



Phonak at the 33. World Congress of Audiology

The world of Audiology gathered in Vancouver, BC, from 18th to 21st September 2016 to share and discuss the state of audiology, research on hearing, and new clinical directions. The Sheraton Wall Center was bustling with researchers, academics, manufacturers, and clinicians all talking audiology.

A larger than expected crowd filled the meeting rooms and exhibit hall, and spread the word about hearing healthcare across the city. According to the organizers, 1400 participants from 41 different countries were in attendance.

Phonak, a sponsor of the event, was there in force with a well-designed booth highlighting our new rechargeable technology and Autosense OS. In addition we sponsored a 90 minute session on Family-Centered-Care and a technology suite with Klangfinder and rechargeable ease of use demonstrations and posters supporting our claims with robust evidence. A session on emotions and hearing, chaired by Stefan Launer, and with a presentation by Gurjit Singh, also contributed to our strong presence.

One day earlier, in a session chaired by Gurjit, Andi Vonlanthen could convince with a great presentation on innovations in hearing instruments focusing on remote support. Additionally, Phonak catered for Roger technology for all participants in need and Bill Dickinson outlined the numerous possibilities how to professionally engage as an audiologist to more than 100 young professionals at a welcome reception sponsored by Phonak.

None of this would have been possible without a close collaboration between Phonak Canada, Phonak USA and Global Audiology at HQ. We consider our presence at the WCA a success and are planning on attending the next meeting in South Africa in 2018. Stay tuned.

Here are some impressions:

A packed booth with huge interest in the new Audéo B-R



Louise Hickson engaging the audience during the session on Family-Centered-Care



Bill Dickinson, sharing insights on the profession with young professionals



Evan Claytor, Phonak US during the sound demo for AutoSense OS



Michael Nilsson explaining the advantages of our new rechargeables



Gurjit Singh presenting on the latest research of emotion in speech

