


Welcome Spring!

We're heading into Spring now, and who can deny that the start of the warmer weather, and the new growth and blossom on the trees is a welcome glimpse of the summer to come. So it's only fitting that in this season we introduce Emma's new baby, a revolutionary way of being alerted to your household sounds, and our new 'Help a Friend' Programme.

Clinical staff at Russell Hearing



A night at the movies



We thought that it was about time we raised some more funds for the 'hearing dogs for deaf people'.

For this reason we invite you to view a movie with us – a full house should raise in excess of \$1,000!

So please don't buy only one ticket – bring your friends!

Synopsis: As the global economy teeters on the brink of disaster, a young Wall Street trader partners with disgraced former Wall Street corporate raider Gordon Gekko on a two-tiered mission: To alert the financial community to the coming doom, and to find out who was responsible for the death of the young trader's mentor.

Starring: Michael Douglas and Shia LaBeouf.

Movie: **WALL STREET:** Money Never Sleeps

Date: Monday 11th October 2010

Time: 6.30pm

Where: EVENT Cinemas, Manukau: Level 1, Westfield Manukau City, Amersham Way Entrance, Manukau City

Tickets: \$15

RSVP: Charmaine on 274 1327 or charmaine.c@russellhearing.co.nz by Tuesday 5th October

Pay: Pre-payment is required by Thursday 7th October

We are unable to sell tickets in the foyer of the cinema. Prepayment is essential. Please pay at one of our clinics, or you can place the money in the following bank account using internet banking:

Bank account details:

12-3032-0129822-00 - as a reference please use the word 'dogs', your name, and how many tickets you would like, or we will not know who has paid for what!

The Smart Alert™ System

Hearing and alerting: together at last

There's peace of mind in knowing you'll never miss an important household sound again – and won't have to rely on others to tell you. The Smart Alert™ System gives you the assurance that your doorbell, telephone and smoke detector can send instant alerts directly to your hearing instruments through the advanced remote control.

A really smart remote

The Smart Alert remote is one key component of the Smart Alert System: it works seamlessly with the system's household detectors to let you know when an alert is sounding, and also sends signals through vibrations and illuminations – so you're always in the know. It also controls your hearing instruments' functions, like volume control, program changes and more. It's a user-friendly, multi-purpose control – all in the palm of your hand.

Here's an example of how Smart Alert System works:*

- The doorbell rings and the detector sends a wireless signal to the Smart Alert remote.
- The remote illuminates the doorbell icon and vibrates, then sends a non-urgent beep signal to your hearing instruments to let you know someone is at the door.
- At night, when your hearing instruments are not in use and the Smart Alert remote is in its nightstand charger, an alert notification from the detector activates your bed shaker.

*This example demonstrates just one Smart Alert System detector at work. Similar alerting occurs for the telephone, plus a more urgent alert for smoke detection.

Works seamlessly with Unitron Hearing Instruments

If you have modern Unitron hearing instruments then you will likely be able to receive the alert signals in your hearing instruments, and additionally have the remote control adjust the programs and volume of your hearing instruments. But if you don't have this brand of hearing aids, don't worry!

Although you won't hear the beeps in your ears, or have the remote control function to control your hearing instruments, the Smart Alert will still operate for you.

The remote will still vibrate and illuminate, or cause the bed shaker to shake if your remote is on the night stand.

Try it for yourself today!



We have the Smart Alert on display in our Botany Clinic right now.

Pop in today, no appointment is necessary, and we will show you how it works.

If you wish to see the Smart Alert at one of our other locations, please phone us on **09 274 1327** so that we can arrange to have it available at your local clinic.

New 'Help a Friend' Programme

We already have many of our satisfied clients referring their friends and family to our services, so that they too can obtain the very best in hearing services and hearing instrument outcomes. We really appreciate your recommendations and referrals. Indeed they are so important to us that we have decided to set up a formal acknowledgement programme to say thank you.

In September we will officially launch the new Russell Hearing "Help a Friend" Programme.

Here's how it will work:

You probably know someone who has difficulty hearing, for example a friend or family member who:

- frequently asks you to repeat what you've said
- doesn't follow the conversation, and unexpectedly changes the topic
- says 'yes' or 'no' inappropriately to questions you ask
- has the TV so loud you find it uncomfortable

The Russell Hearing "Help a Friend" programme is designed to help you do what any good friend would want to do. Invite your friend to get professional help and stop missing out on life. Give your friend a Friend Card to help them on their way. The card entitles them to \$35 off a diagnostic hearing test – that's almost half price!

When your friend or family member attends our clinic for a hearing test you will receive a small gift of thanks. And if your friend goes on to trial hearing aids, you will receive a

larger gift, on completion of the trial. There is no limit to the number of gifts you can be rewarded with. It's free to join and the more friends you help the more rewards you earn.

We thought it would be fun to have a mini launch-party (tea and scones) at each clinic. So come along and celebrate with us and join up to the Friends Programme!

The mini launch-parties will be held for one hour at these times:

MANUREWA

Monday 13 October 10.30am

GREENWOODS CORNER

Tuesday 14 October 2pm

BOTANY TOWN CENTRE

Friday 17 October 2pm

If you are unable to attend one of the launch days, please contact Charmaine today on 274 1327, or email: charmaine.c@russellhearing.co.nz, and she can get you started anyway.

See the website for detailed terms and conditions.

Lost your hearing aid?

It has come to our attention that some of our clients who have made insurance claims on lost or damaged hearing aids have been directed to a hearing aid provider of the insurance companies' choice.

We don't believe that your insurance provider can dictate who you receive your replacement hearing aid/s from. If this should happen to you, we are happy to supply you with a written quote for any lost or damaged items.

We have found that once the insurers have received our quote they very happily agree for us to provide you with your replacement devices!



Introducing Lauren

Less than a week after her last day of work, Emma welcomed her beautiful daughter to the world. On 30th June her baby Lauren Sophie Wan-Suen was born at a healthy 2990 grams (6lb 10 oz). Lauren's Chinese middle name Wan-Suen means elegant, graceful and intelligent.

Emma is loving her role of mother, but we are missing her and looking forward to her return to work in February.

Thank You!

to the students of the Sommerville Special School. Every newsletter we send is placed into the envelope, and address label added, by these capable students. We thank them for their support and assistance.



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Sunset Terrace, **BOTANY TOWN CENTRE** Ph: 09 274 1327
578 Manukau Road, **GREENWOODS CORNER** Ph: 09 623 4268

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