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The importance of ethical selling of hearing aid solutions

Oliver F. von Borstel

Masters of Business Development, Netherlands

Main subject of presentation: Many in the audiology and/or dispenser industry of Hearing Solutions apply rather 'product' or brand selling methods than putting individual the focus on patients real needs. This ends often in a dissatisfying situation for the patient and/or his/her spouse of family member.

Needs of a patient are not only to 'amplify' sound but, even more important, to help the patient and his/her spouse to an improved quality of life.

Goal of the presentation: The primary purpose of this presentation is to inspire and motivate participants how important the moral and ethical aspects are when selling Hearing Aid Solutions to those who are in dear needs of an improvement: patient, spouse and/or other family members of the patient. The impact the Hearing Aid Solution has or might have for all involved when it comes to health-able features (such as activity monitoring, fall detection etc.).

Participants learn how important it is that audiology specialists put their focus rather on the improvement of ones life quality rather than on amplifying technics, and, what their responsible role is when it comes to advise a patient of the individual best and most optimal Hearing Aid Solution.

Research methods involved studying specific literature and the own experience of Oliver F. von Borstel since 2006 while personal coaching ca. 500 audiologists/HIS (hearing aid specialists) on the job in Europe.

Biography

Oliver F. von Borstel lives in Netherlands. He is born in 1956 and he is a CEO of different high-tech companies in Europe until 2005. Since 2006 the owner of Masters of Business Development BV, Amsterdam/Schiphol Airport. Specialized in helping audiologists/HIS improving their business. And His company has subsidiaries/affiliates in Switzerland, USA and Australia

oliver.vonborstel@mastersofbusinessdevel

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