

Have you Heard the News?

Bieri Hearing has New Owners!

Over the last seven decades, thousands of patients have improved their quality of life through the skillful hands of our hearing healthcare professionals at Bieri Hearing Specialists. The legacy continues with our new owners Sarah Roggenbuck and Dr. Melissa Menzies. How Sarah and Melissa came to be the new owners is a story as unique as the extensive history of Bieri Hearing Specialists serving our community.

The Bieri story began over 70 years ago with Gottlieb Bieri who was looking for a way to help his deaf-mute parents. While in his search, he found Sonotone hearing aids and began to grow his love for serving the hearing community. He instilled that love in his children, especially his youngest child and only daughter, Catherine Bieri.

From a young age, Cathy was immersed in the hearing world by her father. From the age of 5, Cathy was at her father's side in the office. Whether she was wearing a sign for "Free Hearing Tests" or walking the mail to the post office, she was proud to be a part of her father's dream. Fueled by love for the industry, she went on to become a Doctor of Audiology and Speech Pathologist.



After her father's passing, Cathy took over as CEO of Bieri Hearing Specialists. It was Cathy's mission that everyone with a hearing impairment receive quality care from a knowledgeable and caring staff so that they could live a better life.

Cathy also had a mission to grow! She expanded from a small home office in Saginaw, to five offices across Mid-Michigan. As a pioneer in the industry, Cathy worked hard to set the standard for excellence in hearing health care and build her legacy!

A year after celebrating Bieri's 70th anniversary, Cathy passed away. Before that time, she had planned, prayed for, and handpicked her successors of Bieri Hearing.

With over 40 years of combined experience, Sarah and Melissa have learned the value and importance of Patient Centered Hearing Health care and its all-encompassing effect on their patients' lives.

Driven by the desire to serve Cathy's mission, Sarah and Melissa are committed to Honoring Cathy's legacy by giving back to the very community that she dedicated her life to serving.

Most importantly, we will continue to restore the joys of hearing in your lives and are happy to welcome new and returning patients in all five Bieri offices!

