



# IMPROVE YOUR NEXT HEARING AID EXPERIENCE WITH HEARING TRACKER

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# 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?

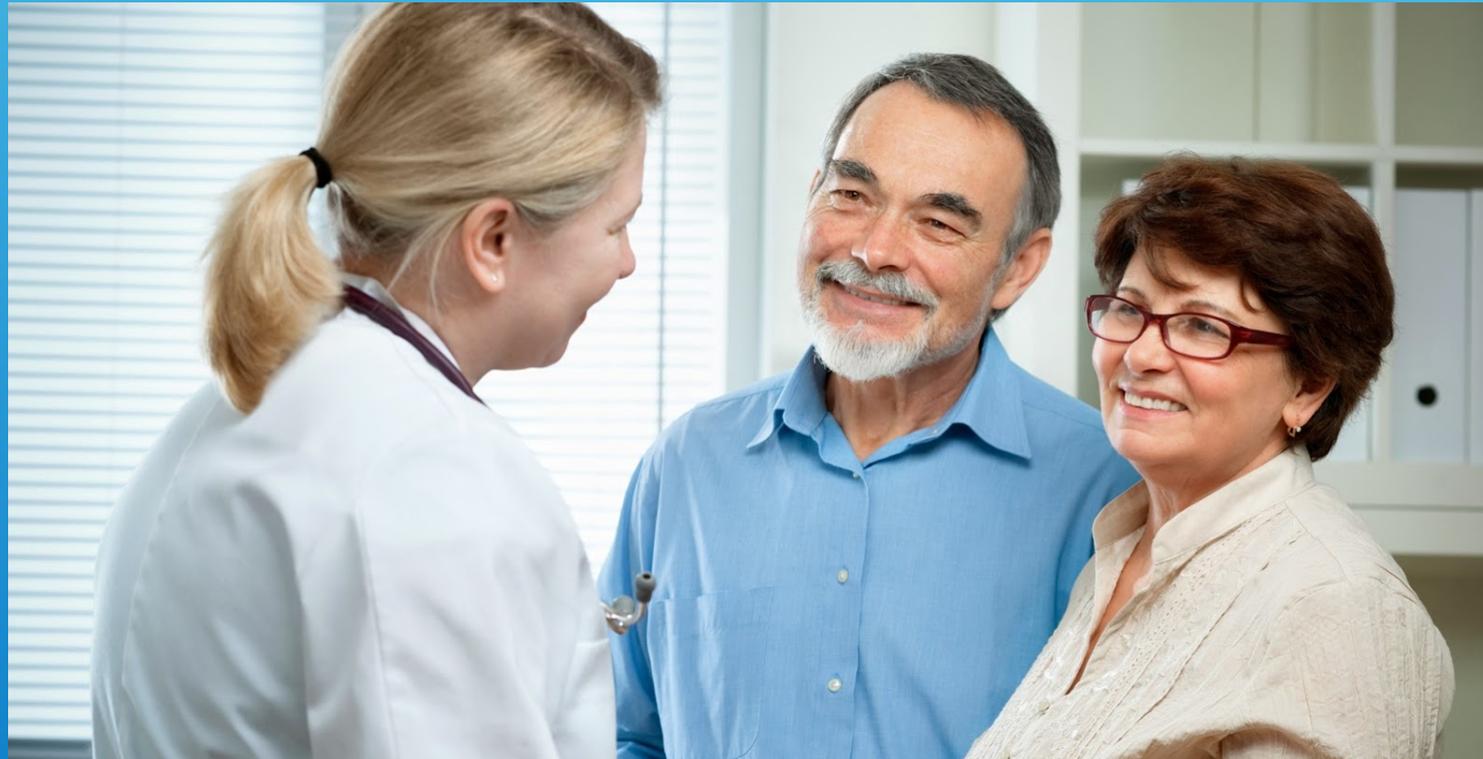




# HOW TO FIND A HEARING PROVIDER

## 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

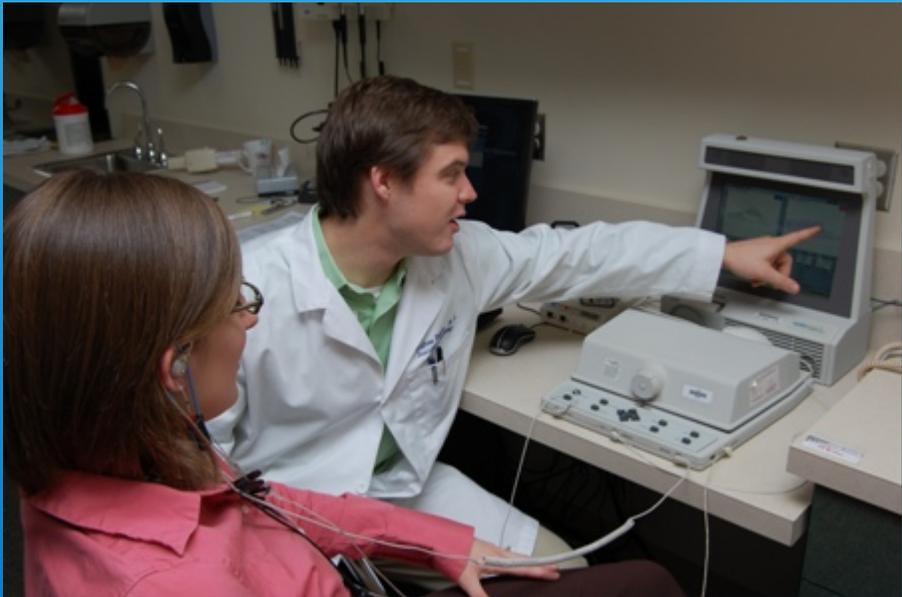




# ESSENTIAL SERVICES

## 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

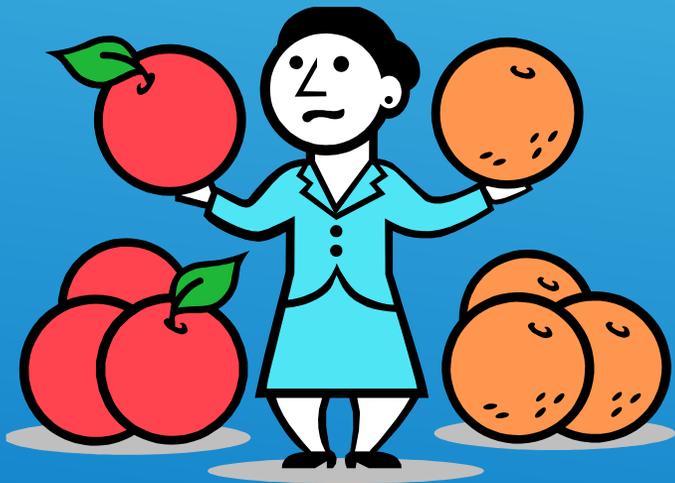
## EDUCATIONAL BACKGROUND

- ▶ 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



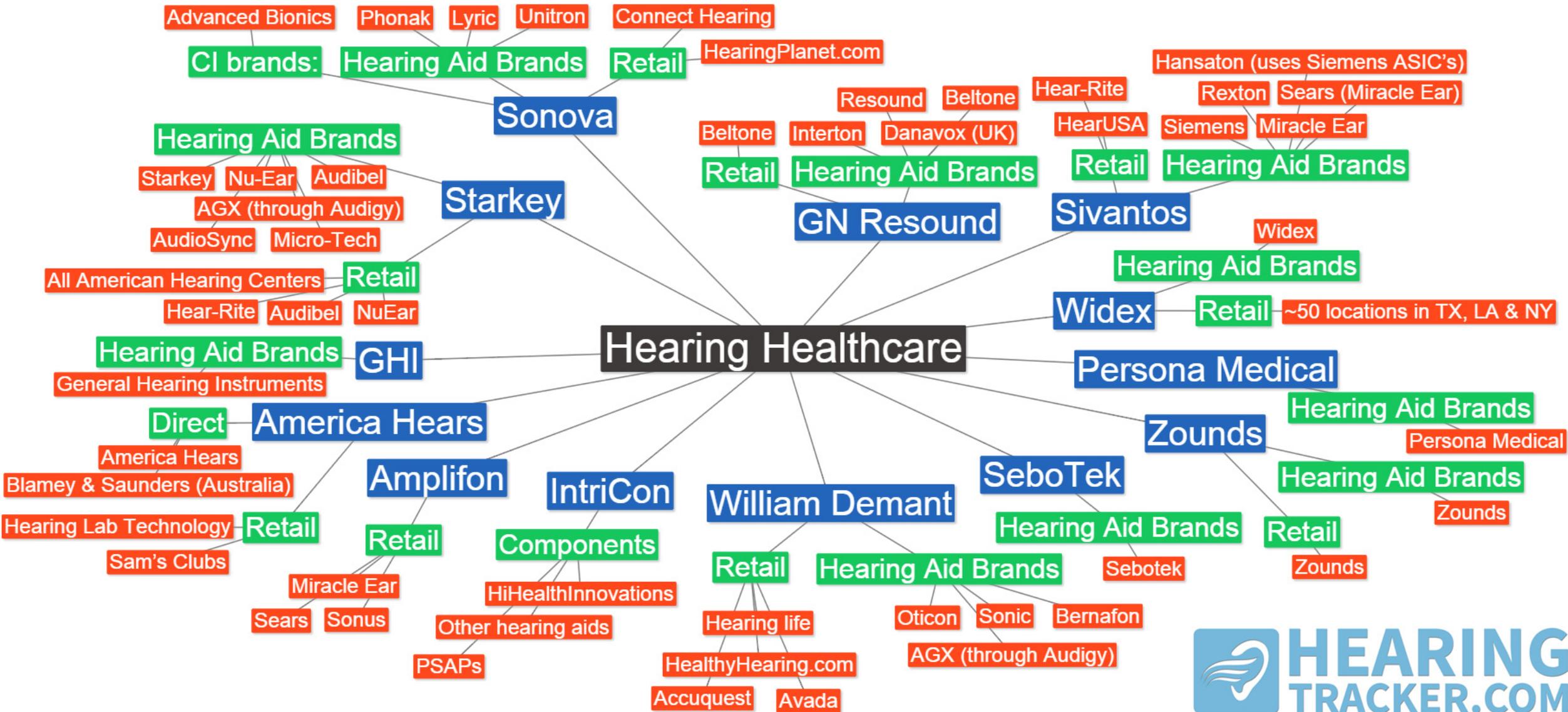
Mobile Acces



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](#)

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### User Reviews

Average: ★★★★★ (91%)  
Number of Reviews: 9 (?)  
Last Review: 03 December 2014

### Education

Degree: Doctor of Audiology  
School: University of South Florida

### Qualifications

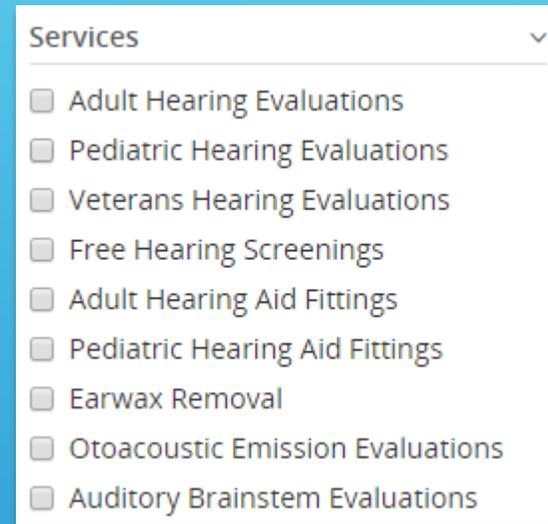
ADA - Academy of Doctors of Audiology  
FAAA - Fellow of the American Academy of Audiology





# INTRODUCTION TO HEARING TRACKER

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



# 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

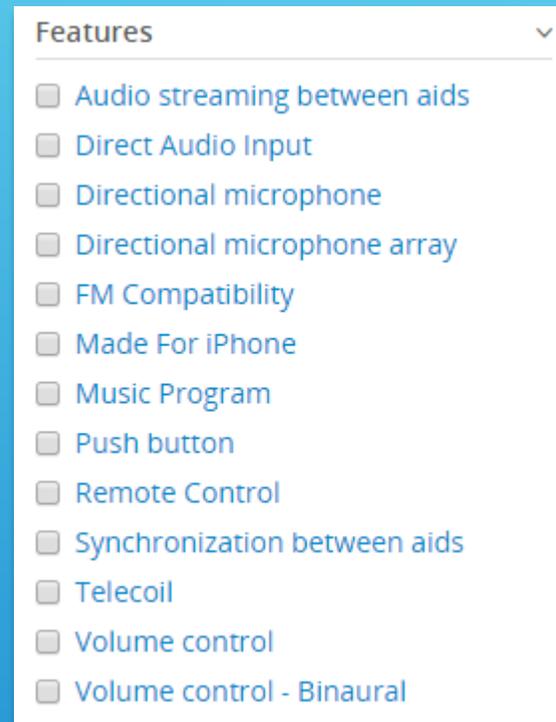
### Features

- > 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



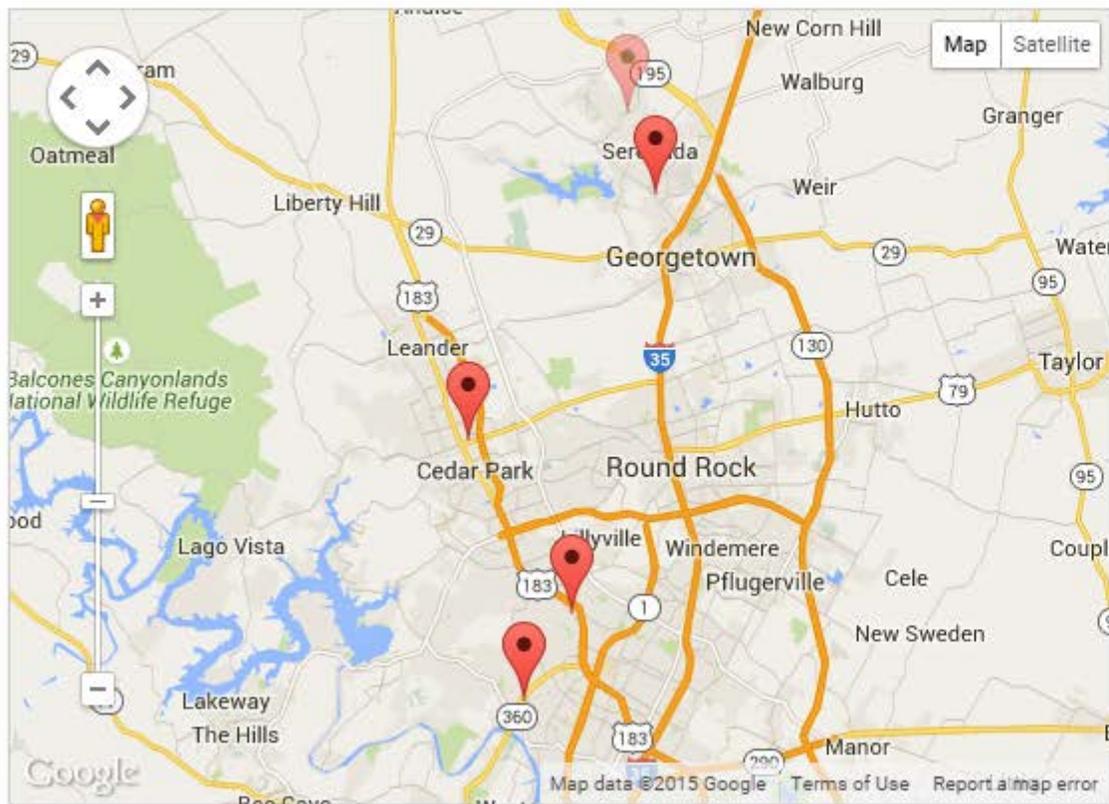
# USEFUL TECHNOLOGY

- ▶ 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:

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?

