

## Phonak Tinnitus Program: Be the expert

*Phonak Tinnitus Balance Portfolio, in-depth training and counseling support allow even more audiologists to expand their business*

**Orlando, Florida / Staefa, Switzerland (March 26, 2014) – The new Phonak Tinnitus Program offers audiologists everything they need to develop their business with tinnitus clients. It contains all the technology and tools required to treat hearing loss and tinnitus simultaneously and effectively – all while giving audiologists the freedom to follow their preferred tinnitus management philosophy. A comprehensive package of support and counseling material allows them to either fine-tune their expertise or add tinnitus management to their skills. In addition, the lead generation component of the program supports audiologist in generating new tinnitus clients.**

It is a known fact that tinnitus is a growing problem in today's society. What most people do not know: four out of five tinnitus clients also experience hearing loss<sup>1</sup>. For many of these patients, amplification is proven<sup>2</sup> to bring instant relief.

This is where Phonak comes in with its new Tinnitus Program: "Leveraging on their hearing care experience, expanding their tinnitus expertise offers huge business development potential to audiologists", says Maarten Barmantlo, Group Vice President Marketing for Phonak. "To make tinnitus management more accessible for non-experts, we have now added a complete package of support and counseling material to our Phonak Tinnitus Balance Portfolio that we successfully launched one year ago".

### Outstanding products combined with a flexible tinnitus portfolio



Phonak Audéo Q: state-of-the-art hearing aid technology bundled with a Tinnitus Balance noise generator

The flexible Phonak Tinnitus Balance Portfolio contains all the technology and tools required to treat hearing loss and tinnitus simultaneously and effectively. It enables audiologists to create individualized treatment plans for every patient, irrespective of their preferred tinnitus management philosophy.

At the core of the portfolio are the Phonak tinnitus-optimized hearing aids which contain a unique broadband noise generator. In addition, the Tinnitus Balance App allows patients to build their own personalized library of music and sounds. A complete package of support and counseling materials, accompanied by in-depth tinnitus training, assists audiologists in confidently educating and treating their patients. "These tools, along with experienced counseling, can be very effective in treating tinnitus", explains Ann L. Rhoten, AuD, owner of Kentucky Audiology and Tinnitus Services and member of the American Tinnitus Association and the Tinnitus Practitioner's Association.

### Proven benefits of hearing aids in tinnitus management

Several surveys have proven the benefits of hearing aids in the treatment of tinnitus. In a recent US survey<sup>3</sup> of hearing care professionals, 60% of patients were reported to have gained tinnitus relief

<sup>1</sup> Axelsson A, Prasher, 2000

<sup>2</sup> Henry JA, Dennis KC, & Schechter MA (2005). General review of tinnitus: Prevalence, mechanisms, effects, and management. *Journal of Speech, Language, and Hearing Research*, 48, 1204-1235.

<sup>3</sup> Kochkin S., Tyler R. Tinnitus treatment and the effectiveness of hearing aids: hearing care professional perceptions. *Hearing Review*. 2008;15(13):14-18.

from using hearing aids. Another study of patients themselves found that 75% who wore hearing aids gained relief either frequently, most or all of the time.<sup>4</sup>

The training and lead generation program will initially be available in selected markets, including the US and Canada.

#### **About Phonak**

Headquartered near Zurich, Switzerland, Phonak, a member of the Sonova Group, has developed, produced and globally distributed state-of-the-art hearing systems and wireless devices for more than 60 years. The combination of expertise in hearing technology, mastery in acoustics and strong cooperation with hearing care professionals allows Phonak to significantly improve people's hearing ability and speech understanding and therefore their quality of life.

Phonak offers a complete range of digital hearing instruments, along with complementary wireless communication systems. With a worldwide presence, Phonak drives innovation and sets new industry benchmarks regarding miniaturization and performance.

For more information, please visit [www.phonakpro.com](http://www.phonakpro.com) or contact:

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#### **Phonak – Life is on**

We are sensitive to the needs of everyone who depends on our knowledge, ideas and care. And by creatively challenging the limits of technology, we develop innovations that help people hear, understand and experience more of life's rich soundscapes.

Interact freely. Communicate with confidence. Live without limit. Life is on.

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<sup>4</sup> Kochkin S., Tyler R., Born J. MarkeTrak VIII: The Prevalence of Tinnitus in the United States and the Self-reported Efficacy of Various Treatments. Hearing Review. 2011;18(12):10-27.