Partnering with Audiology Private Practices

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Disclosure

• Chicago Hearing Care owner
• Affiliation with University of Chicago/Adult Cochlear Implant Program
• Cochlear Provider Network
Globally 10% of adults who need a CI have one (Sorkin & Buchman, 2016), approximately 5% in the United States (iData, 2010)

Where are the adult CI candidates?

At audiology & hearing aid private practices
Different studies have suggested using reliable screening tools to identify possible CI candidates

(Grisel et al. 2018; Gubbels et al. 2017; Hoppe et al. 2018; Hoppe et al. 2015)

• Pilot study on the use of data mining to identify cochlear implant candidates (Grisel JJ, Schafer E, Lam A, Griffin T., 2018)
  • 4836 audiograms from one clinic’s Noah 4 system
  • 558 (11.5%) potential CI candidates identified (screening software)
  • 117 (2.5%) invited to an educational event & followed up
Sycle flags
CI candidates
Audiologists in private practice can & should conduct CI assessments:

1. It is within their scope of practice
2. There is a billing code (92626)
3. It is in the best interest of the patient
Audiology Private Practices:

• Audiology/hearing practices conducting aided speech perception testing (*2017 Practice Performance Comparison-US Report*)
  • 11% conduct HINT test
  • 49% conduct Quick SIN

• Hearing aid cycle = Low CI utilization rate (5.6%)

• Chicago:
  • Approximately 65% of audiology/hearing practices have a sound booth large enough for sound field equipment/testing (*Local knowledge from audiology equipment distributor/unpublished data*)
Partnering with Audiology Private Practices

Chicago Hearing Care
From the CI centers’ perspective:

A Partnership will help:

• Establish clear referral channels from local audiology practices
• Streamline care for new patients
• Streamline care for established CI users
• Use hospital resources more effectively helping new patients become CI users
From the audiology practice perspective:

A partnership will help to:

• Offer a range of hearing solutions instead of hearing aids only
• Differentiate the practice from hearing aid dispensaries
• Create a new line of services, products, and revenue:
  • Bimodal options/contralateral hearing aid sales/fitting/programming
  • Mapping and care of established CI users
  • Pre & post Evaluations of rehabilitative status (speech perception tests 92656)
From the patient’s perspective:

New patients:
• Receive information about CI from someone they trust
• Undergo CI assessment at their local audiology practice

Established CI users:
• Learn about new bimodal & bilateral options
• Access mapping at a non-hospital setting
Partnerships

• Partner with local audiology private practices (6 out of 10 are likely to have the clinical setting to test speech perception)
• Train audiologists on the CI assessment
• Grow the partnership

The Minimum Speech Test Battery is free
References


