



# MAGNETISE

## Home Counties Cochlear Implant Group

### Christmas 2009

Website [www.hccig.org.uk](http://www.hccig.org.uk)



#### Report from Chair

Welcome to the Christmas edition of HCCIG Magnetise which we hope you will find both interesting and informative, perhaps reading it over a mince pie and a glass of mulled wine. Thank you to all who have renewed their membership and the kind donations. Please also remember if you change your email address do let us know. Wishing you all a Merry Christmas and a healthy New Year.

Jenny Burdge

#### **NEW**

From Wednesday 6 January 2010 a new daytime CI Support Group starts so come and join us and meetings will be on the first Wednesday of every month thereafter between 1pm -2.30pm at number 36 Brigadier Hill Enfield Middlesex. Child friendly, low cost coffee and snack bar, with free chat! Meet other CI users; find out more about Implants from people who have them. Everyone is welcome.

#### Dates for your Diary 2010

##### **Coffee Bar:**

**Monday 19th January 2009 7:30pm**

at 36 Brigadier Hill, Enfield EN2 0NQ - very popular since it provides an informal setting where you can just enjoy light refreshments and have the opportunity to talk to one another. Occasionally speakers are also invited to provide some topical information.

##### **Wine Bar:**

**Tuesday 16<sup>th</sup> February 2010**

**Tuesday 11<sup>th</sup> May 2010**

From 6pm to 9pm, Brookes Brothers, Wine Bar 33 - 35 Brooke Street, Holborn London EC1N 7RS  
Nearest tube Chancery Lane Exit 2 -just come along join in and catch up on the latest CI chat

#### Volunteers needed to hold Coffee Evening/Meeting in a Pub in other areas

Why not think about making a difference in your area as it is not possible for everyone to come to Holborn or Enfield.

It doesn't take much, just a willingness to have a few folk come to your home, or maybe you know of a local Community or Church Hall to hold a coffee evening, or perhaps a local pub where folk could meet for a drink?

If so, just let Jenny know, and she will talk to you more about it. She is able to contact Members in your area to support you in coming along, advertising the event, as well as contacting the nearest CI Clinic so they can let any potential CI patients know. The basic expenses for refreshments can be met, but any hire costs for halls would need to be cleared with Jenny first.

Give it a go and be surprised how you benefit too in gaining another circle of friends with whom you can swap tips and experiences in wearing a CI.

#### **Summer Sounds**

In the last issue of Cochlear Drum magazine, there was a competition to write a poem and win a free weekend in a hotel at their October beanfeast. The poem had to be called "Summer Sounds". I wasn't actually planning to go to the event, but I found myself with a poem forming in my head, so I wrote it down anyway!

Wind blows, sings softly through the trees,  
I pause, and listen to the breeze  
Which now I hear; it once was moving leaves  
But now is sound as well.

Birds sing; small bellows in their throats  
Pulsate with joy, and out the music floats,  
A glorious depth and breadth of tunes and notes  
That rings a peal of bells.

Freedom to listen, and to hear,  
Eyes closed, and all the summer world is near,  
A symphony of sound just for my ear  
That simple words can't tell.

Then my brain carried on knitting words together, and I ended up writing a second one, this one is about what happened when I heard trumpets playing for the first time in my life.

### **Trumpets on the radio**

Monday morning kitchen, put the kettle on,  
Toast the bread and make the tea,  
Plod around and feed the dog,  
Just another day for me.

I stick my head around the door-  
"One slice or two?" (Or even more!)  
And I'm struck by a shaft of silver  
that arrow's into my head.  
A piercing cascade streaming through,  
Fluidly sounding, gleaming, new-  
And my face is wet.

Lesley P.

### **MED-EL UK Limited .....**

welcomes two new faces to their expanding clinical support team, audiologist Gemma Cooper, originally from Australia, and recently qualified audiologist, Salma Mahmood from Birmingham.

Gemma was educated in Australia where she gained a Masters in Audiology. Her most recent post before joining MED-EL UK was as Senior Audiologist at St. Ann's Hospital, London. Previous experience includes similar posts at William Harvey Hospital in Ashford and at Australian Hearing in Marion, South Australia.

However as Gemma herself was diagnosed with hearing loss from an early age and owes her ability to hear to the dedicated team who provided her, in her own words, "with her hearing and support", there is no doubt in her mind that this greatly influenced her decision to train in this field. MED-EL are delighted to have a team member with such a unique perspective into hearing loss and are sure that this will prove an invaluable asset when communicating with patients.

Excellent communication is also a key strength of multi-lingual Salma Mahmood who speaks fluent Urdu, Hindi, Punjabi and Potwari in addition to English and a little French. Qualifying in Audiology at Aston University, Birmingham, Salma gained practical experience with student placements at Manchester Cochlear Implants Centre, the Audiology departments of Addenbrookes Hospital, Cambridge and the University Hospital of North Staffordshire.

Salma has a special interest in Cochlear Implants, recently completing a Master Class in Advanced Cochlear Implants at the Ear Institute, University College London. Before joining MED-EL, she had a post in the audiology department of Watford General Hospital.

Both new team members are excited to have the opportunity to work with the latest generation of audio processors such as the OPUS2 which provides a richer, more detailed hearing experience with Fine Hearing™ technology, providing even better hearing benefit for MED-EL users. The addition of Gemma and Salma to the MED-EL UK team further enhances the support available to clinics and ultimately MED-EL cochlear implant users, across the UK, Ireland and South Africa.

### **Calling all Twitter and Facebook Fans**

For those who weren't able to join MED-EL UK and celebrate the premieres of the brand new musicals for CI users, "The Farmer's Cheese" and "Deacon" in Scotland in September, there is the chance for you to savour some of the atmosphere by joining the Facebook groups "We love the Farmer's Cheese" and "Deacon" 4 the Edinburgh Festival.

Why these group names? Well there wasn't a single person who didn't love the Farmer's Cheese – from the very youngest audience member to the oldest (see the Facebook photos to spot the youngest...) and perhaps not surprisingly, with a premiere in Deacon Brodie's home town of Edinburgh, on leaving the auditorium many of the audience were proclaiming that the show would be a natural Festival event !

Apart from great photos there will soon be audio-visual clips on the site and of course, you will be kept abreast of future performances in other parts of the UK !! So join us on Facebook and keep your diary open ...

Are you a twitterer? Well follow the tweets of the Farmer's Cheese – username FarmersCheese.

Finally, remember to check out [www.ci-music-scene.co.uk](http://www.ci-music-scene.co.uk) for the latest music news for cochlear implant users and join our Facebook group "CI Music Scene". It is all happening on-line !

### **Focus on Music (Part Two)**

For most adult CI users speech sounds clear and natural and they communicate easily in one-to-one situations, in small groups or on the telephone. But music remains an area of disappointment for many: it simply doesn't sound as good as they remember it. However, if you enjoyed music before you were fitted with your implant, you may wish to explore listening to music with your CI and see if you can regain the unique pleasure music brings.

### **How do I get started?**

So you've decided you want to try listening to music again, but wonder what is the best way to start? Well, first of all, just remember that it is very unlikely that you will enjoy everything you hear or that it will sound good at first. Perhaps, start with a song that you liked before you had your implant, that is very familiar to you, so much so that you can almost hear it in your imagination.

## Choose a good place to listen

Once you've chosen "your song", play a recording of it – remember to find a good place to listen where there is no background noise or reverberation – and play it again several times. The best type of song, or piece of music if you prefer instrumentals, should have a simple arrangement. Not too many instruments, a well defined rhythm and a single, clear voice.

## I can't make out all the words...

If you are struggling to make out the lyrics, you may find it helpful to track them down on the internet using a search engine such as Google™ or to watch a performance of the song on YouTube™ (www.youtube.com) - you may even manage to find a version with subtitles. Certainly many CI users find that an audio-visual experience of music makes it easier for them to distinguish lyrics and what instruments are being played due to the visual clues.

## Practice makes perfect!

An important consideration to remember is the key to getting more enjoyment from music listening is practice. Similar to any other skill, the more you do it, the better you will become!

## Join a music focus group

If you would like more guidance or would like to share your music listening experiences, you could always attend a music focus group. To find out about forthcoming events, check online to see if there are any groups that you could attend. A good source of information can be found on the CI user ezine, [www.ci-music-scene.co.uk](http://www.ci-music-scene.co.uk). This is supported by an educational grant from MED-EL UK Ltd as part of their on-going commitment to improving music listening experiences for CI users.



## Sonova acquires Advanced Bionics

On November 9<sup>th</sup> Advanced Bionics (AB) announced that it has entered into a definitive merger agreement with Sonova Holding AG, the world's leading provider of hearing systems. Pending regulatory and shareholder approval, the transaction is expected to close within the next three months.

The Sonova Group brings together Advanced Bionics, a global leader in cochlear implant manufacturing, and Phonak, a global provider of micro hearing systems. Both pioneers in their field, Advanced Bionics and Phonak have 75 years of

combined experience in engineering innovative hearing solutions

Like Phonak, AB will remain an independent division within the Sonova Group, but will share the elements that have been driving the success of AB's new parent company over the last decade.

"Sonova" was attracted to our company for our advanced technology, commitment to our patients and our potential for expansion," said Jeffrey Greiner, CEO of Advanced Bionics. "Not only will we continue to grow under the leadership of Sonova, but we have taken an enormous step toward ensuring that AB remains the industry's performance leader, now and in the future. We are truly excited by the technological possibilities that this acquisition will offer our candidates and our recipients."

Among the aims of AB and Phonak combining under Sonova will be to:

1. Build the best performing, smallest, easiest-to-use sound processor in the cochlear implant industry.
2. Provide the most comprehensive product line and portfolio of services in the hearing healthcare industry.
3. Offer unmatched customer service and a community of lifelong support for recipients.

## About Advanced Bionics

Advanced Bionics is a global leader in developing the most advanced cochlear implant systems in the world. Founded in 1993 and headquartered in Valencia, Calif., AB is the only American company developing cutting-edge cochlear implant technology that restores hearing to the deaf and allows recipients to hear their best today, tomorrow, and always.

AB has the most sophisticated cochlear implant system on the market, the Harmony® HiResolution® Bionic Ear System, with five times more sound resolution than its competitors, designed to allow recipients to go beyond deciphering simple speech to hearing music.

With sales in over 30 countries and a proven track record for developing high-performing, state-of-the-art products, AB's talented group of 660 technologists and professionals from all over the world are driven to succeed, work with integrity and stay firmly committed to quality.

To learn more about AB and its revolutionary cochlear implant technology, please visit [www.advancedbionics.com](http://www.advancedbionics.com).

## About Sonova

Sonova is the leading provider of innovative hearing healthcare solutions. This globally active group of companies is one of the world's top three manufacturers of hearing systems, the market leader in wireless communication systems for audiology applications and a provider of professional solutions for hearing protection.

Sonova is pursuing a clear growth strategy and is intent on building its market share. To this end it is constantly expanding its existing business segments and branching out into other areas of the hearing healthcare industry.

Present in over 90 countries, and with a workforce of over 5,300 employees, Sonova generated sales of CHF 1.249 billion in the financial year 2008/09 and a net profit of CHF 284 million. This financially strong group of companies bases its success on innovation, customer focus and proactive cost management.

The company has been successfully promoting understanding and communication for over 60 years, and is ideally positioned to benefit from the trends in this growth industry.

Sonova shares (ticker symbol: SOON) have been listed on the SIX Swiss Exchange since 1994.

For more information please visit [www.sonova.com](http://www.sonova.com).

For further details please contact your local Clinical Specialist or visit [www.bionicear.eu](http://www.bionicear.eu)

## Cochlear Nucleus



Cochlear Europe announces the launch of The Cochlear Nucleus® 5 System

Officially launched at the 27<sup>th</sup> Politzer Society Meeting on September 3<sup>rd</sup> 2009, Cochlear are both very proud and excited to present the Nucleus® 5 System.

The system comprises of four components, each developed in close collaboration with leading surgeons and hearing professionals from around the world. All four components are at the cutting edge of cochlear implant technology.

### 1. Nucleus CI500 Series cochlear implant

The Nucleus CI500 Series cochlear implant is 2½ times stronger and 40% thinner than the previous generation, so making it the world's thinnest implant. It benefits from having the largest number of stimulation contacts so allowing accurate delivery of sound to the hearing nerve.

### 2. Nucleus CP810 Sound Processor

The Nucleus CP810 is Cochlear's smallest and slimmest sound processor, ergonomically designed to be more secure and comfortable to wear. The modular design means it can easily be adjusted to fit children and it is adapted to withstand the bumps and knocks that are a part of every life.

The Nucleus CP810 Sound Processor is built on a titanium foundation, tested for performance and reliability. It is more water resistant than ever before, allowing good hearing in more situations both indoors and out. The CP810 has two state-of-the-art omni-directional microphones which capture more detailed sound and provide enhanced directional hearing.

### 3. Nucleus CR110 Remote Assistant

More than a remote control, the CR110 Remote Assistant is the only bi-directional remote assistant available that gives complete, wireless control of the CP810 Sound Processor, allowing the User to manage the sound processor functions easily. For parents, it offers the additional confidence to adjust or monitor the processor for your child, without having to interrupt concentration or play. The inbuilt troubleshooting guide makes it easy to check that all is working well, without the need to visit a clinic.

### 4. Cochlear SmartSound 2 Providing Better hearing in every environment

Featuring the 'hands-free' everyday setting, that intelligently adjusts the device to a wide range of everyday situations such as home or workplace. With Noise, Focus and Music 'power programmes' designed for especially challenging situations such as excessive noise, a conversation in a lively crowd or listening to music.

Hear now. And always

## **Celebrations:**

**Cochlear™ Celebrations 2009** a fantastic day was had by everyone!

Cochlear Celebrations day took place on Saturday 3 October at The Heart of England Centre in Warwickshire and regardless of adverse weather conditions the event was attended by over 550 recipients and their families. The event saw the public unveiling of Cochlear's exciting new products, the Nucleus® 5 cochlear implant system and the Baha® BP100 sound processor. Both adults and children alike enjoyed an exciting choice of activities, which included an 'alien adventure' in the woods, assault courses, climbing walls, archery, face painting, Big Sticks drumming sessions and quad bikes to name a few.

Guests had the opportunity to see Cochlear's new products first-hand and learn more about them, and implant recipients were able to explore the opportunities to receive bilateral and sequential implants, as healthcare professionals were on-hand to answer questions. A full agenda of workshops allowed guests to participate in useful and informative sessions, delivered by hearing professionals, Gill Datta, Suzanne Harrigan and Lorraine Gailey.

Amanda Whiffin, General Manager of Cochlear UK and Ireland, said, "We're delighted that so many people have been able to join us to celebrate the launch of our new Nucleus 5 cochlear implant System and Baha BP100. It's been a fun-filled, informative day and a wonderful opportunity for visitors to make new friends and catch up with old ones.

"We were able to spoil everyone on this occasion with special guest appearances from Flawless, Julian Smith and Boogie Pete."

The CBBC star, who enjoyed talking to Baha and Nucleus recipients, commented, "It's absolutely brilliant to be here today. I only learnt about Cochlear last week, but the technology completely blows my mind. Today has been very well organised and fun, it's great to see so many people here."

Julian Smith also added, "It's fantastic to be asked to be here. All the kids seem like they're having a fun day and it's wonderful to be able to perform music for them."

The day was closed with a fantastic finale from celebrity guests - Britain's Got Talent finalists, dance group 'Flawless' who danced an amazing set to

the excitement and thrill of everyone and saxophonist Julian Smith quite literally blew the crowds away with his music especially when he walked the floor and interacted with the crowd!

Endorsements of a wonderful day and special messages of thanks are still being received:

'We just wanted to drop you a line to say thank you very much for inviting us to the Cochlear celebration event yesterday. Our Son Zane, proudly showed off his CP810 processor especially in the technology suite where he was the star model! We all had a great day and thoroughly enjoyed everything that you put on and had a great time meeting new recipients and their families.' Julie, Adrian and Zane Venn-Morton

'Just writing to say we had an amazing day on Saturday. It was such great fun and the children were keep totally amused all day'. Ansell Family.

'I really wanted to e mail and thank you, yesterday was amazing full of fun and very informative. Everybody who made yesterday possible must have worked hard and put in 100% it was organised brilliantly. Please pass on our Thanks to everyone, Thanks again' The Spencer family.

## **Cochlear™ Information Evening**

Following the success of its information evenings Cochlear is pleased to announce a new date for your diaries. The Cochlear information evening is an excellent opportunity for new candidates, recipients and parents to learn about the Cochlear product portfolio, meet representatives from hearing charities, ask questions to the Cochlear team and meet with the advocate support representatives. By the end of the evening, the shared knowledge should help alleviate some of your clinic time, answer any questions and introduce you to your support network.

**Date: Wednesday 2<sup>nd</sup> December**

**Time: 6pm - 8.30pm**

**Venue: The Listening For Life Centre, Bradford**

For further information and to register please contact Sian Jones, [sjones@cochlear.com](mailto:sjones@cochlear.com) or Telephone 01932 871509.

## **Cochlear™ Drum - online Stay in Touch!**

Following the success of Cochlear's biannual magazine DRUM, we are pleased to reveal DRUM is now live online! Developed with it's recipients in mind, DRUM allows Cochlear to keep both Baha™ and Cochlear™ Nucleus implant recipients and families up to date with all the latest news, advice and information. If you are a Cochlear Nucleus or Baha implant recipient please visit

DRUM online to register and access a world of information and discussion. [www.drum-online.co.uk](http://www.drum-online.co.uk)

## Cochlear™ - Information on Bilateral Cochlear Implants

Following the recent NICE recommendations Cochlear have now developed a brochure discussing the benefits of bilateral Cochlear implantation. Offering sound advice to those considering sequential or bilateral implantation. The brochure provides expert views and addresses frequently asked questions about bilateral implantation. The 'Hear Your World in Stereo' brochure and associated DVD is free of charge. Please email [jkeen@cochlear.com](mailto:jkeen@cochlear.com) to request your copy.

## The Latest News from the ADULT DAYS at Sound Advice at The Ear Foundation.

On Saturday October 10<sup>th</sup> there was a busy adult day as the topic of 'Learning to Listen to Music' had attracted a lot of interest. The morning social time has become an important feature for adults to catch up, exchange ideas and support each other as well as have a good gossip! Several adults book individual rehab for these morning sessions on a regular basis. Some want to improve listening skills and some speech production skills. The great thing is that it is tailored to what they want and because they come on a about once a month we develop a good working relationship and they see the progress they are making and know what they are aiming towards.

The afternoon session on 'Musical Atmospheres' with Chris Rocca was excellent. It stimulated much discussion and well as our listening skills! Chris demonstrated the new materials from Advanced Bionics which have been produced to support your learning to listen to music. It is interactive, very motivating and Chris's session really inspired everyone to have a go. The materials can be accessed on the Advanced Bionics website.

After the day which ran from 10.30 to 3:00, some of the adults stayed over in Marjorie Sherman House for a "sleep over!" I think some of the adults who were going home were quite envious!

Judith wrote to Sound Advice afterwards with some of her thoughts:

"We had a good weekend, mainly chatting, eating, drinking.... the theme for this Adult CI day (9th Oct) was Music Atmospheres. Chris Rocca from Advanced Bionics came to tell us about this great website, to help us learn how to appreciate music in all sorts of ways. The facilities at Sherman House were very good... I hadn't stayed over before, so didn't really know what to expect. The shower in the downstairs (disabled) bedroom is lovely!!

We chatted and played some games on the spot, there were some hilarious moments and Abi literally almost choked on her tea!

I also went to the last Adult CI day (25 Sept), where Maria showed us various soundtracks she'd got together, from various film tracks, such as some of the songs from Sound of Music, Oliver, Fiddler on the Roof, Mamma Mia, etc. It was really interesting to compare different voices, instruments, background music, etc.

We enjoy meeting up, and comparing our experiences with our implants and look forward to more meetings... Thanks again to you all for organising this for us."

**November 21<sup>st</sup> is the next day on technology and phones.**

**The Christmas Party is on December 5<sup>th</sup> All are welcome!**

We have set the dates for the adult days for 2010 and if you look on our website under Sound Advice there is a link to the dates at the bottom of the site. The Adult Days are open to all adult CI users, BAHAs users and anyone who wants to come to talk to others to find out more about the technology from the people who use it. If you would like some more information contact [rachel@earfoundation.org.uk](mailto:rachel@earfoundation.org.uk) or phone 0115 943 1985 Looking forward to seeing you at Sound Advice!  
Maria Cameron

## MedicAlert Foundation

Carly Stenson (Hollyoaks) is helping to launch a new range of life-saving identification jewellery for health charity, The MedicAlert foundation



This brand new range from MedicAlert is a fun, vibrant collection of jewellery pieces consisting of beaded designs made with crystal glass, wood and silver.

Carley decided to support MedicAlert's work after learning about the number of people who have relied on this service in the last year alone to communicate their medical conditions and save their lives in an emergency situation.

Carley says: "I understand the difficulties that arise from suffering with a long term health condition after playing a character suffering with epilepsy. At the very least MedicAlert's jewellery provides reassurance to the member and in many cases, offers a life line. This is why my character in Hollyoaks wears a MedicAlert Emblem".

The beads are priced at £24.95 and are available in 3 colour sets. There are also 3 different types of wooden beads.

Chris Lunn, Head of Communications at MedicAlert says:-

'We are delighted that Carley is helping to promote the work of MedicAlert. These new jewellery items will prove popular with many people, and allow many more people to take part in the life-saving MedicAlert service.

## The MedicAlert Foundation

MedicAlert is the only registered charity providing a life-saving identification system for people with hidden medical conditions and allergies. This includes people with diabetes, epilepsy, cardiac conditions, allergies and other underlying medical conditions.

There are around 293,000 people in the UK participating in the MedicAlert service.

MedicAlert Members wear a bracelet or necklet known as an Emblem.

In an emergency, medical personnel have immediate access to vital information on the back of the MedicAlert disc. By phoning the emergency number, they can also gain further medical and personal information such as your name and address, doctor's details, current drug therapy and next of kin details. A translation service is also available in more than 100 languages.

Don't forget, if you quote CISG you will receive £5 off the initial joining fee.

Call freephone 0800 581 420 or visit [www.medicalert.org.uk](http://www.medicalert.org.uk)

### **Contacting HCCIG**

Please would you only contact Jenny on HCCIG business during working hours of 9.00 am to 5.00 p.m. Monday to Friday? This is to allow Jenny some free time with her family. Thank you

### **Disclaimer**

*HCCIG accept no responsibility for any information relating to third party organisations featured in this newsletter. While HCCIG makes every effort to ensure details are accurate, we advise our members to check these with the organisations concerned. HCCIG does not endorse any product or service of, nor does it verify any preferential treatment, offered by the organisations. All queries should be directed to them. Certain of the offers and services featured in this newsletter are only available to customers of those organisations. HCCIG does not provide medical advice or make recommendations with regard to any particular implant and no article in this newsletter should be construed as doing so.*

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