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What is the future of digital services? What must hearing healthcare professionals adapt to? Challenges and opportunities

Changing framework conditions are forcing hearing aid acousticians to further develop their businesses.

Social changes and technological developments provide numerous new opportunities and possibilities but also occasional challenges. New products, digital processes, the possibility to offer new services, and also a new target group are the headings triggering the new conditions.

Which digital services should be included in future service offers? What makes the new generation of customers in the hearing healthcare sector so special? What facts support the changes predicted?

Alexander Koose will provide answers to these questions in his Future Friday keynote in Hanover.