

# Person Centered Care in Tinnitus Management



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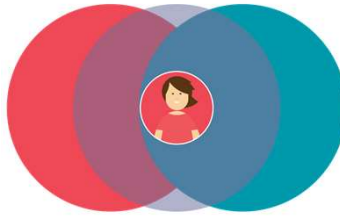
## Course Objectives

1. Identify typical challenges for patients and clinicians dealing with tinnitus

2. Describe 3 new tools for person centred care in tinnitus management

3. Reflect on own current practice and formulate a plan to incorporate tools for person centred care into future work with tinnitus patients.

## INTRODUCING THE IDA INSTITUTE



### Basic facts

- Non-profit organization established in 2007
- Funded by the Oticon Foundation
- 12,000 members in the Ida Community

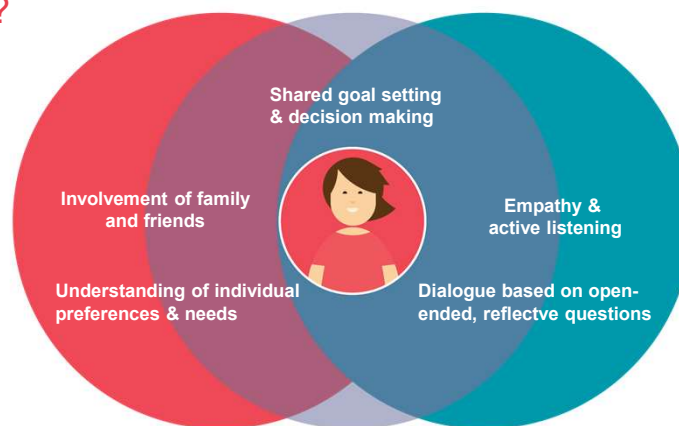
### Mission

To work with hearing care professionals from around the world to develop and integrate **person-centered care** in hearing rehabilitation.

### What Ida Offers HCPs

- Clinical counseling tools - by audiologists for audiologists
- Telecare tools for patients
- Education & training
- Facilitation of innovation processes
- Ethnographic videos providing end-user insights

## WHAT IS PCC?



### BENEFITS FOR PATIENTS

- Greater satisfaction with care<sup>1</sup>
- Better results of treatment<sup>1</sup>
- Easier to follow recommendations of the HCP<sup>1</sup>

### BENEFITS FOR HCPs

- Need for fewer diagnostic tests<sup>2</sup>
- Time saved in appointments<sup>3</sup>
- Increased client satisfaction<sup>4</sup>
- Better clinical outcomes<sup>5</sup>
- Increased employee satisfaction<sup>6</sup>

## Setting the scene

## The Perspective of People and Families affected by Tinnitus

Ethnographic Video: The Rooster

## Thinking about the video.....



What were the challenges facing the person with tinnitus and their family?



What are the challenges associated with managing tinnitus that you recognize as a clinician?

## The Perspective of People and Families affected by Tinnitus

Ethnographic Video: The Freight Train

## Thinking about the video.....



What were the challenges facing the person with tinnitus and their family?



What are the challenges associated with managing tinnitus that you recognize as a clinician?

## The Ida Tinnitus Challenge: Our Question to Professionals

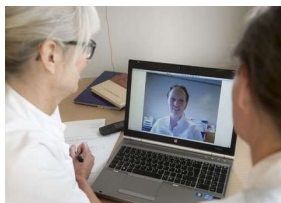
‘Can we find a way to dispense hope, compassion and build resilience in a tangible way in the management of Tinnitus?’

Tinnitus Challenge Group, 2016  
15 professionals from Germany, UK, US, Italy, Canada, Switzerland, Denmark and Australia

## Tinnitus Challenge Process



*Understand:*  
What are the challenges facing patients and clinicians managing tinnitus in daily life?

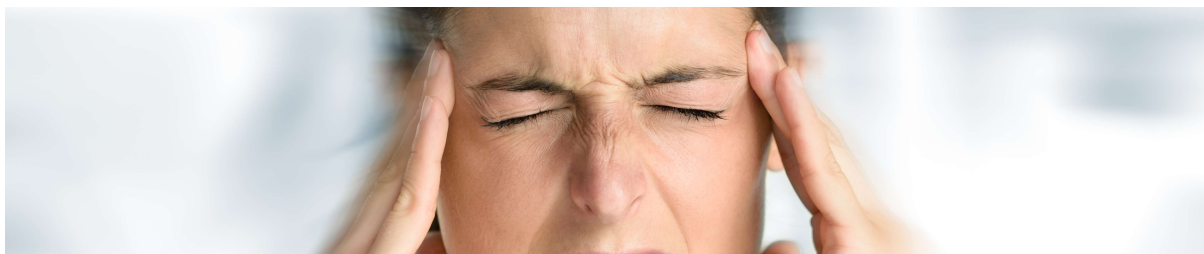


*Explore:*  
Current research  
Patient and Professionals Perspectives



*Create:*  
Tools to support person-centered care for tinnitus patients

## Challenges



Tinnitus is not one thing  
A small group of specialists  
Addressing hearing and Tinnitus  
Uncertainty

Receiving a positive/empowering first message  
Tinnitus is addressed vs hearing  
Uncertainty

## What do People with Tinnitus Need?

The early days are critical  
Reliable early information  
Hope and understanding  
Knowing what to do next  
Knowing that the situation can be managed



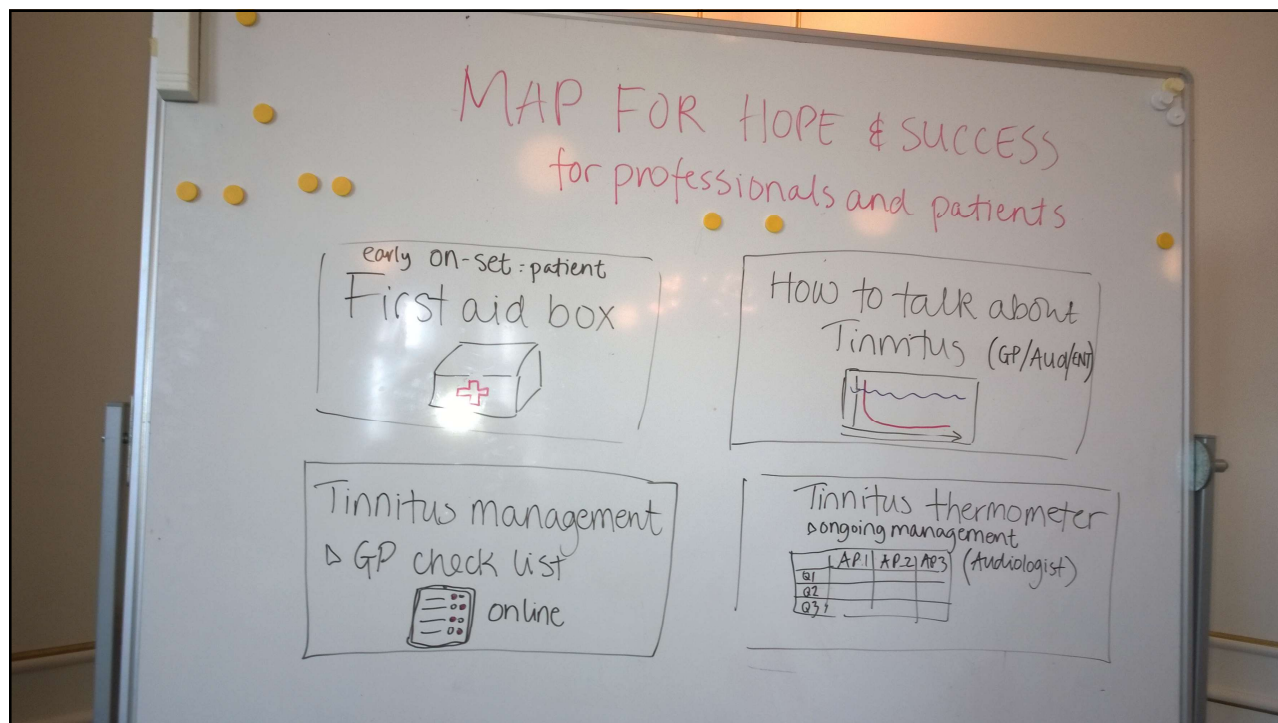
What do professionals need?

## What do Professionals need?

To demonstrate compassion  
To dispense hope  
To guide dialogue about tinnitus

To give tinnitus the same importance as hearing  
To create professional Tinnitus support networks

Understand and address the barriers within the health system





## Co-creation



## Tinnitus First Aid Kit

*Target Group:*  
People with Tinnitus

*Objective:*  
Support for patient from the beginning



1. Understanding tinnitus
2. Causes of tinnitus
3. Therapeutic Options

## Reassurance in the early days

Are you hearing a constant ringing in your ears? Then it is most likely that you have tinnitus. Stay calm, it does get better for most people, and our Tinnitus First Aid Kit is designed to help you.



What is Tinnitus?

Tinnitus is not a disease or illness. It is a symptom caused by the hearing system in your brain. Read more about tinnitus [here](#).



Your Tinnitus First Aid Kit

We have put together a Tinnitus First Aid Kit for you if you have just discovered, or think you might have tinnitus. Find more advice and tools [here](#).

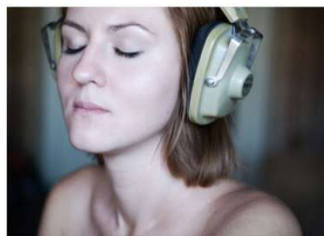
## Sign Posting in the early days

### First steps

Although tinnitus rarely means that there is anything seriously wrong, it is wise to see your doctor if you have it. Below are some suggestions to help until you can arrange that appointment.



Information



Basic sound therapy



Relaxation

## What to do in the early days

### Next steps

In addition to the self-help techniques we have already mentioned, the following strategies can be very helpful in managing tinnitus.



Treat any hearing loss



Sleep management



Sound Enrichment Therapy

## Tinnitus Thermometer

**Target Group:**  
Clinicians working with Tinnitus

**Objective:**  
Track changes in the perception of Tinnitus over time

**Format:**  
3 Simple questions



**TINNITUS THERMOMETER**

1. When you think of tinnitus, what do you think of? (1-10 scale)


2. What do you expect from this appointment? (1-10 scale)




3. During the past week, was there a time when your tinnitus was less bothersome? (1-10 scale)


4. Mark the number between 1 to 10 that best describes how much tinnitus has bothered you in the past week (including today). (1-10 scale)

Legend: 1 = No tinnitus, 10 = Worst possible tinnitus

1. How do you feel when I say Tinnitus?
2. What do you expect from this appointment?
3. During the past week, was there a time when your tinnitus was less bothersome?

**TINNITUS THERMOMETER** CLIENT'S NAME: \_\_\_\_\_ 

	DATE: _____ REF: _____	DATE: _____ REF: _____	DATE: _____ REF: _____
1 When you think of tinnitus, what do you think of? Say one or two words that describes how you <b>feel</b> about it.			
2 What do you expect from this appointment?			
3 During the past week, was there a time when your tinnitus was less bothersome?			
4 Mark the number between 0-10 that best describes how much tinnitus has bothered you in the past week, including today. 0 = No tinnitus 10 = Worst possible tinnitus	 0 1 2 3 4 5 6 7 8 9 10	 0 1 2 3 4 5 6 7 8 9 10	 0 1 2 3 4 5 6 7 8 9 10

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## Clinical Demonstration: Tinnitus Thermometer

## Telecare Tools for Tinnitus

# Tinnitus Thermometer

### Introduction

The Tinnitus Thermometer is a tool to help you explain to your hearing care professional how you're experiencing tinnitus right now. You will be asked three brief questions and will send your answers to your hearing care professional to discuss at your next appointment.

How you feel about your tinnitus may change, so you may be asked to complete this tool before more than one appointment.

Continue



<https://apps.idainstitute.com/apps/tinnitus-uk>

## Telecare Tools for Tinnitus

In the past week, was there a time when your tinnitus was less bothersome?

Write one or two sentences about that occasion.

How much has Tinnitus bothered you in the past week? (0 represent no tinnitus, 10 represents the worst tinnitus possible).



Share your results

Click below to email your results or save them as a PDF.



Email



PDF

## Changing the culture of health care delivery

*Patients coming prepared to clinic appointments to discuss key concerns and goals for the visit, and thus becoming more active participants in their care, can ensure that important issues are prioritized accordingly and managed efficiently.*

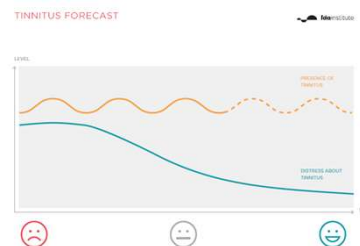
Turakia & Combs (2017) *Using Principles of Co-Production to Improve Patient Care and Enhance Value*. AMA Journal of Ethics, Vol 19 (11), 1125-1131

## How to Talk about Tinnitus: Communication Guide

**Target Group:**  
Audiologists

**Objective:**  
Communicating a hopeful and supportive message

**Format:**  
Guided conversation and supporting image



Manage your reaction to  
Tinnitus over time

## Tinnitus Forecast

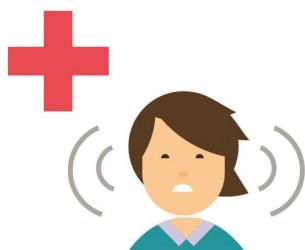


Based on the work of Dr. Laurence McKenna and Dr. David Scott, Royal National Throat, Nose and Ear Hospital, London.

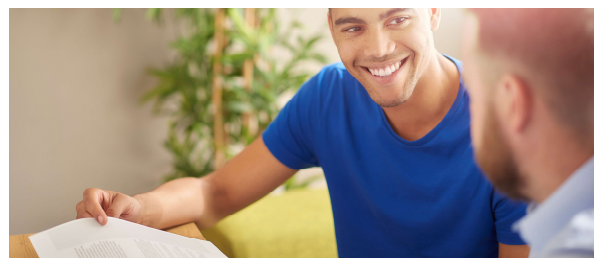
## Clinical Demonstration: Tinnitus Forecast

## Ethnographic Video

## Time to Apply



Thinking about Nick, how do you think the First Aid Kit might have supported his journey managing tinnitus?



How could the first Aid Kit support the counselling and advice you provide in your clinic?

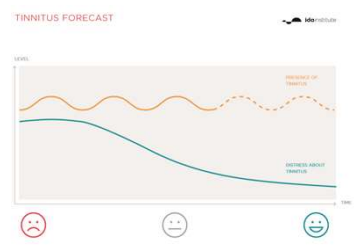


## Tinnitus Forecast

How would this guide have helped Nic and the first audiologist that saw him?

How and when would you use the tinnitus guide?

How do you think it would support your conversation with your patients?



Thinking about the thermometer....how could Nick's story have changed over time?



How do you feel when I say Tinnitus?

What do you expect from this appointment today?

During the week, was there a time when your tinnitus was less bothersome?

# IDA LEARNING HALL



## LIFE WITH HEARING LOSS

[idalearninghall.idainstitute.com](http://idalearninghall.idainstitute.com)

[crut@idainstitute.dk](mailto:crut@idainstitute.dk)

## MOTIVATING YOUR CLIENTS

### Tinnitus Management : Next steps for you?



In my next tinnitus appointment I would like....

A moment to reflect...

Lightbulb moment?

Personal goal statement?

Letter to my successor:  
How to survive your first Tinnitus  
session!

THANK YOU

[www.idainstitute.com](http://www.idainstitute.com)