



3rd Annual AUDIOLOGY & INDUSTRY FORUM Recap

AudiologyNOW! 2011 - Chicago
Friday, April 8, 2011 -- 8:00am-9:00am

Welcome: Cheryl Kreider Carey, CAE, Executive Director, thanked everyone for attending the 3rd Annual Audiology & Industry Forum. Carey explained the revised format—providing the Academy & A4 Updates in written format versus verbal updates—to allow more time for discussion among the audiologists and industry leaders. She provided two updates:

- Exhibitor Advisory Panel - Members of the EAP were recognized for their service, and plaques presented to those rotating off: Dale Thorstad/Marcon, Kelly Breece/Phonak, Kevin Kouba/Rayovac and Cheryl Anderson/Widex (not present).
- Attendance – Registration was already at a new record high of 7,599, with 58% attendees (4,382) and 42% exhibitors (3,217). Note: final attendance was 7,607 with previous record being 7,333 at AN10.

The leaders/boards of the Academy and the A4 entities were then introduced (see table below).

2010 Forum Outcome Update by Dianne Meyer (AAAF Chair) and Mike Orscheln (Phonak CEO): Based on feedbacks/comments from many participants during the 2010 Forum, the AAAF had conducted discussions with industry about expanding business education programs for audiologists. At these meetings, Orscheln and the AAAF encouraged broad-based support of business education projects from all industry representatives. Orscheln then announced that Phonak would be funding a lectureship on business education beginning at AudiologyNOW! 2012, with details forthcoming.

Table discussions: Each table was asked to discuss a) one opportunity and how to leverage it and b) one challenge and how to address it. The results were then shared with the full group. Written recap of discussions are attached.

American Academy of Audiology Patricia Kricos, PhD President	Professional Society	To promote quality hearing and balance care by advancing the profession of audiology through leadership, advocacy, education, public awareness and support of research
AAA Foundation Dianne Meyer, PhD Chair	Philanthropy	To promote philanthropy in support of research, education, and public awareness in audiology and hearing science
American Board of Audiology Antony Joseph, AuD, PhD, Chair	Voluntary general and specialty certification	An autonomous organization, dedicated to enhancing audiologic services to the public by promulgating universally recognized standards in professional practice. The ABA encourages audiologists to exceed these prescribed standards, thereby promoting a high level of professional development and ethical practice.
Accreditation Commission for Audiology Education Ian Windmill, PhD, Chair	Accreditation	To serve the public by establishing, maintaining and applying standards to ensure the academic quality and continuous improvement of audiology education that reflect the evolving practice of audiology
Student Academy of Audiology Ryan Bullock President	Student Development	To serve as a collective voice for students and advance the rights, interests, and welfare of students pursuing careers in audiology

Participants in group discussions and the outcomes are listed below:

Elaine Barr, Donaldson Co.

Kim Barry, AAA

Brenda Battat, HLAA

Judith Blumsack, AAAF

Bettie Borton, AAA

Torryn Brazell, ABA

Kelly Breece, Phonak - EAP

Mindy Brudereck, ABA

Ryan Bullock, SAA

Deborah Carlson, AAA

Laurel Christensen, GN Resound

John Coverstone, ABA

Kathleen Devlin Culver, AAAF

Rebekah Cunningham, AAA

Dick Danielson, AAAF

Rieko Darling, AAAF

Tierney Doherty, Maico Diagnostics

Kris English, AAA/AAAF

David Fabry, AAAF/Starkey

Henning Falster, Oticon - EAP

Barry Freeman, ACAE/Starkey

Brian Fligor, AAA

Abby Fox, SAA

Doris Gordon, ACAE

Scott Griffiths, ACAE

Allan Gross, 3M Auditory Systems

Samantha Gustafson, SAA

Bradley Hess, SAA/AAAF

Antony Joseph, ABA

Victoria Keetay, AAA

Lloyd Keleny, Donaldson Co.

Kevin Kouba, Rayovac - EAP

Patti Kricos, AAA

Kathleen Kuntz, Ear Service Corp.

Kathy Landon, Sonic Innovation

Dan Lindhorst, Unitron

Tom Littman, AAA

Joe Lugara, Sonic Innovation

Mike Mallahan, AAAF

Kari Morgenstein, SAA

Dianne Meyer, AAAF

Mike Orscheln, Phonak

Angela Pond, ABA

Thomas Powers, AAAF/Siemens

Georgine Ray, AAA

Sam Savastano, Unitron

Rodney Schutt, Unitron

Ed Sullivan, AAA

Eric Sumner, Unitron

Kathryn Sutherland, Interacoustics

Ed Szumowski, AAAF

Spring Taylor, Sonic Innovation - EAP

Dale Thorstad, Marcon - EAP

Martin Thomsen, Real Ear

Tom Thunder, AAAF

Brian Urban, Counsel Ear

Steven Wade, SAA

Bethany Wenger, SAA

Gail Whitelaw, ABA

Ian Windmill, ACAE

Sue Windmill, AAAF

1. What is the single greatest opportunity for the profession? How would we leverage this opportunity?

- Baby boomers are at an age where they are starting to lose their hearing and they don't go quietly into the night. They do lots of research before purchasing anything, and currently, the "message" regarding how to obtain hearing aids is confusing and conflicting; hearing impairment is losing its stigma
- Wellness initiatives, leveraging the power of the internet / dissemination of information
- How do we in the industry and the Academy partner with education and engineering
- Large group of consumers who need our services; communication / counseling; marketing – positive spin; (comparing to other professions: dental . . .); i.e., how many hearing impaired individuals don't use amplification vs. positive aspects of having amplification
- Baby boomers offer a great opportunity: change delivery model; recruiting students to the field; need for audiologists
- Increasing number of audiologists from quality programs accredited by the ACAE (education geared towards audiology); how to best serve those with hearing loss? Partnering with industry to treat more patients; partnering with industry so that students understand the research, manufacturing, production involved in hearing aids; ensure that we have the research we need to improve people's lives.

- Direct access: step toward autonomy (eliminates travel, inconvenience, an office visit & co-pay); baby boomers – additional people helped with hearing aids; Bluetooth and technology – connectivity; educate the public; take ownership – educate through manufacturers
- Physician and general practice involvement on aging population; jump on the media hype about audiology being a go-to profession. Reach out to the Hispanic and other minority hearing impaired populations (from our environmental scan) use individuals from within the ethnic group and also make it age appropriate; top down and bottom up: at grassroots including individual practices and state organizations (exhibit presentations); use research regarding ancillary health issues (diabetes, dementia, etc) and how it relates to hearing problems.
- Working together like this type of meeting; baby boomers; public awareness and brand awareness; brand = practitioner; Schizophrenic in marketing- industry recommendations productions/price; practice should focus on brand, quality of care; the Academy itself needs participation; 5% members participate in AAAF; members need to have “skin in the game”
- Rigorous accreditation standards; evidence to provide data that audiologists do a better job; comparing optometry

2. What is the single greatest challenge to the profession? How do we address this challenge?

- Consumer misinformation / misperceptions; Message: There is treatment available, first thing you need is a full evaluation
- Educating the quantity and quality of new audiologists to accept the opportunities with necessary expertise; provide support to the current audiologists who are in the trenches *now*
- Focus on audiogram, not focused on patient communication or audiologist / patient relationship; number of aids sold known vs. number of those with loss that we turned away; consistency in the message is an issue
- Educate / address: moving the hearing loss population to seek diagnosis, treatment from an audiologist
- Boomers retiring, if not now – quality of life; market Audiology as a good job for young people; Independent third party research, outcome data in industry; culture change for profession from education and training to medical science; marketing the professional aspect and research behind the product
- Notch group of “younger” adults who won’t pursue treatment (also could be known as an “aging” population problem or challenge); need to target the population utilizing our services which leads to the worry about a shortage of folks coming in to the profession; OTC products: we need to do it right for fear of people trying it and not liking it; pricing; our own bad press
- Business model flawed; education system is flawed – not the AuD, but recruitment, nurturing, educating; practitioner critical to successful fitting; our educational system is not autonomous – tied to Communication Science Disorder; industry interested in supporting education, but ethical guidelines quite restrictive; discourage relationships between industry and education.
- Shoring up standards; who will serve the growing number of baby boomers: dealers / audiologists / technicians; noise exposure awareness; hearing loss as a global health awareness issue