



Creating an individualized patient experience

Through empathy, social support, and a tailored management plan

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Agenda



Jon Brittan, AuD

- Integrating Motivational Interviewing counseling skills and Family Centered Care
- Recommending an appropriate management plan
- Tailoring a plan for follow up care

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Learning Outcomes

After this course learners will be able to:

- Describe how family-centered care impacts hearing health care.
- Describe 2 methods that can demonstrate empathy during the consultation process.
- Describe how Phonak technology and eSolutions can be used to manage a patient's hearing healthcare journey.

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The real “first step”

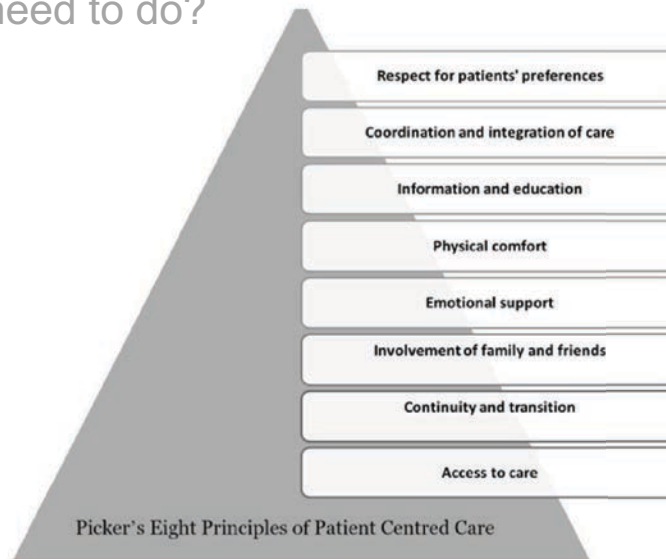


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What do we need to do?



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1 Get a family member or important communication partner in the room

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What is current research telling us about the concept of family-centered care?

- 1** Family support **drives help-seeking** for hearing impairment
- 2** Family **support drives outcomes with hearing aids** (e.g. hearing aid satisfaction)
- 3** Family experience difficulties associated with hearing impairment as well as the person with the loss. This is called '**third-party disability**' by the WHO. This means family also need help in audiologic care.

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FCC in real life: The current status in clinical practice

50% Average based on HCP report

< 30% Average based on observational studies

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2 Setting up the room



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3 The conversation

Motivational Interviewing

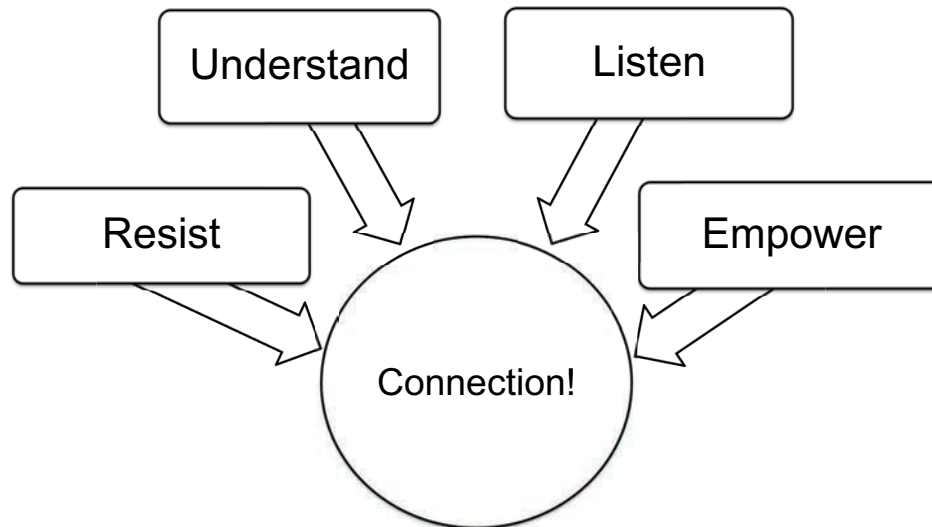
A person-centered, **goal-oriented** counseling method for helping people change by working through **ambivalence**.

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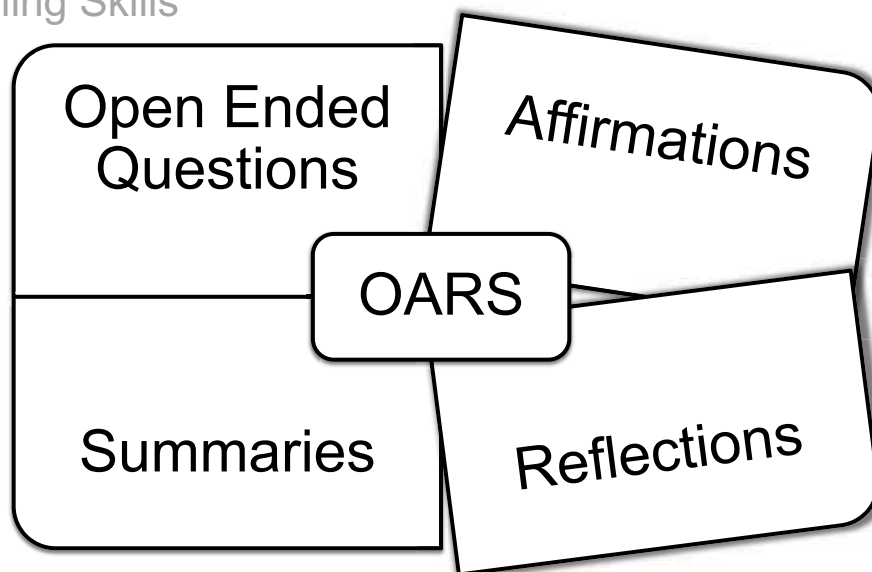
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Four Principles of MI - RULE



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Counseling Skills



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Resistant Behavior and Affirmations

Upset patient has tried amplification several times and has been unsuccessful. Commented on having spent too much money on hearing aids that haven't helped.

"Given your experiences with hearing aids, it makes sense that you might be concerned about coming here today. It must have taken a lot of determination to come anyway."

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"I want to be part of the group. I don't want my children to treat me like I don't understand."

Feeling Reflection

"You are scared that you will be isolated."

Meaning Reflection

"Your family is important to you and you want to be part of the group"

Meaning Reflection

"You see a connection between your hearing loss and the way your children treat you."

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Now that everyone has agreed on goals and that action needs to be taken, it is time to **create a management plan**

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Recommending an appropriate management plan for your patient

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Recommending an appropriate management plan for your patient

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90 Premium			
Calm Situation			
Speech in Noise			
Comfort in Noise			
Music			
Comfort in Echo			
Speech in Loud Noise ¹			
Speech in Car			
Streamed Speech			
Streamed Music			
Speech in 360°			
EchoBlock			
WindBlock			
SoundRelax			
SNR-Boost			
DuoPhone ¹			
Real Ear Sound			
WhistleBlock			
NoiseBlock			
QuickSync			
SoundRecover2			
Tinnitus Balance			
Environmental Balance			
auto Acclimatization			
UltraZoom Premium			
16 channels			
Rechargeable model available			
70 Advanced			
Calm Situation			
Speech in Noise			
Comfort in Noise			
Music			
Streamed Speech			
Streamed Music			
Speech in Loud Noise ¹ (manual)			
Speech in 360°			
WindBlock			
SoundRelax			
SNR-Boost			
DuoPhone ¹			
Real Ear Sound			
WhistleBlock			
NoiseBlock			
QuickSync			
SoundRecover2			
Tinnitus Balance			
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Speech in Noise			
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Streamed Speech			
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WindBlock			
SoundRelax			
SNR-Boost			
DuoPhone ¹			
Real Ear Sound			
WhistleBlock			
NoiseBlock			
QuickSync			
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Speech in Noise			
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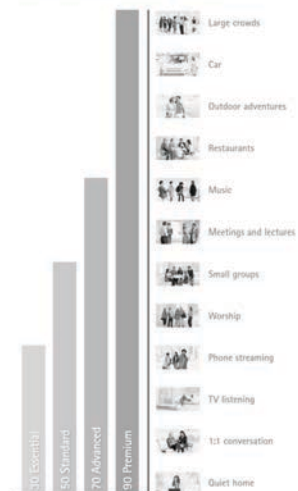
There is a Phonak for everyone

What are your communication goals?

What are your technology priorities?

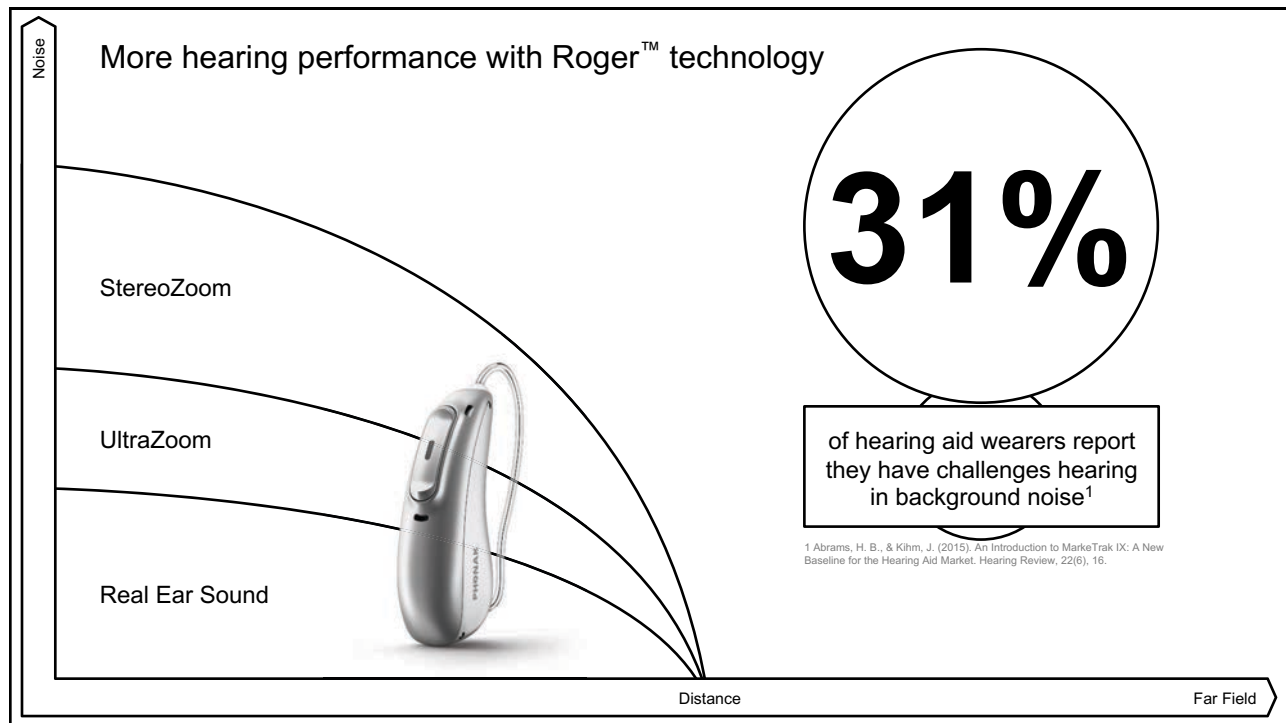
- ☐ Automatic
- ☐ Phone connectivity
- ☐ Rechargeable
- ☐ TV listening
- ☐ Invisible
- ☐ Water resistant
- ☐ Volume control
- ☐ Tinnitus management
- ☐ T-Coil

What are your listening needs?



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Tailoring a plan for after care using Phonak eSolutions

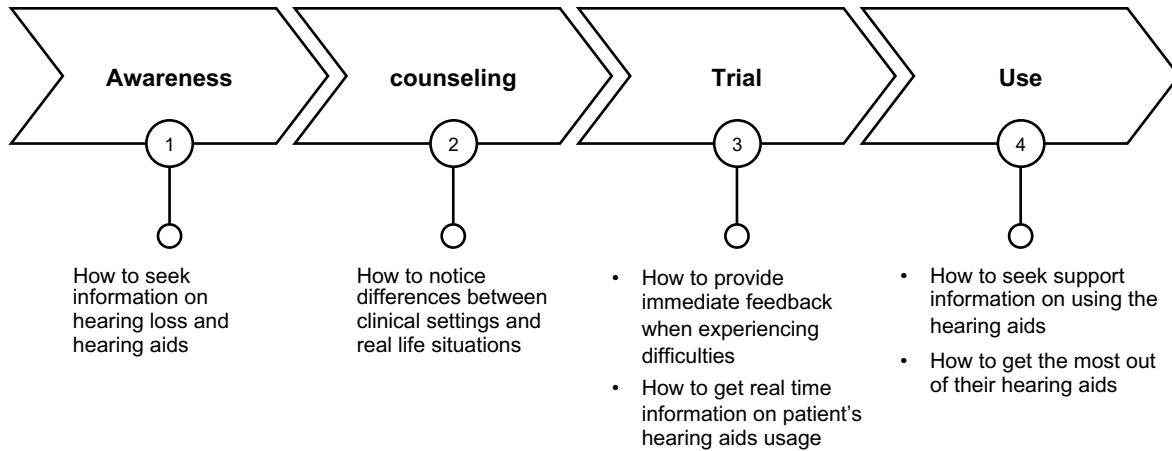
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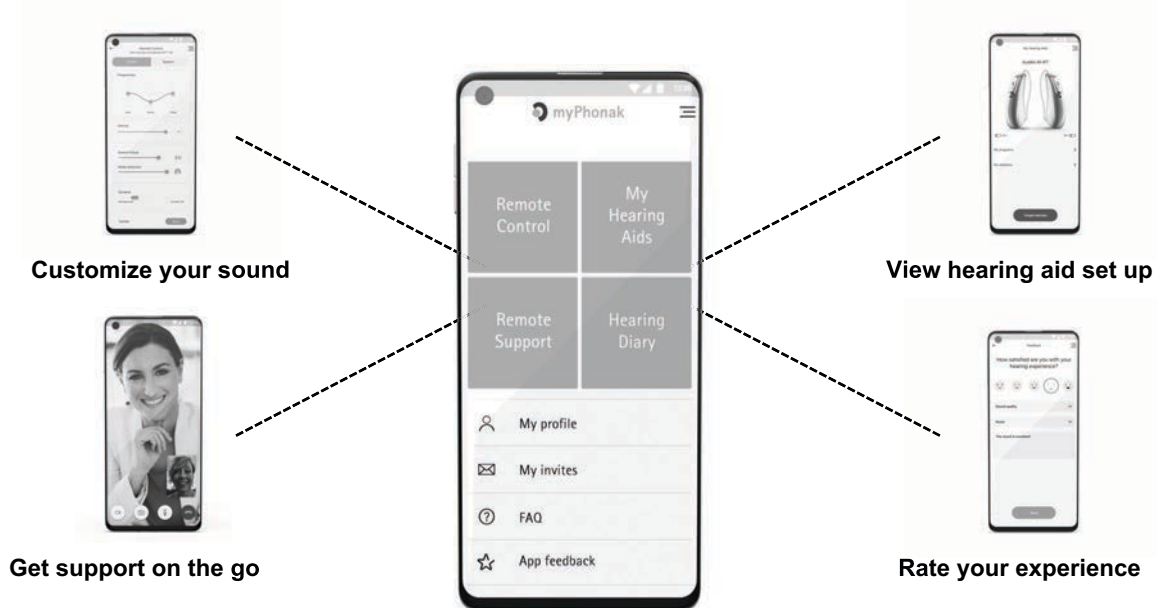
Challenges patients and HCP experience



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myPhonak app: The smartest way to get the most out of Phonak hearing aids


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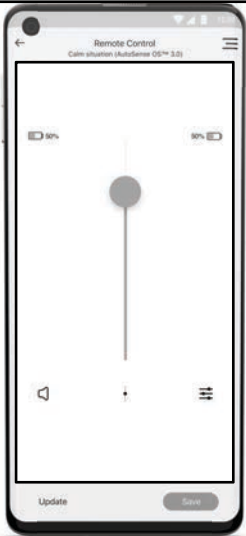
myPhonak app



Volume

Program change

Environmental Balance



Bass and treble weighting

Strength of the noise canceller


Focus

New

New

New

myPhonak app



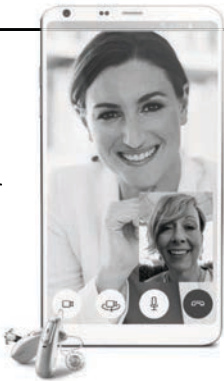
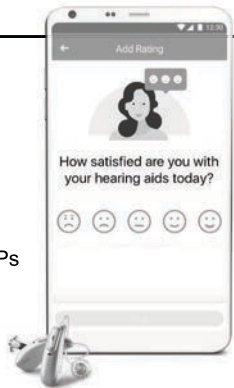
An easy to use app that allows you to stay connected with your patient, assist them and adjust their hearing aids wherever and whenever needed

Remote Support

- Change settings directly in the fitting software
- Real time fitting wherever your patient is

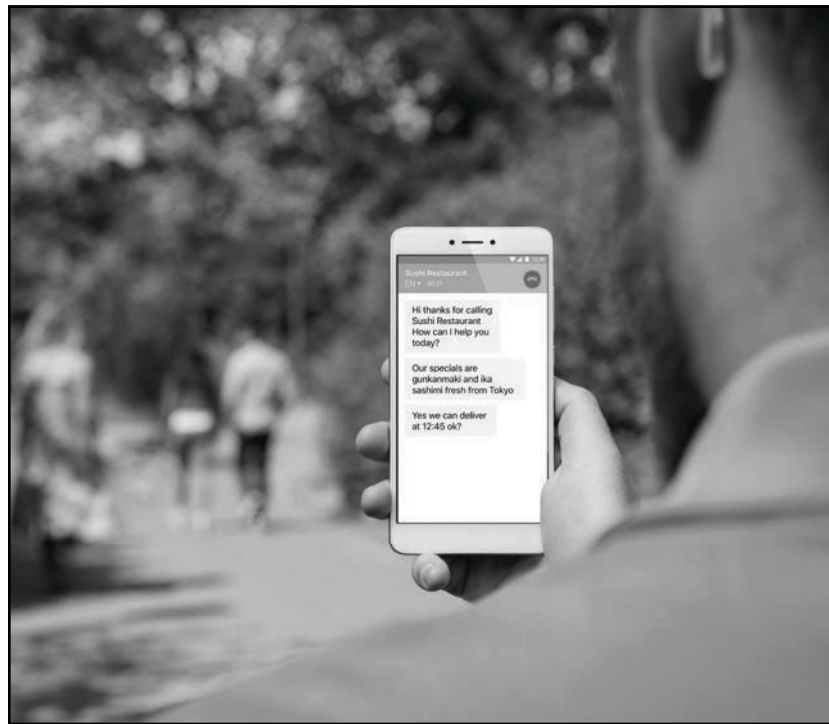
Hearing Diary

- Overview on hearing aid usage
- Overview on patient satisfaction
- Push-notifications to HCPs

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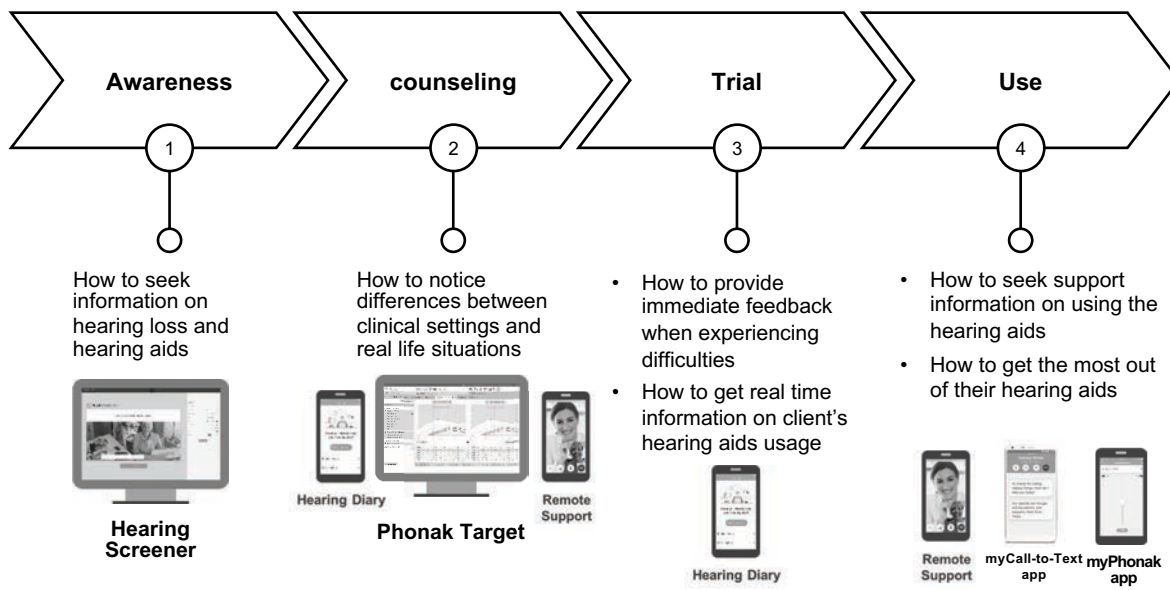


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The **Phonak myCall-to-Text app** allows users to read, in real time, what the person says on the other end of the phone.

Challenges patients and HCP experience

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4 Measure outcomes

Step 4: Measure outcomes

Measure outcomes of the management plan agreed upon by the patient and the family member

Has the treatment and rehabilitation process effected the goals?

- FOCAS
- IOI-HA & IOI-HA-SO



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Tip: How to make scales work for you

2. Think about the situation where you most wanted your partner to hear better, before getting their present hearing aid(s). Over the past two weeks, how much has (have) the hearing aid(s) helped in that situation?

helped not at all	helped slightly	helped moderately	helped quite a lot	helped very much
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Step 4: Incongruent Outcomes

When a family member is included, the complexity of the conversation inherently increases and can often catch us off guard.

- What if patient and family perspective contradict each other?
- Will we lose control of the appointment?
- Will the patient feel defensive?

This is called having "*difficult conversations*" and managing "*incongruent outcomes*".

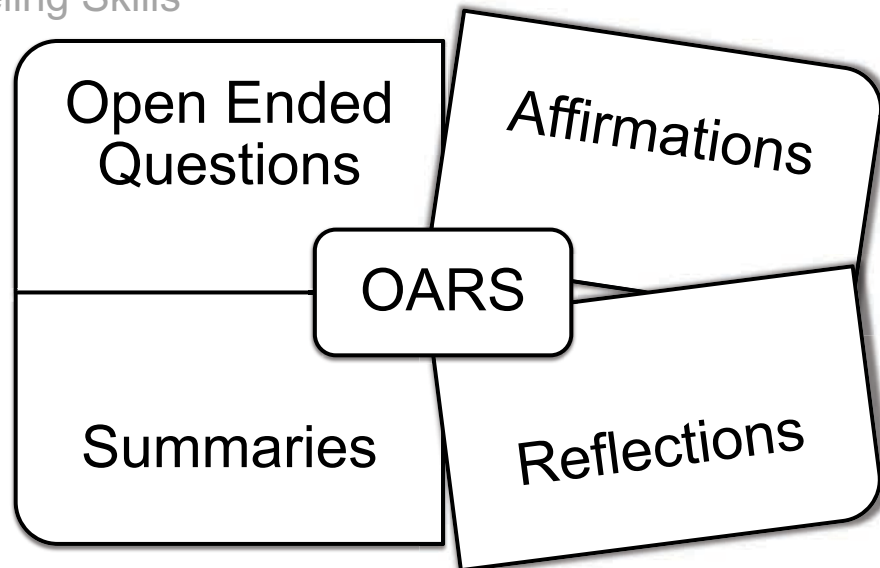


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Counseling Skills



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Double-Sided Reflections

- Highlights ambivalence in patient's statements
- Start with element favoring status quo
- End with dimension favoring change
- "and" versus "but"

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“The hearing aids seem to help when we go out to eat. I don’t wear them at home, though. There’s nothing I need to hear there.”

“But he’s still saying “what?” all of the time when we’re at home together. I’m still repeating things all of the time. It’s frustrating.”

“You notice that the hearing aids make it easier to have conversations when you’re out together, and, at the same time, you can now see that wearing them at home would make your wife happier.”

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**Empathy and support
need to continue
throughout the
patient’s journey**

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Can one, 30 minute MI session influence behavior?

Table 2. Datalogged Hearing Aid Use at the Nine-Month Follow-Up Visit

Datalogged Hearing Aid Use ^a	Six-Month Visit (before MI)	Nine-Month Visit (after MI)
Hours:minutes/day, mean (SD) ^b	0:21 (0:29)	
Frequencies, % (n)		
0 h/day	60% (28)	
1 h/day	40% (19)	
2 h/day		
3 h/day		
4 h/day		
5 h/day		
8 h/day		
Did not attend		

Note: N = 47.

^aRounded to the nearest whole hour.

^bExcludes the ten participants who did not attend the nine-month visit.

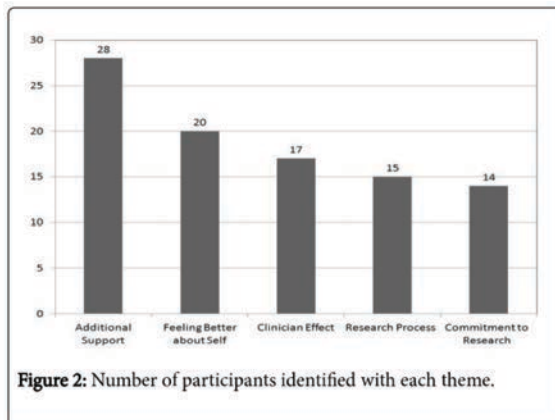
?

- Follow-up appointments using MI counseling skills along with technical support may increase the use hearing aids for those who rarely or never use their hearing aids
- How can **eSolutions** be leveraged in this scenario?

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An Evaluation of Motivational Interviewing for Increasing Hearing Aid Use: A Pilot Study. Solheim J, Gay C, Lerdal A, Hickson L, Kvaerner KJ. J Am Acad Audiol. 2018 Sep;29(8):696-705. doi: 10.3766/jaaa.16184.

How do patients feel about MI?



- Patients receiving MI plus standard care during a 60 minute follow up appointment one month post-fitting increased average wear time from 1 hour/day to **7 hours/day**
- Rated feeling as though they had **additional support** and a **good rapport** with the clinician as top reasons for increased usage of hearing aids
- MI group gave the audiologist higher ratings for **partnership, empathy, and evocation**

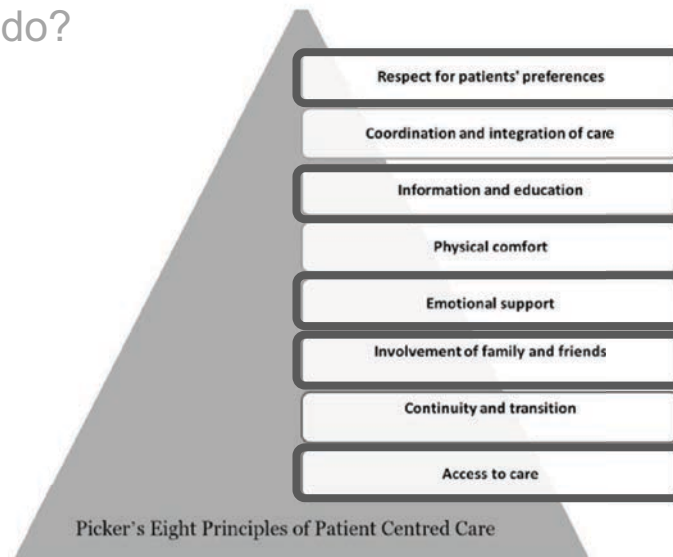
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Aazh H (2016) Patients' Experience of Motivational Interviewing for Hearing Aid Use: A Qualitative Study Embedded within a Pilot Randomised Controlled Trial. J Phonet and Audiol 2: 1000110.

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How did we do?



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Questions?

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Moving forward



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Together,
we change lives

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