Post-Event Report: European Scientific Sessions Amplifon 2026

Title: European Scientific Sessions Amplifon 2026
Date: May 29–30, 2026
Venue: Madrid, Spain (Green Patio)
Organized by: GAES Scientific Committee and CRS Amplifon
Coordinated by: GAES Médica – Amplifon Group
Scientific Endorsement: EAONO and IFOS

1. Technical Overview and Event Summary

Under the strategic motto "**Science and technology driving the future of hearing**" the European Scientific Sessions Amplifon 2026 were held in Madrid on May 29 and 30, 2026.

This high-level meeting contributed to consolidating the company's positioning at the forefront of clinical audiology and otorhinolaryngology (ENT), establishing a clear roadmap for the integration of biotechnological and digital innovation into patient care.

Attendance and Professional Profile

- **Registrations**: 168 professionals
- **Day 1 Attendance** (National Session): 100 attendees
- **Day 2 Attendance** (International Session): 76 attendees
- **Profile**: ENT specialists from both national and international backgrounds (France, Portugal, and Italy)

2. Scientific Highlights

Day 1: Innovation in Gene Therapy, Audiology Excellence Protocols, and AI in ENT

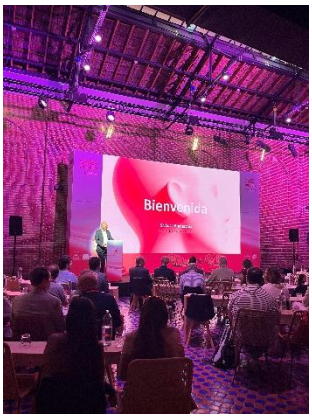
The first day, inaugurated by Mr. Luca Bradaschia (General Manager of GAES), Prof. Serafín Sánchez (President of SEORL-CCC), and Prof. Carlos Cenjor (President of the GAES Scientific Committee), focused on technological innovation applied to clinical practice.

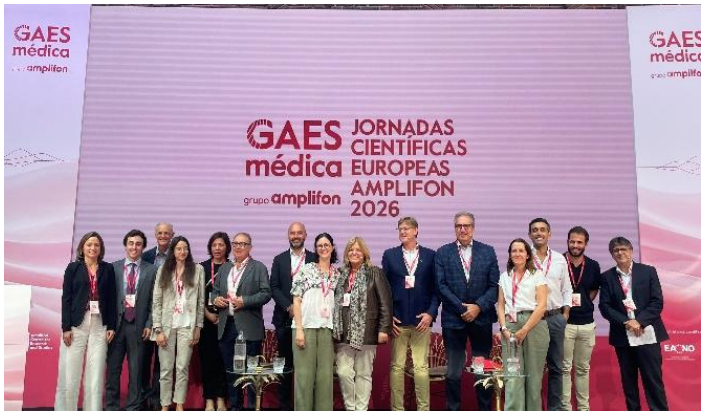
The opening session, led by Prof. Manuel Manrique and Dr. Rubén Polo, represented a strategic turning point, highlighting the transition toward **curative audiology**.

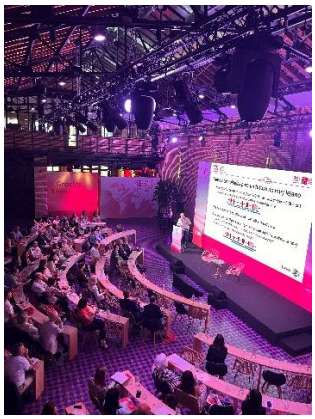
Advances in gene therapy, supported by the FDA approval of the first **regenerative treatments**, confirm the clinical feasibility of addressing **OTOF** gene-related hearing loss. Documented success cases in pediatric patients mark the beginning of a new era in personalized medicine

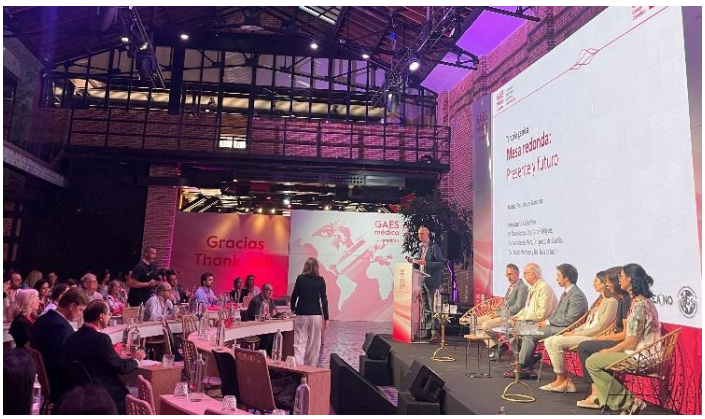
During the second session on **Audiological Excellence,** GAES audiological protocols were presented. These are based on a European patented methodology designed to maximize direct patient benefit.

Finally, **Artificial Intelligence (AI)** was addressed as a critical operational asset for **diagnostic optimization**, including practical applications for daily clinical practice and an overview of the **European regulatory** framework governing AI in healthcare









Day 2: International Perspective and Healthy Ageing

The international session, led by leading European figures such as Prof. Bernard Frayse, Prof. Ángel Ramos, and Prof. Carlos Cenjor, aligned organizational strategies with the most demanding international regulatory frameworks, including the **WHO's ICOPE** program and the **Living Guidelines.**

The strategic focus emphasized hearing health as a critical determinant of healthy ageing.

Based on evidence from the **Lancet Commission (Livingstone, 2020)**, a key public health insight was highlighted: eliminating hearing loss in midlife could reduce **new dementia cases by 8%**, positioning hearing intervention as the most impactful modifiable risk factor in preventing neurocognitive decline globally.

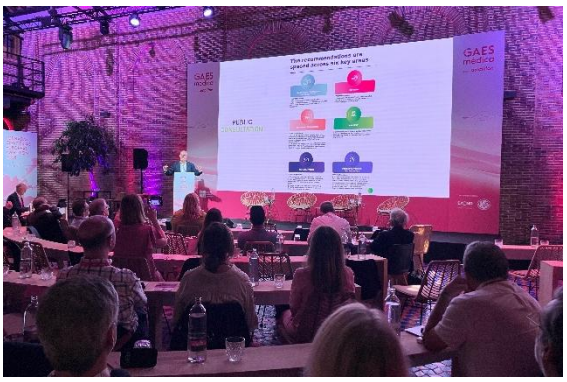
Analysis: Hearing, Cognition, Balance, and "Brain Capital"

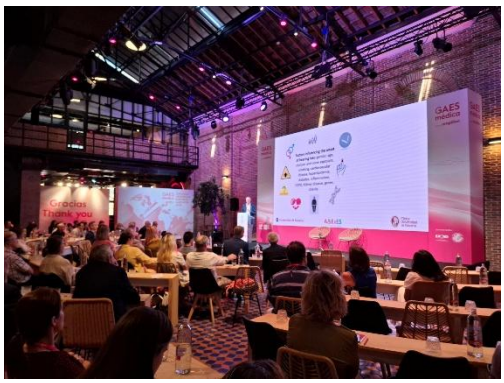
The scientific evidence presented confirms that hearing loss and balance disorders have a multidimensional impact on brain integrity. Prof. Manuel Manrique introduced the project **"Hearing and Balance for Healthy Ageing**", demonstrating the need for early intervention in individuals over 55 to preserve systemic functionality.

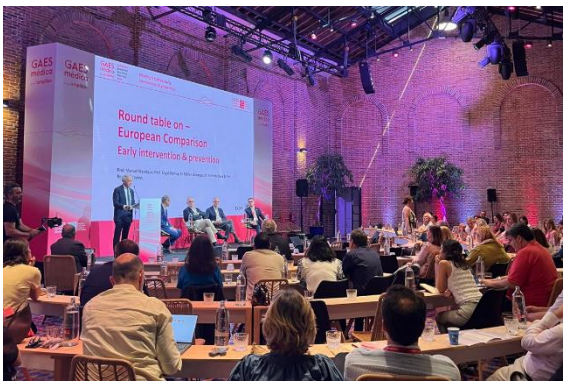
The relationship between hearing and cognitive decline was further explored through the concept of **"Brain Capital,"** defined by the strategic equation: **Brain Health + Brain Skills = Brain Capital.** This concept represents resilience and problem-solving capacity, which depend directly on the health of the auditory and vestibular systems.

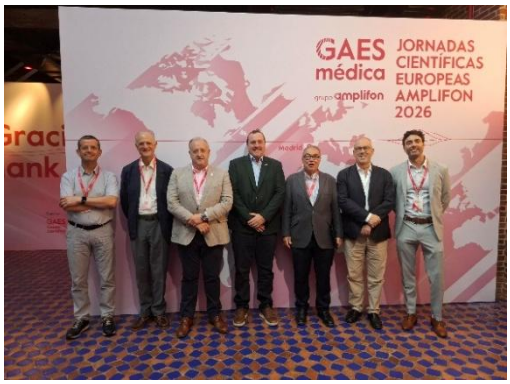
Precision Medicine and Social Impact

The adoption of **precision medicine** enables the transition toward personalized treatments based on genetic phenotypes and individual clinical profiles.
This approach not only improves health outcomes but also addresses an urgent socioeconomic need.









3. Strategic Conclusions

- **Leadership and Innovation:** the success of the event confirms GAES/Amplifon's leadership in integrating gene therapy, artificial intelligence, and precision medicine, transforming the current ENT sector paradigm

- **Demonstrated Cost-Effectiveness:** Hearing health is the most efficient pillar for preserving **Brain Capital**, with early intervention being the highest-impact strategy to mitigate the global economic burden of dementia

- **Commitment to Excellence:** Alignment with international standards ensures high-level clinical practice focused on tangible outcomes in overall well-being and brain health. The organization reaffirms its commitment to technological innovation and excellence, ensuring that the future of hearing becomes a driving force for a society with greater cognitive capital and brain health.