Product-Driven vs. Patient-Centered Care: Increasing Hearing Aid Adoption

INTRODUCTION

The degree of hearing aid adoption as a treatment to lessen communication difficulties has remained essentially unchanged over the past four decades. This session will share evidence and hands-on tools that promote opportunities for evaluating and modifying patient readiness, with the intent of enhancing the adoption of professional audiology services and amplification technologies.

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:

- describe current marketing and economic trends in the hearing aid market
- describe how professional hearing-related services are rendered by non-audiologists and how the delivery of these services precludes the procurement of audiology services and technology
- apply strategies that increase audiology awareness and patient compliance through an assessment of patient readiness

PROGRAM HISTORY and IMPORTANT INFORMATION

Recording length: 50 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, Professional area).