

ReSound Hosts Business Partner Summit to Support Private Practices

ReSound continues its commitment to building private practices by hosting a Business Partner Summit emphasizing key strategies for successful practice management.

Bloomington, MN, August 4, 2011 - <http://www.gnresound.com> - ReSound, the technology leader in hearing aid solutions, is supporting private practice owners by hosting its first Business Partner Summit focused on strategies for successful practice management.

The Summit, which took place July 27 - 29 in St. Paul, MN, was created to offer support to private practices in three core success areas: marketing optimization, managing and supporting talent, and best practices for financial management . Eighty-five private practice owners attended the Summit.

"At ReSound, we understand that our success is tied to the success of our business partners," said Kevin Mensink, VP of Marketing, ReSound. "We're happy to be in a position to offer private practice owners access to industry experts who can help them focus on vital practice-building areas that will have the most impact on their success."

Attendees heard from a variety of industry leading speakers including keynote presenter, Ken Schmidt, Brand Visionary and Communications Strategist for Harley-Davidson Motor Company. Schmidt spoke to private practice owners about critical elements of differentiation in the marketplace.

Speakers from ReSound included Strategic Account Managers, Brad Romney and Greg Stafford who introduced best practices in developing practice-wide programs for converting leads, as well as Sarah Aesoph, VP of Finance, who presented best practices for private practice financial management and cashflow.

Survey responses indicated that Summit attendees found significant value in the content of the presentations and the level of relevancy to their practice.

"It helped me to understand that many small and large practices experience similar growing pains, health and concerns," said one private practice owner. "I really felt that the conference was speaking to my practice and I came away with an even more profound respect for Resound and the commitment my rep has made to my practice and its growth."

"Being able to communicate and discuss with other private practice audiologists was great. I think business summits are great at allowing you to meet others and discuss common business issues."

Visit www.gnresoundblog.com to read the key highlights from the ReSound Business Partner Summit.

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