

Hearing aid brands - Who's who...

Stephen O. Frazier, Hearing Loss Support Specialist 6/24/2020

William Demant Holding Group

CEO: Søren Nielsen

Brands: Oticon, Bernafon, Sonic Innovations, Neurelec (cochlear implants) and Oticon Medical (Bone anchored hearing aids)

Retail Chains: Avada, AccuQuest, Hearing Live

Sonova Holding AG

CEO: Arnd Kaldowski

Brands: Phonak, Unitron, Hansaton, Advanced Bionics and AudioNova.

Retail Chains: Connect Hearing (previously Newport Audiology Centers)

GN Store Nord

CEO: Rene Svendsen-Tune

Brands: ReSound, Interton

Affiliated Retail Chain: Beltone

Persona Medical

CEO: Don Cambell

Brands: RX Ears

Starkey Hearing Technology

CEO: William F. Austin

Brands: Starkey, Audibel, NuEar, Micto-Tech

Retail Chains: All American Hearing, Audibel Hearing Centers

WS Audiology

Formed in 2019 by merger of
Sivantos, Inc. (Formerly Siemens)
and Widex

CEO: Eric Bernard

Brands: Signia, Widex, A & M, Audibene, Audio Service, Bloom, Coselgi, Hear.com, Hear USA, Rexton, Life Style Hearing, Shoebo, True Hearing, Widex Specialists

Retail Chain: WS does not own Miracle but they are the manufacturer of Miracle Ear Hearing aids

AUDIBEL - (800) 769-2590

Owned by Starkey

Audibel CEO: Brandon Sawalich

Audibel

6700 Washington Avenue S.

Eden Prairie, MN 55344-3476

<https://www.audibelhearing.com/contact-audibel-hearing>

Click on "customer service" to go to email link.

AUDIFON – (386) 668-8812
Subsidiary of audifon GmbH
Owned by audifon USA Inc.
Manager: Jane Perron
Audifon USA, Inc.
403 Chairman Ct
DeBary, FL 32713

<https://www.audifon.com/en/contact.php>

AUDINA – (407) 331-0077
Owned by Audina Hearing
Instruments
CEO: Not Available
Audina
165 East Wildmere Avenue
Longwood, FL 32750

<https://www.audina.net/en/site/contact-us>

BELTONE - (847) 832-3300
Subsidiary of GN Store Nord,
the owner of ReSound
Beltone President: Monte Dillow
Beltone
2601 Patriot Blvd.
Glenview IL 60026

<https://www.beltone.com/en-us/contact-us>

BERNAFON- (732) 560-9996
Owned by William Demant
Holdings (Oticon)
Bernafon CEO: Erich Spahr
Bernafon, LLC
2501 Cottontail Lane
Somerset, NJ 08873

<https://www.bernafon-us.com/contact>
info@bernafon.com

GENERAL HEARING - (732) 560-9996
Filed for chapter 7 bankruptcy
November, 2019
CEO: Not Available
General Hearing Instruments
175 Brookhollow Esplanad
New Orleans, LA 70123

[https://generalhearing.com/contact/
customer-care@generalhearing.com](https://generalhearing.com/contact/customer-care@generalhearing.com)

MICROTECH - (800) 745-4327 <https://www.microtechhearing.com/contact-microtech-hearing>

Owned by Starkey

Microtech CEO: William F. Austin

Microtech

6425 Flying Cloud Dr

Eden Prairie, MN 55344

MIRACLE EAR – (877) 336-5823 <https://www.miracle-ear.com/contact-us>

Owned by Amplifon,

HAs manufactured under

contract by Rexton

Miracle Ear Sr. VP: Vera Peterson

Miracle-Ear Corporation

5000 Cheshire Parkway North,

Plymouth, MN 55446

NUEAR - (800) 626-8327 <https://www.nuear.com/contact-nuear-hearing>

Owned by Starkey

NuEar CEO: William Austin

NuEar

6700 Washington Avenue S.

Eden Prairie, MN 55344

OTICON- (855) 400-9766 <https://www.oticon.com/inside-oticon/contact-us>

Owned by William

Demant Holdings

Oticon US CEO: Gary Rosenblum

Oticon

580 Howard Avenue

Somerset, NJ 08873

support@oticon.com

PERSONA – (407) 339-2422 <https://personamedical.com/about/contact/>

Owned by Personal Medical

CEO: Not Available

Persona

170 N Cypress Way,

Casselberry, Florida 32707

PHONAK – (800) 679-4871 <https://www.phonak.com/us/en/contact-us.html>

Owned by Sunovo

Phonak USA CEO: Sandy Brandmeier

Phonak

4520 Weaver Parkway

Warrenville, IL 60555

ReSound – (800) 248-4327

RN US President Scott Davis

ReSound US
8001 E Bloomington Freeway
Bloomington, MN 55420

<https://www.resound.com/en-us/contact>
consumerhelp@gnresound.com

REXTON

Owned by WS Audiology
(Formerly Sivantos/Siemens)
CEO: Eric Bernard
Rexton
3033 Campus Drive, W125
Plymouth, MN 55441

<https://www.rexton.com/contact-rexton/>

RX Ears

Owned by Personal Medical
RX Ears CEO: Don Cambell
Personal Medical
170 N. Cypress Way
Casselberry , FL 32707

<https://personamedical.com/about/contact/Info@RxEars.com>

SIGNIA

Owned by WS Audiology
Signia US CEO: Eric Timm
Signia
P.O. Box 1397
Piscataway, NJ 08855-1397

<https://www.signiausa.com/contact/>

SONIC

Owned by Wm. Demant Group
Sonic CEO: Sam Westover
Sonic Innovations Inc.
2501 Cottontail Lane
Somerset, NJ 08873

<https://www.sonici.com/about-us/contact-us>

STARKEY

CEO: William F. Austin
Starkey Hearing Technologies
6700 Washington Avenue S.
Eden Prairie, MN 55344

<https://www.starkey.com/contact-starkey-hearing/contact-us>

UNITRON

A subsidiary of Sonova

Unitron USA CEO: Steve Savage

Unitron

14755 27th Avenue North

Plymouth, MN 55447

information.unitron@unitron.com

WIDEX

Previously owned by Widex A/S,
now known as **WS Audiology**
after 2019 merger with Sivantos

Widex USA CEO: Jay Haycock

Widex USA, Inc.

185 Commerce Drive

Hauppauge, New York 11788

USAudiology@widex.com

NOT INCLUDED IN THE LISTINGS:

LIBERTY HEARING AIDS (Sam's Club)

MD HEARING AIDS

ZOUNDS HEARING AIDS

Chain store retailers of hearing aids:

Listed in order of their ratings by consumers in Consumer Reports

Connect Hearing: 85

Costco: 84

Sam's Club: 81

HearUSA: 80

Hearing Planet: 79

Audibel: 77

Miracle-Ear: 77

Beltone: 76

Zounds Store: 76

Starkey Store: 76