



People first

oticon
PEOPLE FIRST

People first
Founded on care

When Hans Demant founded Oticon in 1904, he was driven by a profound wish to help his hard-of-hearing wife and others with similar problems lead a better life.

Inspired by this humanistic philosophy, his son and successor William Demant later created the charitable Oticon Foundation. Today the Oticon Foundation is the majority shareholder in Oticon and is committed through its statutes to support the needs of the hard-of-hearing.

Thus, everything we do at Oticon originates from a wish to help people as reflected in our vision:

To help people live the life they want with the hearing they have



People first Oticon philosophy

We believe that it takes more than technology to create the best hearing-care solution. That's why we put the individual needs and wishes of the hard-of-hearing first in our development of new hearing-care solutions. Because hearing-care professionals are the key to ensuring that the optimum solution reaches those who need it, they are also the key to our success.

This uncompromising focus on the needs of the hard-of-hearing forms the basis of everything we do at Oticon. Whether it's hearing instruments or fitting systems, audiology or technology or our relationships with hearing-care professionals, our starting point remains the same:

We put people first

Our contribution

Hearing-care professionals and Oticon share one common goal: to provide the highest possible satisfaction for the hard-of-hearing.

Our contribution is to constantly

- *Develop hearing-care solutions*
- *Establish and build partnerships*
- *Share knowledge*





Hearing care solutions Different people – different needs

People with a hearing loss are individuals with different needs, preferences and potentials.

We want to enable hearing-care professionals to meet these needs. We therefore offer an extensive range of hearing instruments combined with flexible fitting software.

All our hearing instruments match the requirements for attractive, reliable and high-quality solutions.



Partnerships Relationships between people

Hearing-care professionals are vitally important to the successful implementation of our hearing-care solutions.

That's why one of our main obligations is to make it easy and beneficial for them to reach their goals. We believe this can only be achieved through a close partnership.

We therefore customize our offerings to the individual requirements of hearing-care professionals.





Knowledge
Focus on people
– not just on ears

At Oticon we regard the hard-of-hearing as individuals with individual hearing capabilities.

At the independent Eriksholm Research Centre, established by Oticon, the research focuses on the needs of the hard-of-hearing. It's conducted in close collaboration with a network of experts from around the world. The resulting knowledge is used extensively in the design of new hearing-care solutions and fitting strategies. These bring advances to users and hearing-care professionals alike.



Fulfilling our vision

To help people live the life they want
with the hearing they have

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