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Essen

### **Digital transformation in the hearing acoustics industry**

Digital change is not stopping short of the hearing acoustics industry. Digitisation will also significantly change this industry in the coming years. This affects cost bearers and service providers but above all the insured persons and patients who will take on an active role as sovereign customers thanks to digital solutions. The established players in the healthcare sector are clinging desperately to tradition, while a new generation of players and patients are reinterpreting hearing aid acoustics. But where is the journey heading?

The industry is in the midst of a digital transformation process that can no longer be stopped. The presentation will take a practical and in-depth look at the development of digitisation in the hearing aid industry from various perspectives. A positive future scenario will be outlined while the challenges will also be critically reflected upon.