



## Press Release

### Phonak launches audiology blog

Phonak unveils new channel to share audiological activities with hearing care professionals around the globe

**Stäfa, Switzerland – November 16, 2016 – Phonak, the leading global provider of hearing instruments and wireless communication solutions, is pleased to announce the launch of a new audiology blog - [audiologyblog.phonakpro.com](http://audiologyblog.phonakpro.com). The new channel will feature blog posts on the latest topics in audiological research, scientific evidence and clinical best practice from Phonak and gives hearing care professionals the opportunity to interact with the blog community.**

As an integral part of the official [www.phonakpro.com](http://www.phonakpro.com) website, short and easy-to-read blog posts will be offered in six categories: Family-Centered Care, Evidence, Technology, Pediatrics, Clinical Practice and Other. For those interested, the posts will contain links to more in-depth information, such as journal articles, scientific evidence and interviews.

#### Big picture on a single platform

“With the Audiology Blog, it was our ambition to offer hearing care professionals a quick and easy way to keep informed about our audiological activities, as well as new perspectives and insights from experts around the world,” explains Ora Buerkli, Vice President Global Audiology at Phonak.

The launch of the new Phonak audiology platform is another evidence of the company’s clear commitment to the field of Audiology. Many audiologists from within and outside the organization will be invited to share their knowledge and expertise with the global audiology community on a more personal level.

Optimized for mobile use, the blog allows all users to keep up to date even on the go.



For a first impression, please visit: <https://audiologyblog.phonakpro.com/>. The blog is available in English only.

#### **About Phonak**

Headquartered near Zurich, Switzerland, Phonak, a member of the Sonova Group, was born in 1947 from a passion and dedication to take on the most difficult hearing challenges. Seventy years later, this passion remains. As the industry's leading provider, we offer the broadest portfolio of life-changing hearing solutions. From pediatric to profound hearing loss, we remain committed to creating hearing solutions that change people's lives to thrive socially and emotionally. We believe in changing lives and creating a world where 'Life is on' for everyone.

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

#### **Media Relations Phonak**

Michael E. Isaac  
Phone +41 58 928 33 33  
Email [michael.isaac@sonova.com](mailto:michael.isaac@sonova.com)

At Phonak, we believe that hearing well is essential to living life to the fullest.  
For almost 70 years, we remain true to our mission by pioneering hearing solutions that change people's lives to thrive socially and emotionally. **Life is on.**