

Well-Hearing is Well-Being

Phonak Marketing Communications Support Kit



The impact of hearing loss is often underestimated. It's time to change the conversation from “hearing loss – sensory problem” to “hearing care – a vital part of healthy living”. Help your clients to connect socially, thrive mentally and emotionally.

1. **Update your digital presence** with our **Website Support Kit**: Content to share on your website.
Post on social with our **Social Media Support Kit**: Download multiple posts and suggested content. We've also included tips to schedule multiple posts that save you time.
2. **Support existing patients** with our **Engaging Patients Support Kit**: Download patient-focused letter.
3. **Acquire new patients** with direct mail.

Here's the link: <https://spaces.hightail.com/space/gjVtdvGa6F>

Need help? Our marketing team is ready to support you.

Email practiceservices@phonak.com

How-To Download from Hightail

Note: You do not need a user account to access the files.

1. Click on the link.
2. Click on the “DOWNLOAD ALL” button.
3. Click on the “Save” arrow button and select “Save as” to choose where you want the file to download and save. If you choose “Save,” it will be in your “Download” or default folder. Due to the large size of the files, the download may take a while to complete.
4. Once the download is 100% complete, go to the location of the zip file on your computer (i.e. Desktop, Download Folder, etc.). A quick way to do this is to select “Open Folder.”
5. In the Finder window, select “Extract all,” choose a location for the files, and click “Select Folder.” All files contained within the zip file are now in a folder in the selected location.