

Working in partnership to support people with hearing difficulties

The challenge

GAES is the leading provider of hearing aids in Spain, having been established for more than 60 years, and with over 600 stores across the country. GAES has approximately 500,000 customers and is dedicated to innovating to improve the lives of people with hearing difficulties.

Tunstall Televida supports more than 245,000 people across Spain with telecare and associated services, and its eight monitoring centres manage more than 16 million calls each year (2014 figures).

How are the companies working together to support people who are deaf or hard of hearing?

What we did

GAES and Tunstall Televida have developed a unique range of support for specifically designed for people who are older and have hearing difficulties. There are three levels of support available:

Basic service

Includes a Lifeline Vi home unit and iVi intelligent pendant, enabling the user to raise a call for help at the touch of a button from anywhere in the home, 24 hours a day, 365 days a year. The iVi will also automatically raise a call at the Tunstall Televida monitoring centre if it detects the wearer has fallen.

Operators at the monitoring centre will also call the service user to remind them of appointments and on a monthly basis to check on their wellbeing. The system can also be configured to remind the user when to take their medication.

Plus service

Includes all the benefits of the basic service, plus a home assessment and annual review. The service also includes support for mental health needs and companionship, and support with tasks such as administration, medication delivery and nutrition. The service will also support the user in extreme temperatures or following major disasters.

“Our service is unique; the only one to offer a hearing aid compatible mobile phone

Abel Delgado, CEO Tunstall Healthcare Southern Europe

Mobile service

Builds on the Plus Service to include a hearing aid compatible mobile phone which enables the user to contact the monitoring centre when away from home if they need assistance, using an emergency button. The phone also includes GPS, enabling the monitoring centre to send help to the right location should the user need assistance.



The service is the only one in Spain which offers a hearing aid compatible mobile phone and fall detector. It has been promoted and supported with a comprehensive communications and delivery plan, including the following:

- Development of a new brand to position the service against competitive organisations
- Creation of dedicated collateral (leaflet, brochure, FAQ sheet)
- Targeted direct mail programme
- Comprehensive staff training programme
- Dedicated telephone support for customer enquiries
- Specific software to help assess and prescribe services, generate contractual documentation and collect electronic signatures
- Development of efficient logistics, e.g. use of a single professional for installation, data collection and delivery

A series of incentives have also been developed to encourage uptake, including:

- Free installation
- Two months free service
- Free hearing aid batteries

The results

The service is currently at pilot stage with seven GAES stores; one in Ciudad Real, one in Toledo, three in Zaragoza and two in Santiago de Compostela. The pilot is due to conclude at the end of September 2015, at which point it will be evaluated and the plan to expand the service across all 600 stores agreed.



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