

24<sup>th</sup> June 2010

## **Siemens Hearing Instruments appointed to NHS Supply Chain's National Framework**

### **New IMPACT products to be rolled out into audiology departments**

Siemens Hearing Instruments has been appointed as one of the main suppliers on the NHS Supply Chain's National Framework. The contract will see Siemens provide its new range of IMPACT products and audiological sundries to the NHS, while working in close partnership with audiology departments.

The IMPACT product family consists of behind-the-ear (BTE) devices, in-the-ear (ITE) custom hearing solutions plus a receiver in canal instrument (RIC), which is the smallest housing offered to the NHS. With products for patients with mild to moderate hearing loss, plus power products for moderate to severe and profound hearing loss, the IMPACT range offers increased discretion, better sound quality and improved technology.

As part of the contract and for the first time, Siemens' Tek™ will be available to the NHS. Tek is an innovative solution that uses Bluetooth® technology to wirelessly communicate sound between a hearing instrument and MP3 players, mobile phones, TVs, home stereo systems and other audio sources.

“Siemens has supplied hearing instruments to the NHS for over 30 years and we are delighted to have been accepted as one of the main suppliers on contract with NHS Supply Chain,” said Trevor Andrews, Managing Director at Siemens Hearing Instruments. “However, Siemens is not just about hearing instruments. We are actively developing workflow solutions that assist audiology services in their need to increase efficiency, while also enhancing the standard of hearing health delivered to patients. For example, AutoFit is a new technology that enables a highly accurate fitting solution for patients and a more streamlined workflow for audiologists that frees up time.”

Product training in audiology departments will commence in June with the first IMPACT products reaching hospitals and patients on 1<sup>st</sup> August 2010.

For more information on the IMPACT product range please visit:

[www.siemens.co.uk/en/about\\_us/businesses/healthcare/impact.htm](http://www.siemens.co.uk/en/about_us/businesses/healthcare/impact.htm)

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**Notes to editors:**

High res images are available on request to illustrate.

**Picture caption:** Siemens Hearing Instruments will supply its family of IMPACT products and audiological sundries to the NHS having been appointed as one of the main suppliers on the NHS Supply Chain's National Framework.



**About Siemens Hearing Instruments**

[www.siemens.co.uk/hearing](http://www.siemens.co.uk/hearing)

**Siemens Hearing Instruments Ltd** (Crawley, West Sussex) provides a comprehensive range of digital hearing instruments and software, patient management systems and audiology equipment to the National Health Service, independent retail dispensers and national chains in the UK. It is the UK operation of **Siemens Audiologische Technik (S.A.T.)**, based in Erlangen, Germany. Part of the Siemens Medical Group, S.A.T. has been at the forefront of audiological innovation for over 125 years and is the world's market leader in the design and manufacture audiological products.

Approximately 312 words

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