If you are viewing this course as a recorded course after the live webinar, you can use the scroll bar at the bottom of the player window to pause and navigate the course.

This handout is for reference only. It may not include content identical to the PowerPoint. Any links included in the handout are current at the time of the live webinar, but are subject to change and may not be current at a later date.
Successfully Incorporating an Audiology Assistant Into Your Practice

Nichole Kingham, AuD
Clinical Audiologist

Learning Objectives

After this course learners will be able to:

- Identify what tasks and services are appropriate for an Audiology Assistant to provide.
- Describe the ideal candidate for an Audiology Assistant position, the typical pay rate and how to find a candidate.
- Describe an appropriate training regimen for an Audiology Assistant.
AAA defines an Audiology Assistant as…

Someone who is trained to “perform routine tasks and duties” that are “prescribed, directed and supervised by an audiologist.”
My definition…

SANITY

The Role of the Audiology Assistant

- **Provide Excellent Patient Care**
  - Improve Efficiency
  
- Sustain Business Growth
  - Lifetime value of a patient
    - Retention/Reactivation
    - Referrals
    - Return on Investment
The 3 (Or 4) R’s

- **Retention/Reactivation**
  Care for patients by getting them back into the office at least twice a year
  Recommendations for follow-up care
  Marketing efforts – 8 Touches

- **Referrals**
  Offer extraordinary service that generates word of mouth referrals. Create “Raving Fans.”

- **Return on Investment**
  More patients seen
  More revenue from POS

---

**Lifetime Value of a Hearing Aid Patient**

**Repeat Purchases**

1\textsuperscript{st} Purchase age 65 - $3800 Binaural ASP ($1900 Single Unit ASP)

2\textsuperscript{nd} Purchase age 70 - $3800 Binaural ASP

3\textsuperscript{rd} Purchase age 75 - $3800 Binaural ASP

4\textsuperscript{th} Purchase age 80 - $3800 Binaural ASP

Total: $15,200
**Lifetime Value of a Hearing Aid Patient**

**Service After Warranty /Related Products**

1st Purchase age 65 - $500

2nd Purchase age 70 - $500

3rd Purchase age 75 - $500

4th Purchase age 80 - $500

Total: $2000

**Lifetime Value of a Hearing Aid Patient**

**Referrals**

1st five years- $10,000

2nd five years - $10,000

3rd five years - $10,000

4th five years 80 - $10,000

Total: $40,000
Lifetime Value of a Hearing Aid Patient

Repeat Purchases
Total: $15,200

Related Products
Total: $2,000

Referrals
Total: $40,000

Total Potential Value: $57,200

Lifetime Value of a Hearing Aid Patient

Total Potential Loss: $57,200

What if More Time could help Increase your Help Rate by 10%?

Add 3 hearing aid sales per provider per month: $136,800

Over 20 years, the benefit to the practice is:

$4,118,400

In the First Year at HBL, number of patients fit increased by 40%.
The Role of the Audiology Assistant

**Primary job function:**
To support the fiscal goals of the hearing clinic and the Audiologist whom he/she supports.

**Position summary:**
As one of the main contacts for patients, be it by phone or in person, the Audiology Assistant is responsible for ensuring that every contact with the clinic is a positive one and that each experience helps in the differentiation of the clinic from other experiences the patient may have had with other similar businesses. He/she is responsible for identifying candidates for hearing tests and hearing aids and for recommending solutions to resolve hearing/hearing aid issues. The Audiology Assistant also supports the office staff in all marketing, operational, customer service and administrative functions.

So what do Audiology Assistants DO?

Tasks that are instrumental to practice success but do not require an audiology degree or the Provider's expertise.

- Administrative Tasks
- Hearing Instrument – related tasks
- Equipment Maintenance
- Patient Education and Training
- Testing Support
- Other Support (Front/Back Office/Marketing) Functions
Administrative Tasks

Patient scheduling

Lab
Administrative tasks

- Patient scheduling
- Lab
- Entry of test findings
- Tracking of data

Hearing Instrument–related tasks

- Hearing instrument/ALD ordering
- Hearing instrument/ALD repair
- Hearing instrument cleaning
- Walk-in appointments
- 6 month checks
- Initial program to first fit
- Hearing Instrument Test box
Equipment Maintenance

- Weekly Biologic Checks
- Update NOAH Software
- Update Manufacturer Software
- Weekly Audioscan Calibration
- Infection Control/Sanitation

Patient Education and Training

- Hearing instrument orientation
- HAT orientation
- Hearing Protection Devices
- OTC
- Bluetooth custom molds
- Aural rehabilitation/LACE
- Hearing Assistance Technology
**Other Support Functions**

- Prepare materials for impression taking
- Maintain consult rooms/exam rooms/audio booth
- Assist with difficult-to-test patients
- Marketing support
  - Calls to gold-mine patients
  - Medical clearance contact
  - Contact patients who are tested but do not purchase
  - Marketing Outcomes Report (ROI)

---

**continued**

So, now that we know the Audiology Assistant is really Superwoman

![Image](Audiology Academy)

What *can’t* he or she do?
An Audiology Assistant cannot

- Perform diagnostic testing
- Interpret test findings
- Provide counseling
- Select or recommend hearing instruments
- Make referrals for additional testing
- Modify an earmold or hearing aid if that modification affects the output of the hearing aid at the eardrum

What Can You Bill For?

- 92557 can only be billed by an audiologist
- The technical components of certain audiological diagnostic tests (i.e., tympanometry [92567] and vestibular function tests [e.g., 92541]) that do not require the skills of an audiologist may be performed by a qualified technician or by an audiologist, physician, or nonphysician practitioner acting within their scope of practice. If performed by a technician, the service must be provided under the direct supervision [42 CFR §410.32(3)] of a physician or qualified nonphysician practitioner who is responsible for all clinical judgment and for the appropriate provision of the service. The physician or qualified nonphysician practitioner bills the directly supervised service as a diagnostic test.
- Fixed Protocol Imittance Testing Without Interpretation?
- QUICKSIN?

DISCLAIMERS

Check your state department of health website to determine the requirements for licensure, certification or both for employing an Audiology Assistant. Most states require at least a high school diploma, but some require higher education degrees!

AAA and ADA – Certification Programs? Licensure?

Does an Audiology Assistant need Liability Coverage?

Does an Audiology Assistant need an NPI?

To ensure that excellent patient care is maintained…

- Constant training
- Consistent training method
- A clear understanding of job functions
- An understanding of business goals
Training Is Available

- Nova Southeastern
- Bellevue University, PA (514K)
- California Residential Program
- Gyl Kasewurm
- Audiology Academy
What Does Good Training Look Like?

- Hands-on in clinic with an Audiologist
- Best Practices Protocols
- Reading materials with case studies
- Have Checklists to improve communication
- Track Everything
  - “Training Tracker” Worksheets
- Supervisor’s Guide
- Clearly Defined Job Role – Job Analysis

Training Tracker Worksheet

<table>
<thead>
<tr>
<th>Item</th>
<th>符</th>
<th>符</th>
<th>符</th>
<th>符</th>
<th>符</th>
<th>符</th>
<th>符</th>
<th>符</th>
<th>符</th>
<th>符</th>
<th>符</th>
<th>符</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Training, Audiology Assistant Name</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>INTU. HEARING AID PROGRAMMING</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Appropriate cables selected</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Battery input, connector port located</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Software selected</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Hearing instruments connected</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Software selected</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Hearing instruments read</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Settings saved</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Date raised to norm. and file</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Date raised to norm. and file</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>VC deaccl. range sel/user setting</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>VC deaccl. range sel/user setting</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Active directional mic.</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Active directional mic.</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Active directional mic.</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Active directional mic.</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Active directional mic.</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
<tr>
<td>Active directional mic.</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
<td>符</td>
</tr>
</tbody>
</table>

What Gets Tracked Gets Done. Track progress to assess failure or success of training.
What Does Good Training Look Like?

- Hands-on in clinic with an Audiologist
- Best Practices Protocols
- Reading materials with case studies
- Have Checklists to improve communication
- Track Everything
  - “Training Tracker” Worksheets
- Supervisor’s Guide
- Clearly Defined Job Role – Job Analysis

Job Analysis Worksheet
How long should it take for someone to be fully functioning autonomously as an Audiology Assistant?

How Do I Hire an Audiology Assistant?

Advertising
- Craigslist
- University Programs

Interviewing
- DiSC or other personality test
- Working Interview
What does an Audiology Assistant cost?

- No Salary data on AAA or ASHA websites
- Payscale.com ~ $35K
- Speech Pathology Assistants ~ $25-30K
- Bellevue University website states $50K

Clinic Scenarios

Clinic Scenarios
Clinic Scenario One

65 y.o. patient

Wears 2 year old hearing aids

Scheduled for an annual hearing test and fine tuning of hearing aids

The Audiology Assistant will...

- Clean and check the hearing aids
- Run the hearing aids on the test box
- Fill out a checklist to communicate with the audiologist about findings
- Hook the hearing aids up to the computer to prepare for programming
- Possibly do LACE orientation if audiologist recommends
- Program a loaner if hearing aid is found to be malfunctioning

Time Savings to Clinic: 30 minutes
Clinic Scenario Two

- New Patient has purchased 1st pair of hearing aids

**Prior to delivery**
- Order hearing aids and earmolds
- Fill out contract
- Fill in tracking information
- Prepare hearing aids for delivery when they arrive
  - Run on test box
  - Program to first-fit  Time Savings to Clinic: 1 hour, 45 minutes
- Prepare First Fit Kit

**At Delivery**
- Orientation to hearing aids
- LACE orientation
- Review use of any accessories/apps
- Fill out delivery checklist
- Schedule follow-up appointments

Time Savings to Clinic: 45 minutes
After Delivery

- 24-hour follow-up call
- Review LACE progress at first check-back
- **Complete Final QSIN testing**
- Schedule follow-up appointments

Time Savings to Clinic: 30 minutes
Thank you!

Contact:

Nichole Kingham, Au.D.
drkingham@AudiologyAcademy.com
360-436-6376