

## IDA INSTITUTE: ENABLING PERSON-CENTERED HEARING CARE

*Bert Meijers, Project Manager*



## AGENDA

- About the Ida Institute
- Person-centered care: the relevance and definition
- The benefits of person-centered care
- The myths of person-centered care
- Ida Institute Tools: Designed to enable person-centered practices

## LEARNING OUTCOMES

- After this course learners will be able to list the elements of person-centered care (PCC).
- After this course learners will be able to describe the need for person-centered practice.
- After this course learners will be able to describe the benefits of practicing person-centered care.

## ABOUT THE IDA INSTITUTE



### FACTS

- Non-profit organization established in 2007
- Funded by the Oticon Foundation
- 13,000 + members in the Ida Community

We believe that every person and every hearing loss is unique.

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

Together we develop knowledge and tools to strengthen the counseling process, enabling people to express their individual needs and preferences and take ownership of their hearing care.

Helping people hear is about knowing how to listen.

IDA  
MISSION

## IDA ADVISORY BOARD 2018-2020



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## PARTNERSHIPS

### Universities:

Uni. of Sao Paolo  
Uni. of South Florida  
Uni. of Queensland  
Uni. of Aston  
Rush University  
Uni. of Cape Town  
Uni. of Southern  
Denmark

### Patient organizations:

Ear Foundation  
Action on Hearing Loss  
SHHH Australia  
Høreforeningen  
Hearing Loss Association  
of America (HLAA)

### Prof. Organizations:

British Society of  
Audiology  
ASHA  
South African Association  
of Audiologists  
Audiology Australia



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## INNOVATION SEMINARS

Generating new knowledge,  
insights, models and tools on  
chosen topic



Understand

Explore

Create

Defining Hearing / Motivation /  
Communication Partners / Living Well /  
Managing Change / Person-Centred Care  
/ Cochlear Implants/ Tinnitus/ Hearing  
Journey



400+  
Participants

32  
Countries

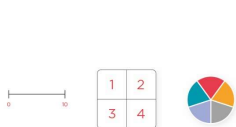
20+  
Innovation seminars &  
workshops

## CO-CREATION IS THE HEART OF IDA'S WORK



User-Driven  
Innovation Involving  
Professionals and  
PHL

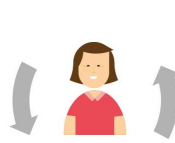
## IDA RESOURCES FOR PERSON-CENTERED CARE



Clinical tools



Telehealth  
tools for clients/  
patients



Professional  
development  
tools

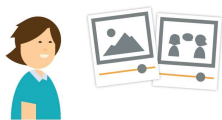


Ethnographic  
videos

Selected tools available in other languages (French, Spanish, German & Danish)

## WHAT THE IDA INSTITUTE OFFERS

### FREE ONLINE RESSOURCES



ONLINE TOOLS



TEACHING MATERIALS



RESEARCH  
ARTICLES ON PCC



E-LEARNING

### ACCESS TO WORLDWIDE COMMUNITY

  
**13,000+**  
MEMBERS

  
**100+**  
COUNTRIES

## SOME IMPORTANT TRENDS



## SOME IMPORTANT TRENDS



### Systems under pressure:

- Demographics are changing
- Working seniors
- Increased needs for care – fewer resources
- Cost-effective and high-quality care needed



### The patient will see you now:

- Patients → consumers
- Demand for individualised, flexible care
- Dr. Google +

## POSSIBLE IMPACT



Client / professional relationship is changing



New expectations

New roles:

- Clients and their families
- Professionals

## PERSON-CENTERED CARE: WHAT IS IT AND WHY DO IT?





## THE IDEAL WORLD



A client goes to see the hearing care professional



Gets hearing aids



Copes well with the hearing aids and the hearing loss in daily life

However, up to 40% of hearing aids dispensed are not used regularly

## WHY DO WE NOT ALWAYS FOLLOW RECOMMENDATIONS?



Doctors often assume two reasons for this:

1) Patient did not **understand** what the doctor said



2) Patient could not **remember** what the doctor had said



## HOW DID THE PATIENTS MAKE DECISIONS?



Patients based decisions on:  
Personal considerations about pros and cons  
Personal context and constraints



This information can be quite different from the information made available to professionals!

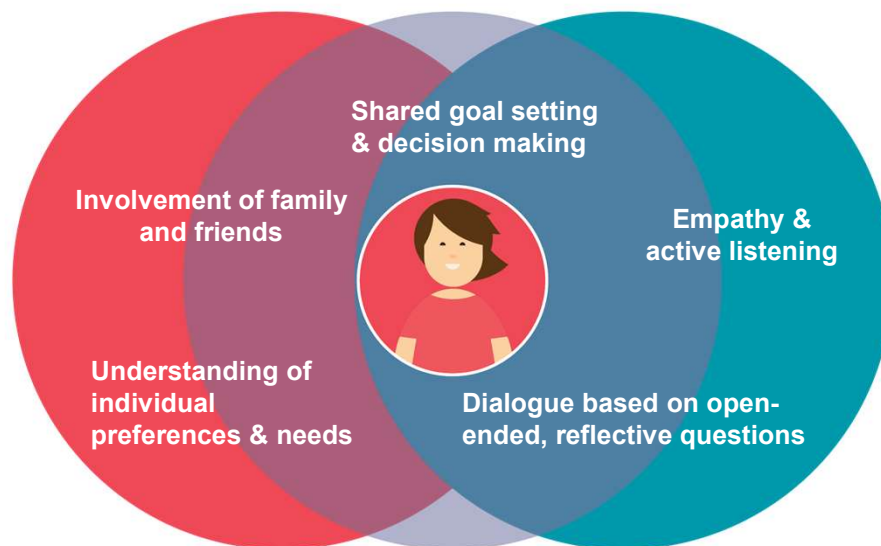
## HEARING CARE PROFESSIONALS AS PARTNERS AND ADVISORS



Hearing care professionals can form an active, co-operative relationship with clients by:

- Understanding clients' desires, needs and constraints
- Acknowledging and respecting clients' decision making abilities
- Creating a shared understanding with the client
- Setting common goals

## PERSON-CENTERED CARE



## MEDICAL MODEL VS. BIOPSYCHOSOCIAL MODEL

### Medical Model

- Top-down communication
- Authoritarian
- Clinician diagnoses
- Clinician does something to PHL
- Disease/impairment focused
- Clinician knows what's best and sets treatment goals
- Curative
- May be necessary in acute, emergency situations

### Biopsychosocial Model

- Horizontal communication
- Interactive, facilitative
- PHL identifies problems
- Clinician does something with PHL
- Person focused
- PHL's perceptions and needs determine goals, strategies
- For chronic conditions requiring self-management/adherence
- Empowering

## THE BIOPSYCHOSOCIAL MODEL



- The client is viewed as a whole person
- The client's story, or narrative, is at the center
- The practitioner fosters an empathic, trusting relationship by understanding and by *being* understanding
- Shared communication, decisions, and responsibilities
- Clients are engaged in treatment plans and process

## THE BENEFITS OF PERSON-CENTERED CARE



## WHAT ARE THE BENEFITS OF PERSON-CENTERED CARE?

- Clinical benefits
- Financial benefits
- Professional benefits



## CLINICAL BENEFITS OF PERSON-CENTERED CARE

- Greater satisfaction with care
- Better results of treatment
- Easier to follow recommendations of the HCP



## FINANCIAL BENEFITS OF PERSON-CENTERED CARE



- Fewer diagnostic tests
- Fewer hearing aid returns
- Fewer hearing aids in dresser drawers
- Improved adherence/compliance
- Client loyalty

## PROFESSIONAL BENEFITS OF PERSON-CENTERED CARE

- Enhanced self-esteem
- Improved relationships with clients
- Improved relationships in team
- Decreased levels of stress and burn-out



## MYTHS ABOUT PERSON-CENTERED CARE



### Takes Too Much Time

Do person-centered methods lead to longer appointments and longer work hours for hearing care professionals?



### Not Cost Effective

Person-centered care may lead to better outcomes, but will it help my bottom-line and increase the profitability of my private clinic?



### Too Emotional

Will opening a discussion with the client lead to an outpouring of emotions that is difficult to manage?



### Clients Already Satisfied

Why should I take the time to implement a person-centered approach in my clinic if client needs are already being met?

## REFLECTIONS FROM A CLINICIAN



PERSON-CENTERED CARE: A CLINICIAN'S REFLECTIONS

# Reflections on Person-Centered Care

THE IDA TOOLS: DESIGNED TO ENABLE PERSON-CENTERED PRACTICES





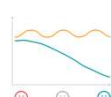
## 26 TOOLS IN TOTAL: EXAMPLES OF CLINICAL TOOLS



**Increase Client Motivation:**  
The Line, the Box & the Circle

**Family-Centered Care:**  
Involve Communication Partners

**Living Well:**  
Improve Your Client's Life with Hearing Loss



**Provide Hope for Tinnitus Patients**

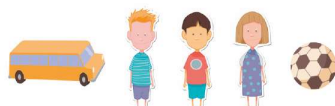
**Balance:**  
Help Vestibular Patients Describe their Dizziness

**Extend and Improve Care**  
with Ida Telecare



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## IDA TOOLS: PEDIATRICS



**My World:**  
Hear the Voice of the Child

**Ida Telecare for Tweens and Teens**



**Transitions Management**

**Support for Children with Cochlear Implants and Their Families**



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## INSPIRED BY IDA



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Enables you to promote PCC and integrate it into your practice

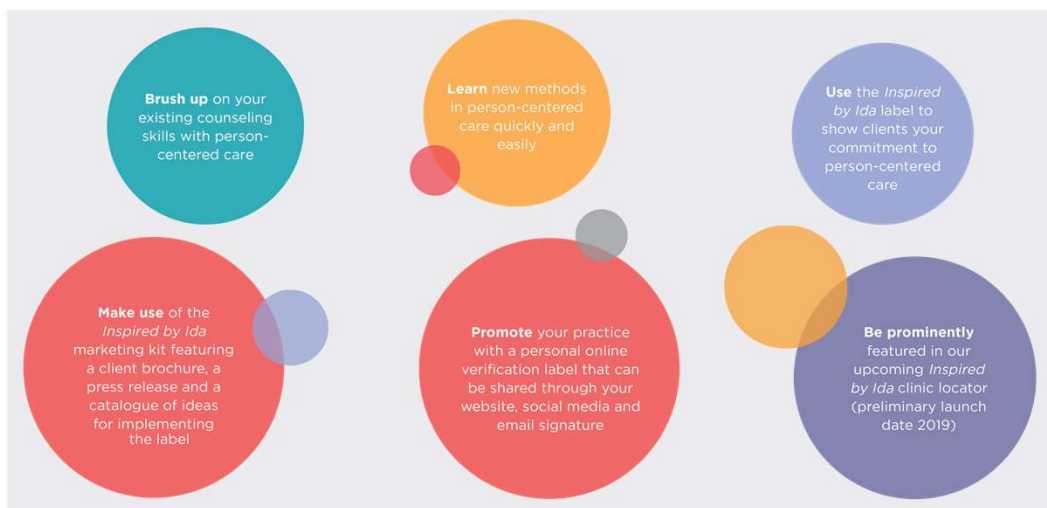
To join the program: Complete 2 courses in the Learning Hall

Signal your commitment to high quality personalized care via the Inspired label.

For both individual HCPs and clinics



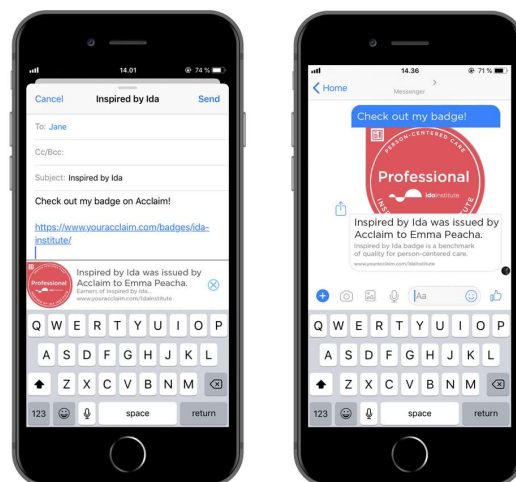
## WHY BECOME INSPIRED?



## ACCLAIM ONLINE BADGING SOLUTION

### Allows for seamless sharing:

- FB, Twitter, LinkedIn
- Emails (with customized message) and email signature
- Mobile sharing: WhatsApp, Messenger
- Embedded on website



## MARKETING KIT FOR CLINICS

ZIP file containing:

- Client brochure
- High resolution logo
- Catalogue with inspiration for how to use the logo
- Sample press release



LEARN MORE



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

ida institute  
THE HEARING CO-OPERATION

What We Do Tools Ida Community Learning Hall

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**Tools**

Our tools help open communication between hearing care professionals and their clients. Clinicians can gain a better understanding of their clients' needs and wants, involve their clients in the rehabilitation process, and improve outcomes. For people with hearing loss, the tools are a way to help prepare for appointments, emphasize their hopes and concerns, and take an active role in their hearing care. Explore our tools below.

## LEARN, EXPLORE, CONNECT WITH THE IDA LEARNING HALL



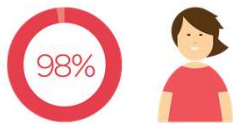
Online learning  
platform for person-  
centered care

Bite sized learning & courses  
accredited by AAA, BSHAA,  
Audiology Australia, HCPSA,  
and AG Bell

Community  
discussions &  
interactions

## WHAT THE HEARING CARE PROFESSIONALS SAY ABOUT IDA

### INCREASED CLIENT SATISFACTION



96%

### INCREASED JOB SATISFACTION

### IMPROVED EFFICIENCY IN MY PRACTICE



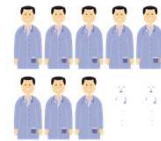
### REDUCED RETURN RATES



74%

### MADE IT EASIER TO RECOMMEND THE MOST ADVANCED SOLUTIONS

### HELPED ME DIFFERENTIATE MY PRACTICE FROM COMPETITORS



THANK  
YOU



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