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Press Release

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Signia Unveils New Practice Development Resource Center to Support Hearing Care Professionals Amid COVID-19

From remote care to patient communication templates, new resource center provides the tools, advice, and expertise to stay connected with patients

As the world continues to contend with the spread of the COVID-19 virus, hearing aid innovation leader Signia has created a new [Practice Development Resource Center](#) to help hearing care professionals navigate this challenging landscape, provide care to their patients remotely, and make the best decisions for their practice.

“With many practices facing unprecedented challenges right now, Signia is eager to do everything we can to support them and their patients,” said Dr. Tish Ramirez, Au.D., Signia’s Vice President, Clinical Education & Professional Relations. “Rather than focusing on launching new products, we decided to shift gears and give our full attention to our customers’ needs. Our goal is to make sure hearing care professionals have the tools to operate as best as they can today, and to come out of this crisis successfully.”

In this new reality, with more practices temporarily closing their doors, Signia remains committed to helping its hearing care partners serve their patients while maintaining their businesses. With its new Practice Development Resource Center, Signia provides a wide range of resources to address current challenges while preparing for future opportunities.

Key among these resources are those focused on [TeleCare](#), Signia’s remote hearing care solution that enables providers to fine-tune and adjust their patients’ hearing aids remotely. With more people practicing social distancing and under quarantines, TeleCare is an invaluable service to help those with hearing loss at this critical time, since they don’t have to leave their homes to have their hearing aids serviced.

Visitors can access Signia’s series of webinars, instructing them on how to set up TeleCare and get the most out of this free solution, available for all hearing aids on the Signia Xperience, Nx, primax, and binax platforms.

The new resource center also offers email and social media templates practices can use to communicate with their patients, information about its new direct-to-patient repair service, and additional resources to help manage their practice. Other features include useful external links such as guidance from the Centers for Disease Control and Prevention and the American Academy of Audiology, as well as information about financial support for small businesses.

Signia's new Practice Development site can be accessed at: <https://pro.signiausa.com/practice-development/>

About Signia

Signia stands for iconic innovation. Since its launch in 2016, Signia has already brought to the market several “world’s firsts” solutions. Beyond highly innovative hearing aids, Signia also delivers tools and apps that increase customer interaction and engagement on all levels of hearing aid management. Signia thus empowers hearing care professionals and patients to get the most out of their hearing aids.

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