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Creating an Individualized Patient Experience

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Presenter: Jonathan Brittian, AuD
AudiologyOnline.com Course #35407
Partner: Phonak

- [Jonathan] A couple of housecleaning items before we do get started, there is a Q and A box. So if you have any questions for me throughout this presentation, please just type those, right in there, 'cause I am able to see them as I am presenting. If you have any audio or technical difficulties throughout the presentation this morning, there is also a box that has a note with a technical support phone number in it. So if anything runs into any issues for you, please just call that number and they can walk you through that. And lastly, there is another box with a handout that you can download for today, that is the slides, a copy of the slides of what I will be presenting today. So thank you so much for joining me. Good morning or good afternoon depending on what time zone you're in. But thank you for joining me today as we discuss this idea of how you can create an individualized patient experience. Now, I wanna give a little bit of a backstory here because this idea of the patient experience and how our patients experience all of their interactions with you as a healthcare provider, is something that's quite interesting to me. And really, my interest in this topic came from my past experiences.

So, I'm sure all of you out there, audiology was not your first career or your first job. That's how I was, I started working when I was 14 years old and my first job was cutting strawberries and rolling waffle cones out of funnel cake stand at a amusement park that was by my house in the summer. And I worked at that, that amusement park for actually nine summers and then during the school year, I worked a couple other retail or food type of jobs as well. Those jobs taught me a lot. And they have absolutely helped me in my career as an audiologist. And I say that because when you work at customer service job like the food industry or the retail industry, you learn a lot about how to talk to people in a way that makes them like you. And even more so it helps you have conversations, difficult conversations, in a way that allows you to pull on those positive relationships that you have with people. Now, whenever I became a clinical audiologist, I used a lot of these skills that I learned in my customer service jobs, and I thought there was something to that. If I thought to myself, if I am doing really well, if my patients seem to really like me, and I'm having these great outcomes with my

patients, because I'm doing these kind of things, someone else had to have had this idea and have had to look at it and there has to be some guidance to me on how I can make this even better for myself and for my patients. And that's exactly what happened. There are people out there who have been studying this idea of applying these type of customer service ideas into healthcare. And this term of patient experience, it's been talked about a lot in the healthcare industry over the last decade or so. And in fact, many large hospital systems are beginning to bring on sea level staff so like chief executive staff, that are focused specifically on the patient experience. And for many of them, their past experience does not come from healthcare. In fact, it's really in service industries like hospitality and retail. And large hospital systems have been doing this for quite some time now.

Like I said, over a decade, and because of that there is also quite a lot of research out there that has shown us the importance of having a patient experience strategy. And this research has shown us a few things. We know that these large healthcare facilities that have really focused their efforts on the development of a patient experience strategy, show that on average, they have a 27% increase in revenue. And not only is it a financial improvement for them, but also they see employee engagement go up, significantly as well. And the way that they measure that is that the employees in these systems that focus on patient experience, right, that they're more satisfied with their jobs. And not only that, they also feel more proud in what they do, and they're also likely to stay longer in one place. Besides the employees at that facility being happier, the patients are happier as well. So we also see this improvement in patient satisfaction, as well as better perceived outcomes on the patients and as well as loyalty. And with that idea of loyalty, we also see these health care systems focusing on patient experience, having an improvement in their word of mouth. And that is actually measured, both in a net promoter score. So the way that that's measured is asking people, one question on a scale of zero to 10, how likely are you to recommend yourself friends and family to this location? And what they do is they take the people that say nine to 10, definitely gonna recommend, the percentage of those minus the

percentage of people that rate a zero to six. And that is that net promoter score. The other thing, the word of mouth index is asking two questions. So the first one is that same exact question scale of zero to 10, how likely are you to recommend us? The flip side of that is zero to 10, how likely are you to actively dissuade someone from trying to seek care from this facility? And what they do is they take the percentage of people answering a nine or a 10, out of both of those questions to create this word of mouth index.

And so we see improvements in both that net promoter score and word of mouth index whenever there is this big focus on the patient experience strategy. So that sounds great, right? We have more revenue, we have more engaged employees, happier patients, the word's getting out there that you're doing a great job. But when we talk about a patient experience strategy, there's a lot to that. And a lot of people oftentimes think that I'm talking about putting out cookies or a drink station or coffeemaker and making sure that your chairs are comfortable in the waiting room. And that is absolutely a part of this. But it is a small part because there is a lot more to think about whenever you are beginning to implement this process. And because of the amount of time that I spend in offices as a clinical trainer with Phonak, I see all of you out there and I see that all of you, care about your patients and you're already thinking about these things and starting to implement some aspects of your own patient experience strategy. But like I said before, it's the practices that really put in the time and the resources to develop a specific strategy that reap the benefits from this. And it's not really until you have this strategy, universally used and all of your staff is trained in order to do things this way, until you can start to reap the benefits of that improved financial stability, improved word of mouth, all of those things. So today, let's talk about some skills that can absolutely be impactful as you start thinking about and working on implementing this type of patient experience strategy right now. And the way that we'll do that is by focusing on how you can integrate Motivational Interviewing skills and Family Centered Care into your practice right now. And then use all of that beneficial information that you've got, so that you can recommend the most

appropriate management plan for that patient. And then use some additional tools to really tailor that plan for them, for their follow up care after they're fit with amplification. So after today's course, you will be able to describe how Family Centered Care can impact hearing healthcare. You will also be able to describe two methods that can demonstrate empathy during your consultation process. And then finally, describe how Phonak technology and eSolutions can be used to manage your patients journey with you. Now, as we get started, there's really one first step that you have to take. And as we talk about this first step, I want to first bring up this idea of your brand. Because a brand, it's a very omnibus term, right? It has, there's a lot that goes into that, it's the colors that you mark it with, it's your logo, it's your mission statement, it's all of those things. It has to do with a lot. But there in my opinion, there's one thing that is really at the core of your brand. And that is values, the values of the practice, but also the values of the people that make up the practice and hopefully those two things mesh. And I think, oftentimes, they do.

Now, if you have never done this, I would absolutely recommend that you take some time to sit down and write out and really have some time for self reflection. And think about your values. And values are really just things like one or two word statements and I also think it's a good idea to then reflect on and physically write out how you show those values in your daily interactions with your patients and your community even. So, I'm gonna give you an example of my values whenever I was working clinically as an audiologist. One of my values that I held very deeply to me was that I was honest. And I demonstrated that I was honest, by always giving people the correct information and as much information as they needed in order to make an informed decision. So if someone came to me with hearing aids that they already had and they weren't working, maybe they were five, seven years old, I would do everything in my power, as I'm sure many of you do this as well, I would do everything in my power to get those hearing aids working in a way that was satisfactory to that patient, before I ever discussed the idea of getting new technology with them. Another really important value to me is that I care. And I showed that I cared in a lot of different ways. One

example that comes to mind is, whenever I had a family call me about their mother, who was having a really hard time hearing, but couldn't come into my office. So I worked with that family, she had to come in one time. But after we did the diagnostics and the consultation, I did all of her follow up care at home. Because that's what that family needed, and I cared to provide that family with the care that they needed. And that's the way that it had to be done. And like I said, I see all of you out there. These are things that you do, too. But here's the thing. I'm sure that many of you share those same values as me, I'm sure that you are honest and you care about your patients too.

So the thing is, is that it's not necessarily your values that can differentiate you from the office down the street or even a big box store or something like that. Really, how you differentiate yourself in your practice, is by creating a plan that will allow everyone in your practice to demonstrate those values during every interaction with that patient, with every patient. And it's only when you can accomplish that. Have you created a brand and set this expectation for the experience that your patients will have, with every touchpoint and interaction that they have with you? Know also as we talk about patient experience, there is this idea of Picker's eight principles of Patient Centered Care. And also in large inpatient hospital systems, there is this survey called the Hospital Consumer Assessment of Healthcare Providers and Systems. And what it is, is it's a survey and it is the very first national standardized, publicly reported survey of people's perspectives on their inpatient care. And this was created by the Center for Medicare and Medicaid Services, and really, the questions on this survey, hit all of these eight areas of Picker's eight principles of Patient Centered Care. And really whenever you can address all of these eight areas, is whenever you can really set the stage and the environment for a positive patient experience for someone. Now, why are these surveys important to these large hospital systems? Well, I said they're publicly reported, right? So in this age of healthcare now, where we are moving towards consumerism in a way, people are doing their research, they're looking at reviews, they're looking at hospital scores, whenever they're making the decision about where to actually get their health care. So for a large hospital system, having

good scores on these surveys is a way to differentiate themselves in a very competitive marketplace. But the other reason why it's important for these large hospital systems to focus on these surveys, is because Medicare reimbursement is also linked to survey results. So the better results that they get, better reimbursement that these places get from medicare as well. So now, let's take some time to look at specific skills that we can work on, that can have a positive impact on some of these different areas. And the first thing that we will look at, simple skill, is simply to get someone in the room with your patient during your appointments.

So that could be a family member, it could be a loved one, it could be a neighbor, as long as it's someone that has consistent communication with that patient, they will absolutely be valuable to you and your goal and your appointment. And why is that something that you should focus on? We absolutely know from experience, that family members and loved ones help support the help-seeking behavior of our patients, right? How many times have you sat down in front of someone and asked them what brought them here and you were met with the cross armed look, saying that their wife forced them to come? Something that we hear all the time. But the other thing is that whenever we involve family members and loved ones in this process, it also shows this support in having good outcomes for our patients in terms of their amplification. And we'll talk about that in more detail here soon. But also, the family members and the loved ones of that person with the hearing loss, are also experiencing difficulties because of that hearing loss most likely. And the World Health Organization calls that a third party disability. So whether that be spouses no longer going out to dinner on a Friday night because it's just difficult to have a conversation or maybe dynamics have shift and the spouse that was generally responsible for making phone calls and keeping track of things, can't do that anymore because talking on the phone is too difficult. It's important that we get the perspective and the side of the story of the other people involved in this, in our patients lives as well. So we know that having that perspective and hearing that side of the story is important. And when we ask audiologists and hearing care providers, hey, how often do you have another person in

the room during appointments? And when we ask them, they say on average, about 50% of the time, I have another person in the room. That's great, I think that's a great number to shoot for. But the reality of things, whenever we actually go in and do observational studies, the fact of the matter is, is that really less than 30% of the time, there is someone else in the room.

So what that tells me is that, people know that there's value and there's benefit to it, but there's also room for improvement. Now, besides anecdotally, knowing that, having that other person in our corner to shine a light on someone's difficulties as well can be important, there was also a very large study done in the UK of almost 61,000 patients. In this study, what they did was they looked retrospectively at appointments and they simply said, did people come with a significant other or did they come alone? And then they looked at the results of those appointments afterwards. And found that whenever people came with a loved one to an appointment, they were more likely to accept a hearing aid at that time, they were also more likely to get a binaural set of hearing aids, and they were happier with their hearing aids whenever they had someone with them. And also, we saw a decrease in return rate whenever there was this support system there during the appointments as well. Now, the important thing though, is that the biggest difference that we saw here was really in the mild hearing loss group as well as in the moderate group, but it was very, very significant in the mild hearing loss group, where alone, less than 40% of people actually got hearing aids, versus whenever they had someone in the room with them, it was more like 75% of them did. And we know the benefit of treating hearing loss as soon as possible, right? So if we can do something as simple as have someone in that room with the patient, to have a better shot of having that person actually do something about their hearing loss, well, that's pretty powerful. Now, I also talked about how having someone in this room can also have an impact on outcomes or more specifically hearing aid satisfaction. And there were two studies done recently that were looking into this. And both of them found that the biggest predictor of satisfaction with amplification, was whether or not that person felt that they had a good social support system in their life. So the way that

they determined this was realizing that there are people that are doing really well with their hearing aids objectively, that have a good support system and those that are doing well objectively that don't have a good support system. On the flip side, there are people who aren't doing good objectively, who have family and who don't have family with them. And they found that in those that had this strong social support system in their lives, they were more likely to rate satisfaction with their hearing aids, even in those that maybe objectively didn't do as well. Now, these are so, that study looking at adoption rate and all of those things as well as this satisfaction. It's honestly simply looked at, was there someone else in the room with them? It didn't look into how was that person used, were they part of the conversation, none of that it was simply, was there someone there with them? So now that we have got someone in the room with us, let's talk about how we use that person to the best of our ability? And one way to do that is to make sure that we're setting up the room physically in a way that promotes good conversation.

So, if possible, it's always best if we can avoid having a physical barrier between our patients, and I realize I'm saying this now in a world where, there has to be some physical distance between us but think of more, in quote and quote, normal times, whenever we didn't have to physically distance from people. It's always best to try to keep physical barriers away from them. So maybe sitting around a round table so that people are next to each other or not having a table in the middle of you at all. But also making sure that, that person that you have asked to come in and help you, is not sitting in the corner, not asking or not being asked any questions. Because if they made the effort to come in, you better use them. So ask them questions, ask them their side of the story because I'm sure they're ready and willing to tell you that. Now, besides just setting up the room, it's also really important that we have that conversation in a way that will be most beneficial. And really, the way that we can do that is by utilizing Motivational Interviewing skills. Now Motivational Interviewing, a little bit of a history here, it came or it was really developed from the substance abuse counseling field. Because in that field specifically, you have these people who have

these behaviors that they've been doing for a long time. They know are harmful to them and to everyone else, but they continue doing it, even though people tell them that's bad and they know it's bad. So they would, something wasn't working in the way that they were having these conversations with these people. And so that's how Motivational Interviewing was really born. It was this way of having a conversation in a different way, that was person-centered, but also goal-oriented that helps people move and change their behaviors as they worked through ambivalence. And so really, the goal of this is to help guide that person so that they can make that decision to make a behavior change or do something differently on their own. Because when people make that decision, they're more likely to actually follow through with that necessary behavior change.

Now, as we're talking about Motivational Interviewing, they're really these four key principles. We'll call them our RULE, so R-U-LE. And those are that we need to resist that righting reflex. I know myself, I know, you out there, you're probably someone who got into this field because you have this desire to help people. And oftentimes when we have information and we know what will help people, it's very easy for us to jump the gun and offer that solution or that fix immediately. But people aren't necessarily ready for that solution yet, right? So if someone talks about how they have issues hearing at restaurants, it is not our job to immediately say, hearing aids are gonna fix that, let me talk to you about that. They're not ready for it, they're going to push back because they aren't ready to accept that change yet. Because we have to understand that person's motivation before we can actually help draw them out and be ready to change their behaviors. And in order for us to understand their motivations, we have to listen to them. And we have to listen to how their hearing loss affects them specifically and how it affects their family and their loved ones. Now, a lot of normal health care models have the health care provider, providing the information and the patient, listening and absorbing everything. But when we're talking about asking for a behavior change, the healthcare provider needs to be the one to listen. And they need to be able to detect change top cues and reasons for the, why the person needs to change their behavior.

And once, and once we can really listen to that patient and understand this motivations, that's when we can really empower them. Because an important role for us in this process for our patients is empowering them so that they feel that it actually is possible for them to make a change and make a difference in how they're living their life right now. And whenever we can do all of these things, that's really whenever we can make this strong connection with your patient and with their families. And now, another part of motivational interviewing, obviously, is the counseling skills. And there are these four, what we call micro skills within Motivational Interviewing. So let's talk about some of these right now. So one of them is open-ended questions. I'm sure many of you learned in school that whenever you ask a patient something, it's always best to not ask a yes or no question or a question that will automatically give you a one one word answer. Because that just stops the conversation and it doesn't really allow you to go forward from there at all. Especially if you work with kids, you don't never wanna ask an open ended question or yes or no question because they'll say no, And then where are you gonna go from there?

Now, another thing is affirmations. And we'll talk about affirmations here in a little bit more detail, but affirmations is really a way that can help boosts people's self esteem because potentially they are dealing with low self esteem right now. And reflections also, are a way to really help keep that forward momentum going in a conversation, because well, questions often cause the patient to stop and reflect on something, usually on what we want them to stop and think and reflect on, whenever we reflect on what someone said, it allows for them to help lead that conversation. And it allows for them to then continue that conversation in the direction that they want to go. And also, you can summarize. So I think that's an important thing to do, especially at the end, whenever you're ready to move on to kind of the next step is to summarize everything. And while you're doing that, really making sure that you're focusing on those important motivators for that specific person. And really what behaviors they just realized that they need to change. And then also, this is an important thing, after you do all of this, so we talked about that righting reflex and resisting that righting reflex and jumping

right into the solution. After using all of these great counseling skills and coming up with that plan in your mind, I would recommend asking for permission to give that solution. Because again, we're gonna give it but if we can ask permission and that person feels like they have given that permission, then again, we're making them feel like they have a little bit more control in this overall process. Now, I wanna dig into two of these a little bit more closely here. The first one that I want to talk about is affirmations. Because I think there is often a misunderstanding with affirmations in that, the thought is if you affirm someone's statement, that must mean that you agree with them. And that's just not true. You can give an affirmation statement without agreeing with what someone said.

For example, if someone, if you have a patient sitting in front of you who has tried amplification, many different times, unsuccessfully, and then also commented on spending so much money on things that never helped, it's easy for us and I definitely fell into this trap many of times, to say you know, everyone's experience is different and technology has gotten better all of that. That's probably not the best way to handle it, at least not initially. You could use an affirmation statement and saying something like, you know what, given your experience with hearing aids, it makes total sense that you're concerned about coming here today. And it must have taken you a lot of determination to do it anyway. So you're acknowledging the fact that yeah, you had bad experiences in the past and also give them that little self esteem boost that said, you did it anyway, so thank you, I'm proud of you. Now with reflections, we can use those in different ways. So if you have a patient sitting in front of and they make a comment about how their children treat them like they don't understand, you could use that, you could use a reflection statement to keep the momentum of this conversation going. You could be very high level here and use what we call a feeling reflection. And simply say that you're scared that you'll be isolated. Or you could get a little more touchy feely with this and go a little bit deeper and try to reflect on what you think the meaning of that is. So saying something like your family is really important to you, that could then say, or that could allow that conversation to then move forward, because

after you said that, the person may say, yeah, actually, we have dinner every Saturday night together and it's just getting a lot harder to understand my grandkids when I'm there. That piece of information is a lot more important than maybe if you would have just asked a question after the person said that. So now we have used that family member or that significant other that communication partner that the person brought with them into the office, we set up the room in a great way, we used our Motivational Interviewing and our fantastic counseling skills in order to help really draw out that person's motivation and what's important to them. So now that we have all of that information, it's important to then create a management plan that is most appropriate for that person, based on all the information that we just got. And really with the Phonak portfolio, there are many different hearing aids, many different accessories, apps, all different kinds of eSolutions that can be used in order for you to really create a specific but also tailored and individualized management plan and then follow up plan for that patient.

So in terms of just the technology, with Marvel, there's really any type of solution that anyone could need for binaural hearing loss, whether that be customs if they want connectivity, or something tiny, from Rex to BTEs for all different degrees of hearing losses. But we also know that, it's not just hearing aids that are it, hearing aids will not solve every problem for everyone. And there are many instances where we need to then talk about accessories and whether that may be to help with TV streaming, using the TV connector, or having a hard time because of dexterity manipulating the multifunction button on the hearing aids and therefore having a remote control would be important. As well as recommending the appropriate technology level for that patient too. And through that conversation that you had with them, you will absolutely be able to determine the types of environments and the situations that are important for improvement, because of technology that that patient has in their mind, that will help you determine what will be the best possible level of technology for that person. And we did talk about accessories here and how hearing aids are not the single solution for everyone all the time, you know that. But also people need help besides

the television and making some volume and program changes. Whenever there is noise or when distance, the hearing aids alone are not going able, are not going to be able to solve that problem 100% of the time. And even though the technology and hearing aids is fantastic, and there can be a lot that's done whenever there is background noise, depending on that person's lifestyle, you may need to talk to them about maybe the PartnerMic or if they are around a lot of noise or need to hear a lot of different people in that noisy environment, then obviously Roger would also be a great accessory for you to talk to them about as well. Now after thinking of the technology itself, you also need to then think about how you're going to take care of that person after this fitting, and more more specifically, after the trial period, right? So they're your patient now, how are you going to take care of them? And I want you to think about this journey that that person is having with you. And I also want you to reflect on, how this journey has changed, in 20 years, how it changed in 10 years, even how it's changed in five years. Because people are finding you differently now, right?

We talked about those survey scores that large inpatient hospitals are doing and how they're using those and they want good survey scores because they use that as a way to differentiate themselves. Reviews are a way for you to differentiate yourself right now. Your social media and your web presence are ways to create awareness in the community so that people can find you. The other thing is that, the way that people expect to access their health care is also changing now. I'm gonna give a brief example of myself. So I fall in to the millennial category. But also keep in mind that the oldest of the millennials are turning 40 this year. And we really have different expectations on how we get our healthcare. In fact, I minus the dentist 100% of my healthcare is remote. So I need one prescription, it does involve me getting testing done every three months, but I found a way that allows me to get that testing shipped to my house, do it in my home, send it and then they send me my prescription every three months. So there is this expectation, especially in younger people, and it's going to start trickling up into the people that we see more routinely, I think. So we need to think about that. So how are people able to access care from you? And does it fit into

these changing expectations and how can we utilize the tools that are available to you right now to meet those expectations that people may have. But also again, differentiate yourself in a world that people have different needs. One very simple way that you can help people, kind of through that follow up process is through the myPhonak app. So the Remote Control, whether that be seeing different types of programs and managing those programs through the My Hearing Aids section of the app, we will talk more specifically about the Hearing Diary and the Remote Support section of the app as well here soon. But for some people, just giving them some control over their hearing aids settings, helps improve their experience. And for some people, it's they want simple control. They want volume, they want program change, they want to control how they're hearing when they're streaming things.

But with the update to the myPhonak app about six months ago, we also added in these advanced remote control features as well and we found that for some people, they like having that and having this control, even though objectively, we don't see any difference in how they perform with their custom programs. Having this control though, improves their overall experience and improves their outcomes, their perceived outcomes. Now within the myPhonak app, it also gives people access to the Hearing Diary as well as Remote Support. Now, the Hearing Diary is a way for people to give you feedback in real time, about how they're doing in their real world. It is a very simple five face smiley face scale, that they can then kind of chunk into different categories about experiences and then give you feedback. And you get that feedback through your PhonakPro portal, and you're able to message back to them, or that may prompt a phone call or maybe even a Remote Support session with them. Because with Phonak Remote Support, that is a way for you to provide real time, follow up care. So programming of hearing aids for Marvel hearing aids for that person. And this could be beneficial in many different ways that could maybe be beneficial for someone because it's difficult for them to get to your office in the first place. And for that caregiver, it's easier for them to have their iPhone sitting in front of someone instead of getting them dressed and out of the office and or I'm sorry, out of the home and into your office. Or

if someone is having a specific issue in one place, have them go there and get to the root of that problem a lot quicker than multiple in-office visits for an adjustment. Now another way to help improve that overall experience with someone's technology is to also give them a tool that can help them on the cell phone. Because we know important conversations, important life moments happen around a cell phone. And some people have a hard time even with hearing aids, even with streaming through their hearing aids, understanding cell phone conversations. So the Phonak myCall-to-Text app is a free download that allows you to provide a tool to your patients. Again for free, that will turn their cell phone into transcribed conversations as they're having cell phone conversations. And with this, it is important to note that obviously people who have Marvel hearing aids will benefit from this, 'cause they'll be able to stream it through both ears, as well as read it. But also, they don't need hearing aids so they can listen to it on speakerphone or plug headphones in or they could have another manufacturer's hearing aids and still utilize this great tool. And if that person isn't quite ready for amplification, and you realize that and you've met them at the place that they're ready, but they're having difficulties on the phone, give them this, because when they are ready, that's gonna be someone who appreciated you for being honest and caring about them.

So with these different solutions, so with Remote Support with the Hearing Diary, with the myPhonak app with the myCall-to-Text app, these are all ways for you to inject these things into that normal journey that the patient was going through with you but in different ways, so that as people's expectations are changing, you can adapt with those. So maybe during the counseling section, you use the Hearing Diary to chat back to them. And for them, that's an easier way for them to do that than maybe taking time out of their workday to call you, they could easily text you. Or on the counseling end of things also, maybe they just need to talk to you for a second and you can do that through Remote Support. You don't have to connect the hearing aids and reprogram them through Remote Support, you could simply have a FaceTime call with them or like a FaceTime call with them. Now, as that person also goes after that fitting phase as

they go through the trial phase and even afterwards, it's also important that you do continue to measure outcomes, right? Because we need to make sure that what those person's expectations are, we're meeting those. And if not, why, and how can we do that? Now, two specific outcome measurements that I'm going to discuss today are the Family Oriented Communication Assessment and Solutions Scale, as well as the International Outcome Inventory for Hearing Aids slash For Significant others. And the reason that I bring these two up is because they do specifically focus on not only the patient's perceived outcomes of their amplification, but also it allows for their significant other to have a say in this as well. Now, the thing with questionnaires and these kind of surveys is that, we all, we may always get an answer that doesn't quite mesh with what we expect, right?

And also because we have these two different people in the room, hopefully, because we've invited that family member back to these follow up appointments, we may get two different answers to the same questions. And I wanna discuss a very powerful tool that you can kind of keep in your back pocket for whenever this happens. Because if you have someone that if you ask them, think about a situation, before that you were having difficulties, and think about it now after you were fit with hearing aids, how much have you improved? And if they say, you know like, right in the middle, man, kinda, but you were expecting this, like big, enthusiastic improvement, flip it right? So ask them to reflect on the extremes of this scale. So if they say, eh it kind of helped, not really sure, say, so why didn't you just tell me that they, that they helped not at all? Because whenever you ask them to reflect on that, kind of negative extreme of the scale, what they're going to tell you is all of the reasons why the hearing aids are helping them. And those are things that you can take mental note of and then use for your conversation as you go forward with this. Now, as I said, we have that other person in the room too, right? So we may get what we call incongruent outcomes. Because if we asked our patient, how much are you noticing an improvement and they say, eh kinda, and we asked their spouse, how much are you noticing an improvement and they say, oh my gosh, it's so much better. There's a difference there and really,

how can we get to the root of that? And one way is to go back to our great counseling skills, right? And in my opinion, using reflections is a great way to help with these incongruent outcomes. Specifically with reflections, double sided reflections can be quite useful. So let's take a look at an example of this. Because if you have someone, a patient of yours in front of you saying, let's say you look at data logging and use time is a little bit low. And they say, eh yeah, the hearing aid seemed to help them go out to eat. I don't wear him at home, I mean, there's nothing there that I need to hear, right? Bite your tongue. Yeah, I know, I was probably, I was very quick to respond to something like that but I learned to bite my tongue. Because what happened was that person in the room said something like this. But he's still saying what all the time when we're at home together, and I'm repeating myself all the time, and it's really, really frustrating. Because that spouse did it for me. I would have said something along those lines too, right? Hey, buddy, your wife is important to hear where your hearing aids at home, duh, but I didn't say that because it's more powerful whenever it comes from his wife, right?

So after she said that, maybe I could have said something like, so, you notice that the hearing aids make it easier for you 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 a lot happier. That's kind of that putting the mirror in front of that person's face that, what you say may have been able to kind of be logical to you and your mental gymnastics, but actually, this is what's going on. But without actually saying that. Now, it's also important that, even after you measure these outcomes, and even if they're doing well, that you continue providing this empathy and support that your patient needs and that you've been providing up to this point, but it just needs to continue. Now, we talked a lot about Motivational Interviewing. There was one study that was done in 2018 that was looking at whether or not, providing a 30 minute Motivational Interviewing session, post-fitting would have any improvement or benefit on people's overall wear time. And what they found was that six months after people were fit with hearing aids, on average, this group of people were wearing them for about 20 minutes

a day. So after that, they set up this 30 minute, MI, Motivational Interviewing session with these people, and then at the nine month mark, measured how long these people were wearing their hearing aids and found an improvement. So they found that, on average, from 20 minutes a day, it went to almost two hours a day of wear time, only after 30 minutes of having this type of conversation with people. And we talked about eSolutions and Remote Support. So think about I'm planting a seed here a little bit. How can you maybe utilize those types of a purchase in a way where we can help support this person in their journey with you after they've already been fit, in order to improve their outcomes or improve their experience. There was a another study that was done as well, in 2016, that was looking at something similar. And they did this one month post-fitting and they found, they did a 60 minute follow up appointment, one month post-fitting and found that, before people were wearing their hearing aids, on average, one hour a day, but after this hour long appointment of Motivational Interviewing, in just normal kind of, here's how you take care of them, kind of appointment that we normally do, those people went up to almost seven hours a day.

So one hour a day to seven hours a day, just by having this good conversation with them. And the reason, so the participants were asked, hey, why did you increase your wear time? And they they said that it was because they had this additional support, as well as a good rapport with them. And they also said that they had these feelings of having a better partnership with their provider. They also thought that their provider showed empathy towards them, and also had these higher ratings of evocation, or, essentially, they had these feelings that they weren't even aware of, but their audiologist was able to really draw them out, draw those feelings out for them. So let's go back to this, right? So we talked earlier about these eight areas of Patient Centered Care, and if we can focus on these areas, and it really creates an environment for you to create a positive patient experience for everyone that comes in through your doors. So how do we do today? What what kind of things that we talked about that hit on these areas. So because of the good conversations that we had with them, we're able to respect that that person's preferences in terms of how they want to manage their

healthcare, their hearing healthcare. But we've also been able to inform and educate that person in a way because, we've been able to establish this good rapport with them so that they do trust us with the opinion and the information that we're giving them. You looked just now that whenever we provide Motivational Interviewing to our patients, they feel more supported and they feel that you are empathic to them. You're showing empathy to them and you understand their needs. And so you are showing them the emotional support that is important for this as well. And because we talked a lot about the importance of bringing someone else in the room, we've also touched on how we can involve the family and friends better, and also how we can use them to our advantage during appointments as well. And also, whenever, honestly whenever you start talking about things like remote care, eAudiology, things like that, one thing that that does is it expands access. So maybe someone who couldn't have come into your office before, can easily have remote appointments with you throughout the day. So that is someone who now has access to actually see you. And if there are any questions, please feel free to type those in. I know we did bump up to the end here.

So I do just want to wrap up. Now I talked earlier about how, my values right? My values of, I cared, I'm honest and how I connect demonstrated those. And it is important continuously, in your professional life, in your personal life too to have these moments where you can reflect on your values and also reflect on your behaviors and really take an honest look at whether or not your behaviors are completely in line with your values. And are there ways that you can make changes and make improvements to better reflect those values? 'Cause, yes, I stand firm that I care and that's a strong value of mine. And I show that I cared about my patients in instances where maybe I went to their homes and provided care for them. But thinking critically about that, I had to block out hours and hours of my schedule in order to do that. And because I had to do that, I was helping this one family, but I was also not, able to help other people because of that. But if I was better able to implement, eAudiology into my practice, that helps me demonstrate my overall value of caring for everyone in a better way. So thank you, everyone for joining me today. I hope that you learned some things that you can

start thinking about and implementing today to try to help improve upon that patient experience and maybe just do things a little bit differently from what you have been doing to this point. Thank you.