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## **State of the US market – 2024**

The US hearing aid industry has undergone significant changes in the past few years including the Covid 19 pandemic and the introduction of the OTC regulations. In addition to a growing aging population, there will be significant forces impacting the delivery of hearing aids and hearing health care services, including an increased number of individuals now in the Medicare Advantage programme that provides varying levels of coverage for hearing testing and devices. States are also increasingly passing legislation requiring private insurance to include hearing health coverage for children and, in some states, for adults as well. This lecture will provide the following insights: 1) the federal legislative and regulatory issues surrounding OTC and coverage (including Medicare and Medicare Advantage); 2) the changes in the delivery of hearing healthcare, 3) third party administrators and benefits managers; and 4) a glimpse into the topics that will be examined in MarkeTrak 25.