The Profitable Practice: How to Implement Itemization in an Audiology Practice

The vast majority of dispensing audiology practices have traditionally billed for hearing aid services by way of a bundled fee, an all-inclusive amount for the device(s) and services. Our profession is facing unprecedented changes in hearing aid delivery models from big box retail to the internet and this time-honored approach may no longer optimize practice revenue; clinics are likely leaving money on the table. In surveys completed by the American Academy of Audiology, the number one reason that audiologists noted why they do not itemize, is the fear that patients won’t return. This session will offer a step-by-step recipe demonstrating how to successfully itemize devices and professional fees in an uncertain marketplace based on existing models found in a variety of practice settings, including the ten-year track record at the UNC Hearing and Communication Center.

Stephanie Sjoblad, AuD is an Associate Professor at the University of North Carolina-Chapel Hill in the Division of Speech and Hearing Sciences. She has served as Clinical Coordinator since 2001 and is the Clinic Director for the UNC Hearing and Communication Center. Dr. Sjoblad also teaches graduate courses and supervises students in the clinic. A consumer of hearing instrument technology from childhood, she offers a unique perspective to patients and students alike. She is Past-President for the American Academy of Audiology – North Carolina, a division of the North Carolina Speech and Hearing Association and has served on the Coding and Reimbursement Committee for American Academy of Audiology. She served as President for eight years on the Board of Directors of Beginnings for Parents of Children who are Deaf or Hard of Hearing, Inc. Dr. Sjoblad and the team at the UNC Hearing and Communication Center are leading the way in national efforts to make hearing care more accessible via unbundled and itemized fee structure, while utilizing best practices as outlined by the American Academy of Audiology.

Setting Your Practice Apart: Improve Productivity and Patient Care with Underutilized Tools - Audiology Assistants and a Patient Centered Approach

In part 1 of this course, “How to Successfully Incorporate an Audiology Assistant into Your Busy Practice”, participants learn how to easily and successfully train and utilize an Audiology Assistant. In a busy practice, Audiologists must rethik how to manage their time and resources to remain productive and viable without sacrificing service and patient care. The Audiology Assistant is an underutilized tool for boosting productivity and improving patient care simultaneously. This course will illustrate how a busy practice can successfully train and incorporate audiology assistants and will give examples of how productivity and patient care can be improved. This course has been given at an Audiology NOW! conference, ADA conference, and several state conferences.

In part 2 of this course, “Practice Differentiation through a Patient Centered Approach”, participants learn why it is so important for us to change our way of thinking and consider a new way of consulting with and motivating our patients to improve their lives through better hearing. Changing our way of thinking starts with how we view ourselves and the partnership we establish with our patients. So, we’ll discuss the role of the hearing healthcare provider in the counseling process. Then, we’ll discuss how an educational approach is the best way to marry our business goals with the expectations our patients have for us. We’ll discuss how this patient oriented approach can help us reach our goals while offering a better quality of life to our patients and ultimately a better quality of life for ourselves.

Nichole Kingham, AuD joined the Hearing & Balance Lab in Mill Creek, Washington in 2004 where she now serves as Clinical Director. Dr. Kingham was awarded a master’s degree in Audiology at the University of Washington. She obtained her clinical doctorate from A.T. Still University. She received the James Jerger Future Leader in Audiology Award in 2012. Dr. Kingham has recently been involved with the development of an Audiology Assistant training program to teach private practice clinics how to successfully incorporate Audiology Assistants into a busy practice. She has spoken nationally on the subject and is excited about the opportunity to help her Audiology colleagues improve patient care and clinic efficiency. She also writes articles on the many aspects of hearing loss and obtaining the best benefit from hearing aids. Dr. Kingham is known for her patience and persistence in obtaining the best possible outcome for those who come to the Hearing & Balance Lab for diagnosis or treatment of hearing loss. She loves working alongside her patients with a team approach for finding the best solutions for hearing loss and communication difficulties. Dr. Kingham hails from Colorado and has eight beautiful children. She enjoys watching movies and listening to great music. She is also an avid reader and it is not uncommon to catch her reading three or four books at a time.

Professional Forum with AAA, ADA, & ASHA

Join us for a Lunch and Learn Professional Forum with representatives from AAA, ADA, and ASHA.