

Audika will help more people hear better

[Insert country] [Insert no. of entities] leading hearing healthcare clinics join forces. As one nationwide (?) chain, the clinics want to improve hearing care by increasing service level and upgrading technology. Improved treatment of hearing loss has a significant positive effect on quality of life.

[Insert date] [Insert brand names] will merge into one hearing care clinic and change name to Audika. The World Health Organization estimates that approximately one-third of people over the age of 65, are affected by disabling hearing loss worldwide. Greater national outreach will allow the new company to help more people hear better and continue to deliver the same high level of service, expertise and technology.

Hearing is an essential part of life and connects us to other people and the world around us. A hearing loss can cause people to withdraw from socializing and can lead to feelings of isolation and depression. New studies (Frank Lin, Johns Hopkins University Hospital) show higher risk of accelerated cognitive decline for individuals with hearing loss who do not actively use hearing aids. Proper treatment for hearing loss is key to remaining cognitive and socially active.

“At Audika, we believe that hearing is too important to make room for even the smallest compromises. Hearing is quality of life and people deserve to reach their full hearing potential,” says **[Insert name]**, General Manager at Audika.

As well as underlining that service, cutting edge technology and expertise is the core of Audika, **[Insert name]** promises that Audika will take a leading position in helping more people hear better.

To reduce the well-documented consequences an untreated hearing loss can have on both an individual, relatives and ultimately society, the merger will allow more people to be screened, tested and fitted due to the increased outreach potential of being a national chain with one shared mission.

“People go frequently to the optician to get their eyes checked and to the dentist to get their teeth checked. Our vision is to get all people above the age of 50 visit a hearing healthcare specialist frequently to get their hearing checked,” says **[Insert name]**, Audika.

New name and identity

To reach this goal, **[Insert brand names]** will merge into a new hearing care clinic, Audika, in order to leverage the many years of expertise they collectively hold.

The clinic names will be changed to Audika and a new visual identity will be rolled out across the **[insert no. of clinics]** clinics in **[insert country]** during the **[insert period]**. Existing customers will continue to have their personal hearing care specialist and can expect the same high level of service, expertise and technology which have been the cornerstones of all the three companies.

For more information contact:

Facts about hearing loss

- Age-related hearing loss is very common and is caused by daily life-long wear and tear of the hearing system.
- The most common symptoms are trouble hearing soft voices, as well as trouble hearing speech when background noise is present.
- Today, 1 in 6 adults experience some degree of hearing loss.
- People wait in average 7 years from noticing hearing difficulties to get a hearing aid.
- New studies show higher risk of accelerated cognitive decline for individuals with hearing loss who do not actively use hearing aids.
- Untreated hearing loss can cause people to withdraw from socializing and lead to feelings of isolation and depression.
- Proper treatment for hearing loss is key to remaining cognitive and socially active.

Facts about Audika

Add some facts about Audika and the merger