

The Official Publication of the Canadian Academy of Audiology

## Other People's Ideas

Published March 10th, 2016

Calvin Staples, MSc

The wearables are coming, the wearables are coming! Over the past several years we have continued to hear, read, and fear the notion that inexpensive or less expensive, consumer-driven, accessible and wearable amplification devices will be regularly available for our patients. The potential to access devices without an hearing care provider could be a concern and be in direct competition with the services we provide. Is there reason for concern, I am not certain, but over recent weeks Starkey has completed the purchase of a hearable company, Apple's entered into the discussion, and Doppler has connected with the Coachella festival.