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Hearing aids without audiological services are worthless?!

Hearing aids can nowadays be purchased through any channel. Competition for the best price is hard. Customers compare hearing aid prices online and offline, which makes life difficult for owner-managed hearing aid acousticians. A study published recently concluded that there are no significant differences in customer benefit and satisfaction between hearing aids purchased over the counter or from conventional hearing aid acousticians. Whether "just" selling hearing aids will be enough for making a living in the near future is questionable. Focusing on audiological services, will become more important.

The talk provides impulses on questions such as (1) How can audiological services make a difference? (2) What can be offered? (3) How can the service be made transparent for customers? (4) What are the advantages for hearing aid acousticians?

It is not only hearing aid technology that continues to develop, the profession of hearing aid acoustics will also (have to) develop further. It is clear that hearing aid acousticians can be much more than just hearing aid sellers.