

# 澳大利亚生物技术协会 澳大利亚医疗技术公司名录



## 公司信息

公司名称: Blamey and Saunders Hearing Pty Ltd

主要联系人姓名: Peter Blamey

主要联系人职位: 执行董事/运营

公司网站地址: [www.blameysaunders.com.au](http://www.blameysaunders.com.au)

公司地址: 364 Albert St, East Melbourne VIC 3002

公司未上市

## 公司简介

Blamey Saunders hears 采用独特且具有颠覆性的远程听力学商业模式，将最高质量助听器的销售成本，从传统销售模式中的 1 万元澳币，降至其 1/3 或更低。这有助于减轻患者使用负担，提高助听器在澳大利亚的有效使用。Blamey Saunders 公司的 90% 由澳大利亚人控股，使用澳大利亚本土技术。Blamey Saunders 从 2008 年开始运营，现已度过了概念验证/资金补助阶段，能够以可持续盈利的方式提供产品和服务。公司自 2011 年起，呈现出井喷式快速增长并一直盈利。公司的所有人是 Elaine Saunders 博士和 Peter Blamey 教授。Elaine Saunders 是一位有极高声望的听力学专家和女商人，而 Peter Blamey 教授则是一名被澳大利亚技术和工程科学院授予 Clunies Ross 勋章的听力学专家。Blamey Saunders hears 是这对合作伙伴创立的第二家公司。他们合作的第一家公司(Dynamic Hearing Pty Ltd)现为 Cirrus Logic 公司所有。

澳大利亚国内有超过四百万听力损伤的患者，但只有大约 25% 的患者拥有助听器。这是由于传统助听器的价格过高，现有产品不被患者认可，并且使用传统助听器会暴露患者的听力缺陷从而使其感到耻辱。Blamey Saunders hears 正在帮助解决这些没有被满足的巨大市场。听力损伤疾病每年对社会医疗系统造成大约 100 亿元的经济负担。这一负担将伴随着 60 岁以上的人口老龄化加剧而进一步加重。患者需要助听器来与家人和社会沟通，从而降低并延缓由听力损失引起的老年痴呆和认知能力下降的机率。公司的所有人将公司比喻成是一家“有的放矢”、造福社会、永续发展的企业。

公司低成本、低投资的商业模式极其容易扩张进而能够获取高额回报。该技术在澳大利亚境内及全球范围内的偏远地区，有其独特的优势。

## 关键技术或领先技术

Blamey Saunders hears 公司的助听系统可在线购买，使用者可自行配戴，无需专业协助。同时，公司在墨尔本也提供全套门诊耳科服务以及在线耳科服务。该系统依托科学研究和临床测试，拥有三项主要的技术突破。第一项是新型功率放大器的开发，该产品已被用来改善数十万植入仿生耳患者的听力、提高数以百万计的电话通话清晰度。在 CRC 为 Cochlear Implant 和 Hearing Aid Innovation 进行的临床测试中使用了这款名叫“ADRO®”的放大器，测试结果表明，不论是在安静或喧哗的环境中，“ADRO®”的语音接受表现都优于现有最先进的“压缩式”放大器，在 44 名临床测试者中，有 75% 的使用者表示 ADRO® 提供的音质较优良。第二项技术突破是一项无需昂贵设备、在家就可以完成的听力测试。该测试可以对定制个人助听器提供所需的重要信息。第三项技术突破是一种在澳大利亚生产，可让使用者通过任何蓝牙适配的装置（例如智能手机）来对其助听器进行调整的装置。这种自配式助听器系统使得听力矫正走入实际生活，不再局限于诊所。

## 类别

设备:听力

## 关键技术或领先技术的发展阶段

产品已上市销售

## 合作机会

Blamey Saunders hears 希望与澳大利亚、新西兰和其他国家的医疗投资机构、民营听力矫正诊所、助听器经销商建立伙伴关系。Blamey Saunders hears 诚挚希望与肩负共同使命、乐意采纳本公司技术的组织和人士进行合作，通过推广远程听力检查和自配式助听器，来共同提高听力医疗服务并减轻由于失聪对个人造成的经济负担。

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## Directory of Australian medtech companies



## COMPANY DETAILS

**Company name:** Blamey and Saunders Hearing Pty Ltd

**Key contact name:** Peter Blamey

**Job title of key contact:** Executive Director/ Operations

**Company website address:** [www.blameysaunders.com.au](http://www.blameysaunders.com.au)

**Company address:** 364 Albert St, East Melbourne VIC 3002

**The company is Unlisted.**

### **ABOUT THE COMPANY**

Blamey Saunders hears has implemented a uniquely disruptive tele-Audiology business model that is reducing the barriers to effective hearing aid use in Australia and has reduced the cost of a pair of highest quality hearing aids from around \$10,000 through conventional channels to about 1/3 or less. The Company is 90% Australian owned and uses Australian technology. It has been in operation since 2008 and is one of only a handful of Australian teleHealth companies that have progressed beyond the proof of concept/grant funded stages to deliver products and services to consumers in a sustainable profitable manner. The company is growing rapidly and has been profitable since a major growth spurt in 2011. The owners of the company are Dr Elaine Saunders, a highly awarded audiologist and business woman, and Prof Peter Blamey an ATSE Clunies Ross Medal winner and hearing scientist. Blamey Saunders hears is the second company co-founded by this pair, the first being Dynamic Hearing Pty Ltd, now owned by Cirrus Logic.

The company is addressing a large unmet need for hearing aids in Australia where over 4 million people have significant hearing loss and only about 25% of them own hearing aids because of the stigma, high price, and perceived inadequacy of conventional hearing aids. The direct economic burden of hearing loss has been estimated at over \$10 billion per year and will grow steeply as the number of people over 60 years of age increases. These people need hearing aids to remain connected to their families and society, to reduce the chance and delay the onset of dementia and cognitive decline that is associated with untreated hearing loss. The owners characterise the company as a “profit for purpose” company, and a sustainable company for social good.

The company’s low-cost, low-investment business model is highly scalable and provides a high return on investment. It has particular advantages in remote locations of Australia and overseas.

### **KEY OR LEAD TECHNOLOGY**

The company’s technology is a hearing aid system that can be purchased online and fitted by the end user without requiring professional assistance, although the company also offers a full face-to-face audiology service in Melbourne and interactive online audiological services via the internet. There were three main technology advances, backed by science and clinical trials. The first was development of an amplifier which is now used to improve the hearing of hundreds of thousands of bionic ear patients, and to improve the clarity of millions of telephone calls every day. This “ADRO®” amplifier was used in a clinical trial conducted by the CRC for Cochlear Implant and Hearing Aid Innovation which showed that it performed better than state-of-the-art “compression” amplification for speech perception in quiet and in noise and the sound quality of ADRO® was preferred by 75% of the 44 Clinical trial participants. The second technology breakthrough was a hearing test that could be performed at home without expensive equipment and provided the essential information to

customise the hearing aid to the hearing of the individual. The third technology breakthrough is an Australian-manufactured device that allows end users to adjust their own hearing aids from any Bluetooth® enabled device including smart phones. The self-fitted hearing aid system takes audiology out of the clinic and into the real world.

### **Category**

**Devices:** Audiology

### **Point of development of key or lead technology**

Product on the market

### **OPPORTUNITIES SOUGHT**

Blamey Saunders hears seeks partnerships with health funding agencies, private audiologists, and retail outlets for hearing aids in Australia, New Zealand, and other countries. We are particularly keen to work with organisations and people who share our mission and are willing to embrace our technologies to improve the delivery of hearing health and reduce the financial burden of hearing loss to individuals through tele-audiology and self-fitted hearing aids.