



Digital transformation in Hearing Healthcare

Phonak is pleased to announce the third webinar in its eAudiology series titled “Digital transformation in Hearing Healthcare”. This webinar explores the notion that an industry wide digital transformation is rapidly taking place and investigates how the hearing healthcare market is responding. As Director of digital experience for Phonak, Francois will also look at how Phonak is responding to this transformation.

Presenter:



Francois Julita

Francois' professional life is mainly driven by new digital technologies and the impact on society, work and private life. As a “child” of the early dot-com era he witnessed the growth of the internet, it's hype and the transition to maturity. His work in Innovation at Phonak reflects the constant change in consumer behaviour and the digital transformation of the industry. In his role he is responsible for driving new concepts and developing new types of digital solutions, meeting fundamental needs of consumers and professionals alike. Prior to this role he was responsible for Software Product Management and eBusiness at Phonak. He has extensive experience in Digital Strategy, eHealth, Software Development and mobile Solutions and was responsible for many Digital Projects for Fortune500 companies over the past 15 years. He received his Master in Science at Zurich University of Technology (ETH) and holds a postgraduate degree in Master of Business Engineering. He has also been teaching and lecturing at University for many years in domains like eBusiness and Business Planning.

Endorsement:

This Phonak e-Learn session is professionally endorsed:

- AudA Endorsed: CPD1819 017 (Category 1.2; 1 CPD pt)
- AcAud Endorsed: CEP No. 201822 (1 CEP pt)
- HAASA Endorsed: CPED2018-2020(290818), 1 CPED pt)

Access to the recorded session:

There is no cost involved. Simply click the link below to access the recorded session.

Duration: 54 minutes

Recorded on 10th July, 2018

[Watch it now](#)

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