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by

Hearing-aid manufacturers are using AI, apps and other new technologies to attract audiologists' attention. According to Informa's Meddevicetracker report, the global market for hearing aids will reach \$11bn by 2023. See what president-elect of the American Academy of Audiology, Catherine Palmer, said about it here.

"Manufacturers work hard to improve the technology, but what you're reading is really advertising – it's marketing – they're marketing their entry level vs their premium. You can't always say the premium is always better – that simply is not true." – Catherine Palmer, president-elect, American Academy of Audiology

- Find out more: [Market Intel: Hearing-Aid Companies' Use Of AI, Apps, New Tech Excites Audiologists; Global Hearing-Aid Market Will Reach \\$11Bn By 2023](#)

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