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Other People's Ideas

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The sale of hearing aids contributes significantly to the bottom line in the business of audiology. I had a patient last week ask me why I should get a hearing test from an audiologist who is selling me a hearing aid. She went on to say, it doesn't sit well with her that the person determining my need for a hearing aid also sells me the hearing aid. The question asked was a first for me. Of course, I went through all the usual reassurance statements, but her question left me wondering what is happening with audiology, what is the public perception of hearing health care and what are the steps we need to take to ensure audiologists are still perceived as leaders in hearing health care. The readings below do not directly address my questions, but are aimed at promoting some discussion about how our industry is changing.