

**MEDIA RELEASE****HCF More for Hearing partner wins design award for innovative hearing system**

**Sydney, 27 August, 2015** – Australia's largest non-profit private health insurer, HCF delivers innovative services and no-gap hearing aids to members in partnership with Blamey Saunders hears, pioneers in the science of hearing.

Blamey Saunders hears - is a founding participating partner in the HCF *More For Hearing* program, which delivers no-gap cover for hearing aids for members with full hearing-aid entitlements, and is accessed through a unique web portal so that the claimant doesn't have to pay up front.

Blamey Saunders hears has a reputation for developing innovative products and services in the industry, evident when it was recently awarded the inaugural Good Design Award for Social Innovation for its I Hear You® 'self-fit' hearing system.

The system, which allows members to access an online speech perception test from their homes, is available to HCF members through the *More For Hearing* program.

It is the first hearing-aid solution that allows wearers to fully customise their hearing aids themselves with their smartphones and provides phone-based and online support from audiologists and hearing-aid technicians.

HCF Managing Director Shaun Larkin said "We're excited to be partnered with Blamey Saunders hears and congratulate them on this prestigious award win. This is an example of HCF's many strategic partnerships that deliver members more efficient services through cutting-edge technology and digital innovation. It follows the success of our telemonitoring partnership which delivers remote healthcare support to those suffering with chronic illness."

Blamey Saunders hears Managing Director Dr Elaine Saunders said "We're delighted with the recognition in the Good Design Awards and will continue to use innovative technology-based solutions, and partnerships with reputable organisations like HCF to deliver quality services to clients."

For more information about Blamey Saunders hears and the I Hear You® system visit [www.blameysaunders.com.au/](http://www.blameysaunders.com.au/)

***Issued on behalf of HCF by Sefiani Communications Group. Media inquiries to Karen Dunicliff on ph. (02) 8920 0700, mob. 0435 807 761 or [kdunicliff@sefiani.com.au](mailto:kdunicliff@sefiani.com.au)***

**About HCF**

*HCF is Australia's largest non-profit health insurer, currently covering more than 1.5 million Australians. To learn more about HCF go to [www.hcf.com.au/about-us](http://www.hcf.com.au/about-us).*