer protection issues in the hearing aid industry in 2017, leading to a nationwide enquiry. Medical Audiology welcomes their findings and the spotlight which was placed on poor clinical practices within hearing healthcare.

As many of you know, Medical Audiology regularly provides second opinion and appropriate clinical management to dissatisfied people whose hearing devices were recommended inappropriately and fitted poorly. We are proudly independent, commission-free experts in hearing, tinnitus and balance disorders. Our close work with GPs and ENTs remains a cornerstone of our evidence-based practice. We have been alarmed and disappointed with the recent trend towards retail-based Audiology, which threatens the profession's clinical and ethical standards. In line with the ACCC, we believe that public understanding of these issues is paramount in reducing negative consequences to the consumer.

Below are two of the main findings of the ACCC enquiry:

Sales may be driven by commissions:

Sales-based reward arrangements are common, creating incentives for clinicians to supply hearing aids that are unnecessary or more expensive than a consumer needs.

Medical Audiology is a completely independent, non-incentive based clinic. This means that our Audiologists are free to recommend the most clinically appropriate solutions, without the pressure of sales targets.

Cost and performance of hearing aids:

Clinicians and consumers raised issues about the performance of hearing aids, regardless of price.

Hearing aids are costly devices and vary in price across technology levels. While there are differences between basic and advanced signal processing and noise filtering levels, Audiological work is a major determinant of outcomes at any technology level. The benefits a person receives are more influenced by their hearing loss, device selection, programming and rehabilitation than a specific technical feature. Clients often bring to our attention marketing materials with hearing devices that promise unrealistic results.

At Medical Audiology, we discuss your history and needs, assess your hearing and discuss the most appropriate options with realistic expectations. If you have seen or heard of a product that you are interested in, please discuss it with us to decide whether it is likely to help you. Yes, if you have seen it elsewhere, we have it thanks to our open working relationship with all manufacturers!

Medical Audiology

- ❖ Expert Audiologists
- ❖ Independent practice
- ❖ No sales incentives
- ❖ Products from all hearing device manufacturers
- ❖ Always consider if alternatives to hearing aids may be more appropriate clinically
- ❖ Provide second opinion and reprogramming of devices

The ACCC has developed a consumer information sheet which is available on the Hearing Aids section of our website:

<http://medicalaudiology.com.au>



Merry Christmas from Medical Audiology Wishing you a safe & happy holiday season

Holiday Period Closures:

22nd of December 2017 - 2nd of January 2018

Please ensure you have enough batteries to get you through the festive season.

Medical Audiology Services

2nd Floor, 51 Colin Street, West Perth
reception@medicalaudiology.com.au

08 9321 7746

medicalaudiology.com.au

Kids' Ears

Have you noticed the pitter-patter of small feet around Medical Audiology lately?

Good hearing in early childhood is essential for speech and language, learning and social development. Routine hearing tests are recommended for all children, even if they passed a hearing test at birth. Some hearing disorders develop later in life and can only be detected through diagnostic audiological testing.

After a successful program in 2015/16, Medical Audiology were again selected to host clinical paediatric examinations for UWA Master of Clinical Audiology students this year. We offered 100% Medicare rebates on assessments for children up to the age of 6 years.

We were thrilled to be able to use our expertise and specialist equipment to train the next generation of Audiologists and provide a valuable service to families in WA.

With 80% required to pass, we congratulate all the students on a wonderful performance in passing their exams! We also extend a big thank you to all the children and their families, and to the medical community who supported the program.



Insuring your hearing devices

Hearing help devices can usually be covered as part of your home and contents insurance. We recommend that you ask your insurance company about having your devices listed as specified items to avoid high replacement costs in case they are lost, broken, stolen, washed, crushed, flushed or eaten.

What's New at Medical Audiology?

- Andre presented his PhD research at Audiology Australia's annual conference in November with an excellent response from WA Audiologists. He will present again to ENT Specialists at their National Conference in March 2018.
- Anne lead the Audiology team for the second ever Auditory Brainstem Implant in WA, supporting Dr Stephen Rodrigues and his medical team.
- Vesna has continued to work at Medical Audiology and UWA. We congratulate her on a new arrival due in early 2018.

Have we heard from you lately?

If you have not had a review in the last 18 months, it's time for a visit!

Regular hearing checks and device optimisation are needed to keep you hearing the best you can.

Office of Hearing Services voucher holders are eligible to receive services free of charge.

If you are unsure of your status, please contact us on 9321 7746.

Connect with us



We have a new website! Please visit us at medicalaudiology.com.au



We have a new Facebook page! Follow us for updates on research, news and developments in hearing health.

If you no longer wish to receive correspondence from us, please call us on 9321 7746.

Donate your hearing devices

For several years, Medical Audiology has participated in charity projects led by Australian organisations across the Asia-Pacific. Many of us are fortunate to have access to digital hearing aid technology. Unfortunately there are many countries where the hearing impaired cannot receive even basic hearing health care.

Medical Audiology donates used working hearing aids to the Nepal Hearing Program.

If you have an old hearing aid that is no longer used we invite you to drop it off at our Reception. We will ensure that the people who need it the most will receive this wonderful gift of hearing!

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