

## Media Release

### Phonak launches eAudiology webinar series to support hearing care professionals through digital transformation

*12-month online-based informational lecture series with key opinion leaders and pioneers in digital hearing healthcare starting from May 2018*

**Stäfa (Switzerland), April 30, 2018** – Phonak, the leading global innovator for hearing instruments and wireless communication solutions, announces the launch of a monthly online lecture series on eAudiology. The webinars are developed and presented in close collaboration with renowned international experts. The goal is to support hearing care professionals in clinical practice through the digital transformation and in integrating eAudiology solutions into their practice. The first lecture by Dr. Danielle Glista is scheduled for May 9, 2018.

Digital transformation is currently reshaping the healthcare industry landscape. New telehealth or e-health technologies enable patients to access care from the comfort and convenience of their homes, their social environments and even from remote locations where the distances to hospitals and healthcare providers are great.

“This change is also happening in audiology, and it will have an impact on the way hearing care is provided in the future”, said Ora Buerkli, Vice President of Global Audiology at Phonak. “We want to support hearing care professionals through this extension of service provision. By offering up to date, evidence-based and product neutral information, we aim to empower hearing care professionals to embrace digital hearing healthcare and benefit from this new addition to service delivery.”

#### **Monthly lecture series starting from May**

Earlier this year, Phonak assembled thought leaders in eAudiology to discuss the digital transformation in audiology and to identify ways to support the field in integrating new technology solutions into clinical practice. Based on the insights gained in this meeting, chaired by Professor Joseph Montano, Phonak developed an online lecture series on eAudiology. Starting in May, a total of 12 monthly webinars with experts in the field are scheduled.



*Dr. Danielle Glista will start the lecture series on May 9, 2018 with an introduction to eAudiology.*

The first lecture, “An introduction to eAudiology”, will be presented by Dr. Danielle Glista from the National Centre for Audiology at Western University, London, Ontario, Canada, on **May 9, 2018 at 11 a.m. GMT**. Further experts to host a webinar include Dr. Gurjit Singh, Dr. Joseph Montano, and Dr. Melanie Ferguson.

## **Consensus paper on eAudiology**

As a further result of the expert meeting, a consensus paper for hearing care professionals in clinical practice is being developed and planned for publication in September.

The webinars will be hosted live in English, via the Phonak Learning online platform and made accessible via link before each talk in participating markets (US, Canada, Australia, South Africa, New Zealand, UK, France and Germany). Each lecture will be accredited by local Audiology governing bodies. The webinars will also be recorded for later access.

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

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## **About Phonak**

In 2017, Phonak, a member of the Sonova Group, proudly celebrated its 70th anniversary.

Headquartered near Zurich, Switzerland, Phonak was born in 1947 out of a passion for taking 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 creating a world where 'Life is on' for everyone.

At Phonak, we believe that hearing well is essential to living life to the fullest. For 70 years, we've remained true to our mission, creating life-changing hearing solutions to help people thrive socially and emotionally.  
**Life is on.**

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