Audiology Practice: Turning Challenges Into Opportunities

INTRODUCTION

This webinar will examine the realities of hearing health care today and identify strategies audiologists can use to address the challenges of present-day and future practice. The course will scrutinize the issues raised by government and consumer organizations and evaluate how they represent and impact the realities of audiology practice. The program will look at the latest MarkeTrak (MT9) survey results and explore how the data reveal patients’ expressed experiences with their current hearing technology and providers as well as how the data can drive changes to how audiologists define their practice. The webinar also will explore recent research into the associations between hearing health and other conditions such as cognitive decline, depression, falls, and diabetes, and the valuable opportunities these findings present for audiologists to fundamentally and effectively redefine the nature of the patient-provider relationship. Lastly, the webinar will conclude with an evidence-based list of the “top 10” best practice strategies that audiologists can put into place right away to redefine their practice and successfully face future challenges.

LEARNING OUTCOMES

You will be able to:
- respond to critiques highlighted in recent government and consumer organization reports
- identify at least three potential strategies for improving your practice, as revealed by the MT9 data
- identify at least five best practices you can put into place immediately

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PROGRAM HISTORY and IMPORTANT INFORMATION

Live webinar date: September 8, 2016
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End date: June 16, 2022

To earn continuing education credit, you must complete and submit the learning assessment on or before June 16, 2022.

To see if this program has been renewed after this date, please search by title in ASHA’s online store at www.asha.org/shop.

This course is offered for 0.2 ASHA CEUs (Intermediate level, Professional area).