

Local Business Wins National Award For Hearing Health Care

Totalcare Hearing has been awarded the annual Oticon Professional Development Award for excellence in hearing care at the 2008 Oticon Business Alliance Conference, 5 to 8 May in Queensland.

The award recognises leaders in audiological care who show dedication to the industry and a commitment to using new technology to improve the lives of the hearing impaired. Totalcare Hearing was one of only 49 winners from hundreds of organisations nation wide.

Michael Gordon from Totalcare Hearing says "This award is a tremendous honour for our dedicated and hard working team."

Totalcare Hearing's commitment and implementation of new technology ensures their clients have access to superior hearing aid technology, including the first hearing solution with wireless connectivity.

"We have offered a complete Audiology and hearing care service since establishing our clinic over 18 months ago," said Mr Gordon. "We take time to understand exactly what

difficulties our clients face with their hearing loss. Through this understanding we are able to select the best hearing technology so our clients can enjoy hearing better than they have in years." Mr Gordon said. "We feel very honoured to have received this award in recognition of our efforts."

The awards ceremony comes after the recent world release of the Oticon Epoq V in Australia. Unlike traditional hearing aids, a pair of Epoq hearing devices continuously 'communicates' with each other wirelessly to support the brain's proper interpretation of various sounds in the environment. The result is a unique spatial awareness – a 360° hearing experience – that makes it possible for Epoq users to more easily navigate in complex and changing sound environments.

"Epoq improves an individual's ability to determine where sounds are coming from and at the same time, makes sounds much clearer and more comfortable," explains Michael Gordon. "Because Epoq users don't have to concentrate so intently when listening or talking, they report feeling more confident and at ease especially in difficult listening situations. They also tell us that they have more energy to socialise and to engage in situations and activities they previously avoided", notes Mr Gordon.



Epoq's wireless connectivity creates another outstanding benefit for people with hearing loss. With the addition of the Streamer, a sleek companion device, Epoq functions like a wireless headset, streaming conversation from mobile phones, televisions, MP3 players and other Bluetooth-enabled devices directly into both ears for interference-free listening.

"This technology is changing lives, but more

importantly changing attitudes. It's great to see people looking after their hearing health," Mr Gordon said.

**For further information on Oticon Epoq, please contact Totalcare Hearing
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