

AEA

European Association of Hearing Aid Professionals Association Européenne des Audioprothésistes Europäischer Verband der Hörgeräte-Akustiker



Ixelles 40 rue Washington

B1050 Brussels BE

info@aea-audio.org

http://www.aea-audio.org





The AEA

The European Association of Hearing-Aid Professionals (AEA) represents the interest of more than 8,000 small and medium-sized enterprises and more than 20.000 employees. It is the only European umbrella organization for "Hearing Aid Professionals" and was founded in 1970. During it's more than 40 years of existence, the AEA has established various contacts with different European institutions and has actively worked on the structure and integration of the profession all over Europe. The AEA membership is open to all national associations of hearing-aid professionals in Europe that have been officially recognized by their relevant national authorities.

The member-countries currently are

Austria
Belgium
France
Germany
Greece
Italy
Netherland
Rumania
Spain
Switzerland

The "Hearing Aid Professional" could be defined as any person who, according to relevant national legislation, corrects impairments of the hearing function by means of any mechanical, electro-acoustical and electronic device. Hearing care by means of hearing aids includes choosing, fitting, verifying and the delivering of hearing aids, the education of the hearing impaired person to the use of the hearing solutions (including human and psychological support) and the verification of the permanent efficiency of the hearing aids.





The European hearing aid professionals are known as providers of health-care services on the highest quality level. By the year 2015 there will be more than 80 million adults in Europe who suffer from hearing impairments and this number could rise up to approximately 100 million by 2025. This prognosis makes it important to develop and improve the quality of the services provided since failure to do so inevitably will result in social economic problems.

Today, 16% of the adult population in industrialised countries suffers from hearing problems and, within this target, only 10% to 25% - depending upon the country - use hearing aids. In 70 to 80% of cases binaural hearing aid fitting is required.

Hearing loss is one of the most common chronic illnesses and is strongly associated with aging. In international studies it was estimated that some degree of hearing loss affects more than half of all persons between the ages of 61 and 70 and over 80% of people after the age of 70. But, the exact prevalence obviously depends upon the specific criteria and definitions used, going from some mild hearing impairment to severe and invalidating conditions. However, there is no doubt that hearing impairment has a considerable societal impact through affecting the quality of life of, mainly elderly, citizens.

In 80% of the AEA member countries the profession of hearing-aid professionals is regulated, which is also documented in the European Commission database on "regulated professions". The aim is to improve the quality of services in hearing care, ensure a transparent fair and competitive market and freedom of choice in the interest of the end-user.

According to Directive 2005/36/EC, on the recognition of professional regulations, which entered in force on 20 October 2007, the relevant regulations for afore mentioned profession have been stipulated. Current practices as well as appointed institutions responsible for the recognition of the professional qualifications are documented in the European Commission database of regulated professions. Therefore the highest possible level of transparency for the recognition of professional qualifications of a hearing aid professional within the European Union has already been established.





The AEA has laid down standards for the vocational training of the hearing-aid professional in the EN 15927:2010 "Services offered by hearing aid professionals".

The AEA is one of the first organisations in the healthcare sector which has acquired a European standard (EN) for health care services, the EN 15927:2010 "Services offered by hearing aid professionals".

This European standard defines the minimum requirements for services in the field of hearing-aid acoustics in Europe. Moreover this standard stipulates recommendations for the vocational training and all other aspects of service rendering. This standard which has been approved by all involved European countries with regard to content also includes all professional requirements for hearing-aid professionals for maximum transparency.

The world hearing aid market today is estimated at 10,4 million units sold. According to sector studies the hearing aid market will grow by 15% in the next years. The main growth factor is certainly the demographic factor: the growing elderly population, combined with a change in social habits and consumption tied to old age will considerably increase the main target of the hearing aid market.

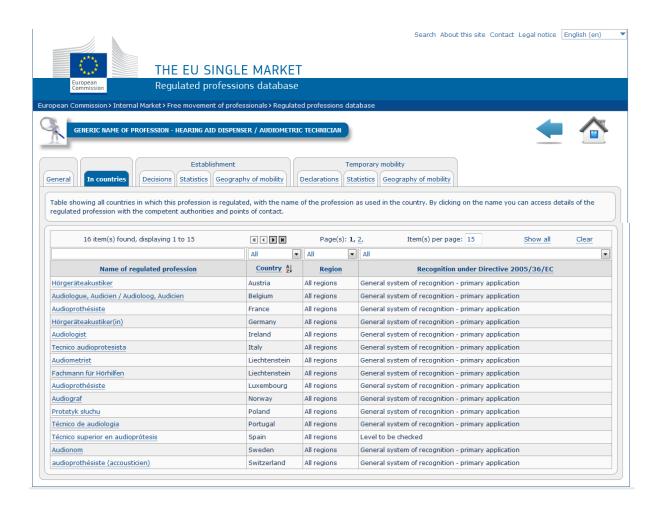
Changes in buying habits and the introduction of new more appealing technology will bring about a rapid expansion of this sector, which will be influenced by: better informed customers, more aware of the benefits deriving from treatments; older clients wishing to live a full and longer life who on average have greater financial possibilities; more advertising and clearer information on hearing aids; less prejudice towards the hearing problem and its possible solutions; constant improvement in technologies, hearing care quality and higher patient satisfaction.





http://ec.europa.eu/internal_market/qualifications/regprof/index.cfm?action=profession&id_profession=1080

In which European countries is the "Hearing Aid Professional" regulated?







AEA

European Association of Hearing Aid Professionals Association Européenne des Audioprothésistes Europäischer Verband der Hörgeräte-Akustiker



Ixelles 40 rue Washington

B1050 Brussels BE

info@aea-audio.org

http://www.aea-audio.org

