PRESS KIT: FEDERAL GUILD OF HEARING AID ACOUSTICIANS

2026



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The Craft of Hearing Aid Acousticians in the Federal Republic of Germany

Business premises and employees

Companies in 2025:	approx. 2,700
Hearing acoustics businesses in 2025:	approx. 7,500
Employees in 2025:	approx. 20,000
Trainees in 2025:	approx. 2,500
Journeyman's examinations passed in 2025:	approx. 650
Master craftsman's examinations passed in 2025:	approx. 425

Market data

Estimate of adults for whom there is a medical indication for hearing aid fitting but who are not fitted with hearing aids: (Bundestag Paper 15/1159 of 10 June 2003)	approx. 1.7 million
Estimate of the number of current hearing system users: (predominantly people over 60)	approx. 3.7 million
Number of hearing systems dispensed in 2025: (Source: Federal Association of the Hearing Aid Industry e.V.)	approx. 1.6 million
Statutory health insurance expenditure on hearing systems in 2025: (Source: Federal Ministry of Health)	approx. 1.4 billion euros
Estimated total turnover in 2025:	approx. 2.2 billion euros

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Hearing care is a modern craft

Fact sheet on hearing care

7 facts about 20,000 hearing aid acousticians

Hearing aid acousticians play an important role in society. They are spread throughout the Federal Republic of Germany and offer local, high-quality and personalised care. Hearing care is a demanding profession that requires medical and social knowledge, provides thousands of jobs and training places, demands highly qualified services and therefore enjoys a good reputation amongst the general public. The exceptional quality of training and continuing professional development for hearing aid acousticians is highly regarded worldwide. The training model for the hearing care sector is supported by the federal government, the Länder, local authorities, employers and employees, as they are convinced of the quality of the training.

Fact 1: More and more people with hearing loss are being cared for by hearing aid acousticians

- Studies estimate that there are around 5.4 million people in Germany with clinically diagnosed hearing loss who are also eligible for a hearing aid. The trend is rising. Hearing loss is one of the ten most common health problems.
- Of these, around 3.7 million people are already fitted with hearing systems. Over 90 per cent are satisfied or very satisfied.
- Around 20,000 hearing aid acousticians in over 7,500 specialist shops provide care and support for people with hearing loss, usually over many years.
- Modern hearing systems are technically complex and are fitted by hearing aid acousticians to meet the individual needs of their clients.
- The hearing aid specialist craft requires the holder of a master craftsman's certificate to be present.
- By 2025, hearing aid acousticians across Germany will have fitted around 1.6 million hearing systems.
- The estimated total turnover of the hearing aid sector in 2025 was around 2.2 billion euros.

Fact 2: Hearing aid acousticians have the highest training participation rate in the skilled trades

- 2,500 apprentices are currently training in this healthcare trade.
- At approximately 31 per cent, the apprenticeship rate represents a record high in the German economy (number of apprentices in relation to the number of specialist shops). Hardly any other skilled trade achieves this rate.

- This means that hearing aid specialist businesses will have continued to fulfil their training responsibilities in 2025 and made an important contribution to the Training Pact.

- The Federal Guild of Hearing Aid Acousticians (biha) founded the Academy of Hearing Acoustics (afh) in Lübeck in 1972. In cooperation and under one umbrella with the state-run Federal Open Regional Vocational School for hearing aid specialists and Federal Vocational School (LBS) is a uniform and high-quality training and continuing professional development is guaranteed.

- Since more than 50 years Lübeck is part of a close partnership between vocational schools and inter-company training programmes. The high standard of care provided to people with hearing impairments needs to be further developed and standardised at an international level.

Fact 3: A-level students value the hearing aid specialist profession

- In a ranking of 151 skilled trades, hearing aid practitioners occupy a top position among A-level graduates, with approximately 41 per cent of them eligible for university entry.

- A-level graduates deliberately choose this trade as an alternative to health sciences and medical degree programmes, as it requires medical, technical and social knowledge whilst also demanding practical skills.

- The percentage of A-level graduates in this trade has risen steadily in recent years.

Fact 4: A unique combination of education and industry

- The high level of willingness on the part of companies to provide apprenticeships is largely due to the excellent training conditions at the Lübeck Campus Hearing Acoustics. This campus brings together the Academy of Hearing Acoustics (afh) and the Federal Vocational School (LBS). In the immediate vicinity are the German Hearing Aid Institute (DHI), Lübeck University of Applied Sciences (TH), the University of Lübeck and the University Medical Centre Schleswig-Holstein (UKSH), with which the Campus cooperates.

- Over the past 50 years, 50 journeymen and over 5,000 master craftsmen have been trained as skilled workers in Lübeck for companies in the hearing aid sector.

- The close cooperation between the Federal Vocational School (LBS) and the Academy of Hearing Acoustics (afh) fosters excellent synergies. It is only through this that, despite the necessary, very high-quality facilities and equipment, the tuition fee charged to funding bodies is among the lowest of all apprenticeship programmes.

- At the annual three-day International Hearing Aid Acousticians' Congress organised by the European Union of Hearing Aid Acousticians (EUHA), which attracts 130 exhibitors and over 9,900 visitors from Germany and abroad, the Academy of Hearing Acoustics (afh) and the Federal Vocational School (LBS) jointly provide information to the industry from Germany and abroad. The network comprises over 7,500 master hearing aid acoustician practices, industrial and artisanal manufacturers, specialist institutes at universities, as well as relevant social groups and associations.

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Fact 5: Hearing aid acoustics is a unique healthcare craft – and one that can also be studied

- For initial training within the dual system, the Federal Vocational School (LBS) and the Academy of Hearing Acoustics (afh) have been the sole and long-standing partners of training companies in the hearing aid acoustics trade for more than 50 years. They are the centre of hearing aid acoustics training in Germany.

- Following vocational training, it is also possible to study hearing aid acoustics in Lübeck. The Bachelor's degree programme in 'Hearing Aid Acoustics' is offered part of a partnership between the Technical University (TH), the Medical University and the Academy for Hearing Science in Lübeck. This unique degree programme is highly practice-oriented and also includes the recognition of academic credits towards the master craftsman's examination.

- Since the winter semester of 2017, the Master's degree programme in 'Hearing Science' has also been offered in Lübeck, a collaboration between the afh and the University of Lübeck. A 'Master of Science' can now also be obtained in the subject 'Hearing Science and Audiological Technology'.

Fact 6: Hearing aid specialist training is an international benchmark

- The Academy of Hearing Acoustics (afh) and the Federal Vocational School (LBS) together form the world's largest training and further education centre for this healthcare profession.

- The Academy is the only educational institution in Germany that awards the 'European Hearing Aid Specialist' diploma/certificate, recognised throughout Europe, from the European Association of Hearing Aid Acousticians (AEA).

- The Academy and the Federal Vocational School are the first European-recognised vocational academy in the field of hearing care. They meet the educational requirements set out in the standard for hearing care services.

- The Academy and the Federal Vocational School jointly organise international training weeks, during which participants from various countries receive further training in line with the 'Train the Trainer' concept.

Fact 7: Hearing aid acoustics is one of the trades with the highest number of apprentices

- Each year, around 900 apprentices start their training in the hearing aid acoustics trade.

Fact sheet

Campus Hearing Acoustics

From initial training to master craftsman status and beyond: the Lübeck Campus Hearing Acoustics is the central centre for training, further education and professional development in the field of hearing care in Germany. As part of a learning partnership – unique on an international scale – between the Federal Vocational School for Hearing Acousticians (LBS), which is open to students from across Germany, and the Academy of Hearing Acoustics (afh) and the LBS have been jointly teaching future hearing aid specialists from all over Germany in theory and practice on the campus since 1972. Interim and journeyman's examinations, as well as master craftsman's courses and examinations, also take place on the campus. The Campus Hearing Acoustics and the dual training programme in hearing aid technology serve as a model worldwide.

- 30,000 graduates
- 5,000 graduates of the master craftsman training programme
- Currently around 2,500 trainees, of whom around 700 are on campus every day
- 128 teachers and lecturers
- 250,000 participant hours of teaching and further training per year
- 40,000 m² of total floor space
- Approx. 2,000 state-of-the-art hearing aids for training purposes
- 6 laboratories for otoplasty and CAD with over 100 workstations
- Approx. 7,000 ear impressions per year
- 10 laboratories for acoustics and hearing aid measurement technology with 180 workstations
- 52 classrooms and project rooms with multimedia facilities
- 56 testing and fitting rooms with the latest audiometry and measurement systems
- 12 state-of-the-art ear simulators from AHEAD Simulations
- one of the world's largest hearing aid museums
- 3D printing workstations for ear moulds
- 6 boarding houses and boarding schools with approx. 800 beds
- 160,000 overnight stays per year
- Campus canteen serving 220,000 meals per

Collaboration and partnerships in Germany

Excellent network: The Campus Hearing Acoustics is very well connected through various projects and partnerships with educational, research and industry-specific institutions. The Campus Hearing Science network includes: Lübeck University of Applied Sciences and the University of Lübeck, which offer bachelor's and master's degree programmes in hearing science, as well as the University Medical Centre Schleswig-Holstein (UKSH) and the German Hearing Aid Institute (DHI). Furthermore institutions in Lübeck are pooling their expertise in the field of hearing within the HörHanse e.V., founded in 2025. The founding members include the University of Lübeck, Lübeck University of Applied Sciences, the Lübeck

University of Music, the UKSH, the DHI, hearconcept, the Federal Guild of Hearing Aid Acousticians and the Campus Hearing Acoustics.

International activities

A hub for international collaboration: educational agreements are in place with many countries around the world. Every year, the Campus Hearing Acoustics organises the International Summer Academy, where participants from many different countries can undertake further training and exchange ideas.

The aim of this international cooperation is to exchange experiences and to share the Campus Hearing Acoustics world-leading expertise. In addition, assistance is provided in developing training programmes, as the hearing care profession, with its high German standards, serves as a model in many countries. This helps to ensure the highest possible standard of care for people with hearing impairments.

The Academy of Hearing Acoustics is the first vocational academy to be recognised by the European Association of Hearing Aid Acousticians (AEA).

Press Release

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biha criticises the GKV-Spitzenverband

March 2026. – Last year, statutory health insurance (GKV) funds spent 12.3 billion euros on medical aids, 4.9 per cent more than in the previous year. The reasons for this are seen the health insurance funds in service providers. To the so-called hearing aid acousticians are among the healthcare providers who supply insured persons with medically necessary products. By providing hearing aids, they enable people with hearing impairments to participate life. The current demands of the national Association of statutory health insurance funds (GKV-Spitzenverband) regarding reform of the provision of medical aids, in the view of the Federal Guild of Hearing Aid Acoustians (biha), jeopardise the future of the hearing aid sector and all providers of medical aids.

For instance, GKV-Spitzenverband is calling, amongst other things, for the reintroduction of 'knock-out' tenders, without even considering why the administrative costs of statutory health insurance funds have risen so dramatically. Eberhard Schmidt, President of the Federal Guild of Hearing Aid Acousticians (biha), comments: "Why do we need nearly 100 statutory health insurance funds when they all have to fulfil the same statutory duties?"

Furthermore, the GKV-Spitzenverband wishes to restrict service providers' contractual autonomy. It sees a risk that the merger of several associations and service provider groups could lead to a monopoly on the provision of services. Commenting on this, biha President Schmidt says: "Six health insurance funds are joining forces within the Verband der Ersatzkassen e.V., thereby forming a market force accounting for almost 40 per cent of the market and, at the same time, discriminating at the same time in their lists of demands the small and medium-sized service providers."

biha is also opposing this in a position paper addressed to policymakers. The position paper, entitled 'biha criticises the demands of the GKV-Spitzenverband regarding the reform of the provision of medical aids', is available online at https://www.biha.de/biha-kritisiert-forderungen (German language only).

Press Release

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Audio broadcasting: one broadcaster, many listeners

One announcement for everyone

March 2026. What used to be typical of radio – one transmitter, many receivers – is now offered by Auracast for the world of smartphones. With the new Bluetooth technology, audio devices and hearing aids can be connected wirelessly to public loudspeaker systems. Whether at train station, at airport or at events: in future, information can be accessed via audio streaming. Simply scan the barcode or QR code with your smartphone or – much like with Wi-Fi – log in, and the announcement will be played directly into your ear via headphones, earphones or hearing aids. You can then switch your smartphone off straight away. The stream is up and running.

New standard promotes connectivity and accessibility

No hiss, no rattling, no ambient noise. The sound quality is impressive, and power consumption is low. The new standard (Bluetooth 5.2 or LE Audio) helps you to understand information better and more easily. In this way, it promotes accessibility and connectivity. From many of the newer smartphones and hearing aids.

“For many people, Auracast represents a real improvement to hearing in public spaces,” says qualified hearing aid specialist Eberhard Schmidt, President of the Federal Guild of Hearing Aid Acousticians (biha), which represents the sector. “Another advantage of the new technology is that it can be used by anyone with normal hearing.” Anyone interested can seek advice from their local specialist hearing aid specialist shop.

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Lübeck experts at the Arab Hearing Health Conference 2026

Campus Hearing Acoustics promotes global knowledge transfer

September 2026. Lübeck Campus Hearing Acoustics has sent a team of experts to Amman, Jordan, for the 12th Arab Hearing Health Conference (AHH 2026) organized by the Advanced Arab Academy of Audiovestibular (4A).

The conference (24 till 26 September 2026) attracted a hearing specialist audience from various countries. The AHH is one of the most important meetings for hearing aid professionals, audiologists and ENT specialists in the Middle East and North Africa, with more than 25 member countries. As the world's largest centre of training and expertise in hearing acoustic trade, the Campus Hearing Acoustics has for years been active partner in the international exchange of hearing health expertise.

Jakob Stephan Baschab, Director of Academy of Hearing Acoustics (afh), emphasized the potential and limitations of teleaudiology. Particularly in regions where there are geographical gaps in care provision, teleaudiology complements preventive care and follow-up care, as well as the systematic management of patients. It provides support where resources are lacking but does not replace the (initial) diagnosis of hearing loss or the fine-tuning of hearing aids.

Boris Ricking, member of the Executive Committee of the Federal Guild of Hearing Aid Acousticians (biha), focused on the opportunities offered by Auracast. This new Bluetooth technology enables audio devices and hearing aids to connect wirelessly to public loudspeaker systems via audio streaming: a single signal to an unlimited number of receivers. The new standard promotes connectivity and accessibility. This is a further step towards improving speech intelligibility for everyone, even in public places. Both presentations met with great interest by the expert audience.

Also present was Hans-Jörg Friese, President of the Rheinhessen Chamber of Crafts (HWK). He represents the sector's interests in dealings with policymakers and is a strong advocate for vocational training, the equivalence of academic and craft-based training, and tackling the shortage of skilled workers. His presence at the AHH 2026 sent a clear signal regarding the importance of international exchange.

"Networking across national borders and continents is of central importance to us as a WHO partner in order to improve hearing healthcare worldwide in a sustainable manner," says Boris Ricking, biha. "In our sector, we set and uphold the highest quality standards to provide the best possible care for children and adults with hearing loss." The Campus Hearing Acoustics and the dual-track training programme serve as a model worldwide.

For years, the Lübeck-based experts at afh have been engaged in professional exchanges with the audiologists at 4A, covering, amongst other things, training-related aspects such as clinical care, the fitting of cochlear implants (CI) and the technical fitting of hearing aids. The Academy of Hearing Acoustics also supports the countries in developing vocational training programmes.

As the organizer of the AHH, the 4A unites medical and audiological interests from the entire middle Eastern region in the field of rehabilitation for people with hearing loss. The five partners of the 4A include the Jordanian Al-Ahliyya Amman University, the British Academy of Audiology, the Egyptian Audio-Vestibular Medicine Association, the American Salus University, as well as the Academy of Hearing Acoustics on the Lübeck Campus.

More on the figures: According to the World Health Organisation (WHO), over 5 per cent of the world's population, approx. 430 million people, suffer from a hearing loss, among them 34 million children. Based on estimates, this means that by 2050, more than 700 million people, every 10th person, will be impacted. Source: WHO, Deafness and hearing loss.
https://www.who.int/news-room/fact-sheets/detail/deafness-and-hearing-loss

Further information on the AHH 2026:
https://arabhearinghealth.com/2026-ahh-program/

Further information on Campus Hearing Acoustics:
https://www.afh-luebeck.de/academy-international/

Information on the vocational training in the hearing acoustic craft:
https://www.afh-luebeck.de/beruf/

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Constant background noise in the children's bedroom

Why ears need a break too

September 2026. Sounds accompany children from the very beginning: they perceive them even whilst still in the womb. After birth, new worlds of sound are added. However, what is intended to soothe or entertain can also turn into constant exposure to noise. Eberhard Schmidt, a master hearing aid acoustician and president of the Federal Guild of Hearing Aid Acousticians (biha), who is also a paediatric audiologist, explains the issue and advises people to ensure they take breaks from noise.

Always on, never off

"Our ears are always on the lookout; you can't help but hear. So it's normal for them to be in constant use. Things that put a strain on the ears include (excessively) high volume, being too close to the sound source, and prolonged exposure to sound," explains the expert. "For a child's hearing and its development, it is important to have periods during which they do not constantly have to process new auditory stimuli. They need moments when they can hear what is really happening around them – or when there is simply nothing being presented to them. These moments of quiet are not a sacrifice, but an important counterbalance to the abundance of stimuli in everyday life."

Auditory perception begins before birth

From around the fifth month of pregnancy, the unborn baby can perceive sounds. However, very loud and repeated exposure to noise, for example at work or at concerts, should be avoided as far as possible during pregnancy. Although amniotic fluid and tissue dampen sounds, noise still reaches the unborn baby at a reduced volume.

White noise: helpful for getting to sleep, but not as a continuous programme

White noise refers to a steady, uniform sound. This can help babies fall asleep because the constant, monotonous sound is familiar from the womb and also masks other sudden noises. Examples of white noise include the sound of a hairdryer or a vacuum cleaner, the hum of a fan, or the patter of rain. "White noise can be a practical bedtime ritual. However, it should not form the background sound all day long, but should only be used for limited periods when necessary. A baby also needs the sound of their parents' voices, natural everyday sounds and, from time to time, a period of quiet. The white noise should be set as quietly as possible and placed at a sufficient distance from the child," says Schmidt.

Choosing and pausing audio plays and music deliberately

As children get older, audio plays and music become constant companions for many of them. It's not uncommon for them to be played on a continuous loop in the car or whilst playing. For the ears, this not just the volume is relevant: Also the constant, uninterrupted exposure to sound can mean that children hardly experience any conscious periods of rest. "Parents should make sure to build in listening breaks throughout the day. If nobody

is listening, there's no need for an audio play to be playing. It's better to start playback at specific times and switch it off after one episode. In this way, children also learn to use media consciously," explains Eberhard Schmidt. If headphones are used, the volume should be limited to a level suitable for children's ears. As a general guideline: if the child is wearing headphones and parents can no longer talk to them at a normal volume, the sound is too loud.

Learning to be quiet

Even small changes make a difference: not switching the radio on automatically, avoiding extra background music whilst playing, or not listening to a radio play on every car journey. Spending time outdoors gives children the chance to take in the sounds around them and focus their attention on their own terms.

When a hearing test is advisable

If a child frequently asks for things to be repeated, misunderstands instructions, speaks very loudly, turns the volume up on devices or shows signs of delayed speech development, a hearing test may be advisable. Parents should also have their child's hearing checked following a particularly loud event or if they experience ringing in the ears parents take their observations seriously and seek expert advice. Specialist hearing aid centres usually offer professional hearing tests free of charge and advise families on age-appropriate ways of dealing with sound, headphones and hearing protection.

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Health policy

Federal Audit Office calls for a bureaucratic monster to manage the provision of medical aids / An attack on patient autonomy

September 2026. In its report to the German Bundestag (Ref.: IX 1 - 2020 - 0338 Bem), the Federal Audit Office recommends legislative measures to ensure that statutory health insurance funds carry out more rigorous checks on private and voluntary supplementary cover for additional costs. “Such a law would create a nonsensical bureaucratic monster for an already overburdened service providers and health insurers”, says Eberhard Schmidt, President of the Federal Guild of Hearing Aid Acousticians (biha).

“The proposal also constitutes an attack on patient autonomy, as insured persons would then not only have to declare that they are spending money privately, but also specify what they are spending it on.” Hearing aid practitioners already provide extensive documentation. Before a hearing aid is fitted and dispensed, the insured person must read and sign numerous documents. These include documents in which they expressly declare that they have been informed of their entitlement to a hearing aid at no cost to themselves.

A survey carried out in 2019 by the National Association of Statutory Health Insurance Funds (GKV-Spitzenverband) found that around 90 per cent of insured people were ‘very satisfied’ or ‘satisfied’ with their individual healthcare arrangements. It made no difference to the insured person whether they had opted for treatment that was free of charge to them or had made a private co-payment.

“It’s absolutely mad what the Federal Audit Office is demanding,” said Eberhard Schmidt. “We’re already drowning in a flood of paperwork caused by bureaucracy. What the Federal Audit Office has in mind will neither the health insurance funds nor the service providers. Especially as increased bureaucracy will result in further additional costs.”

In order to monitor even more service providers more effectively, the Federal Audit Office believes they should be obliged to submit certain documents to the health insurance funds on a regular basis. The provision of certain medical aids should then be subject to general prior authorisation by the health insurance funds.

The GKV-Spitzenverband should also joint inspections by health insurance fund. And the Medical service is to also conduct a comprehensive review of the quality of care.

This is neither expedient nor does it have anything to do with cutting red tape, especially as there are no complaints from insured persons. “The Federal Audit Office is seeing

things where there are none," said Schmidt. Should the requirement for prior authorisation be introduced, it will lead to months or years of delays, if millions of applications for medical aids have to be checked first by the health insurance funds and then again by them before those affected can finally receive the medical aids.

In the reporting year 2025, statutory health insurance funds reported around 32 million cases of medical aid provision, in which insured persons were provided with a medical aid with or without additional costs. In approximately 7.1 million of these cases in the year 2025, additional costs were incurred. For hearing aid fittings, this amounts to around half a million.

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Smart Hearing: From sound checks to health features

September 2026. Smart Hearing combines hearing comfort with digital health features. Eberhard Schmidt, President of the Federal Guild of Hearing Aid Acousticians (biha), provides an overview of what these high-tech systems are capable of.

Hearing needs vary greatly. “Modern hearing aids can be adapted to the wearer’s specific listening situation via settings in the hearing aid app or via Bluetooth,” explains master hearing aid acoustician Schmidt. This allows disruptive background noise, such as wind or traffic noise, to be individually filtered out. Furthermore, the systems can detect and reduce reverberation – for example, in large rooms – making listening more comfortable.

It is also possible to suppress sudden, very loud noises, such as a door slamming.
Hearing aids can not only suppress noise, but also optimize sound: for example, they distinguish between spoken language and music and adjust the sound accordingly – for the best possible sound in the ear. Furthermore, hearing systems are useful as translation aids in everyday life: spoken language can be translated directly into the ear via a smartphone app.

Artificial intelligence (AI) is also used in many hearing aids: AI analyses the situation the wearer is currently in and automatically adapts the listening experience to those conditions.

“Like a smartphone, modern hearing systems are also capable of collecting health data,” explains Eberhard Schmidt. Vital signs such as heart rate can be measured via the ear canal. Motion sensors can count steps and identify movement patterns, enabling falls to be detected.

“The role of hearing is easily underestimated. It is only when your sense of hearing is no longer working at full capacity that you realize just how much it achieves,” explains Eberhard Schmidt. “If you notice that your hearing is getting worse, in the case of mild hearing loss, a self-test – for example online or using AirPods – can serve as an initial guide. If the hearing loss becomes more severe, it is advisable to have your hearing checked by an expert who can draw up a professional hearing profile.”

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