



EUHA
Europäische Union der
Hörakustiker e.V.

SIGN UP NOW FOR 31 MARCH

2023 Digital EUHA Spring Conference

on demand until 31 May | international networking | 24/7 access

OTC hearing aids – possibilities & opportunities for hearing aid acousticians

Hans-Christian Drechsler, Münster, Basic

The hearing aid industry is in a state of continuous change – both in terms of technological development and the economic dynamics of the market itself. With the passing of the "OTC hearing aids ruling" in the United States, the legal basis for the sale of products categorised as medical devices without a medical prescription or professional fitting by hearing aid acousticians was made possible. This issue is also becoming increasingly relevant in Europe and Germany where so-called "OTC hearing aids" are also available on the free market.

What does this development mean for our industry? How is the industry positioning itself vis-à-vis the specialised trade? What new target groups can be opened up by OTC hearing aids, what opportunities and potentials arise in general from this development and what potential risks are associated with it?

In his lecture, Hans-Christian Drechsler will give a comprehensive overview of the topic – both on the part of the industry and from the perspective of hearing aid acousticians.