

# **Bucks Company, Help in Hearing, Expands with the Appointment of a new Audiologist from Sivantos a World Leading Hearing Innovator**

Submitted by: Insight Marketing Concepts

Wednesday, 15 May 2019

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Help in Hearing are delighted to announce the appointment of Wendy Davies who will further enhance their highly experienced audiology team. Wendy joins from Sivantos (<https://www.sivantos.com/our-brands/our-brands-signia/>), a leading manufacturer of innovative hearing aids where she held the position of National Sales & Audiology Manager.

Selma Becker MD of Help in Hearing (<https://www.helpinhearing.co.uk/>) said, "We are thrilled that Wendy has joined us as an Audiologist and Ear Care Specialist. Wendy has immense knowledge and industry experience, bringing a new dimension to our hearing care audiology team and the service we offer as our business continues to thrive."

Wendy initially trained as an audiologist and worked in the NHS (<https://www.nhs.uk/>) for 15 years before joining Siemens (later Sivantos) in 2000 where she was responsible for training and hearing aid supply to the NHS. In 2007, Wendy was appointed Head of Audiology, extending her reach to also include private clinics. After completing an MBA in 2012, Wendy also gained responsibility for sales. Over the years she has also worked with R&D in the deployment of new technologies that revolutionised hearing aid features and client benefits.

In her national audiology role Wendy became a regular and respected presenter on hearing aid technology at industry conferences worldwide. Her leadership role also included providing clinical support and technical education to the Falkland Islands and developing and implementing the new born hearing screening programme.

"My first love has always been audiology", said Wendy, "the opportunity to work with Selma's team at Help in Hearing has allowed me to get back to grass roots, directly working with and helping people. I know that Selma offers clients the very best in aftercare to ensure they are getting maximum benefit from their aids and I very much want to be a part of this."

Wendy continued, "I find hearing aid technology extremely interesting - it has come such a long way since I started fitting hearing aids in 1985 and new functionalities and features are presented to us by all the manufacturers every year. This allows us to provide a great solution for everyone requiring support with their hearing based on their individual needs –there is no "one size fits all". At Help in Hearing we have access to all the leading suppliers so we can find the right solution for all our clients."

Photography can be downloaded here:

Wendy Davies, Audiologist (<http://bit.ly/Wendy-Davies>)

Selma Becker, Managing Director (<http://bit.ly/Selma-Becker>)

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For further information please contact:

Mark Robson, Insight Group Marketing (<https://insightgroup.co.uk/>)  
markr@insightgroup.co.uk  
07785 395498 / 0843 289 3060 / 01344 578 102

#### About Help in Hearing

Help in Hearing is one of 12 UK accredited Hearing Consultant Approved Sites. The company has two hearing care clinics in Farnham Common and Marlow with specialists that are Registered Hearing Aid Dispenser (RHAD) and Fellows of the British Society of Hearing Aid Audiologists (FSHAA). Both clinics are located in discreet locations for private appointments and utilise the latest technology for hearing assessment.

Help in Hearing is one of the UK's leading hearing care audiologists chosen by Phonak to become an approved partner for Lyric, the world's first and only 100% invisible hearing aid.

Help in Hearing is fully independent of manufacturers and provides a wide range of hearing solutions from all leading providers including Phonak, Oticon, Resound, Audio Service, Signia, Widex, Unitron, Starkey and Sivantos. More information can be found on the Help in Hearing website (<https://www.helpinhearing.co.uk/>)