

Good vibrations | Bone Anchored Awareness Day May 3rd

We're feeling the Good Vibrations for this **May 3rd** which marks Bone Anchored Awareness Day, a non-branded awareness and celebration of bone conduction hearing.

Last year in 2021, Oticon Medical initiated an annually recurring awareness day "Good Vibrations" to celebrate bone anchored hearing as a treatment by creating awareness about this treatment and giving voice to users around the globe.

The date, **May 3rd** was carefully selected as it is the birthday of Per-Ingvar Brånemark, the father of osseointegration and the godfather of bone anchored hearing – as his discoveries enabled today's bone conduction hearing devices.

On **May 3rd** 2021, users joined us to share their pictures and stories of living with a bone anchored hearing system. One user from the UK shared her joy after being fitted with her bone anchored hearing device - "the best sounds I hear with my technology most recently are those made by my granddaughter as she plays with making verbal noises and chatting to me. So very grateful", Lyn Wild (UK).

René Govaerts, General Manager of BAHS at Oticon Medical wishes all of us a happy and vibrant Good Vibrations Day, stating that "At Oticon Medical we recognize the importance of sound, for wellbeing, for development – even for the general health. So of course, we are passionate about providing as many people as possible with the best sound imaginable. That also means creating more awareness – not just for the product – but for the treatment itself. We hear much too often," René Govaerts says, "that a person didn't know that their hearing loss could be alleviated, and therefore have gone years and years unaided. This day, **May 3rd** is our contribution to keeping the conversation of hearing alive."

This **May 3rd**, 2022, Oticon Medical will be celebrating the date all over the world, with events, information, contests and fun, and games. Different things and events in different countries. As a non-branded awareness day, we invite other bone anchored brands to join by sharing the social media content and organising celebrations of their own. The focus of this day is to raise awareness about hearing loss and treatment – not products.

Good Vibrations posts, stories, tweets, reels, etc. can be shared by all using the #goodvibrations and the #boneanchoredhearing hashtags and it can be shared on the Good Vibrations Facebook page.

www.facebook.com/boneanchoredhearing

