Pandemic-Proof Your Audiology Business

INTRODUCTION

The global COVID-19 pandemic has introduced a level of disruption into our personal and professional lives that was previously unimaginable. How we respond will be a deciding factor for the future success of our practices. This session will explore how to embrace change and use this unique opportunity to rethink how we provide and promote our services. The speaker will discuss specific ways audiologists who operate private practices can clearly articulate their distinctive role in the hearing health marketplace and be prepared for future interruptions such as pandemics, big box stores, online retailers, and personal indecision.

This course is a recorded session from the 2020 Audiology Online Conference “Evolving Clinical Practice: Present and Future Considerations.”

LEARNING OUTCOMES

You will be able to:

- utilize at least one strategy for evaluating your professional readiness to respond to a major disruption
- describe two ways you can adapt to outside influences to continue to meet the needs of your community
- define and articulate your practice and your professional impact on your community and society

PROGRAM HISTORY and IMPORTANT INFORMATION

Recording length: 53 minutes
Online conference dates: November 11–23, 2020
End date: November 11, 2025

To earn continuing education credit, you must complete the learning assessment on or before November 11, 2025.

This course is offered for 0.05 ASHA CEUs (Intermediate level, Related area).