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Enhancing patient outcomes with Ecological Momentary Assessment: Insights from a pre-market trial

Empowering dispensers as Key Opinion Leaders (KOLs) can significantly impact patient outcomes and satisfaction. Providing KOLs with pre-market hearing aids offers several benefits, including early access to new technology, enabling them to provide informed recommendations, and advocate for their patients. Their feedback contributes to product improvement and validation. In a pre-market trial, we provided hearing aids to dispensers before release, and introduced Ecological Momentary Assessment (EMA) to capture patients' experiences in their daily lives. This approach yielded positive outcomes for both patients and KOLs, with heightened satisfaction reported by patients and increased involvement and empowerment for dispensers. EMA also provided valuable insights for product improvement.