

The background features abstract, overlapping green geometric shapes in various shades of green, creating a modern and dynamic feel. The shapes are primarily located on the left and right sides of the slide, framing the central text.

# Rescue AuD

## Audiology Extenders are Heroes

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Kentucky Academy of Audiology 2023

# Disclosures

- ▶ None.

# Learner Outcomes

- ▶ **Learner Outcome #1:** Learn how extenders can help increase your patient load, without increasing your administrative load.
- ▶ **Learner Outcome #2:** Learn the scope of practice for extenders in Kentucky.
- ▶ **Learner Outcome #3:** Learn how to find and hire the right extender for you.



## Dr. Liz Rogers

- ▶ Graduate of Indiana University-Bloomington for BA and AuD
- ▶ Owner of Southeast Kentucky Audiology in Corbin since 2017
- ▶ Special interests include rural healthcare, cochlear implants, and wax removal!

# Southeast Kentucky Audiology Services

- ▶ Two Locations: Corbin and Somerset
- ▶ ABR/ASSR
- ▶ Hearing Evaluations
  - ▶ VRA/CPA, Tymps, Reflexes, OAEs, Standard, High frequency
- ▶ Cerumen Management
  - ▶ Earigator, Manual Tools, Suction
- ▶ Balance Evaluations
  - ▶ VNG, Calorics, Rotary Chair, cVEMP/oVEMP, SOP, DVAT
- ▶ Hearing Aids
  - ▶ Selection, Fitting, REM, Programming, Cleaning, Repairs, All Manufacturers
- ▶ Cochlear Implants
  - ▶ Candidacy Evaluations, Counseling, Activation, Programming, Speech Perception Testing, All Manufacturers

# Southeast Kentucky Audiology

## Our Dedicated Team

### ► Our Team

- Two Audiologists (2014, 2016)
- Hearing Instrument Specialist (2003)
- Fourth Year Extern
- Office Manager (2017)
- Hearing Aid Technician (2018)
- Two Audiology/Provider Assistants (2021)
- Physician Liaison (2018)
- Three Patient Care Coordinators
- Speech Language Pathologist (2023)
- Ear, Nose, and Throat Specialist (2023)
- And Growing!

# Allied Health Professionals Using Assistants

- ▶ Speech Language Pathologist
- ▶ Dentist
- ▶ Physical Therapist
- ▶ Nurse Practitioner
- ▶ Chiropractor
- ▶ Podiatrist
- ▶ Optometrist
- ▶ Occupational Therapist
- ▶ Veterinarian

# Audiologist Scope and Responsibilities

Vestibular  
Electrophysiology  
Cochlear Implants  
Auditory Processing Disorder  
Tinnitus Management  
Cerumen Management  
Hearing Evaluations  
Hearing Aids  
Accessories  
Meetings  
Trainings  
Report Writing  
Phone Calls  
New Device Orders  
Device Repair Orders  
Device Check Ins  
Marketing  
Administrative/Clinic Duties  
Clinic Projects



# Burnout Is Real

- ▶ Burnout: A sense of exhaustion caused by constantly feeling swamped
- ▶ Burnout leads to:
  - ▶ Reduced productivity and revenue
  - ▶ Turnover
  - ▶ Mental health concerns
- ▶ What causes audiologists/providers to burn out?

# Audiology is Shrinking

- ▶ Our profession is shrinking
  - ▶ Not enough new audiologists entering our profession
  - ▶ Attrition
  - ▶ Retiring
- ▶ The need for audiology is growing
  - ▶ Aging population
  - ▶ Spotlight on hearing loss and cognitive decline
  - ▶ Increased awareness

# Audiology Needs Rescuing

- ▶ Extenders are the answer!
- ▶ Extender (medical definition): non-medical healthcare provider who sees patients on behalf of or in conjunction with a lead physician.
- ▶ How can we apply this concept to audiology?

# Extenders

- ▶ Hearing Aid Technician
- ▶ Hearing Instrument Specialist
- ▶ Audiology/Provider Assistant

# Hearing Aid Technician

- ▶ Scope of practice
  - ▶ Hearing aid cleanings
  - ▶ Hearing aid orders
  - ▶ Hearing aid repairs
  - ▶ Hearing aid check ins
  - ▶ Electroacoustic analysis
  - ▶ Firmware updates
  - ▶ Bluetooth pairing/troubleshooting
  - ▶ Setting up hearing aid fittings
  - ▶ Otoscopy
- ▶ Training
  - ▶ Informal or formal
  - ▶ Can double as your PCC

# Hearing Instrument Specialist

- ▶ Scope of practice
  - ▶ Otoscopy
  - ▶ Hearing tests
  - ▶ Ear mold impressions
  - ▶ Hearing aid consultations, fittings, orientations, programming, troubleshooting
  - ▶ Accessories
  - ▶ Cerumen management
- ▶ Training
  - ▶ Formal one year apprenticeship
  - ▶ Pass KY HIS licensure exam

# Audiology/Provider Assistant

- ▶ Scope of practice
  - ▶ Everything a HA Tech can do plus
  - ▶ Hearing aid orientations
  - ▶ Patient paperwork
  - ▶ Accessories
  - ▶ Phone calls
  - ▶ Marketing
  - ▶ Projects
  - ▶ Help manage provider's schedule
  - ▶ Report writing/scribing\*\*\*
- ▶ Training
  - ▶ Informal or formal

# Extender Cautions

- ▶ Cerumen management (Tech/Asst)
- ▶ Ear mold impressions (Tech/Asst)
- ▶ New/follow-up hearing aid programming (Tech/Asst)
- ▶ Hearing tests/diagnostics (Tech/Asst/HIS)



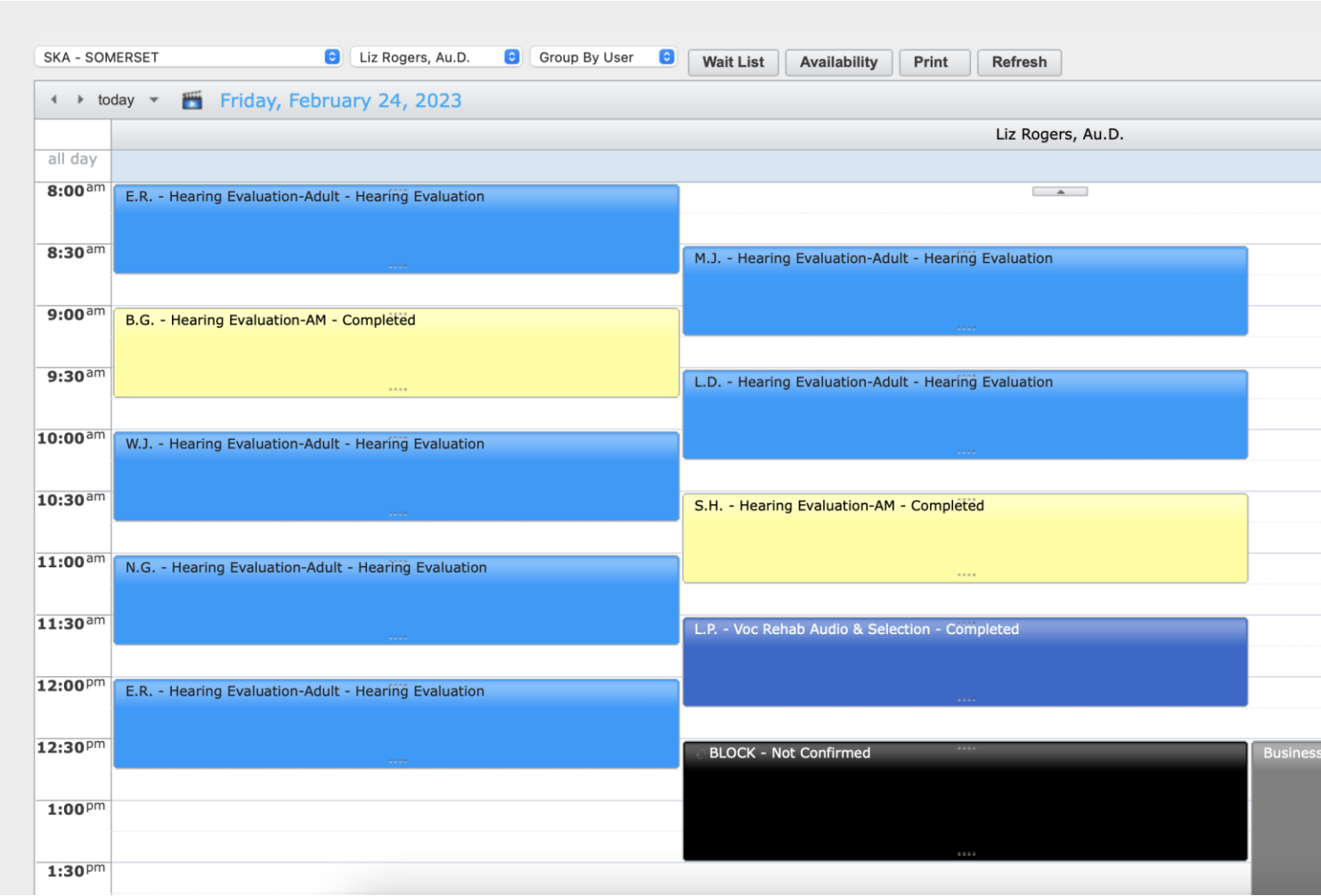
# Qualifications

- ▶ Highly organized
- ▶ Excellent writing skills
- ▶ Friendly and comfortable working with people
- ▶ Ideally has a background in a medical office
- ▶ Bonus if they have a history of being a medical assistant, veterinary technician, etc
- ▶ A desire to help others/improve quality of life - Passion
- ▶ A desire to advance their career

# Example

- ▶ Without assistants, scheduling hearing evaluations for 1 hour, we could see up to 7 new hearing evaluations in one day. Built-in 1 hour of paperwork time per day
- ▶ With assistants, scheduling hearing evaluations for 45 minutes, first 15 is with assistant, we can see up to 15 new hearing evaluations in one day

# Example



# Example

- ▶ Audiologist hired a technician, provided formal (webinars) and informal (in office) training
- ▶ Audiologist was freed up to perform higher level appointments
- ▶ Technician had 21 patient facing hours in August. This utilized only 34% of her available hours. She has the capacity to do 61 hours. She generates on average \$188 per hour, and generated \$4,100 in August
- ▶ Audiologist generates on average \$464 per hour. Using a technician allowed the audiologist to potentially generate \$9,744 more in August
- ▶ If the technician was booked the full 61 hours every month - she could generate \$137,616 a year, which then frees the audiologist to generate an extra \$339,648 a year

# Increase Patient Load, Increase Revenue, AND Reduce Burnout

- ▶ Extenders allow us to help more patients in a single day
- ▶ Extenders allow us to practice to the top of our scope, as desired
- ▶ Extenders take appointments off your caseload and open it up for more specialized and higher revenue generating appointments
- ▶ Extenders allow us to increase sales in a single day - more diagnostics, hearing aids, batteries, receivers, wax guards, warranties, HA supplies
- ▶ Extenders reduce your administrative load
- ▶ Extenders reduce the amount of knowledge you must remember
- ▶ Extenders reduce burnout by helping you feel less swamped

<https://www.instagram.com/reel/CnUINyIBXbZ/?igshid=MTc4MmM1YmI2Ng%3D%3D>

# Thank you!

- ▶ Questions?
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