

**NEWS
RELEASE**

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TOP AUDIOLOGIST SCOOPS PRESTIGIOUS EUROPEAN AWARD

A dedicated hearing care professional has been recognised for his outstanding work in the hearing industry, scooping a prestigious European award.

Robert Beiny, an audiologist at the Hearing Healthcare Practice in Harpenden, Hertfordshire, claimed the coveted title of European Audiologist of the Year (AOTY) 2017, just weeks after being announced as the UK Audiologist of the Year, beating off stiff competition from seven countries across Europe.

The AOTY judges were particularly inspired by the impact Robert Beiny has had, and continues to have, on his patient Christine's life over the past 15 years. Without Robert's support, Christine, who has severe to profound hearing loss in both ears, believes she wouldn't be where she is today after a successful 46 year career in public service and living life to the full.

Christine, who nominated Robert for the prestigious award, said: "For 15 years, Robert has managed to keep pace with my hearing loss by fitting me with the latest aids that have given me an edge in the hearing world."

When circumstances changed in her career Christine was referred to Robert by her NHS audiologist to see if anything further could be done to help her. She was reluctant at first but, after their first meeting, she was fitted with the latest technology and hasn't looked back since.

Christine says: "I still remember my first impressions of how kind, sympathetic, calm, reassuring, competent and knowledgeable Robert was and, 15 years on, I can certainly say that impression was spot on.

"I think the most important thing he gave me on that first outing was hope. He kitted me out with two brilliant radio aids and radio mics, and, using his vast network of contacts he managed to come up with a way to connect my aids to the office phone system – 15 years ago, this was breaking new ground. What a difference! I could hear things I hadn't heard for 20 years – blackbirds, trickling water, and crucially, my clients! Thanks to Robert, I took a new job and haven't looked back since.

"Over the years, Robert has kept me kitted out with the best technology to offset my increasing deafness. I look at him and his staff as friends, not just hearing aid providers. His main driver is the pleasure of being able to help people. He also donates to deaf charities regularly and even runs lip-speaking classes for free. I can't tell you how many things I can still enjoy thanks to him."

Now in its 10th year, the Audiologist of the Year competition – which is run in partnership between Rayovac, a world leading hearing aid battery manufacturer and a division of Spectrum Brands Inc., Audio Infos, a leading international hearing publication for the audiology industry, the European

Hearing Instrument Manufacturers Association (EHIMA) and the European Federation of Hard of Hearing People (EFHOH) - celebrates the exceptional work of hearing care professionals across Europe.

An independent judging panel of industry professionals worked throughout the summer to whittle down the anonymous entries and find a worthy winner from the hundreds of entries from across the UK, Ireland, Austria, France, Germany, Spain and the Netherlands.

Each nominee is scored on the dedication, commitment, knowledge and levels of care demonstrated in their patient's entry. A winner is selected from each of the participating countries in September, with one of these going on to be crowned European champion.

Robert Beiny picked up his award during Rayovac's annual Evening of Excellence, held during the EUHA congress in Germany this October.

Speaking about his award win, Robert Beiny commented;

"I'm stunned and honored to have won the European Audiologist of the Year Award. It's particularly exciting to be recognised in the Award's 10th anniversary year. But this Award is really not just about one person, it's recognition of the ethos of my whole team at the Hearing Healthcare Practice.

"What also makes these Awards so special is that they are nominated by patients. And I'm so proud to see that what really comes across reading their kind words is that it's our caring approach, our desire to innovate and our unwavering positivity that sets us apart. It's not simply about the amazing technology we have access to, our work encompasses so much more, and it's why we all love what we do and the lifelong relationships our work inspires.

"Finally I'd like to say a huge 'thank you' to Christine and all the patients who nominated us. Without their trust and belief, we couldn't achieve the amazing and life changing results we do."

Paula Brinson-Pyke, Marketing Director at Rayovac, said: "The Audiologist of the Year competition is one of the highlights of the Rayovac calendar and it's great to be able to give these outstanding professionals something back for their commitment and dedication to patients. Each year we are taken aback by the number of heart-warming hearing stories we receive from people across Europe.

"Audiologists such as Robert and all of our country finalists are leading the way in raising the benchmark of care in the hearing industry across Europe. We wholeheartedly congratulate Robert and all of the 10th anniversary country winners and our thanks go to all of the patients who took time to nominate their hearing professional."

Morgan Potier, Audiologist at Laboratoire d'Audiologie Clinique (LAC), has also been highly commended at a European level following being announced as the 2017 French Audiologist of the Year.

Other country winners who were in the running for the European title were:

Morgan Potier, France

Haluk Celik, Germany

Yvonne Doyle, Ireland

Erwin Lobato, Netherlands

Sebastian Bernal Zafra, Spain

Herdis Menhardt, Austria

For regular updates on this year's Audiologist of the Year competition, visit www.audiologistoftheyear.co.uk, follow Rayovac on Twitter at www.twitter.com/HearwithRayovac or like us on Facebook at www.facebook.com/HearingwithRayovac.

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Notes to Editors

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The company exports hundreds of millions of batteries around the world each year out of its two manufacturing facilities in Tyne and Wear, UK, and Wisconsin, USA.

Rayovac is a division of global consumer products company, Spectrum Brands Holdings Inc.

For more information about Rayovac, visit www.rayovac.eu.

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