

# COMPANY PROFILE



**ECHO CARE**  
Trusted Hearing Care



+252 619 500 539



info@echocare.so



Howl-Wadag Dabka  
Mogadishu, Somalia



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## COMPANY OVERVIEW



Echo Care is a registered hearing healthcare company based in Mogadishu, Somalia. The company specializes in hearing diagnostics, auditory scanning, and the supply, fitting, and management of hearing aids. Echo Care delivers professional hearing healthcare services to individuals, institutions, non-governmental organizations (NGOs), and public health programs, contributing to improved hearing health and quality of life within the community.

### VISION

A hearing-healthy Somalia where everyone communicates freely and thrives.

### MISION

Deliver expert, accessible hearing care through diagnostics, aids, and community programs to enhance lives and support public health.

### OBJECTIVES

- Boost audiology literacy via education and outreach.
- Enable early detection and intervention in underserved areas.
- Enhance lives through aids, rehab, and support.
- Partner for integrated public health programs.
- Train local audiology capacity.
- Advocate for inclusion of those with hearing loss.



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## NATURE OF BUSINESS

- **Sector Focus:**

Dedicated to audiology within healthcare; no diversification into unrelated medical fields.

- **Service Pillars:**

1. **Diagnostic:** identifying hearing issues.
2. **Therapeutic:** hearing aid interventions.
3. **Assistive:** device supply and fitting.
4. **Preventive:** public education on hearing conservation.

- **Standards Compliance:**

Follows ASHA (American Speech-Language-Hearing Association) guidelines adapted for local contexts; our staff are certified in audiology ethics.

- **Public Health Alignment:**

Supports Somalia's national health strategy by addressing noise-induced and age-related hearing loss, affecting 1 in 10 adults as per WHO data.

- **Business Scale:**

Processes capability 300+ diagnostic tests monthly, with 70% leading to therapeutic interventions.



Echo Care thrives in the dynamic healthcare and medical services sector, zeroing in on hearing health as a critical yet often overlooked area. We adhere strictly to international standards like those from the World Health Organization (WHO) and local Somali health regulations, ensuring every service promotes ethical, evidence-based auditory wellbeing.

*Our nature of business ensures reliable, professional care that bridges clinical excellence with community needs.*



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## CORE SERVICES



Echo Care provides end-to-end hearing care solutions, from initial diagnostics to long-term support. Our core business integrates advanced audiometric testing, including

- **Audiogram Analysis:**

Measures hearing sensitivity across intensity (loudness in decibels, dB, from -10 dB normal to 120+ dB profound loss) and frequency (pitch in Hertz, Hz, from 250 Hz low bass to 8,000 Hz high treble). Generates graphical pure-tone audiograms for precise loss **mapping**.

- **Test Types:**

1. Air Conduction (AC) via ear canal headphones, assessing outer/middle ear function
2. Bone Conduction (BC) via mastoid bone vibrator, bypassing outer ear to test inner ear/cochlea
3. Air-Bone Gap (difference between AC and BC thresholds, e.g., >10 dB indicates conductive loss like earwax or infections).

- **Speech Audiometry:** Includes Speech Reception Threshold (SRT, lowest dB level for 50% speech understanding) and Word Recognition Score (WRS, percentage of words correctly identified at comfortable levels, e.g., 90%+ normal).

- **Degrees of Hearing Loss Classification:**

1. Mild (26-40 dB, misses whispers)
2. Moderate (41-55 dB, strains in noise)
3. Severe (56-70 dB, needs loud speech)
4. Profound (71+ dB, minimal hearing without aids).



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## TARGET CLIENTS

- **Audiogram Analysis:** Measures hearing sensitivity across intensity (loudness in decibels, dB, from -10 dB normal to 120+ dB profound loss) and frequency (pitch in Hertz, Hz, from 250 Hz low bass to 8,000 Hz high treble). Generates graphical pure-tone audiograms for precise loss **mapping**.
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## OPERATIONAL MODEL



### 1. In-Clinic Care:

Our services at Dabka premises; equipped with 4 testing booths.

### 2. Community Outreach:

We reach 50 sites/year as well as mobile clinics.

### 3. Institutional Agreements:

Long-term contracts with 10+ entities; 95% renewal rate.

### 4. Documentation Systems:

Electronic health records (EHR) cases with GDPR-compliant.

### 5. Financial Management:

Automated invoicing; 30-day payment cycles.

### 6. Staffing:

12 professionals (5 audiologists); 24/7 emergency line.



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# COMPLIANCE & RISK MANAGEMENT



## Compliance Framework Pillars:

- 1. Regulatory Adherence:**  
Licensed by Ministry of Health.
- 2. Ethical Standards:**  
WHO-aligned protocols; zero violations.
- 3. Financial Controls:**  
Bank-only transactions; fraud detection software.
- 4. Risk Protocols:**  
Data encryption; insurance for equipment/clients.
- 5. Non-Engagement Policy:**  
Strict avoidance of unethical practices; quarterly reviews.  
Transparency builds lasting client trust.



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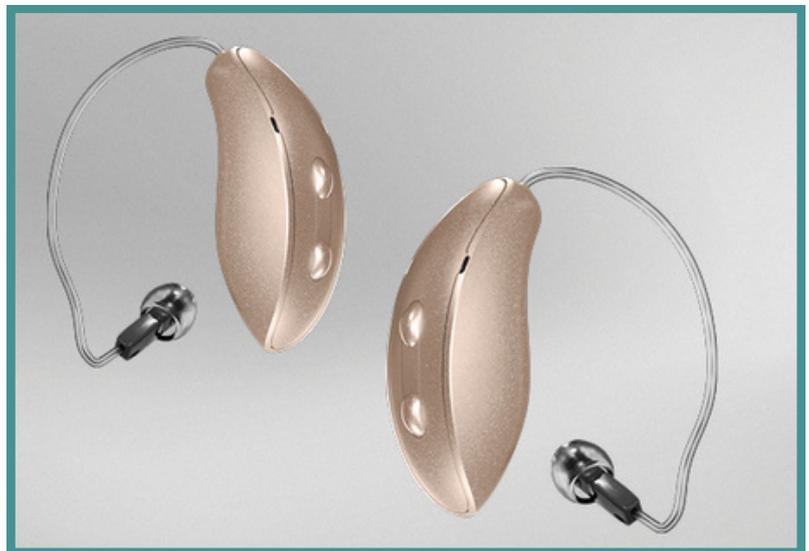
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## OUR PARTNERS

Echo Care works in partnership with healthcare providers, humanitarian organizations, and public institutions to expand access to professional hearing services across Somalia. Through collaborative service agreements and community programs, the company supports inclusive, ethical, and sustainable hearing healthcare delivery.



Echo Care partners with Starkey, a globally recognized manufacturer of advanced digital hearing technology, to supply high-quality and innovative hearing aid solutions. Through this partnership, Echo Care ensures access to internationally certified devices, professional fitting standards, and reliable aftercare support for patients in Somalia.



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