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Press Release

AuDNet, Inc. Launches Education Division to Benefit Consumers and Hearing Loss Specialists

04.07.10, 3:06 PM ET

BusinessWire - AuDNet, Inc., a national audiology network focused on building consumer recognition and demand for audiology professionals through their consumer-facing website NowiHear.com, has announced the launch of a consumer education division.

By leveraging its current business support and marketing resources, AuDNet will encourage consumers to seek the highest qualified hearing care professionals in the United States. Through a series of targeted audiology care awareness campaigns, consumers will learn about the important role audiologists play in their overall health care.

"Our mission with the education division is to facilitate the growth and expansion of audiology care through consumer awareness about the importance of audiology," remarked Dr. Kathy Foltner, chief executive officer of AuDNet. "Many consumers don't realize that audiologists are THE hearing experts and the highest qualified individuals to treat hearing health issues including hearing loss and balance. Audiologists are best suited to serve the population based on their advanced training, education and experience."

To date, the goals of the AuDNet consumer education division are to:

- Release a series of awareness campaigns to increase the public's understanding of audiology care and hearing health.
- Facilitate useful and thought-provoking conversations among the audiology industry that will serve to increase the level of care for patients nationwide.
- Give audiologists a strategic way to reach their target population thereby increasing the value of the AuDNet national network for both audiologists and consumers.

Added Foltner: "We are excited about this next step for AuDNet, and are confident that this is an equally important step for audiology care professionals and consumers. We look forward to facilitating an open dialogue about the importance of hearing loss prevention and the implications for shifting consumer behavior with regard to hearing care treatment. Consumers need to know that audiologists are THE hearing experts and the first professional they should see when hearing or balance issues are a concern."

About AuDNet, Inc.

AuDNet, Inc. is a national network of independent audiologists dedicated to providing expert, professional hearing and balance care so that patients achieve the best quality of life possible. The company's mission is to position audiologists as THE hearing experts and educate consumers about the importance of audiology care.

SOURCE: AuDNet, Inc.

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