

Press Release

Phonak cares about family involvement

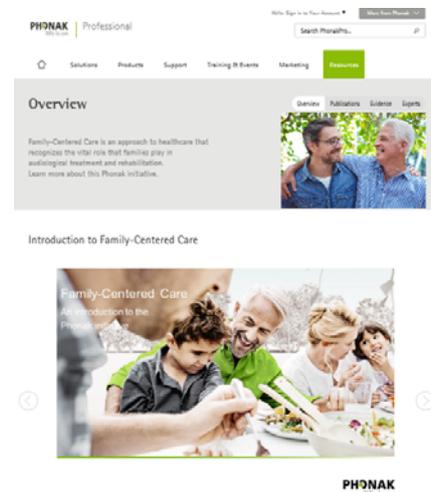
Phonak creates an online professional resource center dedicated to Family-Centered Care

Stäfa, Switzerland – July 5, 2017 – Phonak, the leading global provider of hearing instruments and wireless communication solutions, announces the launch of a new dedicated platform on [Family-Centered Care](#) (FCC). FCC is an approach to hearing healthcare that recognizes the vital role the family plays in the treatment process. It considers both the clients and their family members as partners throughout the audiological journey.

FCC has become a success model in healthcare over the last decade and is now finding its way into hearing healthcare. Based on this insight, an expert circle brought together by Phonak and chaired by Professor Louise Hickson from the University of Queensland, Australia, developed specific [recommendations](#)¹ for hearing care professionals¹ on how to implement FCC in daily clinical practice.

The new landing page is an integral part of the Phonak [website for Professionals](#). It provides a general [overview](#) about the initiative in a short and easy-to-understand fashion, as well as a summary of all journal [publications](#) and corresponding infographics. In addition, relevant scientific [evidence](#) and publications can be downloaded and shared directly from the site.

Under the [Experts](#) section, an introduction of the FCC experts consisting of a select international group of 16 hearing healthcare experts and researchers can be found.



Everything FCC, all in one place

“With this dedicated information platform, we offer hearing care professionals an easy and compact way to keep informed about our activities and the benefits of FCC. The site will continually grow as we progress with this initiative, so that it will become a hub of expertise for all matters concerning early involvement of family members throughout the whole audiological treatment and rehabilitation process,” explains Ora Buerkli, Vice President Global Audiology at Phonak.

For a first impression, please visit: [Phonakpro.com/FCC](https://www.phonakpro.com/FCC)

¹https://www.phonakpro.com/content/dam/phonakpro/gc_hq/en/resources/evidence/journal_articles/documents/2016Apr_Singh_FamilyCenteredCare_Final_HR.pdf

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 or contact:

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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.**