



As 2018 Nears Its End

As 2018 is coming to a close, we at AUDNET Hearing Group want to thank all of our valued customers, partners and associates who collectively and individually have contributed to our first year of operations as a combined organization. This rather interesting union has brought together a diverse group of people, interests, abilities and needs. We have been able to tackle some big issues facing our industry today. We have also identified areas where more work and creativity is needed. We have helped each other grow. And, in so doing we have sewn the seeds for even greater reward in the coming year.



The Holiday season is a time for all to take a small breather from the demands of everyday life and focus on family, friends and blessings. Recognizing this, AUDNET Hearing Group headquarters will be closed on December 24 and 25, and will also be closed on January 1. Please accept our very best wishes for an enjoyable Holiday wherever you and your family may be.



Phonak Introduces Marvel Product Line

This past month, AHG attended the local meeting sponsored by Phonak to launch their new Marvel product. This recent addition to the Phonak technology stable has been on the horizon for awhile, so we were anxious to here more about what the product has to offer.

Probably the biggest reveal is that the Marvel products will pair with anything that is bluetooth enabled, including iphones and/or android smart phones. Binaural streaming means not only wireless music listening enjoyment (in stereo), but enhanced phone conversations, including using the hearing aid's microphone as the phone's microphone. Look for this binaural voice streaming to work with Roger devices in the fall of 2019.

The Marvel technology became available on 11/30 with a 6,000 unit pre-order preceding the launch. This product line will be released in phases. Available now are the Audeo M 312 and Audeo M Rechargeable products. Look for Audeo M 312 T and Audeo 13 T around February of 2019. A rechargeable version that includes a T-coil will be available next fall.

AHG Presentation at ADA a Huge Success

Greg Frazer, Dale Thorstad and Dave Smriga garnered standing-room-only attendance at their recent ADA conference presentation entitled "Positioning Professional Care Value Through Innovative Practice Management Strategies." The talk highlighted 5 different methods practitioners can



use to better draw attention to and showcase their professional care value. Included in the talk were innovative ways to use insurance companies as a referral source, making smart choices when selecting hearing aid technologies, and connecting clinical expertise to the consumer electronics market. Keep an eye out for upcoming AHG videos zeroing in on several key topics that were included in this course.

Don't Forget About Your Year-End Volume Discount

As 2018 is coming to an end, it is important for AHG members to make sure they have maximized their Year-End volume discount earnings. Members who purchase an average of 5 units a month or more during the year are eligible for this additional discount. Don't miss out on this opportunity to secure additional savings.



Save The Date:

AUDNET Hearing Group Collaborative Empowerment Expo - May 16-18 2019