



January 2012

audiologist
of the year
2012

**Help us find the
Audiologist of the year**

The search is on for the Audiologist of the year 2012. Recognise and reward your hearing professional for their outstanding care, service, commitment and professionalism by nominating them for this year's prestigious award. Plus by doing so you could win some excellent prizes.

Entering is easy, simply complete an entry form available from your audiologist or you can enter online at www.audiologistoftheyear.co.uk

AUDIO Infos RAYOVAC

Race for 2012 Audiologist of the Year begins

For the 5th year running hard of hearing people across Europe once again have an opportunity to show their appreciation for the people who care for their hearing.

The world's no.1 selling hearing aid battery manufacturer, Rayovac, has teamed up with Audio Infos magazine to find the 2012 Audiologist of the Year.

They are looking for hearing patients in the UK, France, Germany, Austria, Spain and Sweden to nominate professionals who they believe go the extra mile to help them overcome their hearing problems.

The winner will follow in the footsteps of 2011 champion Jens Warnecke (Germany) who was crowned winner at the EUHA hearing congress in Nuremberg last October.

He picked up the title ahead of Robert Beiny (UK), Michel Bourdin (France), Lidia Rossello Martinelli (Spain) and Anna Kennryd (Sweden), who were each named national champions in their own countries.

Rayovac marketing manager Paula Brinson-Pyke said: "It's a great pleasure for Rayovac to be launching the 2012 Audiologist of the Year award in partnership with Audio Infos. We look forward to reading each of the many hundreds of entries we receive for each country.

"Audiologist of the Year has become an important standard within the industry and it will once again highlight the expertise, professionalism, dedication and compassion with which hearing professionals approach their job.

"We were delighted to welcome Jens to our winners club in 2011 and want to hear more patients telling us why their audiologist deserves the award."

The Audiologist of the Year award, which was first held in 2008, has grown to become the leading industry award for hearing professionals and is judged by a panel of industry experts

All nominations are judged anonymously with the judges particularly looking for audiologists that demonstrate:

- Outstanding commitment to the patient
- Support for the patient and the family
- Making a difference in the patient's life
- Knowledge about new technologies
- Working closely with other specialists, providing a team approach

Entries can be made online – or via post - and votes can be cast until 13th July 2012. Further information is available at the competition website

www.audiologistoftheyear.eu

The overall winner of the competition will again be presented with their award and prize at the annual EUHA Congress which will be held in Frankfurt in October 2012. Each of the national champions also receives an award as do the nominating patients.

All nominations have to be made by patients but audiologists can ensure their patients are aware of the competition by downloading promotional materials from the Rayovac website.

For more information about the competition visit www.audiologistoftheyear.eu or visit our Facebook page: www.facebook.com/HearingwithRayovac

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MEDIA ENQUIRIES: For further information or access to any images, please contact David Swinburne or Ian Watson at MHW PR on +44 (0) 191 2331300 or email: david@mhwpr.co.uk