

President's Corner

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Are you ready for the future?

That's the question every practice owner has been asking themselves moving into a new year headlined by OTCs and online options.

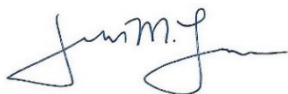
Looking back on 2021, we can see a year of transition. From coming to terms with COVID to understanding the impact of OTC legislation, the game has changed. Those who recognize and capitalize on this change will be the ones who succeed.

While no one can predict the future, there are some clear trends we see emerging. This includes greater e-commerce adoption, more accessible hearing care for patients, and AI-driven products that put the user in control. All of which adds up to one thing – a more virtual world.

As you read through this issue of AuDTrends, I challenge you to think outside the box on ways your business can make these new trends work for you. We've been. Which is why we've invested so heavily in solutions to place you in a winning position.

2022 is a new year of growth and opportunity. Are you ready to seize it?

Regards,



Joseph M. Luga
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