



IMPROVE **YOUR** NEXT HEARING AID EXPERIENCE WITH HEARING TRACKER

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Hearing Tracker, Inc
President





ABRAM BAILEY, AUD



- ▶ Doctor of Audiology
- ▶ Graduated from Vanderbilt University in 2009
- ▶ Member of ADA and NZAS
- ▶ Licensed audiologist in Austin, Texas
- ▶ Originally from New Orleans





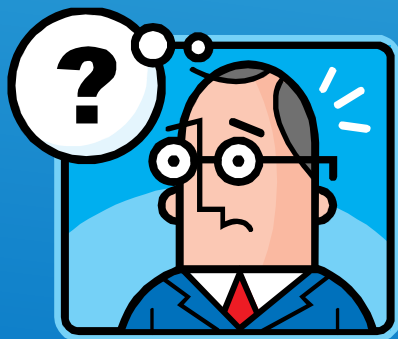
PRESENTATION OUTLINE

- ▶ The problem with hearing care
- ▶ How to find a hearing provider
- ▶ Understanding hearing aid features
- ▶ **Improve your next hearing aid experience with Hearing Tracker**
- ▶ Discussion



THE PROBLEM WITH HEARING CARE

- ▶ *Consumer Reports* estimates that as many as **two-thirds** of hearing aids in the US are misfit
- ▶ A large percentage of audiologists still fail to provide “essential services”
- ▶ Receiving essential services greatly improves the chances for success with hearing aids



“...consumers can be satisfied with a hearing aid, but significantly more satisfied if all best practices are employed...” – Sergei Kochkin





HOW TO FIND A HEARING PROVIDER

KNOW WHAT TO LOOK FOR



HOW TO FIND A HEARING PROVIDER

KNOW WHAT TO LOOK FOR

- ▶ Provides **essential services**
- ▶ Successful patients
- ▶ Educational background?

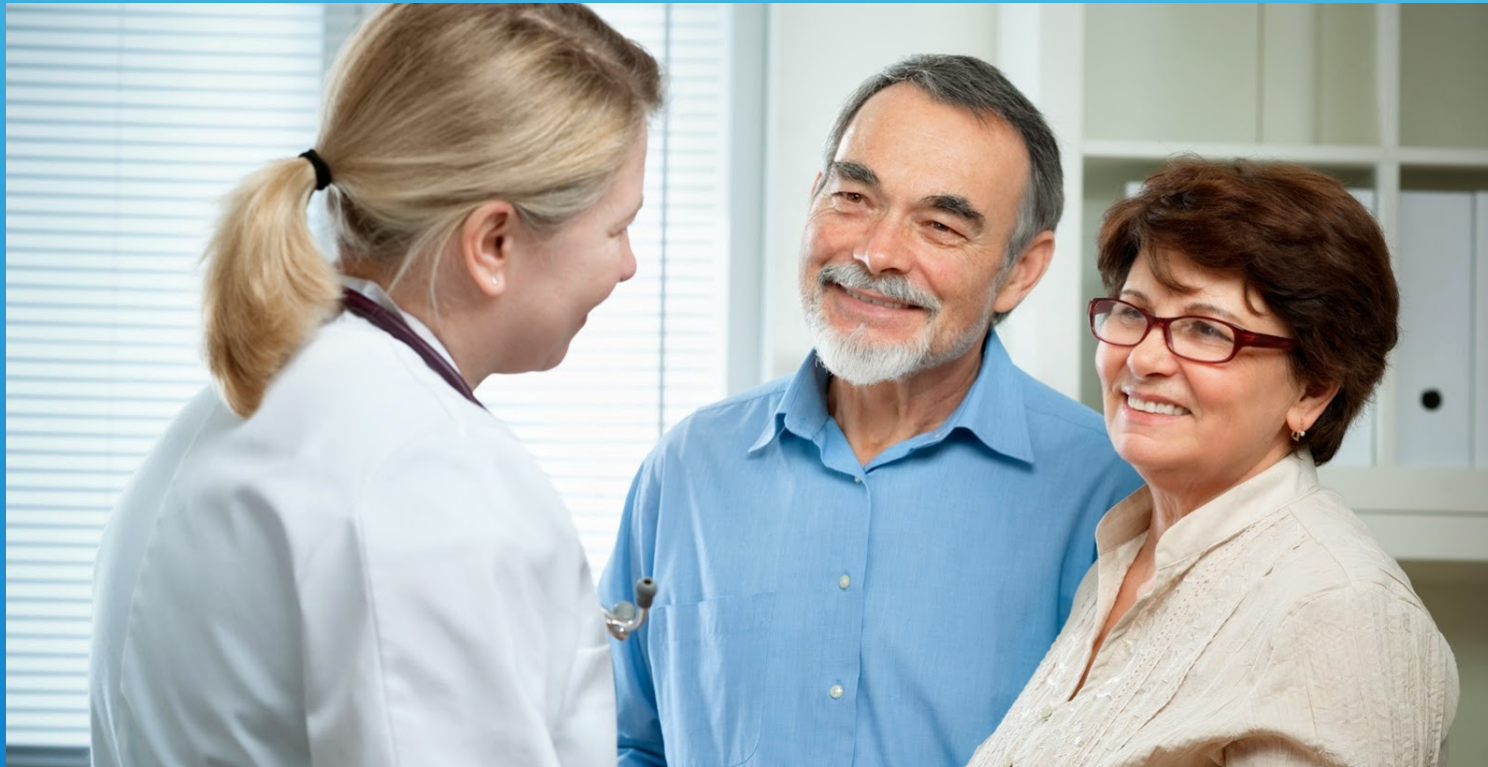




HOW TO FIND A HEARING PROVIDER

ESSENTIAL SERVICES

- ▶ What are essential services in audiology, and how do I find them as a consumer?





ESSENTIAL SERVICES

Highlights: The **Auditory** Assessment

- ▶ Comprehensive case history
- ▶ Diagnose hearing loss
- ▶ Measure **loudness discomfort** levels
- ▶ Otoscopic inspection and cerumen management
- ▶ Counsel patient, family, caregiver on the results and recommendations
- ▶ Establish candidacy and motivation toward amplification





ESSENTIAL SERVICES

Highlights: The **Needs** Assessment

- ▶ Create set of hearing goals, driven by the patient's hearing needs
- ▶ Complete "income measure(s)"
 - ▶ Current hearing difficulties
 - ▶ Level of perceived handicap
 - ▶ Hearing goals and motivation
 - ▶ Treatment expectations
- ▶ Informal assessment of dexterity, vision, support systems, etc

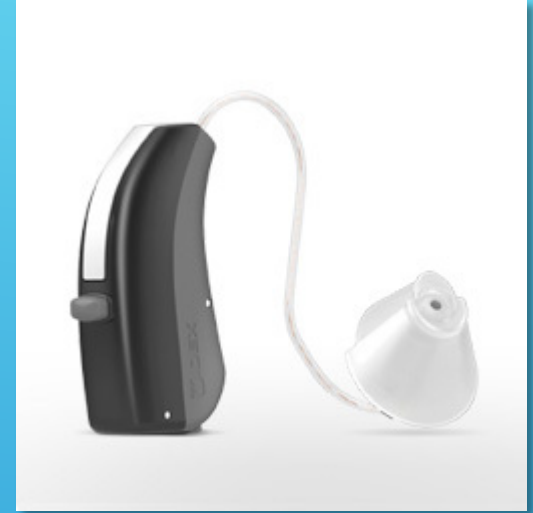




ESSENTIAL SERVICES

Highlights: Hearing Aid Considerations

- ▶ Hearing aid style
- ▶ Volume and frequency range, etc
- ▶ Ear canal size and geometry
- ▶ Ease of insertion and manipulation
- ▶ Need for specific features (ie. Telecoil - DAI - etc)
- ▶ Comfort and skin sensitivity
- ▶ Occlusion
- ▶ Cosmetic concerns





ESSENTIAL SERVICES

Highlights: **Quality Control**

- ▶ Performs electroacoustics:
 - ▶ Verify new devices
 - ▶ Verify repaired devices
 - ▶ Verify after evaluation
- ▶ Attaches electroacoustic measurements to patient file





ESSENTIAL SERVICES

Highlights: **Hearing Aid Fitting**

- ▶ Verify that the hearing aid is meeting your prescription
- ▶ Verify that hearing aid is not too loud
- ▶ Verify features such as telecoil and directional microphones





ESSENTIAL SERVICES

Highlights: **Orientation – Instruction and Information**

- ▶ Hearing aid features
- ▶ Insertion and removal
- ▶ Battery use
- ▶ Care and cleaning
- ▶ Comfort and feedback
- ▶ Telephone use
- ▶ Warranty information





ESSENTIAL SERVICES

Highlights: **Counseling and Follow-up**

- ▶ Wearing schedule
- ▶ Adjusting to amplification
- ▶ Goals and expectations
- ▶ Environmental issues (background noise, etc)
- ▶ Listening and communication strategies
- ▶ **Hearing assistive technology***
- ▶ Speech-reading





ESSENTIAL SERVICES

Highlights: **Assessing Outcomes**

- ▶ Complete the second half of your “income” measurement to establish the effectiveness of your treatment
 - ▶ Hearing Handicap Inventory (HHI)
 - ▶ Abbreviated Profile of Hearing Aid Benefit (APHAB)
 - ▶ Client Oriented Scale of Improvement (COSI)





HOW TO FIND A HEARING PROVIDER

SUCCESSFUL PATIENTS

- ▶ Talk to friends



- ▶ Attend local advocacy meetings



- ▶ Look online





HOW TO FIND A HEARING PROVIDER

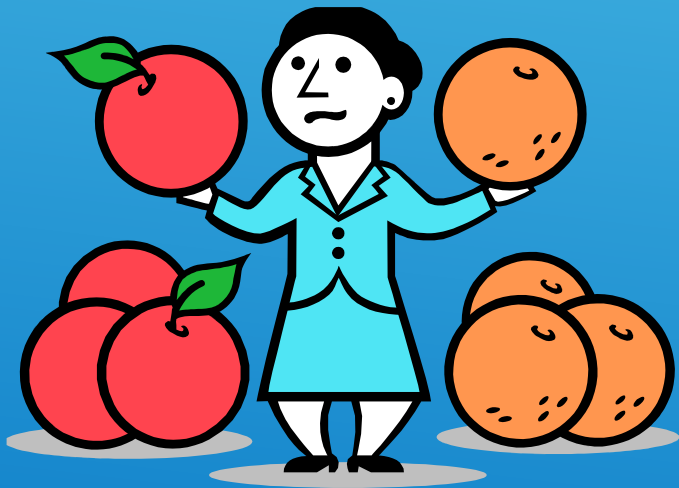
EDUCATIONAL BACKGROUND

- ▶ Less important but worth considering
- ▶ Top education backgrounds in the USA:
 - ▶ **Masters of Science in Audiology (MS)**
 - ▶ 2 year clinical/academic program
 - ▶ **Doctor of Audiology (AuD)** (replaced MS in 2007)
 - ▶ 4 year clinical/academic program
 - ▶ **Doctor of Philosophy in Audiology (PhD)**
 - ▶ May have a clinical focus, a research focus, or both
 - ▶ May be combined with an AuD



UNDERSTANDING HEARING AID FEATURES

APPLES AND APPLES
VS
APPLES AND ORANGES





UNDERSTANDING HEARING AID FEATURES

APPLES AND APPLES – YES OR NO FEATURES

- ▶ Telecoil
- ▶ Volume control button
- ▶ Push button
- ▶ Directional microphone
- ▶ Synchronization / Streaming
- ▶ Smartphone compatibility
- ▶ Music program
- ▶ IP rating

- ▶ DAI
- ▶ FM system
- ▶ Manual Programs
- ▶ Battery size/life
- ▶ Microphone Array
- ▶ Bandwidth
- ▶ Channels
- ▶ Accessories

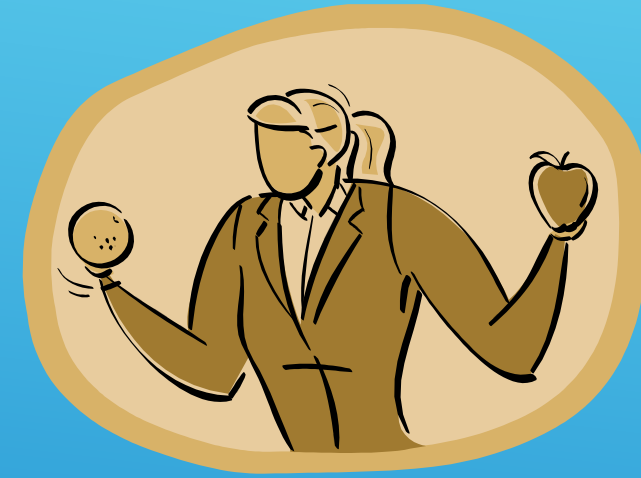




UNDERSTANDING HEARING AID FEATURES

APPLES AND ORANGES – ALGORITHMS AND STRATEGIES

- ▶ Digital noise suppression
- ▶ Feedback suppression
- ▶ Reverberation suppression
- ▶ Wind suppression
- ▶ Frequency compression/shifting
- ▶ Adaptive directional microphone settings
- ▶ Automatic program switching
- ▶ Automatic acclimatization





OTHER TECHNOLOGY

Hearing Assistive Technology



Telephones



Clocks



TV Listeners



Personal Amps



Signaler Systems



FM/Infrared



Loops and Tcoils



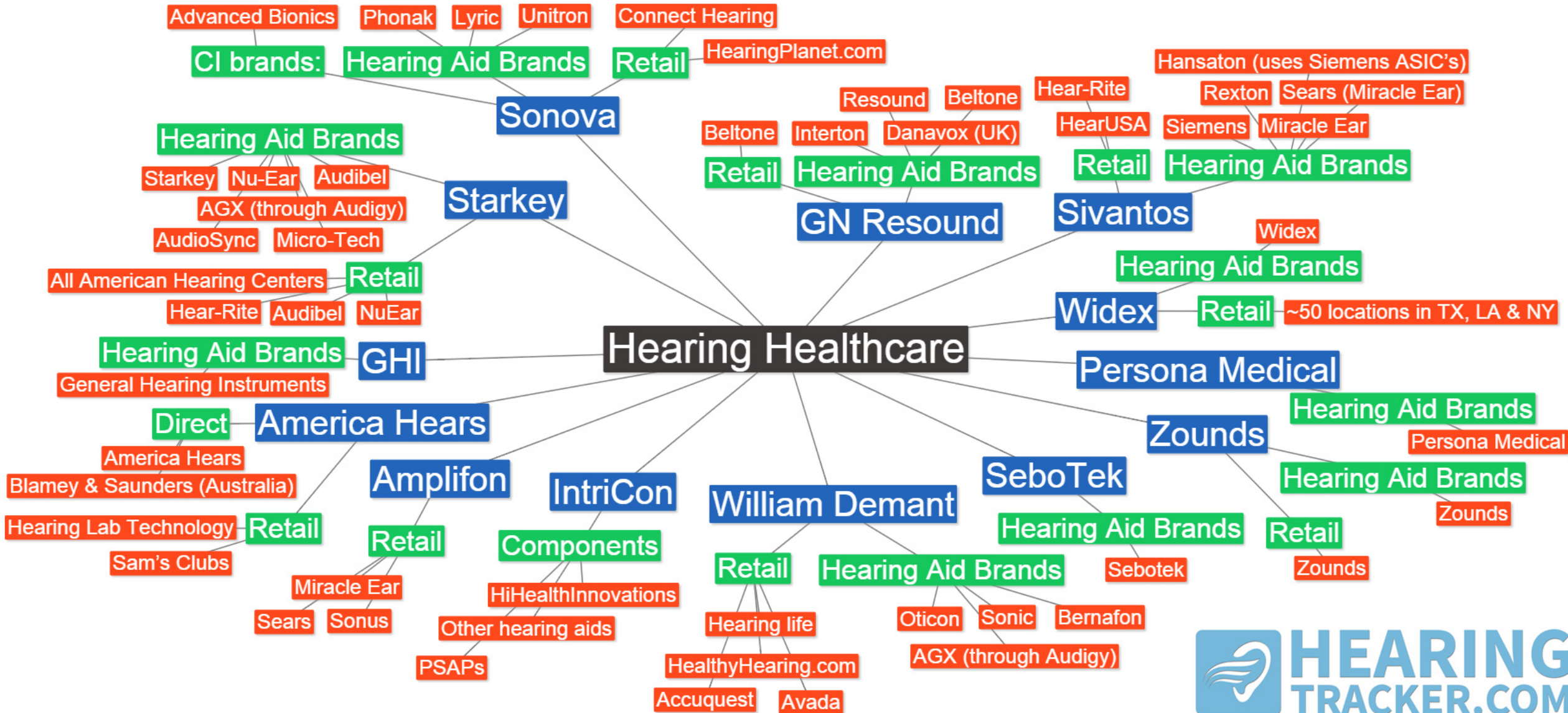
Mobile Acces



Stethoscopes



HEARING AID BRAND MAP



IMPROVE YOUR NEXT HEARING AID EXPERIENCE


WITH HEARING TRACKER






INTRODUCTION TO HEARING TRACKER


- ▶ Hearing healthcare provider listings and customer reviews




Alexandra Tarvin, AuD

Hearing Provider in Greenville, South Carolina

 Service Quality
Complete


 Verified Provider
Complete

 Excellence Award
Incomplete

Call

Review


Message

 User Reviews

Average: ★★★★★ (91%)


Number of Reviews: 9 (?)

Last Review: 03 December 2014

 Education

Degree: Doctor of Audiology

School: University of South Florida

 Qualifications

ADA - Academy of Doctors of Audiology

FAAA - Fellow of the American Academy of Audiology





INTRODUCTION TO HEARING TRACKER

- ▶ Advanced provider searching
 - ▶ Ratings and reviews
 - ▶ Location searching
 - ▶ Hearing Tracker Awards
 - ▶ Services
 - ▶ Hearing aid brands
 - ▶ Education
 - ▶ Qualifications

Services

☐

Adult Hearing Evaluations

☐

Pediatric Hearing Evaluations

☐

Veterans Hearing Evaluations

☐

Free Hearing Screenings

☐

Adult Hearing Aid Fittings

☐

Pediatric Hearing Aid Fittings

☐

Earwax Removal

☐

Otoacoustic Emission Evaluations


☐

Auditory Brainstem Evaluations



INTRODUCTION TO HEARING TRACKER



► Hearing aid products and customer reviews



Resound LiNX 9 61

Receiver In The Ear Hearing Aid

[Review](#) [Purchase](#) [Report](#)

Made for
 iPod  iPhone  iPad

User Reviews

★★★★☆ (78%)
Number of Reviews: 10
Last Review: 07 December 2014

Basic Info

Battery: Size 312
Technology Level: 1
Programs: 4
Channels: 7
Bandwidth: 6940 Hz

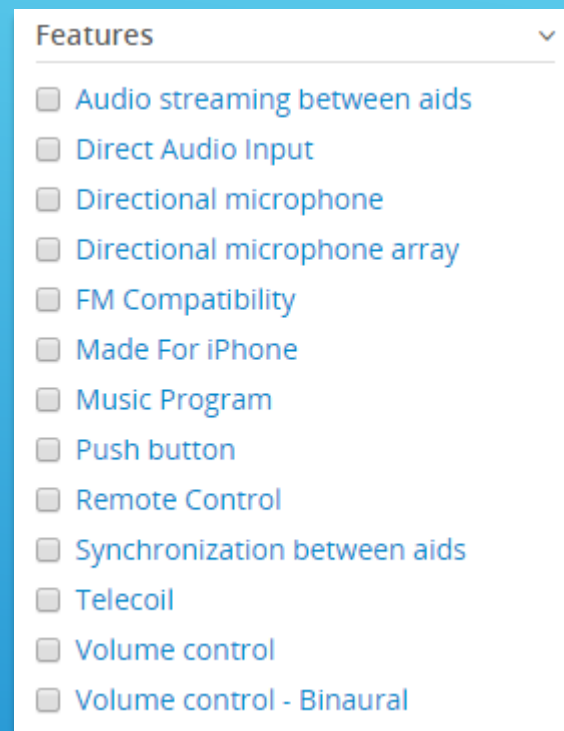
Features

- > Remote Control
- > FM Compatibility
- > Volume control - Binaural
- > Push button
- > Directional microphone



INTRODUCTION TO HEARING TRACKER

- ▶ Advanced hearing aid searching
 - ▶ Ratings and reviews
 - ▶ Tech/Price level
 - ▶ Verified reviews
 - ▶ Features
 - ▶ Hearing aid style



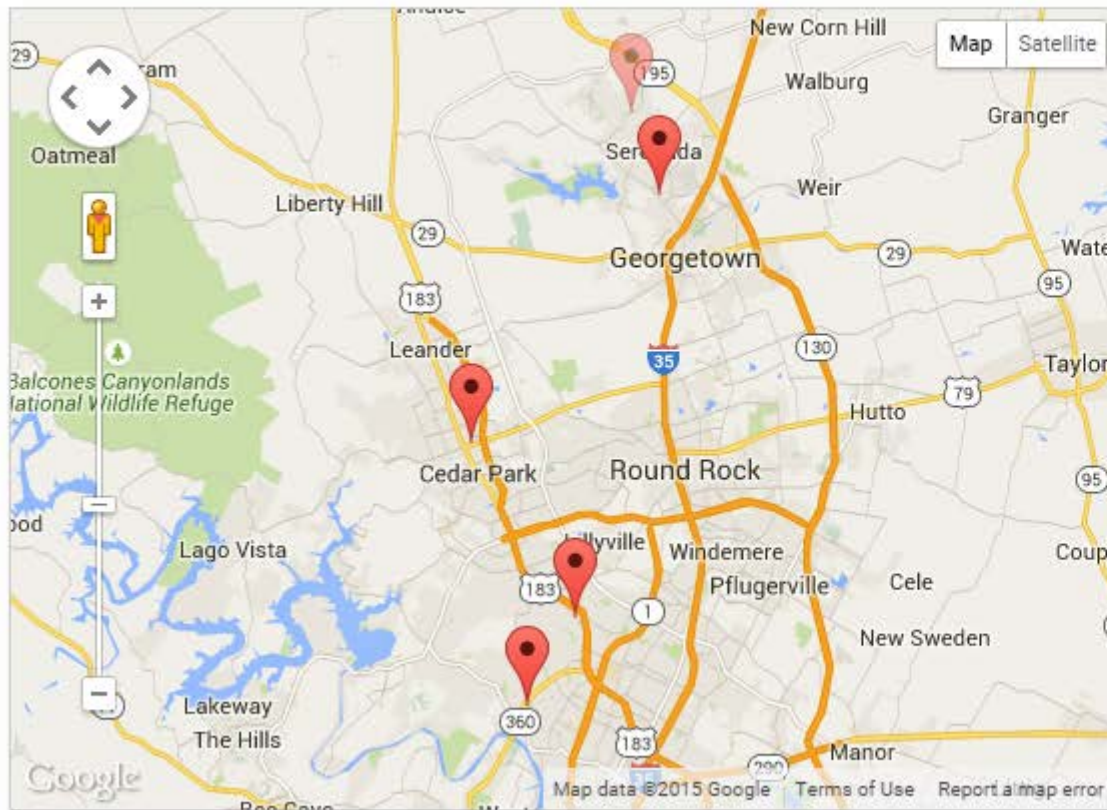
USEFUL TECHNOLOGY











- ▶ Advanced hearing aid searching
 - ▶ Ratings and reviews
 - ▶ Tech/Price level
 - ▶ Verified reviews
 - ▶ Features
 - ▶ Hearing aid style



YOUR AREA – SUN CITY

Provider Map Sort and Locate



Search: <input type="text"/>			
Name	Distance	Score	
 My Location	0 miles	0%	
 Erin Leshikar, AuD Beltone Audiology	3.48 miles	0%	
 Kristen Armstrong, AuD Cook Hearing & Balance	14.93 miles	0%	
 Paige Peterson, PhD Great Hills ENT	20.7 miles	0%	
 Margaret Hutchison, PhD Austin Hearing Services	24.52 miles	90%	

QUESTIONS?

