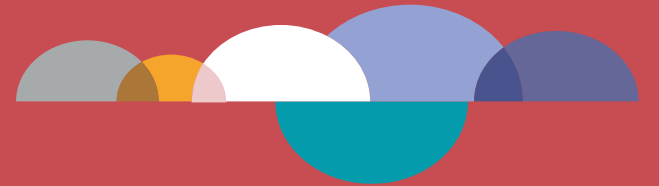


27 October 2022

Partner with your client for great hearing care

Ena Nielsen, Associate Director, Ida Institute



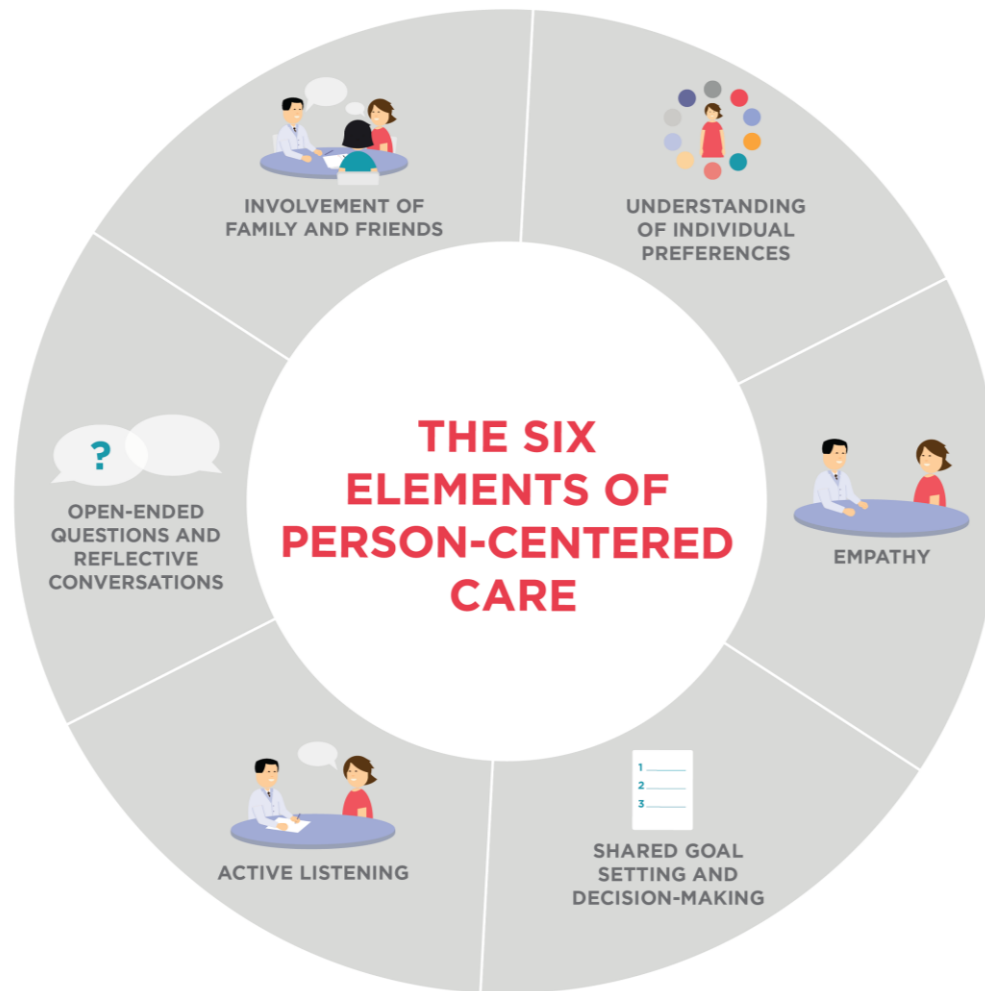
The Ida Institute brings people together to improve hearing care through person-centered principles. With our network and partners, we create innovative resources that educate, guide, and prepare hearing care professionals and their clients to make the most of their appointments and better manage hearing loss in daily life.



What is a good audiologist?



Person-centered care (PCC)



My favorite audiologist

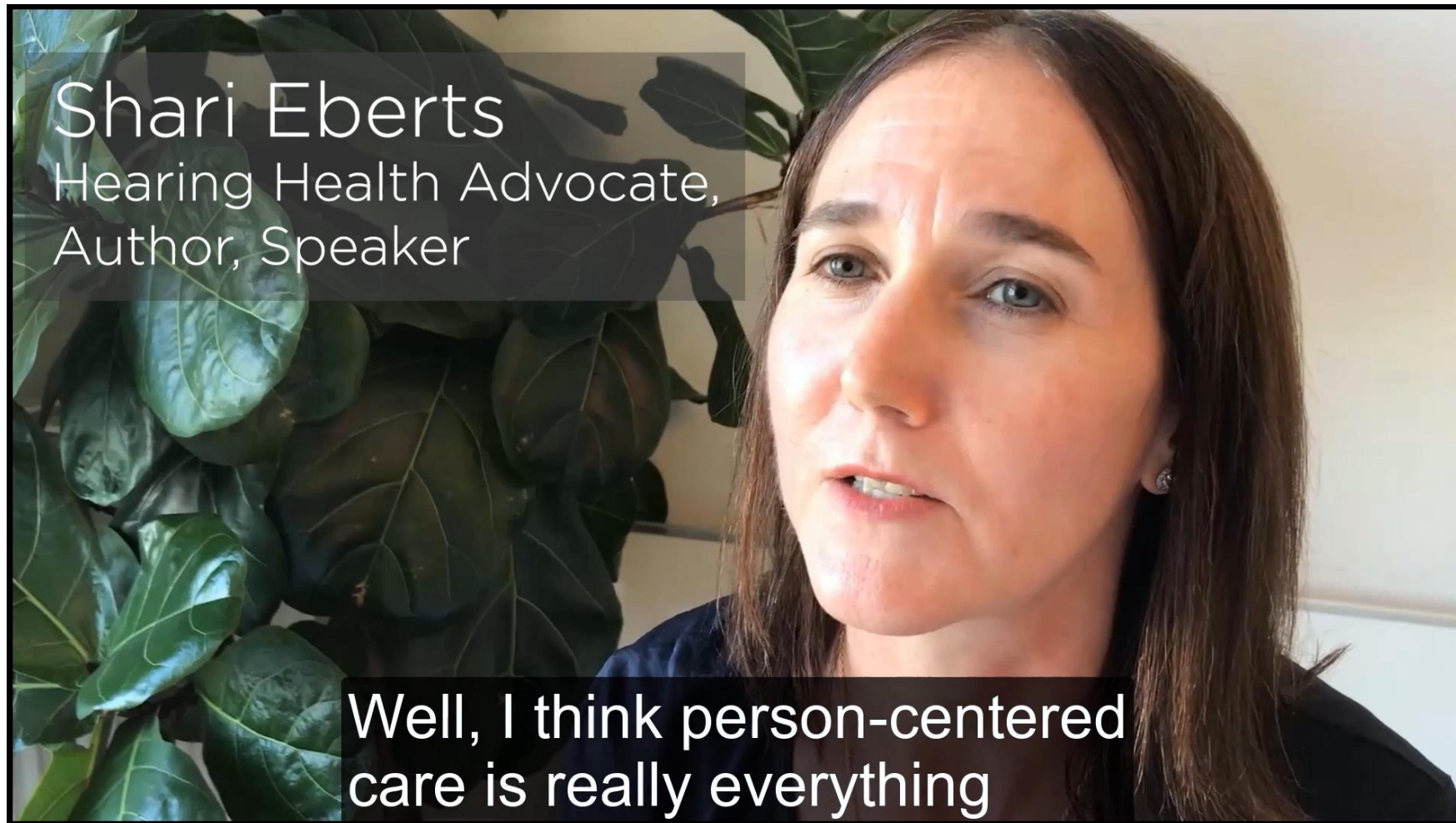
- Seeing accreditations and diplomas
- A professional who is not a slave to what they were taught in audiologist school
- An expert assessor of my hearing ability, who realizes that I'm also an expert
- A hearing professional who can paint the Big Picture
- Someone who uses clear speech and other good communication tactics
- An expert technician who can explain what you're doing
- An innovator who understands the power of peer support
- A clinician who may not specialize in tinnitus, but who wouldn't dare suggest to a client that there is "nothing to be done and you just have to live with it"

"Because you listen to your clients and work with them in partnership, they and the people they recommend you to will be yours for as long as you want."

Gael Hannan



Understanding the patient perspective



Hearing Journeys report

In 2020, we set out to explore the future state of hearing care. We discovered stark challenges and fabulous opportunities that will impact people with hearing loss, hearing care professionals, educators, and those in the industry. Learn how you can prepare to navigate this future landscape.



Consumer hopes for future hearing care

- *Trust, partnership, and shared decision-making between the care provider and receiver*
- Personalized, flexible care
- Focus on the emotional and psychological aspects of hearing loss
- Ability to choose between different care models
- Convenience and accessibility
- New technology and AI with “a human face”
- Preventive care with a focus on overall health and well-being
- The home as the center of care with support from the family
- Transparent and fair pricing models

What is partnership?

- Partnership is when a client and their healthcare professional meet as equals and work together towards
 - identifying needs
 - making decisions
 - treating or managing the condition
- A successful partnership is built on trust, respect, and acknowledgment that both parties are experts



Why are partnerships important?

- Patients and their families offer important perspectives
- Engagement leads to better outcomes
- People with hearing loss still value the “human touch” in consultations



A guide for you and your client

Interactive tool with practical advice for both people with hearing loss and professionals on how to form productive partnerships:

- Animated conversations
- Videos of real-life appointments
- Downloadable tips

Partnering for Great Hearing Care



A guide for people with
hearing loss and professionals

Partnering for Great Hearing Care

Great hearing care is only possible when the person with hearing loss and their hearing care professional trust each other and work together.

In this guide, you'll meet Peter and his audiologist Sara, who have built a strong hearing care partnership.

They'll take you through the practical things you can do to build that partnership and get – or give – great hearing care.



Based on four key building blocks

There are four key building blocks in this partnership:

- Build trust
- Connect as people
- Be an active partner
- Invite family and friends



Build trust



If you have hearing loss

- Come prepared
- Be open and honest
- Be upfront about your budget
- Ask for a written summary of the visit

If you're a clinician

- Help your clients prepare for appointments
- Listen actively and without interrupting
- Ask questions to clarify the person's needs
- Summarize their priorities
- Offer a range of solutions
- Offer clear information about pricing
- Offer a written summary of the visit
- Be accessible



Connect as people



If you have hearing loss

- Be prepared to share details about your life
- Connect with your audiologist as a human and a professional
- Bring your sense of humor

If you're a clinician

- Show compassion and express empathy
- Ask open-ended questions
- Ask about and remember personal details
- Offer regular opportunities for your client to discuss the impact their hearing loss has on their life
- Acknowledge that your client is an expert about him/herself



Be an active partner



If you have hearing loss

- If you don't understand, ask for explanation
- Ask for instructions to suit your learning style
- Explain what success looks like for you
- Share your feelings
- When you receive excellent care, let the clinic owner know
- If you don't like what your audiologist is doing, tell him/her
- Be honest in surveys

If you're a clinician

- Ask how your client learns best and act on this when possible
- Always make decisions jointly
- Invite feedback through surveys
- Put resources to support your clients on your website and social media



Invite family and friends



If you have hearing loss

- Bring a family member or friend to your appointments
- Involve your family when preparing for your appointments
- Explain to your friends or family what your hearing condition is like

If you're a clinician

- Make inviting a family member or friend standard practice in your clinic
- Give dedicated talk time to both client and companions
- Provide opportunities to both parties to respond and ask questions
- Highlight communication strategies for communication partners
- Respect your client's decision if they prefer not to involve anyone
- Offer online appointments when helpful

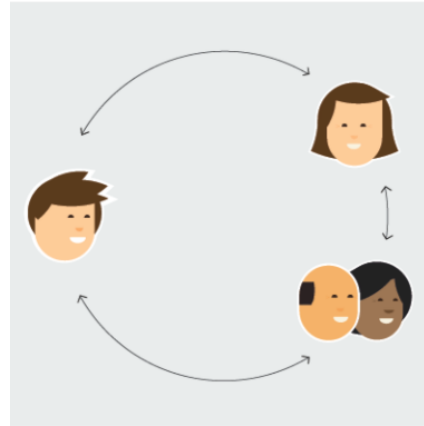


Ida tools to engage clients in their own care



Living Well

Help your clients improve their quality of life by identifying strategies that address their communication challenges



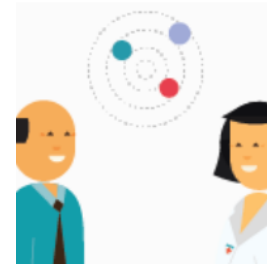
Communication Partners

Help clients improve their communication in daily life by establishing common goals with family and friends



Why Improve My Hearing?

Think about situations where you have trouble hearing or communicating and how important it is for you to do something about it



The People I Talk To

List the people you talk to most often and what questions you want to ask in your appointment. This helps your audiologist understand what matters to you



Tinnitus Thermometer

Describe what your tinnitus sounds and feels like so your audiologist can better help you

Thank you!



Questions and feedback

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Credits

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