



**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

## **Audio therapy 2.0 – new approaches to support hearing aid acousticians in the fitting process**

Jana Verheyen, Hamburg and Claudia Dreher, Fischbachtal, Basic + Advanced

The BdAt (Association of German-speaking Audiotherapists) has developed a new approach for integrating audio therapy and aural rehabilitation in the fitting process of hearing aids: an additional, newly structured and targeted audio therapeutic conversation with deprived and/or unmotivated prospective hearing aid buyers not only facilitates the fitting process, often making it shorter for hearing aid acousticians. In addition, the number of customers discontinuing therapy is reduced and customers will be more grateful for high-quality care.

"Audio therapy 2.0" involves separating the adjustment of hearing aids for optimum speech comprehension – which may be technically demanding – from hidden resistance on the customer's part. Even if hearing aid acousticians are highly competent in dealing with these difficult situations, the current procedure complicates, and ultimately prolongs, the fitting process. Furthermore, it can be quite demotivating for everyone involved.

The BdAt has worked out a solution. Jana Verheyen and Claudia Dreher, the chairwomen of the BdAt, will explain how "Audio therapy 2.0" can shorten the fitting process and may also offer an answer to the shortage of skilled workers in our line of business.