

## Future of Audiology (re Aging Population) Conference: Quality of Hearing = Quality of Life, 18 September 2023, v10

**Date/time:** 18 september 2023, 1.00 PM – 5.30 PM CET, followed by dinner buffet @ LUMC for participants: 5.30-7.30 PM

**Venue:** LUMC, Albinusdreef 2, Leiden, Netherlands, Conference Room CZ-6 (in education building), participation fee: (€ 75 pp, all-in)

### Program (18 September 2023)

- 1.00 PM – Reception of guests (coffee/tea)
- 1.30 PM – Official Opening of Conference by Guido van Woerkom (StAr, t.b.c.) & transfer to moderator: Thijs Thielemans
- 1.35 PM – Opening remarks (content-related): Statements about questions regarding Future of Audiology  
Expert from Medical Physicists Association (NVKF/KKAu): Thijs Thielemans
- 1.45 PM – Round Table (in English, Dutch translation will be provided) with representatives of Int. Hearing Instr. Industry (“big five”): Andrew Dittberner (GN Resound), NN (Demant/Oticon, t.b.a.), Filip Roenne (WSA), Peter Derleth (Sonova/Phonak, t.b.c.), NN (Starkey, t.b.a.): pitches & RT debate on questions & propositions (see att.), moderator: Bas Franck
- Future of Hearing-aid market: OTC (“over-the-counter”) versus prescription hearing devices (FDA)
  - New techniques: AI, ML, VR, AR, processing in the cloud, big data, etc.
  - Telehealth: tele-audiometry, tele-hearing aid fitting
  - Global hearing health care (in developing countries)
  - Sustainability aspects in hearing care (hearing instruments & hearing protection)  
cf. <https://www.hearingtracker.com/news/carbon-footprint-of-hearing-healthcare?q=carbon+footprint>
- 3.15 PM – Coffee/tea break incl. 5 minute pitches by startups/scaleups, “open space” (foyer), invited are:  
<https://www.absoluteaudiolabs.com/>      <https://nl.linkedin.com/company/earlab-co>      <https://privateear.nl/>  
<https://askclementine.com/>      <https://hulan.nl/gamification-voor-in-de-zorg>  
<http://www.audus.io/>      <https://www.goldenhearing.nl/>  
<https://earhelp.nl/>      <https://neurovr.com/>
- 4.15 PM – Round Table (in NL, English translation will be provided): 2 introductory speeches (à 10’) by experts from outside the field of audiology: a) Kees Kalisvaart, geriatrician, on the aspects: aging, social impact of untreated hearing loss, prevention of dementia, b) NN, medical ethicist, on the aspects: safety of big data, privacy sensitivities, disadvantages of tele-health, all on the basis of questions & propositions, prepared by Hoormij/NVVS & Hearing Specialist organizations, (NVAB, DKA, CVZA, Hoorprofs, Audined, t.b.a.), moderator: Martin Stollman
- Untreated hearing loss in relation to presbycusis, incl. focus on prevention of dementia & Alzheimer (due to loneliness & isolation) and absenteeism and unsafety (e.g. in traffic)
  - Ethical aspects: privacy, safety of big data, disadvantages of tele-health and “remote” like lack of personal contact between caregiver and careseeker, etc.
  - Expanding & challenging role of hearing aid specialist: interference with social & cognitive factors, “brain hearing”
- 5.15 PM – Concluding remarks (“how to go on”, Thijs Thielemans) and official closure of conference by Guido van Woerkom (t.b.c.)
- 5.30 PM – Refreshments
- 6.00 PM – Dinner Buffet (Foyer)
- 7.30 PM – Closure of Meeting

**Outcome:** report with contributions, accompanied by press release/news items, consequences to be presented in public domain, incl. social media. The report must have a scientific basis (evidence based), policy in nature, etc.

### Organization Working Group

Kees van der Sluijs, GAIN (NL Hearing Instr. Industry)

Jan-Willem Wasmann (Medical Physicist)

Richard Zoetemelk, GAIN (NL Hearing Instr. Industry)

Jan de Laat (Medical Physicist)

Wil Verschoor, Hoormij (Patient Association)

4 representatives from retailer organizations (NVAB, DKA, CVZA, Hoorprofs, Audined):

Nadine de Kort-Biekart (DKA), Angélique de Wit (CVZA/Hoorprofs), Jolet Woordes (NVAB), Maarten Dijkstra (Audined)

### Participants (organizations/associations) @ Conference

Hoormij (Patient Association)

Int. Hearing Instr. Industry (“big five”)

Retailers (NVAB, DKA, CVZA, Hoorprofs, Audined)

SPHMH (Protocol Foundation)

Health insurance (ZN: VGZ, Achmea/ZK, CZ, Menzis, ASR, DSW, Z&Z)

FENAC (Audiology Centers)

GAIN (NL Hearing Instr. Industry)

StAr (Quality Foundation)

KNO (ENT), NVKF/KKAu (Med. Phys.), NVA (NL Soc. of Audiology)

SEMH (Quality Foundation)

VWS (Ministry)

VeiligheidNL (Knowledge Center)

ZiN, Vilans, Consumentenbond

Pers (press)