

# Wiltshire healthcare firm acquires hearing specialist's UK division

Wiltshire healthcare company OutsideClinic has acquired the UK division of a global hearing care specialist for an undisclosed sum.

The Swindon-headquartered firm has agreed a deal with Danish hearing aid manufacturer WS Audiology (WSA) for the British assets of its brand Bloom.

Bloom has its UK head office in Saltash, in Cornwall, while it operates at a network of branches and clinics across the country.

On completion of the agreement, Bloom's 65-strong team will join OutsideClinic, swelling its audiology workforce to more than 170, and to more than 500 when factoring in its eyecare operations. WSA will retain ownership of Bloom outside of the UK.

Henry Pitman, chairman of OutsideClinic's parent company Optimism Health Group, said: "We are delighted that Bloom is joining OutsideClinic and look forward to working with Bloom's excellent clinical and support teams as we continue to grow our business.

"We are also excited about partnering with WSA as we strengthen our audiology proposition in both the private and NHS sectors, as part of our ongoing mission to ensure that everyone who needs it has access to high quality hearing care in the comfort of their own home."

Philip Stores, managing director of WSA UK, added: "At WSA, our ambition is to deliver wonderful sound for all. To do so,

scale is important in a UK specific context, and in entering into a long-term strategic agreement with OutsideClinic, we have found the perfect partner.

“The deal enables us to pursue a multi-channel strategy in the UK and ensures that OutsideClinic is able to help more patients than ever due to a significant scaling of its operations.”

The deal comes a week after Optimism Health Group announced the [integration of another of its eyecare businesses Visioncall](#) – which provides eye care services to care homes – into the OutsideClinic brand.

OutsideClinic said it was aiming to grow by a further 20% over the next 18 months as it looks to help “record numbers” of patients.

The company recently invested £1m in a new lens manufacturing facility in Glasgow and said it would continue to invest “significantly” in testing equipment and across its HR and marketing operations.

Optimism Health Group previously said it was aiming to turn OutsideClinic into a [£100m turnover business](#) by 2026.

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