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## **Audioscan® appoints Audiology and Education Head**

*New Director will channel best practice content to fitting professionals.*

**Dorchester, Canada – Jan 1, 2015.** Audioscan has today announced that John Pumford, Au.D., will join the management team as Director of Audiology and Education.

Dr. Pumford's mandate will be to create valuable and relevant educational content for best practices in fitting verification. He will also develop delivery channels so that each of the specific market segments served by Audioscan will receive educational content appropriate to their needs.

Jim Jonkman, Audioscan's President said "John Pumford is a key addition to the Audioscan team. He is a real-ear measurement expert and passionate about using verification to achieve the best possible fit. He has strong practical experience and understands that educational content must to be fine-tuned to the specific needs of the fitting professional and the hearing instrument technology being deployed."

Dr. Pumford received his Master's degree in Audiology from Western University (1997) and his Doctor of Audiology Degree from Salus University (2009). Previously, Dr. Pumford held senior audiology, clinical research and management positions for some of the industry's leading hearing instrument companies. Most recently, John was Manager of Clinical Research at Phonak where he oversaw research related to extended wear hearing aid technology. Dr. Pumford has also held clinical audiology positions in hospital and private practice settings along with research audiology positions at the National Centre for Audiology (in London, Canada). Dr. Pumford has presented internationally on various topics including real-ear measurement, hearing aid technologies and the DSL method, and has authored/co-authored a number of publications in these areas.



*Audioscan Director of Audiology and Education  
John Pumford Au.D.*

### **About Audioscan**

Audioscan, a division of Etymonic Design, is the leading manufacturer of hearing instrument fitting systems in North America. The company manufactures the Verifit®, Axiom®, and RM500SL™ used by fitting professionals throughout the world. Audioscan pioneered the Speechmap® fitting environment and the use of real speech for verification. The company's headquarters and manufacturing are located in Dorchester, Ontario.

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