

PRESS RELEASE

Friday 13th May 2016

SUBJECT: Create Council of Ethics

Larnaca, Cyprus

Over the past few days allegations of bribery and corruption have been made against certain named individuals who work as E.N.T. (Ear, Nose and Throat) specialists holding positions of responsibility within the important Healthcare Public sector in Cyprus.

DR GEORGE Hearing Centers is a leading provider of Medical Hearing Devices to hundreds of customers throughout Cyprus. We are very aware that the Hearing Aid market in Cyprus is unregulated and therefore open to potential abuse and consequently, at times, can operate against the interests of patients.

Dr George Hearing Centers operates to the highest level of integrity in everything that we do. We are disappointed to learn of these allegations as they are potentially damaging to our vital hearing health industry. Our aim is to protect our customers, patients and our industry. So today we are asking the Government to join us in calling for all companies operating in this important hearing health sector to come together to ensure that all E.N.T's, Doctors, Audiologists and Industry Partners take their responsibility in serving patients seriously and with the highest integrity.

Today we ask the Government to convene a conference of all interested parties with a view to creating a **Council of Ethics** that will oversee training, qualifications and promote best practice amongst all professional practitioners and partners in the medical hearing device industry in Cyprus.

Dr George Hearing Centers stands ready to join Government, Medical Professionals, Audiologists and other appropriate Professionals in our industry to reassure customers that in Cyprus we can lead the rest of Europe by ensuring the selling, marketing and after-sales service of Hearing Aids is carried out, on behalf of our customers and patients, to the highest standards of ethics, integrity and efficiency. We believe that an unregulated Hearing Health Sector is not in the best interests of patients and consumers, and we declare today our commitment to invest time and energy into creating a **Council of Ethics** to oversee and promote the very best practices in Hearing Health.

Dr. George Panayiotou, Au.D., CCC-A, FAAA is a professionally qualified Clinical Audiologist who was trained and worked in the USA, and founded the DR GEORGE Hearing Centers business in 2009.

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Best Regards,



Dr. George Panayiotou, Au.D., CCC-A, FAAA