

NEWSLETTER
SEPT 2023

A new leaf for an 'old' tree

THE REBRANDING OF YOLANDÉ VD WESTHUIZEN AUDIOLOGISTS

Metamorphosis happens in many areas of life. In our case, the time was ripe to put on a new jacket. We took on the enormous task of rebranding our company from Yolandé vd Westhuizen Audiologists to Spectrum Hearing. A decision that came a long way and was not taken lightly. It was carefully planned and executed systematically.

The Spectrum Hearing Brand is continued on the pillars of our brand that has been around for 14 years:

- The legacy of a practice that has been known for superb and quality service delivery.
- Pillars of the individual being the center of what we do and is the single most important aspect of the practice.
- Built on the superb track record with owners who are highly regarded in the field of audiology.
- Built on a principle where expectations are exceeded no matter what it takes.
- The promise to always ensure a **Spectrum** of options in terms of products, serviced skilled audiologists.

- Peace of mind that our team understand your challenges and frustrations and will welcome and treasure you as part of our family and make you feel at home every single time!
- The promise that your journey with us will be nothing but exceptional.

The name **Spectrum** to us, carries meaning and defines much of what we stand and strive for:

- You are a **Spectrum** of an individual with a spectrum of needs
- We provide a **Spectrum** of services
- We have a **Spectrum** of patients
- Our team has a **Spectrum** of individuals
- We provide a **Spectrum** of brands and technology
- It was important for us to honor our home language, Afrikaans too. **SPECTRUM** was a perfect fit since the pronunciation of the word spectrum is the same in Afrikaans and English.

Spectrum Hearing continues to build on the legacy, heart, soul and foundation that we have poured into Yolandé van der Westhuizen Audiologists.





Services we offer at *Spectrum Hearing*

- Hearing Tests
- Diagnostic Hearing Assessments & Reports
- Medico-legal Reports
- Newborn Hearing Screening
- Paediatric Hearing testing
- Hearing Aid Selection & Evaluation
- Hearing Aid Fittings & Verification
- Hearing Aid Repairs
- Implantable Hearing Devices (Bone Anchored Hearing Aids (BAHA))
- Tinnitus assessment & Management
- Auditory Processing Assessments (Read more on page 4)
- Industrial / Occupational Hearing Screening (On-site)
- Custom made Hearing Protection
- School Based Hearing Screening (With Captain Hear'O - read more on page 5)

Hearing Aid Brands we work with



Under Spectrum's Spotlight

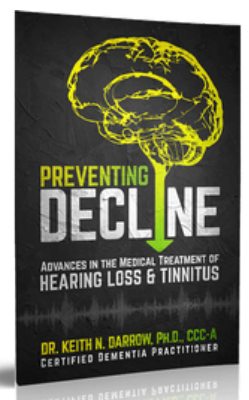
THE APPF SUMMIT

The Audiologist Private Practice Forum (APPF) hosted the APPF Summit during August and we were treated with a panel of amazing international and local experts:

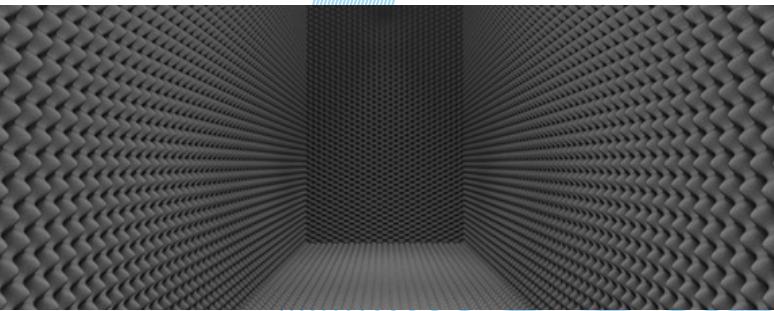
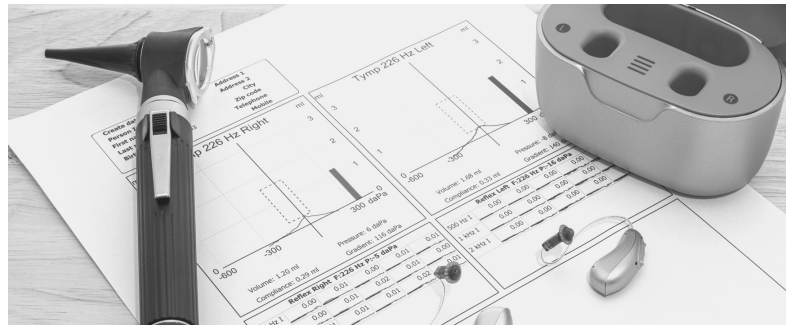
- Dr Jeanane Ferre - Auditory Processing Researcher
- Dr Richard Gans - Vestibular Specialist
- Dr Cliff Olson - Best Practice Advocate
- Dr Keith Darrow - Neuroscientist
- Dr Angela Alexander - Auditory Processing Specialist
- Dr Douglas Beck - Auditory Scientist
- Our very own Charl Bezuidenhout, part of *Spectrum Hearing* and Founder of Heardat!

Dr Keith Darrow's sessions on cognitive decline and its association with untreated hearing loss was especially insightful. Research on this topic was eye opening and exposure to new approaches to hearing assessment and treatment contributes greatly to the advancements of techniques and procedures that we use in practice.

A must read book, is the book of Dr Keith Darrow (Ph.D): *Preventing Decline - Advances in the medical treatment of Hearing Loss & Tinnitus.*



OUR PRACTICES



Wierdapark

2 REDDERSBURG STREET, WIERDPARK

The Wierdapark practice was our very first branch way back in 2009. What started out as a small, half day practice that we took over from an audiologist that moved away from the area. We practiced from the same address for 6 months after which we moved to our current address. We are glad to say that this is the Wierdapark branch's forever home. Yolandé, Mareli and Lelani consults patients at Wierdapark and Charmaine & Madelein are our friendly faces at reception!

Bronkhorstspuit

40 MARKET STR, ERASMUS, BRONKHORSTSPUIT

The Bronkhorstspuit practice is the latest addition to our family. Carina Avenant had been the practice owner here for a few years, and she immigrated to Ireland early in 2023. Although Carina was never at the practice full time, we decided to expand our service here, and recently, Megan Wilke started at the practice as a full time receptionist & assistant. She has many years of international experience working at audiology clinics in Australia. She has a wealth of experience with hearing aids and is a very valuable asset to our practice in Bronkhorstspuit. Lelani has been consulting with patients at the Bronkhorstspuit practice and Tarmi will be taking over from her from 1 October.

Eldoraigine

1051 FREDERICK AVE, ELDORAIGINE

Our Eldoraigine practice has been a part of our family since 2018 and is situated in the Saxby Medicross Centre in Eldoraigine. It is lovely to be surrounded by other medical professionals such as GP's, dentists, optometrists, physiotherapists and occupational therapists! Lelani is our audiologist at Eldoraigine and Rolien our friendly, welcoming face at reception!

Illovo

204 OXFORD ROAD, ILLOVO

During 2022, we took over the practice of Chantel Booysen in the Thrupps centre in Illovo. Chantel has been at this practice for many years. It was after her and her family's decision to immigrate to New Zealand that we decided to take the practice over from her. We started in November 2022 and have grown to adore the patients in the greater Illovo area and surrounds. Sherree is the friendly face at reception and Michele our audiologist!

Benoni

21, FOURTEENTH AVENUE, NORTHMEAD, BENONI

Northmead Benoni is our East Rand branch which has been around for 11 years this year! Situated in the lifestyle terrace building - the centre where Cherrylane used to be! Tammy is our friendly Receptionist and Mareli our audiologist.

Illovo - Sandton

011 268 0745
204 Oxford Road
Thrubbs Centre
illovoyvdwaudiology.co.za

Northmead - Benoni

011 425 0171
21 Fourteenth Ave
Lifestyle Terrace Centre
benoniyvdwaudiology.co.za

Eldoraigine - Centurion

087 944 1803
1053 Frederick Street
Medicross Centre - Saxby
saxbyyvdwaudiology.co.za

Wierdapark - Centurion

012 653 3830
2 Reddersburg street
Wierdapark
centurionyvdwaudiology.co.za

Erasmus - Bornkhorstspuit

064 895 1565
40 Market street
Erasmus,
bronkhorstspuityvdwaudiology.co.za

THE WINGS THAT MAKES US FLY



Spectrum Hearing Industrial

Hearing Screenings in industrial industries are required by law, when noise exposure exceeds 85dB. We perform on-site screenings at industries to ensure little time out of the working environment for employees. Diagnostic hearing assessments are performed on individuals with a 10% shift in PLH (Percentage Loss of Hearing) scores.

We have numerous companies that we screen annually and have built long lasting relationships with. We have expanded our services to other provinces of South Africa. Modern equipment allows us to be more efficient and conduct the screening in a timeous manner. The company where we are conducting the screening will receive a full report on each employee tested and we keep all records for 10 years or more.



Hear. OUT

Hearing Aids are known to be quite a financial layout. We always strive to keep devices as affordable as possible to ensure that everyone that needs a device can afford to have one. Since we understand the importance on multi levels of treating hearing loss as soon as possible, we do also know that making use of premium technology benefits a patient much more than basic technology.

As a part of the drive to ensure that everyone can afford to use hearing devices, we introduced an in-house payment plan for devices, which allows a patient to pay off their instruments over a period of 12 months, after an initial 50% deposit. This arrangement has assisted numerous individuals to obtain hearing instruments which they otherwise would not be able to afford.



Auditory Processing Centre

Auditory Processing Disorder (APD) is a disruption in the auditory nervous system's network that can affect the brain's ability to process sound accurately and efficiently. Individuals with APD can have normal hearing sensitivity and will pass a basic hearing test, but processing and understanding what is heard are compromised. It is often that the ears and brain do not fully coordinate and this lack of coordination can interfere with the brain's ability to recognize and interpret sound. APD can make it hard to distinguish small sound differences within words, remember what was heard, and keep up with ongoing speech, especially in background noise or where more than one person is talking. A breakdown in listening skills disrupt the normal acquisition of language and can cause speech/language delays and difficulties communicating. APD is treatable. Some types of APD can be completely remediated within a few months.

Spectrum Hearing - Auditory Processing Center specializes in the assessment and treatment of auditory processing disorder. APD evaluations can be performed for children ages five and up, and adults can also be seen for APD testing and therapy. Therapy through Auditory Processing Center is highly individualized based on each person's specific deficits. By customizing treatment and addressing any coexisting issues, children and adults can improve their listening skills, regain confidence, and reach their full potential.





Captain Hear'O

THE SUPERHERO EAR EDUCATING CHILDREN ABOUT EARS!

Captain Hear'O was brought to life in November 2019 by the owners of Spectrum Hearing (Charl & Yolandé).

Captain Hear'O's main mission is to visit schools with his unique educational program where kids are taught about hearing and ear care. A team of audiologists join in on the day and perform hearing screenings on children. We hope to ensure a generation of children who knows how to ensure good hearing health from a young age!

Captain Hear'O is a NPO who also secures funds for the fitting and supply

of hearing aids to children in need of hearing instruments.

Since 2019, the Spectrum Hearing team together with Captain Hear'O have tested thousands of children's hearing and taught them about hearing and ear care. We hope to reach as many children possible through this initiative!

Schools are welcome to contact us at enquiries@captain-hearo.co.za or 060 957 7253 to book Captain Hear'O for their school!



"Education is the most powerful weapon which you can use to change the world."



THE SPECTRUM TEAM
DESCRIBES TAMMY
AS:

“

*Friendly, thankful,
go getter, brave,
loyal, team player,
ready for a challenge,
helpful, efficient,
dedicated, ambitious,
committed.*

spektrum?
gehoor • hearing



THE SPECTRUM TEAM
DESCRIBES ROLIEN
AS:

“

*Caring, willing to
help, sympathetic,
amazing work ethic,
supportive, nurturing,
helpful, organized,
thorough, precious,
loved.*

spektrum?
gehoor • hearing



THE SPECTRUM TEAM
DESCRIBES SHEREE
AS:

“

*Caring, heart-warming,
loving, passionate,
helpful, empathetic,
relaxed.*

spektrum?
gehoor • hearing



THE SPECTRUM TEAM
DESCRIBES MADELEIN
AS:

“

*Fun, friendly,
heart-warming and
always ready to greet
you with a smile.*

spektrum?
gehoor • hearing



THE SPECTRUM TEAM
DESCRIBES CHARMAINE
AS:

“

*Sincere, honest,
helpful, stylish,
friendly, good sense of
humour, supportive,
interested,
spontaneous.*

spektrum?
gehoor • hearing



THE SPECTRUM TEAM
DESCRIBES MEGAN
AS:

“

*Dedicated, hard working,
considerate,
understanding, great
work ethic and a ray of
sunshine.*

spektrum?
gehoor • hearing



THE SPECTRUM TEAM
DESCRIBES BIANCA
AS:

“

*Hard worker, loving,
caring, always ready
to help others with
peaceful nature.*

spektrum?
gehoor • hearing



THE SPECTRUM TEAM
DESCRIBES MICHELE
AS:

“

*Peaceful, nature loving,
always ready to lend
a hand, caring.*

spektrum?
gehoor • hearing



THE SPECTRUM TEAM
DESCRIBES MARELI
AS:

“

*Empathetic, kind,
understanding,
professional and creative,
thorough and a great
listener, diligent and
detailed when consulting
with patients..*

spektrum?
gehoor • hearing



THE SPECTRUM TEAM
DESCRIBES LELANI
AS:

“

*Fun, Loving, Outgoing,
Funny and always
the sparkle to your day.*

spektrum?
gehoor • hearing



THE SPECTRUM TEAM
DESCRIBES YOLANDÉ
AS:

“

*Friendly, helpful,
interested, neat,
innovative, loving,
caring, giving,
dedicated, passionate,
problem solver, teacher,
patient, supportive,
approachable,
visionary, ambitious.*

spektrum?
gehoor • hearing

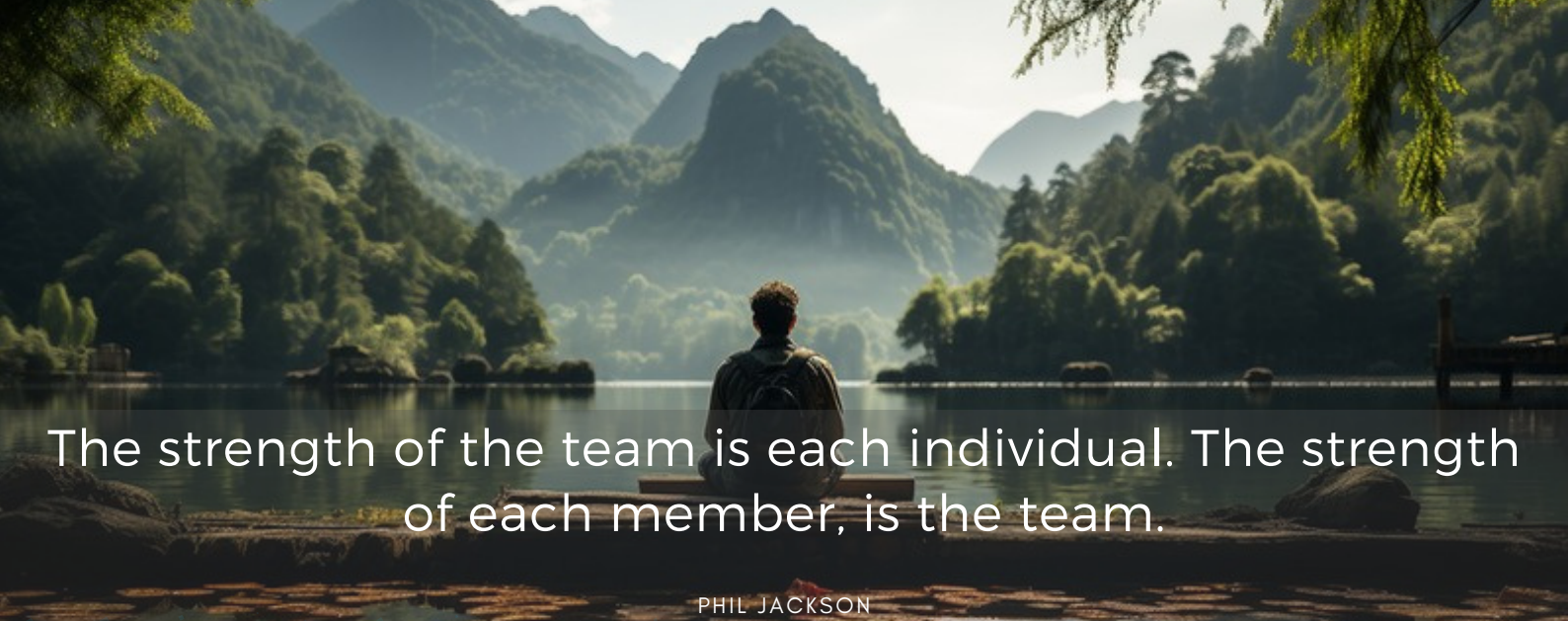


THE SPECTRUM TEAM
DESCRIBES CHARL
AS:

“

*Fun, Innovative, giving,
problem solver,
ambitious and
supportive. Good sense
of humor with good work
ethic and always ready
for a challenge.*

spektrum?
gehoor • hearing



The strength of the team is each individual. The strength of each member, is the team.

PHIL JACKSON

Our Team is Growing

WE WELCOME TARMİ PRINSLOO AT SPECTRUM HEARING!

Tarmi Prinsloo is joining our team on 1 October as the head of Audiology at Spectrum Hearing.

Tarmi is a qualified audiologist. She studied at the University of Pretoria whereafter she spent 5 years in the UK working as a clinical audiologist, practice manager and cochlear implant specialist. Tarmi joined Siemens South Africa during 2005 and was there for around 17 years in various positions such as company sales representative, trainer, audiological consultant, sales manager and marketing manager,

We got to know Tarmi during our years of dealing with Siemens, Sivantos and WSAudiology and on some joint overseas training events.

We know that Tarmi is an excellent fit for our company and we are looking forward to the difference that she will make and depth she will add to Spectrum Hearing and Captain Hear'O.

Welcome Tarmi





On a personal note

A WORD FROM THE OWNERS

Since the start of Spectrum Hearing, while it was still known as Yolandé van der Westhuizen Audiologists back in 2009, many patients and referring professionals have come to know us and on occasion we have shared bits of us and our children.

Charl & Yolandé met at University, when both of them were serving on the Student Representative Council of their respective Universities in 2007. When their two SRC committee's went on a joint camp to the Northern Cape they got to know each other better and has since been together.

Charl has been involved in the practice since the start and although he initially did come from a different field of study, his involvement has been paramount. In 2010 he decided that he'll be joining the practice full time as co-owner, practice manager and marketing. Together, Charl and Yolandé has expanded the practice into what it is today and still growing rapidly. It was during Charl's involvement in the practice that he discovered the need for a tailor-made practice management software system. He developed this system and had since provided this software to many other audiology practices as well as other medical professionals.

Deané & Reghardt are 10 and 8 years old respectively, both are happy and fun loving children who also especially enjoy taking part in orators at the school and other competitions. Deané wants to be a Veterinarian and Reghardt wants to be a professional snake catcher one day!



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