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We Must Be More than the Device

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As we know the hearing health care industry and the role of the audiologist has changed drastically in the past 5?10 years. As a result of these changes, I have begun to wonder what hearing health care will look like in 2020. In reflecting on my own practice and my own clinical and career ambitions I am reminded of CAA 2010 in Montreal. Dr. Richard Gans, the keynote speaker of the 2010 conference left us all with some valuable questions and self-reflection; to paraphrase one of Gans' key messages at the CAA conference ? "we must be more than the device." I have a strong opinion that if the practice of audiology continues to focus almost exclusively on hearing aid sales and service than the future of the profession may come into question. Hearing aid sales and service are definitely a key part of the audiology profession and we need to improve this area drastically too, but there appears to be a gap between the study and practice. The non-hearing aid training appears to be left in student clinic and lecture halls. I must confess here that I love working with patients with hearing impairments and maximizing the performance of hearing aids to optimally serve them, but I think audiology or audiologists simply need to do more. The simplest answer may be that audiologist, through practice, push to close this gap to ensure future of audiology reflects the developmental work of its past. The blogs this month are all directed in some fashion towards what we may see in the distant tomorrow.