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

With some customers, it quickly becomes clear to all parties involved that the customisation process will be lengthy and stressful for both sides. This is often due to unexpressed concerns or worries on the part of the client. Even if hearing aid acousticians are highly competent in dealing with these difficult situations, the client's hidden resistance can easily complicate and prolong the fitting process.

The BdAt (Association of German-speaking Audiotherapists) has developed a new approach to integrating audio therapy and aural rehabilitation in the fitting process precisely for this purpose: in an additional, newly structured and targeted audio therapeutic conversation with prospective hearing aid buyers, held before the fitting process becomes "strenuous", the customer's concerns are specifically addressed. As a result, confidence and motivation for a successful fitting will increase.

By separating the adjustment of hearing aids for optimum speech comprehension – which may be technically demanding – from resistance on the customer's part, the fitting process becomes easier for both customers and hearing aid acousticians, the number of fitting appointments is significantly reduced, dropouts are fewer, and the customer will be grateful for a high-quality fitting.