

René Bürgin

Bürgin Hörerlebnis GmbH

When Zorro meets psychoacoustics? “Developed for practical use based on 30 years of professional experience”

Even during my apprenticeship 30 years ago, I quickly realized that hearing care is essentially about supporting people with hearing loss so that they can hear and understand as normally as possible with hearing aids. To explain this process clearly, I drew a large “Z” on a piece of paper. The lower line represents hearing without a hearing aid, the upper line represents hearing with a hearing aid, and the line from the bottom left to the top right represents the customer's adjustment from being hard of hearing to being a satisfied hearing aid user. As I gained more professional experience as an audiologist, working in an international environment, I continued to develop this idea. Through numerous contacts with renowned figures in our industry, the “Zorro Z” became a hypothesis. In my presentation, I will attempt to build a bridge between the scientific findings on the learning process in cells by Professor Kandel, who received a Nobel Prize for this in the year 2000, and my hypothesis as to why a hearing aid can only help to achieve maximum hearing and comprehension gains if it is worn continuously throughout the day. Today, this thesis is our philosophy and guideline for hearing aid fitting, from consultation to aftercare.