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Other People’s Ideas

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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.