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FOR IMMEDIATE RELEASE

UNIQUE COLLABORATION TARGETS ADVANCING AUDIOLOGY CARE QUALITY NATIONALLY

MINNEAPOLIS: JANUARY, 2013: In an unprecedented effort to quantify and advance the impact audiology practices committed to “best practice” standards of care have on overall American hearing health, AuDNet, Inc. and Unitron U.S. have established a unique collaboration titled “The Patient Care Excellence Program.” Established as a continuation of the historic partnership between the Plymouth, MN based hearing instrument manufacturer and the Burnsville, MN based audiology-focused group purchasing and marketing organization, the Patient Care Excellence Program seeks to enlist audiology practices across the country to participate in an ongoing program designed to both deliver the best standards in quality adult hearing health care, and to nationally measure the impact that standard of care has on overall patient satisfaction and success.

“Ever since May of 2006 when the AAA Task Force first published its summary guidelines regarding audiologic management of adult hearing impairment, the audiology profession has needed a way to unify behind this standard of care,” stated Brian Taylor, Au.D., Director of Practice Development & Clinical Affairs at Unitron, U.S.. “Through our collaboration with AuDNet, Inc., an organization consisting exclusively of audiology practices, we hope to encourage thousands of audiologists to not only commit to providing this standard of care, but to working with us in quantifying the national impact this patient care has on overall treatment success.”

David Smriga, M.A., President of AuDNet Inc., is equally as enthused about the program. “Our organization has been committed to advancing the value and importance of audiology care to all Americans for over a decade now. This program puts teeth into that marketing message. Audiology practice members who elect to participate in this Patient Care Excellence Program will not only receive unique pricing and access to Unitron products and services, but their practice area will also specifically be included in AuDNet’s annual national patient care survey. By soliciting input and opinions from both patients who have received best-practice care, as well as from those that have not, we hope to quantify the impact that level of care has on overall patient satisfaction, perceptions and success. This data will then be used to further reinforce our message that the first consideration when seeking hearing help is to seek the care of an audiologist committed to best-practice standards.”

The AuDNet/Unitron Patient Care Excellence Program was officially launched in December of 2012. The first national consumer survey of patient care quality is targeted for distribution in early 2014.

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For more information about this topic, please contact your local Unitron representative, Brian Taylor at brian.taylor@uniton.com or David Smriga at dsmriga@aud-net.com