

# Phonak Field Study News.

## Phonak continues to lead with more freely accessible evidence

An updated, independent analysis of the number of research papers across hearing aid brands' professional websites plus two trade journals, Audiology Online and Hearing Review, was performed by an external consultant. This second analysis reinforced Phonak's position as an industry leader, revealing that it offers more publications through these channels than other hearing aid brands. For 2024 and 2025, Phonak had almost twice the number of total publications available than the nearest brand.

Appleton-Huber, Jennifer. February, 2026

### Introduction

Research is a key element of innovation and thought leadership. Clinical studies and technical measurements provide the necessary evidence for claims made by hearing aid brands. This evidence also aims to give hearing care professionals (HCPs) confidence in the products which they are fitting to clients.

A common resource for obtaining research publications is the professional websites of hearing aid brands. They provide quick and easy access to some of the latest findings about

their technology, and clinical best practices. Whilst easy access is very important, the quality and credibility of scientific research should also be considered. Articles published in peer-reviewed journals have greater credibility than white papers, which are typically researched, edited, and published by the hearing aid brand themselves.

Appleton-Huber (2022) reported on an independent analysis of the number of research publications across hearing aid brands' professional websites plus two trade journals,

Audiology Online and Hearing Review. The total number of research publications identified across the brands' professional websites, plus the two trade journals, Audiology Online and Hearing Review, was 229. Over one third of these were available from Phonak. Additionally, Phonak had the highest number of independent peer-reviewed articles, as well as other research publication types, grouped together, available to HCPs. This analysis looked at the time period August 2019 to October 2022 inclusive.

This analysis was recently repeated, focusing on the time period November 2022 to November 2025, and this current paper outlines the results.

## Methodology

The search strategies used for data collection were:

1. Access the global websites of six major hearing aid brands and review and record the details (research article type, author, title and date published) of research evidence published on the websites for the period November 2022 – November 2025.
2. Access the trade journals Audiology Online and The Hearing Review and review and record the evidence published (as above) specifically noting the hearing aid brand that the author/s represented at the time of publication.

This data collection was recorded over the time frame 15<sup>th</sup> October 2025 – 12<sup>th</sup> November 2025. Each of the six hearing aid brands' websites was then accessed again on 18<sup>th</sup> November 2025, and a final data collection update and data quality control check was conducted.

Research publications were divided into two main categories:

1. Articles published in independent peer-reviewed journals.
2. Other research-related documents. The brands' website format was used to inform the classification of other research-related documents into five distinct minor categories which were: conference/scientific posters, field studies, technical papers, trade journals, white papers.

## Results

The total number of research publications identified across the six hearing aid brands' professional websites plus the two trade journals, Audiology Online and The Hearing Review, was 244. Significantly, 79 (32%) of these were

available from Phonak. This is consistent with the number (n=78) and proportion (34%) of publications available from Phonak, reported for the previous analysis period (2019–2022) (Appleton-Huber, 2022). By comparison, the research publications available from the other hearing aid brands ranged from 16 – 51 publications, as shown in Figure 1.

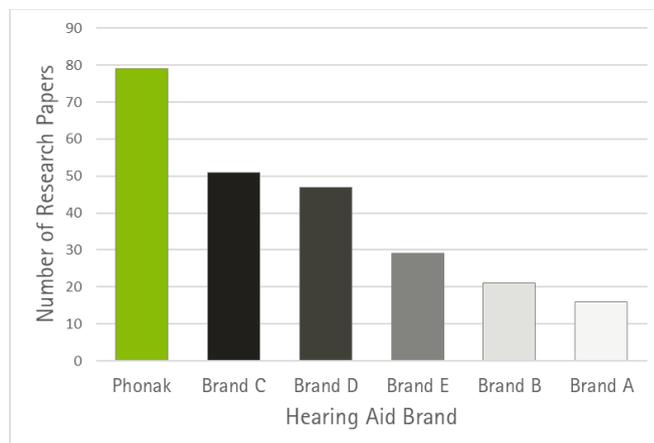


Figure 1. Total research publications available by hearing aid brand (Nov. 2022 – Nov. 2025).

When delving into the data further by year, Figure 2 shows that for 2024 and 2025, Phonak has almost double the number of total publications available than the nearest brand.

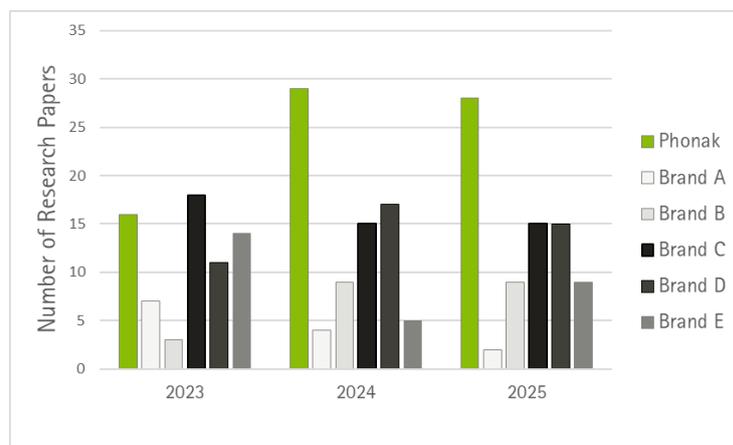


Figure 2. Research publications available per year from hearing aid brands (2023 –2025).

Notably, Phonak had the highest number of independent peer-reviewed articles linked on its website, available to HCPs, as shown in Figure 3. Phonak was found to have four times as many peer-reviewed studies as the nearest brand and twice as many as all key brands combined.

Again, this is consistent with the result for the previously reported analysis period. Peer-reviewed journals publish novel scientific information, subject to high levels of scientific rigor. Unlike white papers or trade journals, peer-reviewed articles are refereed by an independent, anonymous group of experts who ensure that sound

conclusions are drawn from the available results. Hence, they are regarded as providing a superior quality of evidence than the other document types identified and counted in this analysis.

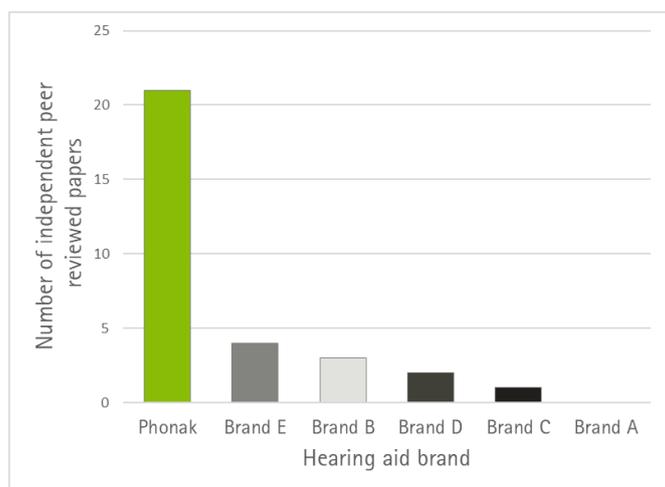


Figure 3. Number of independent peer-reviewed research publications available by hearing aid brand (Nov. 2022 – Nov. 2025).

Interestingly, Brand C was found to have the most research publications in trade journals, available to HCPs, an increase from the previous analysis. Phonak had the third highest number available and although this is a drop of one brand position compared to the previous analysis, Phonak's actual number of research publications in trade journals remains essentially the same.

## Conclusion

Overall, as in the previous analysis (Appleton-Huber, 2022), for the time period November 2022 to November 2025, Phonak does appear to have more total research evidence available to HCPs than brands A – E. Phonak also provides access on their website to the highest number of research publications available in independent peer-reviewed journals.

At Phonak, we back innovative technology with realistic, robust and repeatable evidence to demonstrate the real-world benefits of Phonak solutions. By making this evidence easily accessible online, we aim to equip HCPs with the knowledge to confidently counsel clients, recommend the most appropriate solutions and demonstrate benefits. This is one of the many ways Phonak strives to be the best partner for you, the HCP, so you may provide the best hearing care to clients.

Disclaimer: this report is based on an independent investigation done for the period November 2022 – November 2025. It does not purport to be an exhaustive

comparison of the evidence available to HCPs on hearing aid brands' websites and in trade journals

## References

Appleton-Huber, J. (2022). Phonak has more freely accessible evidence than competitors. Phonak Field Study News available at <https://www.phonak.com/en-int/professionals/audiology-hub/evidence-library>

## Authors and investigators

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Dr Ingrid Yeend has a background in biology and linguistics, Masters in Audiology and PhD from Macquarie University, Australia. She initially worked as a clinical audiologist serving pediatric and adults clients living with complex hearing difficulties. She has extensive experience as a research audiologist working on hearing device related projects and investigating the speech-in-noise listening difficulties experienced by 'normal-hearers'. Currently, she undertakes independent audiology consulting work.

Author  
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Jennifer Appleton-Huber received her M.Sc. in Audiology from the University of Manchester in 2004. Until 2013, she worked as an Audiological Scientist mainly in the UK and Switzerland, where she worked with adults and pediatrics, in the areas of hearing aids and cochlear implants. Her current role is Manager Scientific Audiology and Education at Phonak Headquarters.

# Phonak Field Study News.

## One-page summary

### Phonak continues to lead with more freely accessible evidence

An updated, independent analysis of research publications across hearing aid brands' professional websites plus two trade journals, reinforced Phonak's leadership in evidence-based innovation, finding that it continues to make more research publications available through these channels than other hearing aid brands.

Appleton-Huber, Jennifer. February, 2026

#### Key highlights

- Phonak continues to have more research publications available to HCPs than other hearing aid brands. For 2024 and 2025, Phonak has almost twice the number of total publications available than the nearest brand.
- Phonak continues to have more independent, peer-reviewed journal publications, the gold standard in research.

#### Considerations for practice

- Independent peer-reviewed journals provide the most credible source of research evidence. Phonak Field study news articles offer an easy-to-read alternative highlighting the most important aspects of a study.
- Access to realistic, robust and repeatable evidence ensures you, as the HCP understand how Phonak technology will benefit your clients and optimize your client counselling.